



Consumer Migration From Physical Formats to Digital Music in Indonesia

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Abstract

Changes in technology and consumer preferences have shifted the way people listen to and access music. This phenomenon has had a major impact on record labels, artists, and the way music is distributed. The purpose of this study is to understand and analyze the process of consumer migration from physical format to digital music in Indonesia. This research method is qualitative research. The data collection technique in this research is a literature study. The data that has been collected is then analyzed using data reduction techniques, data presentation and conclusion drawing. The results showed that music formats began with vinyl records, cassettes, compact disks (CDs), MP3s, and digital music. Consumer migration from physical formats to digital music in Indonesia is an unavoidable trend. This trend is caused by several factors, including ease and convenience, price, and a wider collection.

Introduction

Music plays an important role in the daily lives of Indonesians as a form of entertainment that is popular and pervasive in local culture. Various genres of music, both traditional and modern, reflect Indonesia's rich cultural diversity (Hartanto et al., 2021). Music is not only entertainment, but also an integral part of traditional ceremonies, rituals, and artistic expressions of the community. More than just entertainment, music is also a tool to convey messages, unite communities, and express feelings and identity. The advent of technology in music formats has changed the way people listen to and access music, providing wider accessibility and enabling faster and easier intercultural exchange. Therefore, music is not only a pleasure, but also an important part of Indonesia's identity and diversity.

Technological developments have created significant changes in various industries, including the music industry. This transformation has permeated the entire music ecosystem, affecting every stage from production to distribution to consumption. The development of digital technologies such as the use of music production software, digital recording, and online distribution has replaced traditional ways of creating, recording, and distributing music. Digital platforms and streaming services are changing the way listeners access and enjoy music, providing easy accessibility and a more personalized and customized listening experience. All of this has resulted in a major shift in music consumption patterns from physical formats to digital music that is more practical, accessible, and can be accommodated quickly according to listeners' preferences.

Previous research by (Ruddin et al., 2022) shows that the music industry has and will continue to continue to change and develop. Just as cassettes replaced eight-track players, and CD players replaced cassettes; the availability of online digital music has radically changed the rules of the music industry. Furthermore, the development of big data and Internet technology has encouraged the industry to change the business model from traditional to digital business models.

Another study by (Ganeshkumar et al., 2020) showed that the evolution of computers and sound synthesizers changed the music production techniques drastically in every part of the orchestration such as the horn section, rhythm section even in the vocal section, sound and signal processing techniques provide a way to produce music easily compared to conventional techniques. Music production and rendering programs like CUBASE, ProTools, Fl Studio, Neoundo, Sound forge make use of sound processing algorithms to mix and even to synthesize sounds, these programs are very competitive for live instruments and gave way to virtual sound technology.

The novelty of this research is that there is no research that examines consumer migration from physical formats to digital music in Indonesia. The implications of this research show how consumer behavior changes along with the evolution of technology, contributing to the theoretical understanding of consumer adaptation to digital technology. The purpose of this study is to understand and analyze the process of consumer migration from physical formats to digital music in Indonesia.

Methods

This research method is qualitative research. According to (Sugiyono, 2018), qualitative research methods are a research approach based on certain philosophies and used to investigate phenomena in scientific conditions, where the researcher acts as the main instrument. This method involves data collection techniques that emphasize understanding the meaning and qualitative analysis. The type of data used in this research is secondary data obtained from Google Scholar. The data collection technique in this research is a literature study. The data that has been collected is then analyzed using data reduction techniques, data presentation and conclusion drawing.

In the data reduction stage, the data that has been collected will be simplified, categorized, and organized to make it easier to understand. Data reduction techniques involve selecting relevant information, grouping emerging themes or categories, and deleting irrelevant data. Once the data has been reduced, the next step is to present the data systematically. This involves the use of tables, graphs, or narratives that illustrate the findings and patterns that emerged from the data analysis. A clear and structured presentation of the data helps in understanding the research results better. The last stage is drawing conclusions based on the data analysis that has been done. In this stage, the researcher will connect the findings that emerge from the data with the research objectives and research questions posed.

Results and Discussion

Music is one of the cultural products that cannot be separated from human life. Apart from being artistic entertainment and cultural products, along with the times, music can also be a proselytizing tool, an educational tool and even political and ideological propaganda (Annisa & Pratama, 2022). Music as a means of entertainment that is enjoyed in the world has many genres in it. music is everywhere, be it in movies, advertisements, video games, even call ringback tones provide music as a substitute for conventional call tones. Music marketing also continues to develop from time to time, starting with physical sales such as vinyl records, cassettes, CDs (which are often referred to as the analog era) and now to where music sales are not limited to physical form marketing but also marketing in digital form (Dewatara & Agustin, 2019).

The prototype of the current vinyl record is the one developed by Emile Berliner in the late 1880s for his playback invention, the gramophone. The groove itself was first introduced to the market to produce sound in 1877 when Thomas Edison introduced his phonograph and cylinder record. So it's been around for a very long time in a world where vinyl records are more than

100 years old. It was popular in the 1960s to 1980s. Faded in the 1980s until the 2010s and then boomed again in the 2010s until now (Gunawan, 2021). With its large size, Vinyl is no longer an efficient music media to carry anywhere, so to listen to Vinyl recordings, listeners must stay in one place. From another aspect, Vinyl music media is quite expensive, and difficult to obtain (Valentino, 2021). Consumers buy vinyl records at vinyl record stores not only to buy vinyl records but besides that there is a separate experience, namely how to find vinyl records in a pile of vinyl records or the term is digging has its own excitement for consumers, especially if they find vinyl records that consumers like (Gunawan, 2021).

