

CHAPTER I

INTRODUCTION

Background of President University

The conceptual plan of President University was first formulated in September 1997 by **Mr. S. D. Darmono, the President Director of PT Jababeka Tbk.** and **Prof. Donald W. Watts, who was the President of Bond University, Queensland and Vice Chancellor of Curtin University, Western Australia.** The goal of their proposed University was to create an institution of learning which would prepare future leaders of industry and society by giving them the skills and experience necessary to excel upon graduation. President University was built for two reasons; to become a research and development center and to set a new benchmark in Indonesian higher education.

The university officially began in 2001 as a School of Engineering, offering a Bachelor of Engineering degree. On 16 April 2004, the Ministry of Education granted President University official status as a full-fledged university. There are now around 3,500 students attending President University from Indonesia as well as many other countries. President University has expanded its course offerings and now offers 32 different majors in subjects ranging from Industrial Engineering to Public Relations.

President University is located in Jababeka Education Park in Kota Jababeka and surrounded by the Jababeka Industrial Estate. As an international standard university, not only are the classes conducted in English, but President University is equipped with an international standard curriculum which was made and developed by world-class academics. All courses, including the state mandatory courses, are conducted in English.

- Tagline** : *Where tomorrow's leaders come together.*
- Vision** : *To be a world class university that produces leaders in their fields and communities.*
- Mission** : *To educate future generations through the transfer of skills and knowledge in order to build character and wisdom.*

1.1 Background of Internship¹

An internship is an opportunity to integrate career related experiences into an undergraduate education by participating in planned, supervised on-the-job training. During their study, all students will have two semesters on Internship Programs which are planned and scheduled through consultation with our Internship & Career Center in President University. President University is supported by 1,500 multinational companies from 30 countries.

1.2 Purposes of Internship²

For the participating company, an internship program can allow the company to better serve its customers through the contributions of an intern. It can also stimulate and promote a learning experience among professional staff as company employees can learn much from interns who bring a different set of skills, knowledge base, and perspective to the job. An intern can afford an opportunity to screen for prospective employees because interns will become familiar with an organization's culture and work while they establish close working relationships with current employees.

On the other hand, intern students can also benefit from the program by gaining real-world, practical work experience, networking with industry professionals that may assist with their permanent employment endeavors, develop professional skills, including interpersonal skills, teamwork, and time management as well as earning college credit while meeting University graduation requirements.

1.3 Objectives and Benefits³

The overall goal of internship is to provide the means for each student to mature both personally and professionally, as well as to further their appreciation and understanding of the professional experience in their chosen field of study. Because of the commitment to this vision, the internship program was established with the following specific operating goals, which each student, can have the opportunity to:

- 1.3.1 Understand, observe, and apply the application of certain knowledge or working Theory philosophies learned through previous academic and other experiences, in an appropriate work and professional settings;
- 1.3.2 Develop their abilities to achieve performance goals based on the responsibilities and Duties.
- 1.3.3. Develop their ability to asses and direct achievement of specified performance goals.
- 1.3.4. Obtain a bird's eye view of how an institution is running and as a medium for the students to have direct interaction with and to learn from industry professionals.

¹ Internship Handbook 2011

² Internship Handbook 2011

³ Internship Handbook 2018

- 1.3.5. Enrich their understanding about how an institution is forming the teamwork, making it effective, and united albeit the diversity, variety of social background, and culture.

1.4 Internship Benefits⁴

Internship Benefits for Employers Companies gain advantages and benefits from having a successful internship program. For the participating company, an internship program can:

- 1.4.1. Allow the company to better serve its customers through the contributions of an intern. Interns can serve as short-term solution to handle increased workloads and complete needed projects, while at the same time providing the intern with a valuable work experience;
- 1.4.2. Stimulate and promote a learning experience among professional staff. Company employees can learn much from interns who bring a different set of skills, knowledge base, and perspective to the job;
- 1.4.3. Provide company personnel with the opportunity to evaluate the effectiveness of their in house training programs or other services based on feedback from interns;
- 1.4.4. Allow the company to contribute to the professional development.

1.5 Expectation

Internship program in President University is compulsory for the students in 9th and 10th semester. The program could bring valuable experience and it's very useful after the students graduated. The expectations from this program are:

- 1.5.1 Both students and employer are expected to fulfill the objectives of internship at their best efforts.
- 1.5.2 Employer can get many benefits and helps from the interns.
- 1.5.3 Developing the maturity and insight of the students.
- 1.5.4 Networking students with some companies or employer to get work after they graduated.

⁴ Internship Handbook 2018

CHAPTER II

COMPANY PROFILE

2.1 PT. Universal Music Indonesia

2.1.1 Company's Profile and History

Name and Company address :

Name : PT. Universal Music Indonesia
Address : Prince Center Building Lt.14, Jl. Jend.Sudirman No. 3-4,
RT.10/RW.11, Karet Tengsin, Kota Jakarta Pusat, DKI
Jakarta 10220
Telephone : 021 – 5734566
Fax : 021 – 5705280
Website : www.universalmusic.com
Facebook : Universal Music Indonesia
Twitter : @Universal_Indo

PT. Universal Music Indonesia (UMI) is a subsidiary of Universal Music Group (UMG) which is the largest music label in the world (according to NielsenSoundScan) and leads the music market in music recording, publishing and merchandising content.

The company finds and develops their own artist then markets them and promotes their songs in various circles. Universal Music Group (UMG) has a publicity subsidiary named as Universal Music Publishing Group (UMPG). UMPG discovers and develops songwriters and then creates copyright on behalf of UMG then manages the copyrights for use in recording, staging and related uses such as movies and advertisements. While UMG subsidiaries engaged in merchandising that will sell the artist and their music through their performances.

PT. Universal Music Indonesia (UMI) is a company which is engaged in the field of music recording, importing and distributing trade. PT. Universal Music Indonesia started its existence in 1998 exactly on June 18th 1998 based on National Deed of Establishment of Limited Liability Company number 41, with its shareholders are MCA Records Inc. and MCA Records Ventures Inc., which has been ratified by Notarial Deed and registered with the Department of Justice of the Republic of Indonesia.

Back in 2000, MCA Records Inc. changed their name into UMG Recordings Inc. and MCA Records Ventures Inc. resigned as the company's founder and subsequently transferred its shares to Indonesian private parties and Universal International Holding B.V. PT. UMI began preparing for their operations in early 2000. In 2001, there was a shift in ownership of the company, with the transfer of private Indonesian shares to Universal International Holding BV based in Baarn, Netherlands and Universal Music Limited based in Hong Kong, as well as a regional office for Asia Pacific, Indonesia territory; where PT. Universal Music Indonesia is fully operational company.

