



UNIVERSITI TEKNOLOGI MARA

**ONLINE MUSIC PLATFORMS AS PROMOTIONAL TOOLS
FOR MUSICAL PRODUCTS PRODUCED BY THE
UITM FACULTY OF MUSIC STUDENTS**

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Thesis submitted in fulfilment
of the requirements for the degree of
Bachelor Degree in Music Business (Hons)

Faculty of Music

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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 results 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.

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ABSTRACT

The purpose of this study is to investigate the marketing strategies using online music platforms as promotional tools for musical products produced by the UiTM faculty of music students. Specifically, this study is focusing on three elements and they are to identify the online music platforms most used in promoting music among the UiTM faculty of music students, to investigate how online music platforms can help in promoting music among the UiTM faculty of music students and to discover the challenges faced in using the online music platforms they choose. This study was conducted using a qualitative method. Eight students whom have enter the Malaysian music industry that signed under record label and move as independent artist had interviewed to answer a set of 8 questions. After the questionnaire has been prove by the supervisor, the questionnaires can be used to interview all eight respondents. All the respondents are choose as they are UiTM music students and also involve in the music industry. In short, this research is important because it will promptly provide ideas or solutions on the marketing strategies that can be used and suited for Malaysian artistes self-marketing and at the same time, finding a way to manage their marketing tools better and ideas to maintain their promotion of musical products.

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