UNIVERSITI TEKNOLOGI MARA

DIGITIZATION IMPACT AND IT'S CHALLENGES ON THE MUSIC PUBLISHING PRACTISE. CASE STUDY: THE MALAYSIAN MUSIC INDUSTRY

ALIS SURAYA BINTI SHAHARIM

Thesis submitted in fullfillment of the requirements for the degree of
Bachelor of Music Business (Hons.)

Faculty of Music

January 2020

DECLARATION OF AUTHENTICITY

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any academic institution or non-academic institution for any degree or qualification.

I hereby, acknowledge that I have been supplied with Academic Rules and Regulations for Under Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student: Alis Suraya binti Shaharim
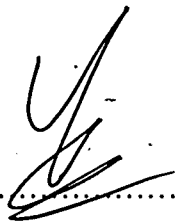
Student ID: 2017347977

Programme: Bachelor of Music Business (Hons.)

Faculty: Faculty of Music

Research title: Digitization Impact and It's Challenges on the Music Publishing Practise. Case Study: The Malaysian Music Industry

Semester: September 2019 - January 2020

....

ALIS SURAYA BINTI SHAHARIM

Faculty of Music

Universiti Teknologi Mara

Date: 3rd January 2020

ABSTRACT

The purpose of this study is to investigate the digitization impacts and it's challenges on the music publishing practise of the Malaysian music industry. This research analyzes how music publishers adapt to the changes of the music publishing practise due to digitization. Specifically, this study focuses on the factors that changed the roles of music publishers in the digital era, the impacts and challenges brought by the technological innovation in the Malaysian music industry, along with the consequences of the impacts and challenges. This study is being conducted using qualitative method of sources from both primary and secondary data. A set of questions are prepared to the respondents via e-mail interview and also face-to-face interview. The respondents chosen are music industry practitioners who have experienced working in the digital era of the music industry. In short, this research is important because it will prompty provide ideas and insights regarding the impacts and challenges faced by the present Malaysian music industry in this digital age.

ACKNOWLEDGEMENT

Firstly, I wish to thank Allah for giving me the opportunity to embark on my Bachelor's degree and for completing this long and challenging journey successfully. My gratitute and thanks go to my supervisor, Madam Nurulhamimi Abdul Rahman. Thank you for the support, patience and ideas in assisting me with this research project. I also would like to express my gratitude to the lecturers and staffs of Faculty of Music, Universiti Teknlogi MARA, especially Dr. Ghaziah Mohd Ghazali, Miss Amanina Alwani Badaruddin and Madam Afiqah Aisyah Saiful Bahar for providing knowledge, support, and assistance.

My appreciation goes to the respondents who took part in my research project, by providing sufficient information needed in accomplishing it. Special thanks to my colleagues and friends for helping me with this project.

Finally, this thesis is dedicated to both of my parents for their endless love, prayers and encouragement. I also want to thank them for their determination to educate me. This piece of victory is dedicated to both of you. Alhamdulilah.

TABLE OF CONTENTS