2.1.2. International Artists List

The list of UMG artists covers all genres of music around the world. This makes UMG a leading label both in International and Local music scene. Here are some artists who is under Universal Music Group label:

America: Akon, The Beatles, Pussycat Dolls, Metallica, All American Rejects, Justin Bieber, The Black Eyed Peas, Bon Jovi, Mariah Carey, Billy Currington , Daddy Yankee, Drake, Dr. Dre, Eminem, Far East Movement, 50 Cent, Vince Gill, The Killer, Lady Gaga, Lil Wayne, Jennifer Lopez, Ludacris, Madonna, Maroon 5, Nicky Minaj, Nelly, Ne-Yo, OneRepublic, Owl City, Rihanna, Liam Payne, Niall Horan, Alessia Cara, Gwen Stefani, Sting, George Strait, Sugarland, Timbaland, Shania Twain, Stevie Wonder, 3 Doors Down, Taylor Swift, Katy Perry, 5 Seconds of Summer, Demi Lovato, Ariana Grande, Eminem, Imagine Dragons, Shawn Mendes, ABBA, etc.

And also in Universal Music Indonesia, they also had contribution with Korean artists in online music streaming apps called 'JOOX'. Universal Music Indonesia and SM entertainment are collaborating in terms of promoting only for SM artists in Indonesia with JOOX (online music streaming) app. SM artists are EXO, Super Junior, Red Velvet, Girls Generation, SHINee, TVXQ, NCT 127 and many more.

2.1.3. Universal Music Indonesia Local Artists

The rows of Indonesian artists who became the focus of development from the domestic side of Universal Music Indonesia which is well known to the public and have their own fans are Samsons, RAN, Anggun, Calvin Jeremy, Gloria Jessica, Ivanova Regina, Siska Salman, Ikke Nurjanah, Ecoutez, The Finest Tree, Billy Simpson, Nowela and many more.

2.2 Company's Logo



UNIVERSAL MUSIC INDONESIA

PT. Universal Music Indonesia Logo

NPWP

No : 01.869.835.7-059.000
Name : PT. UNIVERSAL MUSIC INDONESIA
Address : PRINCE CENTRE BUILDING LT.XIV R.1401
JL. JEND SUDIRMAN KAV 3-4 , KARET
TENGSIN, TANAH ABANG, JAKARTA PUSAT,
DKI JAKARTA RAYA 10220

2.2.1 Vision and Mission of Company

Vision

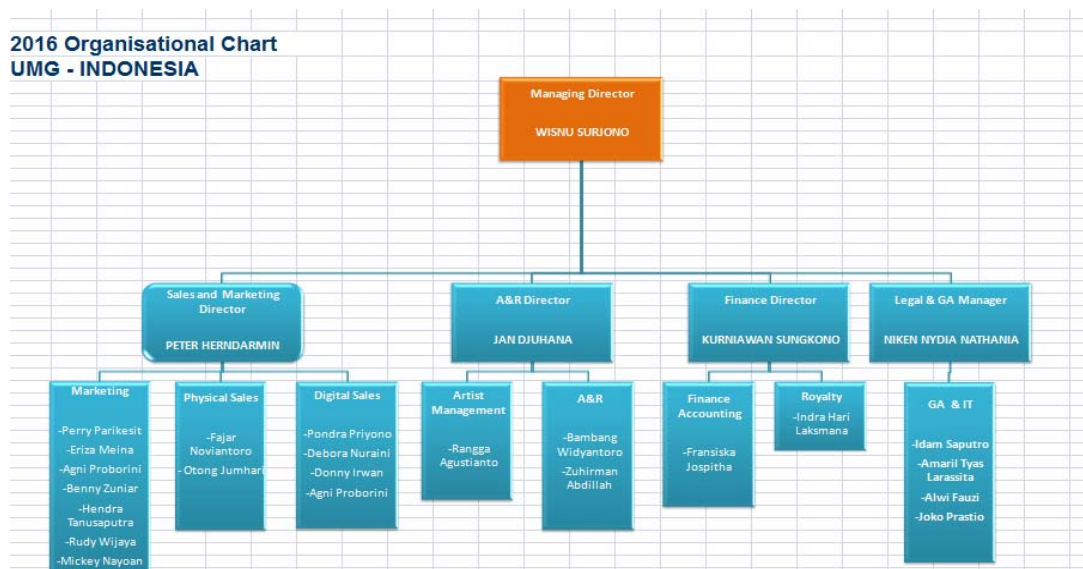
“Advancing and developing the music industry in Indonesia, as well as a place for music enthusiast in terms of creativity.”

Mission

*Produce sound recordings from local artists in the form of master tapes.
Duplicate the master recordings of foreign and local artists.
Promote the recordings of foreign and local artists' sounds for domestic and overseas sales under license.
Conduct business in the field of import and distributor trade.*

2.3 Structure Organization

Universal Music Indonesia Structure Organization



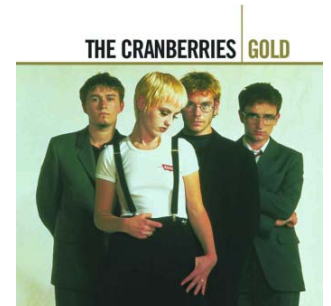
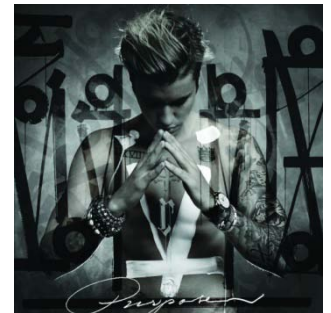
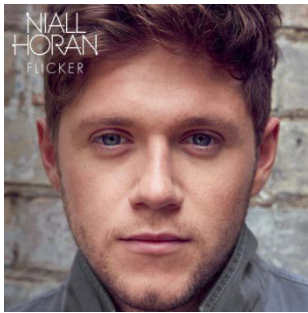
(Sources: Universal Music Indonesia Database)

<i>Managing Director</i>	:	Wisnu Surdjono
<i>Physical Sales Director</i>	:	Fajar Noviantoro
<i>Digital Sales Director</i>	:	Pondra Priyono
<i>Marketing Director</i>	:	Perry Parikesit
<i>Business Development</i>	:	Rama Ishwara
<i>Artists & Repertoire Director</i>	:	Jan Djuhana
<i>Sales & Marketing Director</i>	:	Peter Hendarmin
<i>Legal & GA Manager</i>	:	Niken Nydia Nathania
<i>Finance Director</i>	:	Kurniawan Sungkono

2.4 Products

Universal Music Indonesia targeted markets now, are mostly in social media. Such as fanbases, LAZADA but also some offline CDs store (harika musik, musikplus, bowsound, nanaba records) that still exist in Indonesia.

