

TABLE OF CONTENT

| | |
|---|-------------------------------------|
| BEGINNER BAND EXPERIENCES USING SPOTIFY STREAMING SERVICES AS A BUSINESS EXPANSION MEDIA: INTERPRETIVE PHENOMENON ANALYSIS | <i>Error! Bookmark not defined.</i> |
| BACHELOR THESIS APPROVAL | <i>Error! Bookmark not defined.</i> |
| EXAMINATION COMPLETION APPROVAL | <i>iii</i> |
| STATEMENT OF ORIGINALITY | <i>Error! Bookmark not defined.</i> |
| MOTTO | <i>Error! Bookmark not defined.</i> |
| ABSTRACT | <i>Error! Bookmark not defined.</i> |
| ABSTRAK | <i>Error! Bookmark not defined.</i> |
| ACKNOWLEDGEMENT | <i>Error! Bookmark not defined.</i> |
| TABLE OF CONTENT | 1 |
| CHAPTER I INTRODUCTION | <i>Error! Bookmark not defined.</i> |
| 1.1 Research Background | <i>Error! Bookmark not defined.</i> |
| 1.2 Problem Statement | <i>Error! Bookmark not defined.</i> |
| 1.3 Research Purpose | <i>Error! Bookmark not defined.</i> |
| 1.4 Research Significance | <i>Error! Bookmark not defined.</i> |
| CHAPTER II LITERATURE REVIEW | <i>Error! Bookmark not defined.</i> |
| 2.1 Music Streaming Service | <i>Error! Bookmark not defined.</i> |
| 2.2 Beginner Band | <i>Error! Bookmark not defined.</i> |
| 2.3 Theoretical Framework | <i>Error! Bookmark not defined.</i> |
| 2.3.1 Media Coverage Hypotheses | Error! Bookmark not defined. |
| 2.3.2 Long-Tail Economics Model | Error! Bookmark not defined. |
| 2.3.3 Participatory Culture | Error! Bookmark not defined. |
| 2.3.4 Digital Marketing | Error! Bookmark not defined. |
| 2.4 Previous Research | <i>Error! Bookmark not defined.</i> |
| 2.5 Research Framework | <i>Error! Bookmark not defined.</i> |
| CHAPTER III RESEARCH METHODOLOGY | <i>Error! Bookmark not defined.</i> |
| 3.1 Research Design | <i>Error! Bookmark not defined.</i> |
| 3.2 Data Sources and Type of Data | <i>Error! Bookmark not defined.</i> |
| 3.3 Data Collection Methods | <i>Error! Bookmark not defined.</i> |
| 3.4 Research Participants | <i>Error! Bookmark not defined.</i> |

| | |
|---|-------------------------------------|
| 3.5 Data Analysis | Error! Bookmark not defined. |
| 3.6 Research Validity and Reliability | Error! Bookmark not defined. |
| CHAPTER IV RESULT AND DISCUSSION | <i>Error! Bookmark not defined.</i> |
| 4.1 Informant Demographic | Error! Bookmark not defined. |
| 4.2 Themes | Error! Bookmark not defined. |
| 4.2.1 Dheni Fattah | Error! Bookmark not defined. |
| 4.2.2 Brury Prasetyo | Error! Bookmark not defined. |
| 4.2.3 Putra Fuadillah | Error! Bookmark not defined. |
| 4.2.4 Dwiki Hygi | Error! Bookmark not defined. |
| 4.2.5 Refi Rendyan | Error! Bookmark not defined. |
| 4.2.6 Yogi Irfan | Error! Bookmark not defined. |
| 4.3 Discussion | Error! Bookmark not defined. |
| CHAPTER V CONCLUSION | <i>Error! Bookmark not defined.</i> |
| 5.1 Conclusion | Error! Bookmark not defined. |
| 5.2 Research Question Elaboration | Error! Bookmark not defined. |
| 5.3 Research Significance and Suggestions | Error! Bookmark not defined. |
| REFERENCES | <i>Error! Bookmark not defined.</i> |
| APPENDIX | <i>Error! Bookmark not defined.</i> |