The emergence of cassette tapes as a new technology was considered by the public to be more practical in terms of shape and size as well as cheaper than vinyl records, which changed the music industry market. Previously, vinyl records began to dominate the trade market in the 1960s and 1970s, but then declined in the 1980s which seemed to be replaced by cassette tapes (Bartmaski and Woodward, 2013:3). In 1963 Philips introduced the first production of audio-cassettes that used high-quality 1/8-inch polister. At the same time, Philips also produced the first portable tape recorder circulated in Europe using batteries as its energy source and still with a mono system which in its first year sold 9000 pieces. Since then, cassettes have accompanied vinyl records in the world music industry (Ningrum et al, 2019). Since the existence of cassettes, one by one vinyl record rentals have been unable to survive, even going out of business. The decline in the use of vinyl records has actually increased the quantity of tape ownership in people's homes. In contrast to vinyl records that have a high selling price, cassettes offer music at a more friendly price (Radiya, 2015).

Compact Disc or CD is the last technology of physical music that has been consumed by music lovers, the CD's lightweight physical form and easy portability release music from packaging, annotations, and designs intended to ensure the value and integrity of CDs as a form of different cultures. The emergence of CDs is a format that bridges the analog era with the digital era, in 1982 CDs began to be made and in 1983 they were mass-produced in Japan which then spread to countries in Europe (Putra & Irwansyah, 2019).

Compact discs are portable storage media that can record, store and play audio, video and other data in digital form. A standard compact disc measures 4.7 inches wide, or 120 millimeters (mm), 1.2 mm thick, weighs between 15 grams and 20 grams, and has a capacity of 80 minutes of audio, or 650 megabytes (MB) to 700 MB of data. CDs work by focusing a semiconductor laser with a wavelength of 780 nanometers onto a single track on the disk. As the disk rotates, the laser beam measures the different ways light is reflected off the polycarbonate layer at the bottom of the disk, converting it into sound. CDs are fragile and scratch easily; this can be repaired, but the readability of the disk may be affected (Sullivan, 2023).

Just as cassettes replaced eight-track players, and CD players replaced cassettes; the availability of online digital music has radically changed the rules of the music industry. Furthermore, the development of big data and Internet technology has encouraged the industry to change the business model from traditional to digital business models (Ruddin et al, 2022).

One application that is currently trending is Spotify. A streaming music platform that has many interesting features, and is widely used by millennials around the world, including in Indonesia to listen to music (Netti & Irwansyah, 2021). Previously, you could only listen to music by buying cassettes or CDs, then playing them through a player. Later, we could download music from various sites that provide music files for download. And nowadays, you can listen to music from various online music player platforms. Simply download the music player application, then various music is available in the application (Ginabila & Fauzi, 2023).

Spotify is one of the music streaming applications that is very popular among young Indonesians. Evidenced by research conducted by Andry & Tjee (2019) which found that most students prefer to listen to music through Spotify premium, because of the good sound quality and can also download songs legally because they do not violate the copyright that has been represented by this Spotify platform. In addition, Spotify also has the main advantages of a simple and elegant appearance, the song genre category and song collection are quite rich, especially international Western songs, besides that it can also personalize songs, there is a Podcast feature for amateurs or beginners, superior in synchronization, can share it to social media, and also the premium subscription price is relatively affordable (Amanda, 2022).

The factors that make streaming music platforms the preferred choice today over conventional physical formats are:

Ease of access

This digital format-based service can be accessed through smartphones so that users no longer need to carry CD or cassette players like the experience in the previous era. The ease of accessing streaming music through existing facilities on smartphones is also matched by the growth rate of smartphone users, which in 2017 was recorded at 62.69 million people in Indonesia, this of course directly impacts the growth of users of music streaming services (Utomo & Probosini, 2020).

Convenience in listening to music online

Comfort when listening to music online is obtained with the certainty of audio quality according to the desired. Even some music platforms have their own advantages, especially in terms of audio quality.

More affordable price

With digitization and mobile technology, music consumption has increased rapidly, making it accessible from anywhere (Hanini & Irwansyah, 2020). Music streaming services have become a much cheaper alternative for consumption, thus providing incentives to reduce music piracy (Hampton-Sosa, 2017).

A wider selection of music collections with various features

Streaming music services have a complete collection of songs with one monthly payment and provide a platform for young people to interpret identity, interact through music, form and show personal music preferences, regulate the profile and visibility of music listening activities, express through music, share music and will ultimately trigger young people to bring up the construction of the identity they create through all the musical activities that occur (Akbar & Rahmanto, 2023).

The results show that music formats began with vinyl records, cassettes, compact disks (CDs), MP3s, and digital music. Consumer migration from physical formats to digital music in Indonesia is an unavoidable trend. This trend is caused by several factors, including ease and convenience, price, and a wider collection.

Conclusion

The evolution of music formats from vinyl records, cassettes, compact disks (CDs), MP3s, to digital music has been a long journey. Consumer migration from physical formats to digital music in Indonesia is an inevitable trend. Factors influencing this trend include the ease of

access and convenience of listening to music online, more affordable prices, and a wider and more accessible selection of music collections. This phenomenon not only reflects technological changes, but also a reflection of consumer preferences that lead to greater reliance on digital music platforms and services in accessing and enjoying music.

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