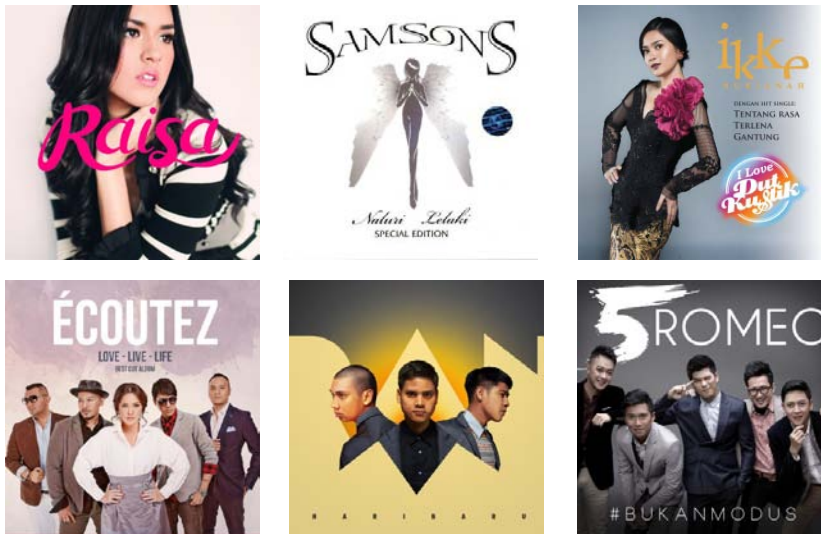
International:



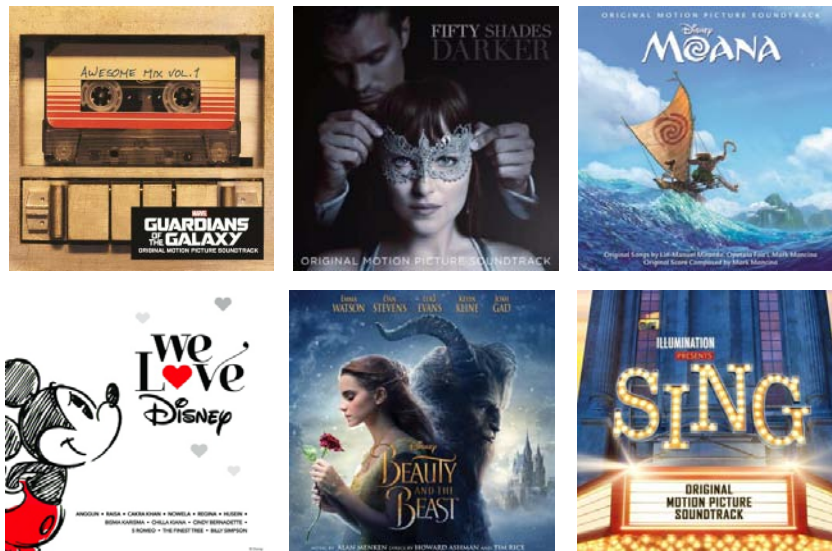
Compilation(s) – Various artists:



Local:



Movie Soundtrack(s):



2.5 Review on the organization growth and trend

As the time goes by, Universal Music Indonesia had follow the digital era nowadays where teenagers are more likely into social media.

The trend in this era is Musical.ly, a Chinese video [social network app](#) for video creation, messaging, and live broadcasting. Through the app, users can create 15-second to 1 minute videos and choose sound tracks to accompany them, use different speed options (time-lapse, slow, normal, fast, and epic) and add pre-set filters and effects. The app also allows users to browse popular "musers," content, trending songs and sounds and hashtags. As of July 2016, musical.ly has over 90 million registered users and an average of 12 million new videos posted every day and by the end of May 2017 the app reached over 200 millions of user. Universal Music Indonesia collaborate with Musical.ly Indonesia in terms of music that the 'musers' (People who are using Musical.ly app) used as their video back sound⁵. Universal Music Indonesia also promotes their local artists by using Musical.ly app.

For example, back then there is an event called #DibawaHappyDNCE. Regina, a singer known for ballads and a winner of the 'Indonesian Idols' singing competition in Indonesia, has just released a song with a much different genre in February 2017 titled "Dibawa Happy Aja." To promote her new song, the beautiful singer teamed up with Universal Music Indonesia and Musical.ly invited fans to come with him to watch live DNCE concert in South Korea. The invitation was given in the form of the #DibawaHappyDNCE competition which the prizes will be the ticket to watch live performance with DNCE concert with Regina.

Download the musical.ly app, join the campaign with @ivanova.regina, this event will have several stages, the first to make a video with DNCE 'Body Moves' song, and the next one to make a video with Regina new song 'Dibawa Happy Aja'. More details in description below:

Create as creative as you can and possible with the song:

1) Phase 1 (2 - 4 March 2017)

- (1) Tracks: DNCE - Body Moves
- (2) Hashtag: # Brought HappyDNCE1

2) Phase 2 (5 - 7 March 2017)

- (1) Song: Regina - Dibawa Happy Aja
- (2) Hashtag: # Brought HappyDNCE2

- Upload your video with the conditions above
- The more likes, chance to win will be higher
- Winner announcement: March 9, 2017
- Go to Korea: March 21, 2017 - March 23, 2017.



