

Mediatized World in Digital Music Industry: Transformations, Challenges, and Opportunities - A Study in Indonesia

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Abstract

The world of music industry has experienced profound transformation in recent years due to digital revolution. This research explores the changes, challenges, and opportunities in the digital music industry. From the evolution of production to distribution, the researcher analyzed this dynamics industry. Several challenges, such as piracy and unequal revenue distribution are faced, yet opportunities arise through digital platforms and blockchain technology. Collaboration between governments, copyright organizations and artists become the key to creating a sustainable music ecosystem. As such, the research not only reflects the essence of the title, but also provides deep insights into how mediatization can be implemented to understand the transformation of the digital music industry in Indonesia, as well as the related challenges and opportunities.

Keywords: Mediatization Music, Digital media, Industry music, Transformation, Challenges, Opportunities.

1. Introduction

The music industry has become the centre stage in the debate on how digital mediation has changed the traditional business landscape (Gürfidan & Ersoy, 2021; Li, 2022). As technology has advanced, the music industry has undergone a profound transformation, shaping an increasingly connected and mediatized world. In this context, it is important to look at the history of music and its development from analogue to digital forms in order to understand how mediation has played a role in this change. The history of music encompasses many forms of expression and transmission, from classical music to popular music (Kodžoman et al., 2023). In the beginning, music was recorded and distributed through analogue forms, such as vinyl records, cassettes and CDs (Hagen, 2022; Li, 2022). Traditional record labels controlled the production, distribution, and promotion of music in a relatively centralized way (Barneva et al., 2021; Parc & Kim, 2020).

However, with the digital revolution of the late 20th and early 21st centuries, the landscape of the music industry has changed dramatically (Centorrino et al., 2022; Geurts & Ceba, 2023). The development of digital technology, the internet, and computer software has changed the way music is produced, distributed, and consumed by society. Music that was initially disseminated through physical media, such as CDs and cassettes can now be accessed digitally through online platforms (Edlom, 2022; Watson et al., 2023). In this article, the researchers explored how mediatization has an important role in the transformation of the digital music industry, focusing on case examples that illustrate the changes that have taken place, the challenges faced, how the medium has influenced the development of the music industry, and the opportunities available in the future. Through a deep understanding of the history of music and its development from analogue to digital forms, people can better understand the significant changes that have occurred in the music industry through the concept of mediatization.

2. Methods

This research uses a qualitative descriptive research design (Ardianto, 2019; Sugiyono, 2020). The research uses secondary data obtained from scientific journals, books, magazines related to research. Qualitative descriptive research is aimed at describing and illustrating existing phenomena, both natural and human engineered, which pays

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more attention to the characteristics, quality and interrelationships between activities. Data analysis in this research uses Miles and Huberman's interactive analysis (Karsadi, 2022; Moleong, 2010).

3. Results and Discussion

3.1. Transformation in Digital Music

Technological developments in the recording industry have been one of the key drivers in the transformation of digital music. From its beginnings with Edison's phonograph in the late 19th century to the development of magnetic tape technology in the early 20th century, and then culminating with multitrack recording in the mid-20th century, this evolution has changed the way music is recorded, produced, and also distributed. Through these various stages, documentary media such as those available on the Netflix platform and other documentaries play an important role in documenting this journey (Adam, 2020). They illustrate how technology has become increasingly affordable and accessible, empowering musicians to become more independent in their music production process. Cases like Billie Eilish recording her album in her own bedroom show how technology has changed the paradigm of music production, allowing for greater innovation and creativity (Altynov, 2022; Husin et al., 2021).

However, the role of media is not only limited to music production, but is also crucial in music promotion. With the advent of digital media, such as music streaming platforms and social media, music promotion has changed significantly. Artists now have more direct access to their audience, allowing them to share their work more widely and build a strong fan base. These platforms have also opened the door to online live concerts, allowing musicians to connect with their fans around the world without the need to be physically present (Parc & Kim, 2020).

