



Development of the Music Industry and Cultural Icons: Kris Dayanti's Contribution to the Indonesian Music Landscape



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ABSTRACT

Kris Dayanti is a cultural icon and Indonesian pop diva, whose crucial role in the development of the music industry in Indonesia is examined in this study. As one of the most influential figures in the national music scene, Kris Dayanti has made significant contributions through her outstanding works and innovative business strategies. This research employs a qualitative approach, conducting a deep analysis of Kris Dayanti's musical works, interviews with industry experts, and a review of relevant literature. This research uses John Howkins' Creative Industries Theory to understand how Kris Dayanti's artistic contributions have impacted the Indonesian music industry and the broader creative sector. Additionally, Stuart Hall's Cultural Identity Theory is used to explore the impact of Kris Dayanti's iconic status on the perception and appreciation of Indonesian music among the public, and how this cultural identity is developed and maintained amidst globalization. The primary objective of this research is to comprehend how Kris Dayanti influences the development of the music industry from both artistic and commercial perspectives, and to investigate the interplay between art, culture, and industry within the context of Indonesian music. This research aims to enrich the understanding of the dynamics between the music industry and cultural icons, and to provide strategic insights for industry practitioners in navigating the challenges and opportunities in the era of globalization.

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