⁵ <https://en.wikipedia.org/wiki/Musical.ly>

CHAPTER III

INTERNSHIP ACTIVITIES

3.1 Job Description

<i>Name</i>	Nadhela Shofa Kartika
<i>Company</i>	PT. Universal Music Indonesia
<i>Department</i>	International Product Marketing
<i>Supervisor's Name</i>	Eriza Meina
<i>Supervisor's Position</i>	Senior Marketing Supervisor
<i>Work Hours</i>	09.00-18.00
<i>Working Period</i>	May 15 th 2017 – October 20 th 2017
<i>Main Job</i>	Helping the Digital Marketing Department

3.2 Internship Activities

I was doing internship in one of the biggest music company called Universal music Indonesia. I have spent 5 months there and luckily got unforgettable experience about work environment that I have never known before. I have been taught well how to act and what should do in the office by UMI's staff. During 5 months, I have been placed in Digital Marketing Department, Sales Department and Finance Department expected to help them but still my main duty is helping the jobs of International Digital Marketing. The exact jobs of my internship period in Universal Music Indonesia are:

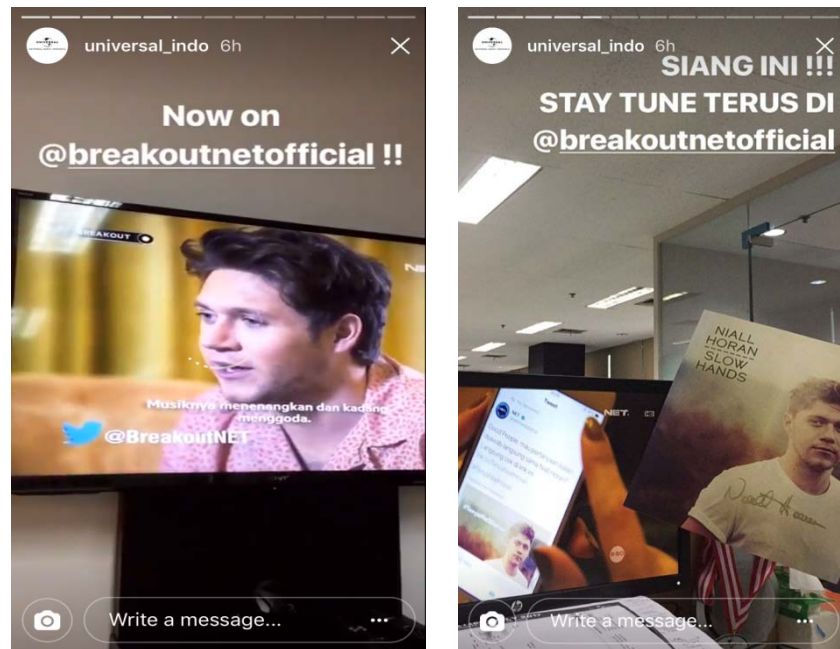
- At the first 2 weeks in Universal Music Indonesia, I learned about how to make a scrapbook for their artists. The job is to collect the pictures of Universal Music Indonesia's International artists from magazines, whether it is just a picture, lyrics, or their outfit of the day, later put it



into one big holder and compiled all of them into one, according to the artist's name.

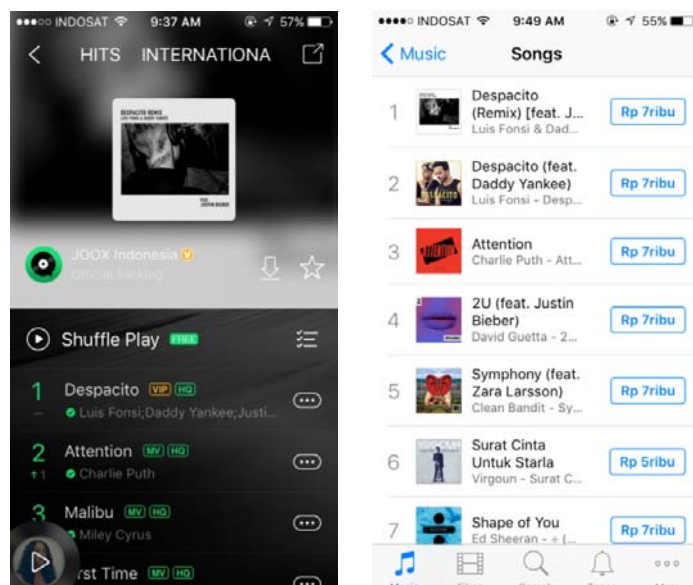
3.2.1 Making Scrapbook for Universal Music Indonesia's artist

- Updating Universal Music Indonesia Instagram for ‘Breakout Net Special: Niall Horan’ by posting the event in their Instagram stories.



3.2.2 Universal Music Indonesia Instagram Stories update about Niall Horan live on Net TV.

- Handling Universal Music Indonesia’s social media, especially scheduling the posts that will be showed up for the next day. The contents could be articles, linkfires or even advertisements.
- Checking the Apple iTunes and Joox (online music streaming for the charts of Universal Music Indonesia artists.



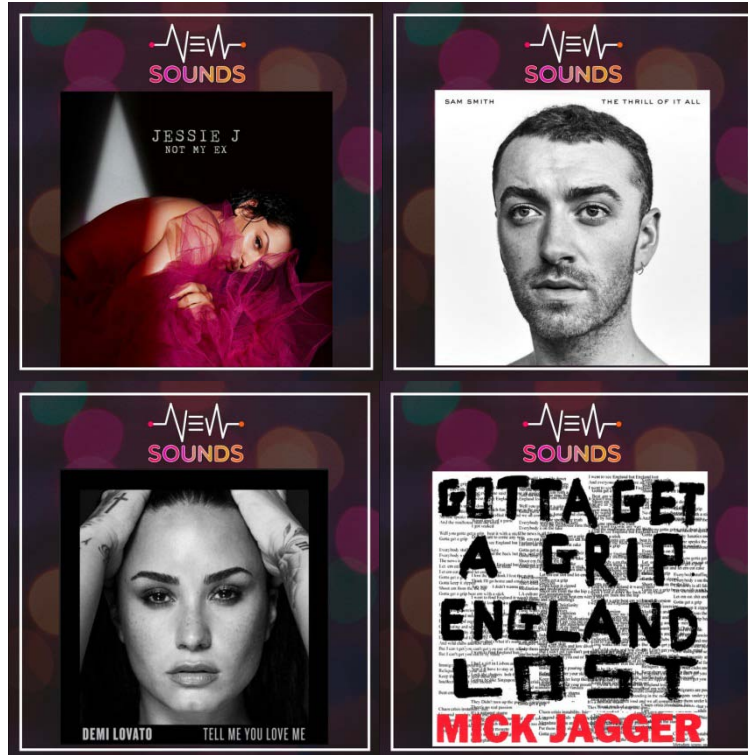
3.2.3 Checking ‘DESPACITO’ charts on JOOX and iTunes

- Designing pictures for Universal Music Indonesia’s Instagram Stories for their local artist’s news.