One of the largest and most popular digital music platforms today is Spotify. This is a music streaming platform that allows users to listen to millions of songs from various genres online (Asztalos, 2021). The users can access Spotify through both desktop and mobile apps, and they can enjoy their favourite songs by subscribing to the premium service or using the free version supported by ads. Besides Spotify, Apple Music is also a big music streaming platform. It is a music streaming service developed by Apple Inc. It offers an extensive catalogue of songs, including exclusives from well-known artists, as well as additional features such as internet radio and curated playlists (Arifin et al., 2022).

Not only that, platforms such as Amazon Music, Tidal, Deezer, and Google Play Music also play an important role in the digital music industry. Each of these platforms offers a variety of different features and advantages, but they all share the same goal: providing easy and convenient access for users to listen to their favourite music anywhere and anytime. Besides music streaming platforms, social media also plays an important role in music promotion. Platforms such as YouTube, Instagram, TikTok, and Twitter provide platforms for artists to share their music, promote concerts, and interact directly with their fans. Music videos on YouTube have become one of the most effective promotional tools, while platforms such as TikTok have become a place for viral songs and music challenges that gain popularity quickly (Dolata, 2020; Vaininen, 2016).

Thus, the names of digital music platforms, such as Spotify, Apple Music, Amazon Music, Tidal, Deezer, Google Play Music, along with social media of YouTube, Instagram, TikTok, and Twitter, are integral to the media's role in the digital transformation of the music industry. They not only provide easier access for users to discover and enjoy music, but also open the door for wider music promotion and direct interaction between artists and fans. Along with that, social media has also played a growing role in shaping music-related lifestyles. In the 90's the TV program of MTV (Music Television) has become an icon in shaping popular culture related to music. Since its launch in 1981, MTV has played an important role in promoting music videos, supporting artists' careers, and introducing new fashion and lifestyle trends. For example, the show 'MTV Cribs' gives fans a chance to look into the private lives of musicians and celebrities, while 'Total Request Live' (TRL) becomes an important platform to introduce new songs and measure the popularity of musicians and music videos.

By providing in-depth information and experiences, digital media not only helps to understand music history, but also inspires and gives future generations an insight into the journey and development of the music industry. Many music documentaries are now available for streaming. Thus, the role of media in the history of digital music transformation cannot be ignored. From music promotion to music history documentation, media plays a central role in shaping the modern music industry and the way we understand and appreciate music (Adam, 2020).

3.2. The Role of Media in Transformation Music: Promotion, Style Influence, and Historical Documentation

The role of the media in the development of music history is crucial. Through various platforms, such as radio, television, print, and digital media, the media has been a driving force in promoting, directing, and documenting music. The media helps in the promotion and marketing of music, introducing musicians' works to a wider audience. In addition, the media also has the power to shape trends and direct people's musical tastes by playing certain songs repeatedly. In this regard, radio and television play an important role in shaping the popularity and commercial success of a song or music genre (He & Chang, 2023). The media also has an important role as a custodian of music history, documenting the development of music through recordings, documentary programs and articles in music magazines. In addition, modern media, such as online music streaming platforms, have changed the way people access and consume music, making it more accessible globally without geographical restrictions. Finally, the media provides a platform for music critics and journalists to evaluate musical works, providing an in-depth view of their artistic and commercial value, which in turn can influence people's perception of a particular work or artist. Thus, through promotion, influence of musical styles, historical documentation, accessibility, and criticism, the media has become a major force in shaping the development of music history and the way we understand and appreciate musical works (-, 2024; Fennell et al., 2021; He & Chang, 2023).

3.3. Promotion

The role of media in the transformation of music promotion has become a key factor in connecting musicians with a wider audience. Through various platforms such as radio, television, print, and digital media, the media has the ability to introduce musicians' works to a wider audience efficiently and effectively. In the context of music promotion, the media acts as a means to convey information about the release of new songs or albums, concert tours, or news related to the music industry to the public. Through advertisements, event coverage, interviews, and music reviews, the media helps in building awareness and interest in the works of musicians.

