

Executive Summary

The advancements in technology change music industry where it affects people who listen to music, produce music, until people who publish their music. Therefore, a lot of musicians decide to become independent musicians. Indie musicians are musicians who do not bound with a conventional label but because of that they have limitations, and the limits are their source and capability, make indie musician hard to get high, broad, and fast exposure. Only the musicians who join the major label and big local label that capable to exist in the music industry.

The data about creative economic from BEKRAF, PDB creative economy in Indonesia in 2014 is Rp784,82 trillion, and then increasing 8,59% in 2015 become Rp852,24 trillion, and in 2016 increasing 8,21%, became Rp922,58 trillion. Based on the data Bekraf on 23 October 2018, PDB Ekraf reached Rp1,000 trillion in 2017 and expected to be Rp 1,102 trillion in 2018.

Sounds-Good (later abbreviated SG) is a media that focuses on the Indie music industry in Indonesia and has two types of media activities, online and offline activities. Online media in the form of websites, while offline media in the form of music performances are held regularly to support operational activities and SG marketing. The purpose of this business is to provide a place for indie musicians to publish their work to target consumers or communities and brand.

Sounds-Good's marketing goal is to become a top-of-mind digital media in the indie music industry in Indonesia and gain 1,000,000 awareness in first year.