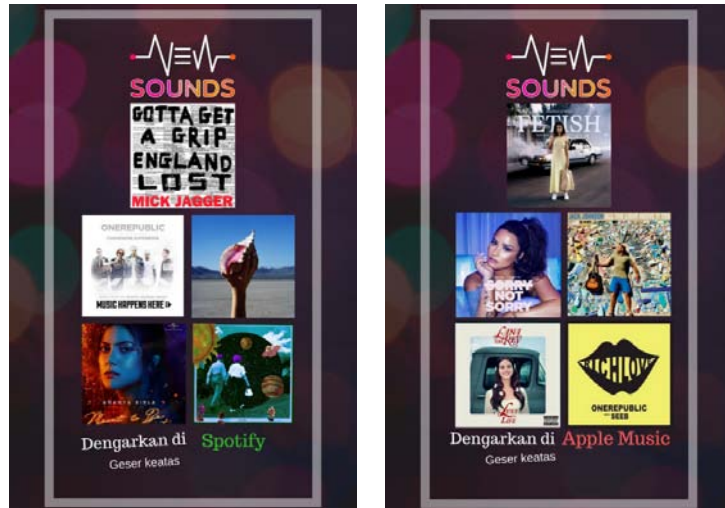


3.2.4 Universal Music Indonesia Instagram Stories for news update everyday.

- Designing pictures for Universal Music Indonesia ‘New Sounds’; New Sounds are the compilations of new songs of Universal Music Indonesia artists which is released in every Friday and also for their instagram stories.



3.2.5 Universal Music Indonesia new released songs ‘NEW SOUNDS’.



3.2.6 Universal Music Indonesia new released songs 'NEW SOUNDS' on Instagram stories format.

- Handling the album release party for Niall Horan debut album called 'FLICKER' with @onedirection_ID and @universal_indo held in November, 12nd 2017. The purpose of this event is to make people in Indonesia more aware about Niall Horan's new album. Niall Horan (the member of one of the biggest boy band in the world, One Direction) the group decided to hiatus began on January 2016. So, the members are started to explore their own abilities in music. The event took place in Es Teler 77, Blok M, South Jakarta with more than 30 audiences. This event includes karaoke, lunch, games & quizzes, greetings message from NIALL HORAN to Indonesia, listening party and photo booth, conducted from 11 a.m until 3 p.m. (**Appendices I**).
- Helping design department to make a poster of simultaneous radio playback posters to be posted by many radios in Indonesia. Also making press release of Anggun C Sasmi new album release which translated to Bahasa. (**Appendices II**).
- Helping Sales Department to make a track listing. Track listing is also part of Marketing Department which job is to list the songs from new album that soon will be released in Universal Music Indonesia. First, I have to burned the cds and then put the datas which is given by my supervisor and then started to list the songs that will be available in the album.

CD TRACKLISTING	
ARTIST	HAIM
ALBUM	SOMETHING TO TELL YOU
VERSION	STANDARD
CAT. NO / LABEL	5766903
LOCAL CODE	576690-3
<i>TITLE</i>	<i>ARTIST</i>
01 WANT YOU BACK	HAIM
02 NOTHING'S WRONG	HAIM
03 LITTLE OF YOUR LOVE	HAIM
04 READY FOR YOU	HAIM
05 SOMETHING TO TELL YOU	HAIM
06 YOU NEVER KNEW	HAIM
07 KEPT ME CRYING	HAIM
08 FOUND IT SILENCE	HAIM
09 WALKING AWAY	HAIM
10 RIGHT NOW	HAIM
11 NIGHT SO LONG	HAIM
REMARKS	(no need to print this section if there are no remarks)

3.2.7 CD Tracklisting 'HAIM 'Something To Tell You'.

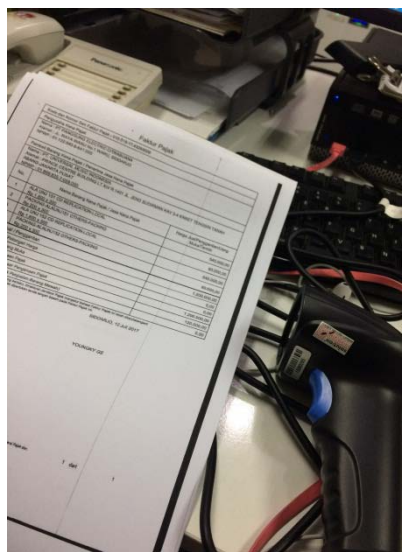
- Conducting live phone call collaborate with Prambors Radio for Liam Payne (One Direction member) new song 'Strip That Down'.



3.2.8 Live Phone Call with Liam Payne collaborate with Prambors Radio

- Learned how to make good news releases that will be posted by media platforms. The articles were given by my supervisor, later I should have made it into news releases. There are two kinds of news releases which are NEWS OF THE DAY (for the priority artists, should have compiled that day). And NEWS OF THE WEEK (compiled all the articles into one that were given and sent to my supervisor at the end of the week). (**Appendices III**).
- Helping the International Digital Marketing made the press release for Jonas Blue live in Net TV 4.0 birthday, 19th May 2017 also attending and watching his performance at the last day of WE THE FEST, 13rd August 2017. (**Appendices IV**).

- Helping the Sales Department to make sales sheets; sales sheets is a great way to show off a product or service to prospective customers. Basically, it is a quick overview of the product or service with all the sales information available and makes it simple yet creative. It's a quick and easy way to showcase their product and give out at trade shows, sales calls or retail locations⁶. In Universal Music Indonesia, we are making sales sheets for their retail store music. (**Appendices V**).
- Making news release about what songs that released in Friday 'NEW SOUNDS', then my supervisor will sent it to many music platforms, such as radio and online articles. (**Appendices VI**).
- Helped the Finance Department to make Bank Payment Voucher Release when I had free time usually after lunch; BPV which can be used as proof that a monetary transaction has occurred between two parties and also can be used for a variety of purposes, sometimes taking the place of cash in a transaction, acting as a receipt, or indicating that an invoice has been approved for payment.⁷



3.2.9 Bank Payment Voucher Released every Friday

- The best thing I learned from Universal is togetherness. Many activities which reflect togetherness, familiar and tight cooperation among all employees. These things are very important in here.