In addition, the media also provides opportunities for musicians to expand their audience reach through live appearances on television shows, radio broadcasts, or collaborations with influencers on social media. Thus, the media not only promotes music to existing audiences, but also helps in introducing music to new audiences who may not have heard of it before. Besides the direct promotion, the media also plays an important role in building an artist's image and brand through news coverage, profiles, and interviews. By being part of the popular media, artists can gain greater visibility and expand their fan base. This helps in strengthening the relationship between musicians and fans, as well as increasing the commercial success of musical works. Thus, the transformation of music promotion through media has enabled musicians to reach a wider audience, expand their influence, and build stronger relationships with their fans.

Modern media, such as online music streaming platforms, have changed the way people access and consume music, making it more accessible globally without geographical restrictions. Lil Nas X is an interesting example of how the role of digital media, in this case the TikTok platform, has had a significant impact in promoting music. By using his creativity and interacting directly with TikTok users through various challenges and engaging short videos, Lil Nas X managed to make his song, 'Old Town Road', extremely popular on the platform in a short period of time. This success is not only to TikTok, but also affects digital music consumption behaviour globally. The song entitled 'Old Town Road' achieved tremendous popularity on various music streaming platforms such as Spotify, Apple Music, and others, and dominated the charts in various countries.

The case of Lil Nas X highlights how digital platforms such TikTok have become a major force in shaping music trends and influencing how consumers listen to and discover music. It illustrates how important a role of digital platforms play in the modern music ecosystem, as well as how musicians can utilize them to achieve widespread success globally. As such, the transformation in music promotion through digital media not only helps to increase artists' visibility locally, but also enables them to achieve global success in a relatively short period of time.

3.4. Effect of Style

The influence of musical styles formed through the media has a huge impact in shaping people's musical tastes as well as determining the direction of music trends. The media, through various platforms, such as radio, television, print, and digital media, plays an important role in introducing and highlighting different genres of music to a wider audience. For example, radio broadcasts that play certain songs over and over again can create significant popularity

for that song or genre of music. Similarly, television, with its music videos and live performances by artists, can reinforce certain images and styles in music.

In addition, the media also helps in shaping the image and visual identity of certain musicians and music genres. For example, music videos, interviews and event coverage in the media shape the public's perception of the style and aesthetic of music associated with those artists. This allows the audience to identify and connect with a particular style of music, and helps in portraying the fashion and lifestyle trends associated with that genre. Furthermore, in the digital media era, several platforms such as YouTube, Instagram, and TikTok provide a new platform for musicians to express and promote their music style. The visual content uploaded by musicians on these platforms often takes centre stage in shaping music trends and the lifestyles associated with them.

Thus, the role of media in the transformation of music style influence not only affects how music is promoted and distributed to audiences, but also shapes visual identity, image and trends in the music industry. Through the media, musicians can develop their own brand and reach a wider audience, while audiences can continue to receive inspiration from the various music styles presented by the media. The example of Kurt Cobain from the band Nirvana is a perfect illustration of how the media shapes music trends and lifestyles related to certain music genres. In the 90s, Nirvana led the grunge music movement that originated in Seattle, Washington. The grunge music style is characterized by a rough sound, dark lyrics, and influences from punk and alternative rock music. Kurt Cobain, as the lead vocalist and guitarist of Nirvana, became an icon of this grunge music movement. Through the media, especially MTV music videos and Nirvana's live performances, the image of Kurt Cobain and his grunge lifestyle became very popular. The casual, sometimes baggy and ripped clothing style, as well as the long dull hairstyle, became a trend among teenagers at that time. This style was seen as a symbol of concern and dissatisfaction with existing social norms.

