

TABLE OF CONTENT

**BEGINNER BAND EXPERIENCES USING SPOTIFY STREAMING SERVICES AS A BUSINESS
EXPANSION MEDIA: INTERPRETIVE PHENOMENON ANALYSIS***Error! Bookmark not defined.*

BACHELOR THESIS APPROVAL..... *Error! Bookmark not defined.*

EXAMINATION COMPLETION APPROVAL.....*iii*

STATEMENT OF ORIGINALITY..... *Error! Bookmark not defined.*

MOTTO *Error! Bookmark not defined.*

ABSTRACT *Error! Bookmark not defined.*

ABSTRAK..... *Error! Bookmark not defined.*

ACKNOWLEDGEMENT..... *Error! Bookmark not defined.*

TABLE OF CONTENT **1**

CHAPTER I INTRODUCTION *Error! Bookmark not defined.*

1.1 Research Background *Error! Bookmark not defined.*

1.2 Problem Statement *Error! Bookmark not defined.*

1.3 Research Purpose *Error! Bookmark not defined.*

1.4 Research Significance *Error! Bookmark not defined.*

CHAPTER II LITERATURE REVIEW..... *Error! Bookmark not defined.*

2.1 Music Streaming Service *Error! Bookmark not defined.*

2.2 Beginner Band *Error! Bookmark not defined.*

2.3 Theoretical Framework..... *Error! Bookmark not defined.*

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 *Error! Bookmark not defined.*

2.5 Research Framework *Error! Bookmark not defined.*

CHAPTER III RESEARCH METHODOLOGY..... *Error! Bookmark not defined.*

3.1 Research Design *Error! Bookmark not defined.*

3.2 Data Sources and Type of Data *Error! Bookmark not defined.*

3.3 Data Collection Methods *Error! Bookmark not defined.*

3.4 Research Participants *Error! Bookmark not defined.*

3.5 Data Analysis Error! Bookmark not defined.

3.6 Research Validity and Reliability Error! Bookmark not defined.

CHAPTER IV RESULT AND DISCUSSION Error! Bookmark not defined.

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 Error! Bookmark not defined.

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 Error! Bookmark not defined.

APPENDIX Error! Bookmark not defined.