⁶ <https://www.psprint.com/resources/what-should-you-include-in-sales-sheets/>

⁷ <http://www.businessdictionary.com/definition/payment-voucher.html>

CHAPTER IV

POINTS LEARNED

Having five months internship in PT Universal Music Indonesia which is once in a lifetime opportunity, there are so many priceless experiences that I got during my Internship period in International Digital Marketing. I am very grateful to have a great supervisor/mentor and also very intelligence and visionary people around me during my Internship period. Here are some experiences which obtain by the student during the internship period:

- a. Gaining and feeling directly the real working environment from one of the biggest music company in Indonesia.
 - During five months internship period in PT. Universal Music Indonesia, the student gain a lot of important experience which is gaining and feel directly about the real situation of working environment from the biggest music company in Indonesia. By having five months internship in PT. Universal Music Indonesia, the student gained broader point of view according to the real working process and situation in the big company when every second is very meaningful. The student realized that all of those experience and new knowledge can only acquire by doing and jump to it environment directly.
- b. Organizational
 - As a part of learning, intern will be able to understand the company's system in managing people and information, communicate across department and within, and work in a team. We cannot deny in each type of cooperation there will always face with dispute or even clash. All of those massive situations usually called as a pressure in working environment. The other problem is the pressure is hard to predict and come from any side. During the five months period of internship the student can learned how to deal with those situations and the students think that those knowledge also can only be achieved by experiencing it directly.

c. Personal and Character Development

- As a new member in PT. Universal Music Indonesia, the intern meet many people in there, so, the intern must have self confidence to socialize with many people in different level. Besides that, the intern should brave to give opinions and ideas confidently. PT. Universal Music Indonesia have helped intern being more mature and professional in solving problems, deal with people, and complete tasks on time. In any situation, the intern learnt more self control and emotions when faced to uncomfortable situation. It can avoid the conflict with the team and other people. Here are some important points I have learned during this internship period.

Types	Points Learned
<u>Technical Skills</u>	<ul style="list-style-type: none"> • Increase my computer skill in Microsoft Office especially in Microsoft Power Point, Microsoft Excel and Microsoft Word. • Increase my computer skill in editing photos and videos by using windows Adobe Premier, Adobe Photoshop, Corel Draw and Movie Maker. • Increase my ability in making press releases. • Enable to use company's social media; Twitter and Instagram. • Increase my knowledge to handle the event. • Increase my ability in using good communication through social media.
<u>Interpersonal</u>	<ul style="list-style-type: none"> • Friendly and easily adapt with situations. • Knew characteristic of various people and respect with it. • Responsible for my duties. • Consistency, creativity, and punctuality. • Lowering ego when work with people who has different idea. • Get along with all employee without differentiate gender and position. • Able to prioritize important job on the first list to do.
<u>Cultural</u>	<ul style="list-style-type: none"> • All the employees able to wear casual yet still polite uniform. • Portion of men gender is more than women in this company. • Lean mindset. • Birthday celebration(s).

CHAPTER V

CONCLUSION and RECOMMENDATION

5.1 Conclusion

Internship is a learning process of university students that provide real world experience to explore knowledge and skills in a real company. Internship is relatively takes 4 until 6 months for getting some on the job training and taking what's learned in and applying it to the real world. Interns generally have a supervisor who assigns specific tasks and evaluates the overall work of the interns. Internships are an excellent way to begin building important connections that are developing and maintaining a strong professional network for the future. Networking is probably one of the most significant advantages interns may have. The opportunity to meet with company managers, executives and staffs is a wonderful experience. The contacts made during an internship can lead to job openings after your internship.

With the internship activities that have been done by 5 months working days at PT. Universal Music Indonesia, the intern became aware of how the work in doing the compilation of International charts and making press releases, where it is a new thing felt by the intern itself. During the internship activities, the intern can learn how to make an event under music label with some rules and regulations acquired that makes the intern know step by step how to promote and selling their new artists to public or fanbases under Universal Music Indonesia.

In the end, I would like to say thank you for President University for providing this great program before I graduated from university so that I can draw my career assessment earlier. Being an intern in PT. Universal Music Indonesia was my once in a lifetime experience that I will never forget. All onsite supervisors are very helpful for me in order to finish my duties in the office. In conclusion, Internship program is very successful for shaping a good work habit for student in bachelor degree, especially for me before truly graduated from university.

5.2 Recommendation

A lot of knowledge has been shared by the supervisors to me during my internship program in PT. Universal Music Indonesia. Universal Music Indonesia is a company is one of the biggest music companies in Indonesia among Warner Music Indonesia and Sony Music Indonesia.

For the company itself, it would be better if there are several computers that are empty for the interns. In Universal Music Indonesia, I learned that sometimes doing adaptation with new people in new environment could not easy. We need much intention and struggle for being recognized and accepted in here. Actually, I am the first intern student from President University who are being placed in International Digital Marketing.

One of President University's strongest plus value is its internship programme, but rarely does the public gets exposure to the experiences felt by intern students. All they know is only the things said from the university's promotional tool, or when they initiatively ask the students themselves. If ICC has a blog containing writings from an intern student telling their experiences at a particular institution, which stories are sectioned by majors or type of industry, I think that would be a great source of information to the public. Maybe the university mentor can choose which writing fits best to the blog so everything doesn't go unfiltered. I personally wrote my internship experiences on my blog, but maybe the readers are limited merely to those who know me. That's why an ICC official blog might be important.

At last, Universal Music Indonesia is a company that has been being my place to gain amazing knowledge and experience during my internship period. Through the tasks and projects which have given to me, I learned well about the running of this great company.

APPENDICES

APPENDICES I



FLICKER Party

12 NOVEMBER 2017
START 11 AM - 2PM

ES TELER 77 RESTO
Jl. ADITYAWARMAN NO.61, SOUTH JAKARTA

PHOTOBOTH - KARAOKE - ACOUSTIC -
FUN GAMES - VIDEOS - LISTENING PARTY & MANY MORE

HIM 200k
INCLUDES:
- 1 CD FLICKER - OFFICIAL POSTER
- LUNCH - DRINKS

SPONSORED BY: UNIVERSAL, CREATIVEDIG.COM
MORE INFO: @tdid



APPENDICES II



Seorang juri internasional Asia's Got Talent, Duta Besar Perserikatan Bangsa-bangsa (PBB), Pemenang penghargaan musik di dunia dan artis asia dengan penjualan terlaris diluar wilayah Asia –**ANGGUN**- merilis single terbarunya yang sudah lama ditunggu-tunggu berjudul “What We Remember”.

“What We Remember”, merupakan single pertama dari album internasional Anggun yang akan dirilis pada 8 Desember 2017 nanti, track ini mengandung genre musik dengan mid-tempo pop-electro yang nadanya mudah diingat. Lagu ini dinyanyikan dengan indah yang merupakan ciri khas vokal unik Anggun, “What We Remember” memberikan kesan yang emosional.