Nirvana's success in bringing grunge to the global stage, coupled with the aura of controversy surrounding Kurt Cobain, made him a legend in the music world. Even after his tragic overdose death in 1994, Kurt Cobain remains remembered as an iconic figure of grunge music, and his musical legacy continues to influence generations of musicians and music lovers to this day. As such, the example of Kurt Cobain and his influence in popularizing the grunge lifestyle through the media clearly illustrates how the media shapes musical trends and lifestyles associated with certain genres of music.

3.5. Documentation History

In the context of music history documentation, the role of the media is crucial in maintaining and recording the development of the music industry over time. Through various platforms, such as audio recordings, television documentary programs and articles in music magazines, the media has become an effective custodian of music history. For example, audio and video recordings of concerts, interviews with musicians, and coverage of important events in the music industry are the main sources that hold information about the development of music and the lives of musicians.

For example, television documentaries often introduce their audiences to the history of a particular music genre, important events in the music industry, or profiles of famous artists. This provides a deeper understanding of the social, political, and cultural context in which the music developed, as well as its influence on society at the time. In addition, articles in music magazines also have a pivotal role in perpetuating events, trends, and key figures in music history. Through album reviews, exclusive interviews, and coverage of concerts and music festivals, print media helps in preserving musical heritage and extending knowledge of music history to readers. With the advent of modern media, such as online music streaming platforms, the documentation of music history has also continued to evolve. For example, streaming platforms often provide access to rare or hard-to-find archival recordings, allowing new generations to better access and appreciate music history.

Overall, the role of media in music history documentation not only helps in maintaining the collective memory of the development of the music industry, but also allows the next generation to understand and appreciate the musical heritage that has come before. This makes the media becomes a key pillar in shaping the way people understand and appreciate musical works from the past to the present. The documentary on the production of the song 'We are the World' available on Netflix is an example of how media helps in the documentation of music history. In this documentary, viewers are presented with an in-depth description of the song's production process, as well as the condition of the music industry in the late 80s. Through this documentary, people become more aware and understand how the collaboration between famous American musicians, such as Michael Jackson, Quincy Jones, and Lionel

Richie, along with many other artists, became a project aimed at raising funds to help the people of Africa who were suffering from famine at that time. It also illustrates how complex the production process of the song's recording was, involving many famous American musicians, such as Bruce Springsteen, Stevie Wonder, Debbie Gibson, and others. Through this documentary, the audience can see how the music industry at that time played a role in overcoming humanitarian problems and how the song became a symbol of solidarity and concern for countries in crisis. Thus, this documentary becomes a proof of how the media, in this case Netflix, plays a role in documenting and sharing information about music history that is important and meaningful to society.

Another example showing the role of digital media in documenting music history is the documentary entitled 'Miss Americana', which follows Taylor Swift's career and provides an in-depth insight into the challenges and struggles she faced as a popular artist. It not only discusses the creative process of making her music, but also highlights the role of media and public pressure in the life of a pop star. In addition, Taylor Swift's recorded concert of 'Eras Tour' airing on Hoster's Disney+ platform is another example of how digital media has captured important moments in music history. The concert not only provided a live experience to the audience, but also became an important documentation of the artist's performance and journey during the concert tour. Through advanced recording and production technology, the concert was globally accessible to Taylor Swift's fans around the world, allowing them to experience the concert live even from a distance. Thus, through documentaries of those available on Netflix and digital concert recordings, such as Taylor Swift's concert on Disney+ Hoster, digital media has played an important role in saving and perpetuating music history.

3.6. Transformation in Digital Music in Indonesia: Promotion, Style Influence, and Historical Documentation

The role of media in Indonesia has had a significant impact in the transformation of the country's music industry. With the development of digital technology and wider internet penetration, the media has a significant impact in promoting, influencing lifestyles, and documenting the history of Indonesian music

3.7. Promotion

The media has become the main channel for promoting music in Indonesia. Radio stations, television, music websites, and social media have all become important platforms for introducing musical works to audiences. For instance, popular radio stations, such as Prambors FM, Gen FM, and Hard Rock FM in Jakarta often play songs from Indonesian and overseas artists to reach their listeners. In addition, music shows on television such as 'Indonesian Idol' and 'The Voice Indonesia' also provide opportunities for local talents to be promoted to a wider public.

