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Event	:	<b>Final Thesis Defense – BBA</b>
Date	:	<b>Tuesday, November 19, 2024 at 10 AM</b>
Student	:	<b>Rayhand Rafie Haryono (NIM # 20111026)</b>
Title	:	<b>Potential Strategy for Integrating Artificial Intelligence: A Case Study of PT. Musica Studios Indonesia</b>
Thesis Advisor(s)	:	<b>Dety Nurfadilah, MBA &amp; Cut Sjahrifa Zahirsjah, MSi</b>
Examiners	:	<b>Ir. Sasotya Pratama, MTE &amp; Dr. Samuel PD Anantadjaya</b>



Comments;

1. How would you suggest that **AI will be incorporating the music industry**, PT Musica Studios Indonesia?
2. How would you suggest that **Strategic Management** link to **SWOT**?
3. What is the purpose of SWOT in general? Is this used to answer the question?
4. In your **Research Questions**, how would you address the 3 questions on (1) **“what are the barriers faced by Musica Studios Indonesia to maintain consumer behaviors”**, or (2) **“how does the artificial intelligence affect the Musica Studios Indonesia business strategy to optimize their revenue generation”**, or (3) **“what are the potential strategies to improve the implementation of AI technology at Musica Studio Indonesia”**?



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- a. What are the barriers faced by Musica to maintain consumer behaviors? **Where is the consumer behaviors today vs future?**
- b. How does the AI affect the Musica Studios Indonesia to optimize the revenue generation? **Where is the strategies to optimize revenue generation?**
- c. What are the potential strategies to improve the AI technology? **Where are the strategies for AI technology?**

### 1.3 Research Questions

1. What are the barriers faced by Musica Studios Indonesia to maintain consumer behaviors?
2. How does artificial intelligence affect the Musica Studios Indonesia business strategy to optimize their revenue generation?
3. What are the potential strategies to improve the implementation of AI technology at Musica Studios Indonesia?

5. What is the meaning of the research framework
  - a. What is the “barriers” of **external vs internal factors**? Which ones are external and which one are internal?
  - b. What are the **AI capabilities** in terms of “barriers”? is this AI capabilities referred to barriers?
  - c. What are the **Business Strategies** (AI Music Personalization, Marketing Strategy, Production Flow, Insight into Consumer) in terms of the **AI Capabilities**?
  - d. What is the end result in terms of “**enhance the consumer retention & revenue optimization**”?



6. In what way that the **insight7** mirroring **NVivo**? Have you have been working on with NVivo at all?

### 3.3 Data Analysis Method

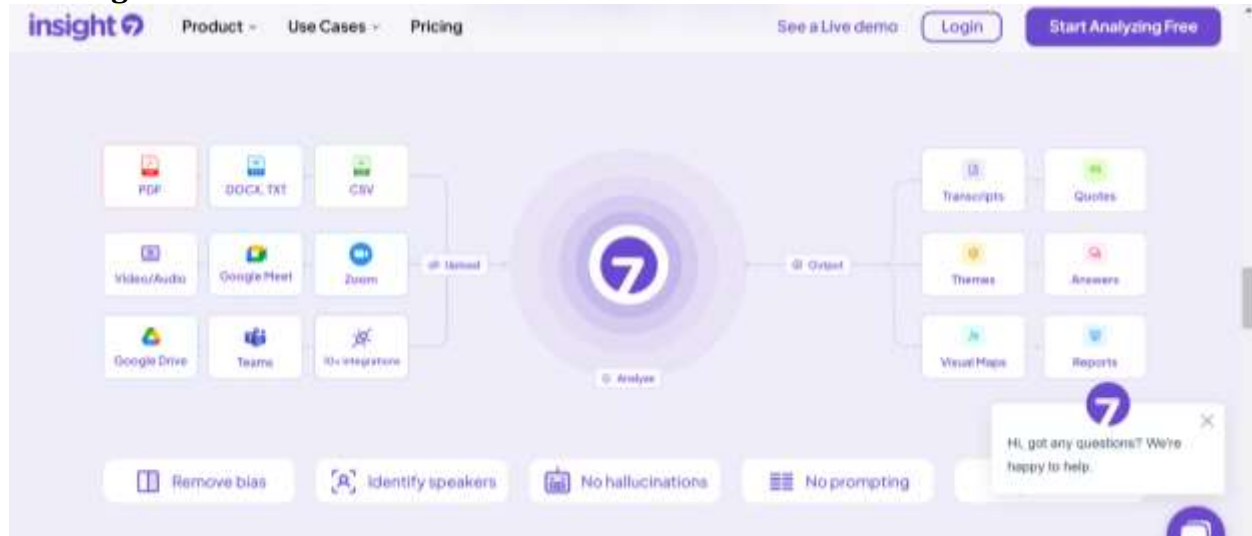
#### 3.3.1 INSIGHT7

An innovative research and thesis tool, Insight7.io was created to help researchers and students with the academic writing process. It makes use of artificial intelligence to improve several phases of thesis production, such as data analysis, literature evaluation, topic selection, and writing support. Similar to do the works like Nvivo, which Insight7 itself is an extension of.



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7. Where is the **print out** for Insight7 to show you evidence of data that you have been working on?
8. Do you have the **upload** (pdf, doc, csv, video, audio, google meet, zoom, google drive, teams) and **output** (transcript, quotes, themes, answers, visual maps, reports) into **insight7** to show as evidence?



9. Your answer to the 1<sup>st</sup> question was answered via **SWOT** and **of course the question was the barriers to external & internal**. Your SWOT was not even considered to be the basis of your answer.

#### 4.2 Barriers faced by musica to maintain consumer behavior

Based on the interview results provided, the overall SWOT analysis of AI's existence in the music industry, specifically for Musica Studios are stated as below:

##### Strengths:

- Increased Efficiency in Production: Software tools that are more in the technological area like mastering of sounds, mixing and optimization also makes the work easier and faster.

10. This the result of the SWOT analysis shows the opportunities AI in terms of **increase the rates of production, the opportunities to optimize the relations with the audience and marketing tactics**, and **cost optimization options**. The questions are **HOW to increase the rates of the production, and how to optimize the relations with the audience and marketing tactics, and how to relate the cost optimization options?**



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The SWOT analysis above shows the opportunities of AI usage in the case of Musica Studios or music industry in general. The possibility to increase the rates of production, the opportunities to optimize the relations with the audience and marketing tactics, cost-optimization options. However, the integration of AI also poses problems like creative constriction of genuine and culturally rich feelings which music brings with it.

11. Please include **everything in your insight7** to make it super nice and your thesis was not even graded without its finding on insight7!