Ditulis oleh Anggun, lagu tersebut juga disusun bersama dan diproduksi oleh dua penulis hits asal Prancis, Silvio Lisbonne dan Guillaume Boscaro yang juga berpengalaman dalam menulis beberapa hits lagu di Prancis dalam beberapa tahun terakhir. Anggun bertemu kedua penulis hebat tersebut saat dia mempromosikan karya terbarunya yang berbahasa Prancis (dirilis pada tahun 2015) yang telah mendapatkan sertifikasi ‘Gold’ di Prancis, penghargaan penjualan album ketiganya di Prancis inilah yang membuatnya disebut sebagai ‘ASIA’S EXPORT SENSATION’. Dengan “What We Remember”, Anggun merilis lagu ini yang bernuansa pop-electro adiktif tetapi akustik, dengan menghitungkan mundur untuk album internasional barunya yang sudah lama ditunggu para fans.

UNIVERSAL MUSIC INDONESIA
Prince Centre Building, 14 th Floor (R1401), Jl. Jend. Sudirman Kav.3-4, Jakarta 10220 – Indonesia
Phone : (62 21) 573 4566 (hunting) Fax : (62 21) 570 5280

ANGGUN C SASMI PRESS RELEASE ‘WHAT WE REMEMBER’

Anggun C Sasmi Radio Playback 13rd October 2017.

APPENDICES III

NEWS OF THE DAY & NEWS OF THE WEEK

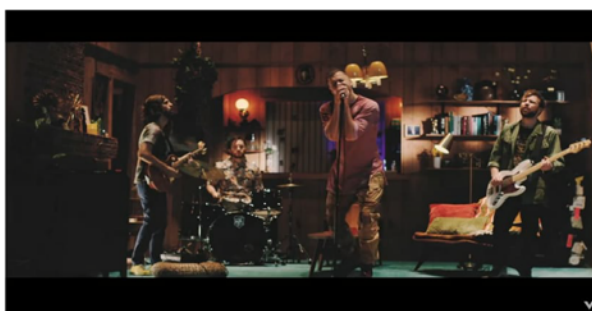
News Of The Day (Media Distribution)

INTERNATIONAL ARTISTS



NEWS OF THE DAY!

VIDEO KLIP "WHATEVER IT TAKES" IMAGINE DRAGONS BARU SAJA DIRILIS!



Imagine Dragons - Whatever It Takes
1.147.267x ditonton

188 RD 843 BAGIKAN

SIMAK VIDEO KLIP 'WHATEVER IT TAKES' [DISINI](#).

IMAGINE DRAGONS baru saja merilis video untuk "Whatever It Takes" di kanal Youtube Vevo resmi mereka. Single baru ini merupakan bagian dari album studio terakhir "Evolve", yang dirilis pada 23 Juni 2017. Video Klip "Whatever It Takes" bertempat di Bellagio Hotel di Las Vegas di Stage "O" oleh Cirque du Soleil. Video Klip ini merupakan video klip urutan ketiga yang dirilis setelah sebelumnya 'Thunder' dan Believer'. Video Klip ini diproduksi oleh The Matt Eastin dan Aaron Hymes.

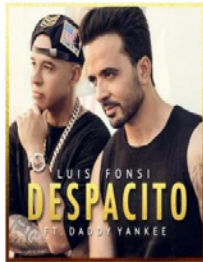
FOLLOW IMAGINE DRAGONS:

<https://www.facebook.com/ImagineDragons/>
<https://twitter.com/Imaginedragons>

NEWS OF THE WEEK (MEDIA DISTRIBUTION) INTERNATIONAL & REGIONAL [KOREA, MANDARIN, JAPAN]



'DESPACITO' DENGAN 12 MINGGU BERTURUT-TURUT DUDUK DI POSISI NOMOR 1!



Luis Fonsi dan Daddy Yankee's "Despacito," bersama Justin Bieber menduduki chart Billboard Hot 100 (per tanggal 12 Agustus 2017) untuk minggu ke 12. "**DESPACITO**" (dirilis di Universal Music Latino / Raymond Braun / SchoolBoy / Def Jam / UMLE / Republic Records) menjadi satu dari 23 single yang telah menduduki puncak Billboard Hot 100 selama setidaknya 11 minggu. "Despacito" mendominasi grafik penjualan lagu digital untuk minggu ke-12, dengan 118.000 unduhan terjual, menurut Nielsen Music.

Selain itu, "Despacito" telah terjual lebih dari 150.000 unduhan dalam setiap 12 minggu terakhir. Despacito memimpin pada minggu ke 12, dengan lebih dari 58,6 juta **US STREAMS** dalam pekan yang berakhir pada 20 Agustus 2017. "Despacito" juga mendominasi tangga lagu **HOT LATIN SONGS** untuk minggu ke 26 dan **SONGS OF THE SUMMER** untuk minggu kesembilan.

LUIS FONSI:
<http://www.luisfonsi.com/>
<https://www.facebook.com/luisfonsi/>
<https://twitter.com/LuisFonsi>
<https://www.instagram.com/luisfonsi>

EXO SHARED THEIR 'POWER' IN MUSIC VIDEO!



EXO has released a music video that plays up that turning the group into a squad of soldiers fighting against a robot intent on killing them. "Power" is a trendy EDM track that features bold synth sounds and strong beats, and is the follow-up to the group's previous title track "Ko Ko Bop" from "The War." Previously, EXO kicked off the countdown to this comeback with a clip titled "The Power of Music: Total Eclipse," and followed up with "The Power of Music: Parallel Universe" a week later. Since then, they've also revealed a preview clip called "POWER #RF_05," as well as animated individual member teasers. The lyrics talk about how one can become stronger through music that unites everyone into one.

Just in time for their comeback, earlier this day, EXO also reached 1 million Twitter followers in less than two months since opening their account. The new album, released on Sept. 5, contains three new songs along with the original tracks featured on *The War*, which saw EXO achieve their highest rank on the Billboard 200 at No. 87.