3.8. Style Influence

The media is used for shaping trends and lifestyles related to music in Indonesia (Rohmatul Hidayah & Retpitasari, 2023; Sullivan, 2019). For example, through coverage of music events, interviews with musicians, and paparazzi, the media helps in raising the profile and image of musicians who then become role models for their fans. For example, Via Vallen, is the first woman in Indonesia to become an icon of *dangdut koplo* music. She stood out because of her style of dress and appearance that differed from the stereotypes of previous *dangdut koplo* musicians. Despite coming from the *dangdut koplo* music genre, Via Vallen chose to incorporate a more modern style of clothing, inspired by the style of K-pop women. Her clean and trendy look changed people's perception of *dangdut koplo* music, erasing the stigma that the music is only suitable for 'old school' or 'cheap' looks. Through her fresh style and appearance, Via Vallen has contributed greatly in reshaping the image and style of *dangdut koplo* music in Indonesia. The role of the media in shaping Via Vallen's image cannot be ignored. Print media coverage, television interviews, and exposure on social media platforms have helped in spreading her charm and unique personality to the wider public. Through active promotion and positive coverage, the media has played an important role in elevating Via Vallen's status to become an icon of Indonesian *koplo dangdut* music (Bramantyo, 2021).

3.9. Historical and Development Documentation System Royalties Music in Indonesia

Indonesia has started to utilize historical documentation through digital media (Arifin et al., 2022; Dolata, 2020). Currently, there is a significant effort in developing a music royalty collection system in Indonesia, which is an important opportunity in facing the challenge of equitable revenue sharing. In Indonesia, the collection and distribution of music royalties is carried out by the Lembaga Manajemen Kolektif Nasional (LMKN). In recent years,

there has been an increased awareness of the importance of royalties for songwriters and copyright holders in Indonesia. Organizations, such as KCI (Karya Cipta Indonesia) and WAMI (Warner Music Indonesia) have been active in developing a more effective and transparent royalty collection system for Indonesian musicians. The media also plays a role in the calculation of the music royalty collection system in Indonesia by providing information and news platforms that clarify the royalty calculation process and encourage awareness of the importance of copyright for musicians. Through these efforts, musicians in Indonesia can be more fairly rewarded for their works, which in turn will support the growth of the music industry as a whole.

4. Conclusion

This journal highlights the important role of media in changing the landscape of the music industry, particularly in the digital era. It describes how the evolution of digital technology and media has affected the production, distribution, and promotion of music in Indonesia, and the associated challenges and opportunities. Firstly, it emphasizes the role of media in the transformation of the digital music industry, from production to promotion. Various music streaming platforms and social media have opened the door for musicians to connect directly with their fans, promote their work, and expand their fan base globally. Secondly, it highlights how the media not only influences music promotion, but also shapes lifestyles related to music. Examples, such as that of Kurt Cobain and his influence in popularizing the grunge lifestyle through the media serve as a strong illustration of how the media shapes music trends and associated lifestyles. Thirdly, it discusses the importance of documenting music history through the media in maintaining musical heritage and extending knowledge of music history to the next generation. Through documentaries and streaming platforms, the media helps preserve and immortalize important moments in music history. Last, the journal highlights the transformation in the digital music industry in Indonesia, including the challenges and opportunities faced. In the Indonesian context, the media plays an important role in promoting local music, shaping music trends, and developing a fairer royalty system for musicians. Overall, the journal underlines the importance of mediatization in understanding the transformation of the digital music industry in Indonesia, as well as the central role of media in shaping the way people understand and appreciate musical works from the past to the present.

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