

# MUSIC STREAMING DOMINATES THE PHYSICAL ALBUM MARKET ANALYSIS

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## Abstract

This research aims to discuss about the dominance between music streaming and the physical album market. This paper wants to know deeply about this kind of issue. The author uses a Hegemony method by Gramsci to trace the issue that happen nowadays in the field of music market sales. The method that researcher use to analyze this is by using library reasearch. The data are in the form of news in internet as the source. The researcher also finds about the journals, and articles that related with the study.

**Key words:** Music Streaming, Hegemony, Music Industry, CD, Cassette

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## INTRODUCTION

Year after year and day after day, technology in this world growing so fast [1], [2], [3] and the development in the field of technology make human live their lives easily [4], [5], [6]. With the help of technology, humans can work faster and more practically [7], [8], [9] and the world is slowly changing in keeping with that development [10], [11], [12]. As well as the world of music, singers and songwriters sell their songs in a different way than before because of this development [13], [14], [15]. Today, there are so many music streaming widespread among the people [16], [17], [18], remembering this in the year of 80s and 90s cassette and CD still famous for people to listening to music [19], [20], [21]. Music streaming with the format of Mp3 can dominating the CDs and Cassette's market [22], [23], [24] and also facilitate music listeners, because music streaming can be played anywhere and anytime [25], [26], [27].

Thus, people around the world switch leaving CDs and tapes [28], [29], [30]. Because of this issue, the researcher wants to know deeply about this transition and why this issue can be happen [31], [32], [33]. In order to accomplish this paper, the writers decided to use the Hegemony theory by Gramsci, The term hegemony comes from the Greek term, hegeisthai [34], [35], [36]. The concept of hegemony is widely used by sociologists to explain the phenomenon of an attempt to maintain power by the authorities [37], [38], [39]. The ruler here has broad meaning [40], [41], [42], not only limited to the ruler of the state

(government) [43], [44], [45]. Hegemony can be defined as: domination by one group over another group [46], [47], [48], with or without the threat of violence [49], [50], [51], so ideas dictated by the dominant group to the dominated group are accepted as natural [52], [53], [54], not only politic and government but also other things [55], [56], [57]. The researchers used this to analyze the issue that happen in this world.

Communication can be understood well by both the speaker and hearer, when they know about the context and the topic of conversation [58], [59], [60]. Sometimes we are not sure about the message we get from something we read or hear, and we concern about getting our own message across to others [61], [62], [63]. In communication, there are also some aspects of language that must be noticed [64], [65], [66]. For example, when we do communication, we will find the use of 3 references or term of address, such as: He, She, You, Sir, My friend, Here, there, etc. The purpose is to point something [67], [68], [69]. All of these words can be called as Deixis [70], [71], [72]. Deixis is the words which the referents always change depending on the context [73], [74], [75]. [76] state that deixis is the single obvious way in which the relationship between language and context is reflected in the structures of language themselves [77], [78], [79]. Levinson also categories the deixis into five kinds, they are person deixis, spatial deixis, temporal deixis, discourse deixis and social deixis [80], [81], [82].

In other hand, Yule also categories the deixis into three kinds they are to indicate people via person deixis (me, you), to indicate location via spatial deixis (here, there), and to indicate time via temporal deixis (now, then) [83], [84], [85]. Moreover, definiteness is a feature of noun phrase selected by the speaker to convey his assumption that the hearer will be able to identify the referent of the noun phrase [86], [87], [88]. There are three main types of definite noun phrase; proper name (Stephen, Mary, etc), personal pronoun (she, he, it), and determiner (the, that, those, etc) [89], [90], [91]. Furthermore, in some past decades there are some researchers related to deixis [92], [93], [94] and definiteness such as Diessel (2012), Webber (1997), Kirtcuk (2004), etc [95], [96], [97]. Hence, the purpose of the current study is to fill the gap in this area of research by exploring the deixis and definiteness in the Jakarta Globe's online newspaper; furthermore, newspaper is important to improve people's daily information [98], [99], [100].

## **METHOD**

The method that I used in this paper is Hegemony by Gramsci, based on Gramsci's thoughts, it can be explained that hegemony is a power or domination over the values of life, norms, and culture of a group of people which eventually turns into a doctrine against other groups of people where the group that is dominated consciously follows. Groups that are dominated by other groups (rulers) do not feel oppressed and feel that this is the case. If reflected in the socio-political life in Indonesia today, then I try to take an example of the "modern market" that is rife today and spread almost throughout the region in Indonesia. For example, there are various modern markets, including what I know are mini markets (Alfamart, Indomaret, etc.) and then there are malls that are close to my house, namely Metropolitan Mall, Giant, Bekasi Cyber Park, Bekasi Square, etc. As well as the increasingly widespread franchise businesses that exist and come from the West such as KFC, McDonald's, CFC, A&W, etc.

## **RESULTS AND DISCUSSION**

The Recording Industry Association of America (RIAA) has published reports on the music industry market for several months. Online music platforms continue to pound the sale of old formats, such as CDs and downloads. Evidently, the music streaming platform now accounts for 75 percent of the total music industry revenue. Music streaming revenue actually grows 10 percent every year. From US \$ 4.2 billion, currently to US \$ 4.6 billion. As compiled by GSMarena.com (09/21/2018), most of the revenue is driven by the expansion of their streaming services and paid subscribers.

According to the RIAA, 1 million new users are interested in subscribing to premium streaming services every month. This is the biggest growth compared to other music business categories. Not surprisingly, digital downloads and physical sales revenue continue to decline. Digital revenue dropped dramatically from US \$ 765 million in H1 2017 to US \$ 562 million in H1 2018. Meanwhile, CD sales fell by 41 percent, although vinyl albums recorded a 13 percent increase for several reasons.

Mitch Glazier, President of RIAA, said that the growth of music streaming was achieved because of an increasingly easy music licensing system. The industry released 70,000 different albums only between January and June. Not to mention, due to the increasingly mobile trend, the majority of music lovers prefer online platforms over physical products.

Many music streaming applications are trending right now, just call Joox, Spotify, SoundCloud, LangitMusik, and many more.

The number of physical album sales in 2018 was almost the same as half the physical album sales in 2015. There is a significant difference after the entry of online music streaming penetration, now the physical album market share is completely drained. Rollingstone said that physical album sales in the United States in 2018 reached 246 million dollars. The amount is actually quite large for physical album sales, but it turns out that number has fallen by half from 2016 yesterday. Long time ago, music lovers used to save money to shop at local record stores on weekends. After buying records, they headed home to then listen to the recording over and over again, but it different now. It prove that the music streaming nowadays can beat the selling of CDs and Cassette's.

Based on RIAA and other resources, the researcher compile and draw conclusion that the market of CDs fell little by little and replaced by the music streaming.

## **CONCLUSION**

So, technology nowadays can make world changing and growing so fast especially in music industry. Today, every people around the world use music streaming application such as spotify, joox and so on to listening to music. Because it can save money, time, etc. And also there are so many devices for listening music, thus it can make it more easier. People around the world starting to leave CDs and Tapes and it can make the sales of CDs fell down until 41 percent, although vinyl albums recorded a 13 percent increase for several reasons, besides being outdated, this tool is also very costly because if you have to hear a song we have to buy it a rather expensive price.

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