FOLLOW EXO:
<http://exo.smtown.com>
<https://www.facebook.com/weareoneEXO>
<https://twitter.com/weareoneexo>
<https://www.instagram.com/weareone.exo>

'INTERNATIONAL ARTISTS'

'REGIONAL ARTISTS'

APPENDICES IV



JONAS BLUE BERHASIL MERAHAI SERTIFIKASI PLATINUM DI INDONESIA



Foto: kiri ke kanan
Bapak Wisnu Surjono (Managing Director Universal Music Indonesia) dan Jonas Blue



Foto: kiri ke kanan
Bapak Rama Ishwara (New Business Director Universal Music Indonesia), Bapak Wisnu Surjono (Managing Director Universal Music Indonesia), Jonas Blue, Aaron Ross (Manager Jonas Blue - Infinite Future Management) dan Peter Hendarmin (Marketing & Sales Director Universal Music Indonesia)

Guy James Robin atau lebih dikenal dengan nama Jonas Blue merupakan salah satu DJ, produser rekaman, dan penulis lagu berasal dari London, Inggris ini telah berhasil meraih sertifikasi platinum di Indonesia atas ke empat single nya 'Fast Car', 'Perfect Stranger', 'By Your Side' dan 'Mama'. Nama Jonas Blue kini semakin dikenal di Indonesia. Lagu-lagunya menjadi langganan di tangga lagu radio maupun layanan musik digital. Ia juga tampil sebagai bintang tamu utama di acara televisi swasta NET 4.0 presents Indonesian Choice Awards 2017 bulan Mei lalu dan baru-baru ini juga tampil di

gelaran festival musik WE THE FEST 2017 di Jakarta, Indonesia. Kesuksesannya secara global juga terbukti dari videoklip-videoklipnya di kanal Youtube JonasBlueVevo yang secara total telah ditonton secara streaming sebanyak lebih dari 800 juta kali. Di Spotify ia tak kalah populer dengan lebih dari 200 juta stream. Jika digabungkan maka ia sudah melampaui angka 1 Milyar stream. Di tahun ini pada tanggal 5 Mei 2017, Jonas Blue merilis single terbaru yang merupakan single ke-empat berjudul "Mama" dengan mengajak salah satu Youtuber terkenal asal Australia bernama William Singe. Lagu "Mama" ditulis oleh Jonas Blue dengan bantuan dari Ed Drewett (Pernah menulis lagu untuk Little Mix, One Direction, Olly Murs), dan Sam Romans (Pernah menulis lagu untuk Disclosure, Mary J Blige, Alicia Keys). Saat ini lagu "Mama" masih berada di top 5 chart radio dan layanan musik digital di Indonesia.

Jonas Blue merilis debut single berjudul "Fast Car" pada tahun 2015, lagu milik Tracy Chapman yang dibuat ulang oleh Jonas Blue dengan menggandeng Dakota penyanyi asal London untuk mengisi vokalnya. Lagu ini berhasil menjadi nomor dua pada UK Singles Chart, peringkat nomor satu di Jerman, Swedia, Australia dan Selandia Baru, serta mencapai posisi nomor satu di Spotify Amerika Serikat. Single ini telah mendapatkan sertifikasi Platinum di Italia dan Inggris, 2x platinum di Selandia Baru dan 3x platinum di Australia. Hingga saat ini, sudah lebih dari 300 juta kali *stream* di Spotify dan telah mencapai lebih dari 240 juta *views* di Vevo. Lagu ini menjadi lagu terlaris pada tahun 2016 secara global dan sempat memegang dua nominasi untuk BRIT AWARDS - 'British Single' dan 'British Artist Video'. 3 Juni 2016, Jonas Blue merilis single hits kedua berjudul "Perfect Strangers" bersama JP Cooper dan mendapatkan sertifikasi platinum di Inggris, *double* platinum di Australia dan emas di Selandia Baru, dan juga satu miliar *stream* di Spotify. 28 Oktober 2016, Jonas Blue merilis single ketiganya berjudul "By Your Side", bersama penyanyi wanita asal Inggris bernama Raye.

Jonas Blue:

<http://www.jonasbluemusic.com/>
<https://www.facebook.com/JonasBlueMusic/>
<https://twitter.com/JonasBlue>
<https://soundcloud.com/jonasblue>
<https://www.instagram.com/jonasblue>
<https://www.youtube.com/user/JonasBlueVEVO>

JONAS BLUE NEWS RELEASE FOR NET 4.0 and PLATINUM CERTIFICATE in INDONESIA

APPENDICES V

UNIVERSAL MUSIC INDONESIA

NEW RELEASES **SEPTEMBER**
PRIORITY



ARTIST
NIALL HORAN

TITLE
FLICKER

SINGLE

1. THIS TOWN
2. SLOW HANDS
3. TOO MUCH TO ASK

Penyanyi asal Irlandia 'NIALL HORAN' (anggota grup band One Direction) ini album debut solo-nya yang berjudul FLICKER. Single pertama dalam album ini adalah THIS TOWN yang berhasil menduduki peringkat 9 di UK Singles Chart dan nomor 20 di AS Billboard Hot 100. Bukan hanya itu, single kedua SLOW HANDS juga berhasil masuk dalam 10 besar di tangga lagu Australia, Irlandia, Selandia Baru, dan Inggris dan masuk 20 besar sebagai artis solo di AS Billboard Hot 100.

LABEL	: Capitol Records	GENRE	: POP
FORMAT	: STANDARD	CATALOG NO.	: 5670843
PPD	: -	RELEASE DATE:	-

TRACKLISTING:

1. ON THE LOOSE
2. THIS TOWN
3. SEEING BLIND FEAT. MAREN MORRIS
4. SLOW HANDS
5. TOO MUCH TO ASK
6. PAPER HOUSES
7. SINCE WE'RE ALONE
8. FLICKER
9. FIRE AWAY
10. YOU AND ME

PROMO ALBUM INI MELIPUTI

- DISTRIBUSI INFO SINGLE/ALBUM/ARTIS MELALUI FACEBOOK, TWITTER, INSTAGRAM UNIVERSAL MUSIC INDONESIA SECARA RUTIN.
- PROMO IS STORE

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NIALL HORAN 'FLICKER' SALES SHEET

APPENDICES VI

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 UNIVERSAL MUSIC INDONESIA

**UNIVERSAL
 SINGLE
 RELEASE**

NICK JONAS 'FIND YOU' - ISLAND RECORDS



Single 'FIND YOU' akhirnya dirilis setelah Nick memposting serangkaian teaser di akun media sosialnya di sepanjang minggu terakhir dengan barisan foto dari syuting video musiknya serta klip pendek lagunya. Single ini rilis pada tanggal 14 September 2017.

'Find You' merupakan single kedua yang rilis setelah sebelumnya 'Remember I Told You' dengan menggandeng Anne-Marie dan Mike Posner. Lagu ini diproduksi oleh Jake & Coke.

"I look for you in the center of the sun. I took a pill, but it didn't help me numb. I see your face even when my eyes are shut, but I never know where to find you,"

Follow Nick Jonas:
www.nickjonas.com
www.youtube.com/NickJonasVEVO
www.facebook.com/nickjonas
www.twitter.com/nickjonas
www.instagram.com/nickjonas

NEW SOUNDS 'NEWS RELEASE'

PT. UNIVERSAL MUSIC INDONESIA



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