



**FACULTY OF MUSIC**

**UNIVERSITI TEKNOLOGI MARA**

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**RESEARCH PROJECT**

**MARKETING STRATEGIES IMPLEMENTED FOR TOP CHARTED  
SONGS IN MALAYSIA**

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## **ABSTRACT**

This paper provided the context to the marketing techniques of the Industrial Revolution 4.0. Subsequently, the researcher provided evidence of shifts in sales, the products of the industry and also the effect on the industry. For the approach, the researcher had intended to conduct qualitative research involving in-depth interviews with carefully selected respondents. Because quality was chosen as the methodology, in-depth interviewing techniques were used during the survey data collection that had been prepared before, as detailed explanations were required for marketing strategies for the local music industry. The music industry is a world that is constantly evolving, so advertisers and distributors must adjust and form their business strategies in order to achieve success. Marketers also developed other approaches and strategies for introducing songs that share the characteristics of songs at the top of the charts. As well as knowing their shortcomings and benefits, distributors need to help artists sell their music. Marketers need to create a detailed marketing strategy that can be placed in place to perfection and step away from conventional media outlets, because it is just not as successful as it used to be. Next, It is recommended that distributors develop a positive partnership with artists and labels. Overall, it can be concluded that the marketing tactics implemented for top notch songs in Malaysia are also very helpful in marketing to distributors with their own innovative methods at this period.

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## **TABLE OF CONTENTS**

### **ABSTRACT**

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### **TABLE OF CONTENTS**

### **CHAPTER 1 : INTRODUCTION**

1.1 Introduction	1 - 3
1.2 Background of study	4
1.3 Problem statement	5
1.4 Purpose of study	5
1.4.1 Objective of the study	6
1.4.2 Research questions	6
1.5 Scope of study	6
1.6 Thesis structure	6 - 7

### **CHAPTER 2 : LITERATURE REVIEW**

2.1 Marketing strategies	8
2.2 Distributions through publicity and social media	8 - 9
2.3 Streaming platforms	9
2.4 Malaysian Popular Music	10

## **CHAPTER 3 : METHODOLOGY**

3.0 Methodology	11 - 12
3.1 Research design	12 - 13
3.2 Method	14
3.2.1 Philosophy	15
3.2.2 Case study	15 - 16
3.3 Research approach	16
3.3.1 Research process	16
3.3.2 Data collection	17
3.4 Structured interview	17
3.5 Respondents	17 - 18
3.6 Questionnaires	19
3.7 Data analysis	20
3.8 Evaluation	20

## **CHAPTER 4 : FINDINGS**

4.1 Introduction	21 - 22
4.2 Findings	22
4.3 Marketing methods on top charted songs in the local industry	22 - 32
4.4 What are distribution platforms used to promote products	33 - 46