

ABSTRACT

Aisyah Farah Amalia, Analysis of the Impact of Music Royalty Policies on the Economic Behavior of Food and Beverage (F&B) Businesses in Surabaya from a Transaction Cost Perspective. Under the supervision of Titov Chuk's Mayvani, SE., ME.

This study aims to analyze the forms of transaction costs resulting from the implementation of music royalty policies and to examine their impact on the economic behavior of food and beverage business operators in Surabaya. This study employs a qualitative approach using the case study method. Data were collected through in-depth interviews and documentation from food and beverage business operators as primary informants, as well as the National Collective Management Organization (LMKN), the City Department of Culture, Youth, Sports, and Tourism, and consumers in Surabaya as supporting informants. Data analysis was conducted through the stages of data reduction, data presentation, and drawing conclusions, with validity testing using source triangulation. The research results indicate that the implementation of music royalty policies incurs information search costs, negotiation costs, compliance costs, enforcement costs, and uncertainty costs. These high transaction costs suggest that the institutional system for implementing music royalties still faces various obstacles, particularly regarding information dissemination, transparency in royalty distribution, and tariff-setting mechanisms. From an economic perspective, music royalty policies increase business operators' operating costs, thereby affecting business profits; however, they have not yet prompted the majority of business operators to raise prices for consumers. Most business operators continue to use music because it is seen as creating a comfortable atmosphere and enhancing the customer experience, although adjustments have been made—such as using instrumental music or considering royalty-free alternatives. On the other hand, consumers view music as one of the factors influencing their choice of venue, although the quality of food and beverages remains the primary consideration.

Keywords: music royalty policy, transaction costs, economic behavior, Food and Beverage, National Collective Management Organization.

ABSTRAK

Aisyah Farah Amalia, Analisis Dampak Kebijakan Royalti Musik Terhadap Perilaku Ekonomi Pelaku Usaha *Food and Beverage* (F&B) di Surabaya Dari Perspektif Biaya Transaksi. Di bawah bimbingan Titov Chuk's Mayvani, SE., ME.

Penelitian ini bertujuan untuk menganalisis bentuk-bentuk biaya transaksi akibat penerapan kebijakan royalti musik serta menganalisis dampaknya terhadap perilaku ekonomi pelaku usaha *Food and Beverage* di Surabaya. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data dikumpulkan melalui wawancara mendalam dan dokumentasi terhadap pelaku usaha *Food and Beverage* sebagai informan utama serta Lembaga Manajemen Kolektif Nasional (LMKN), Dinas Kebudayaan, Kepemudaan, Olahraga, serta Pariwisata Kota, dan konsumen Surabaya sebagai informan pendukung. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan dengan uji keabsahan menggunakan triangulasi sumber. Hasil penelitian menunjukkan bahwa implementasi kebijakan royalti musik menimbulkan biaya pencarian informasi, biaya negosiasi, biaya kepatuhan, biaya penegakan, dan biaya ketidakpastian. Tingginya biaya transaksi tersebut menunjukkan bahwa sistem kelembagaan dalam implementasi royalti musik masih menghadapi berbagai kendala, terutama pada aspek penyebaran informasi, transparansi distribusi royalti, serta mekanisme penetapan tarif. Dari sisi perilaku ekonomi, kebijakan royalti musik meningkatkan biaya operasional pelaku usaha sehingga memengaruhi keuntungan usaha, namun belum mendorong mayoritas pelaku usaha untuk menaikkan harga jual kepada konsumen. Sebagian besar pelaku usaha tetap mempertahankan penggunaan musik karena dinilai mampu menciptakan suasana yang nyaman dan meningkatkan pengalaman pelanggan, meskipun terdapat penyesuaian seperti penggunaan musik instrumental atau mempertimbangkan alternatif musik bebas royalti. Di sisi lain, konsumen menilai musik sebagai salah satu faktor yang memengaruhi preferensi dalam memilih tempat, meskipun kualitas makanan dan minuman tetap menjadi pertimbangan utama.

Kata Kunci: kebijakan royalti musik, biaya transaksi, perilaku ekonomi, *Food and Beverage*, Lembaga Manajemen Kolektif Nasional (LMKN).