ABSTRACT

PERANCANGAN *PLATFORM WEBSITE*
UNTUK MUSISI

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The music industry in Indonesia has been experiencing growth in this digital era. This serves as a stepping stone for emerging and independent Indonesian musicians to seize opportunities for success through digital platforms. An increasing number of independent musicians are effectively utilizing digital platforms to build their fan base, illustrating a shift in power that provides greater opportunities for creativity and innovation. However, it is evident that a lack of attention from online platforms poses a significant barrier, diminishing the visibility of musicians' work. To delve deeper into this issue, this research employs a qualitative approach through interviews and literature analysis. The findings propose the conceptualization of a website as a solution to enhance the visibility of independent musicians, addressing the identified challenges. It is anticipated that this research contributes to a better understanding of the challenges faced by independent musicians and provides recommendations for the development of online platforms to support the growth of the music industry in Indonesia.

Keyword: *Industry, Digital, Independent, Attention*