

Sarawak Talent Export Through Music Ecosystem Development

Giacherie Ak Tipik^{a*}; Stacy Gregory^b

^a President & Co-founder, C.A.T Sound Company | Catsound.co (Advocacy for the Music Ecosystem of Borneo-Malaysia) Music Cities Events LTD, KUPIKUPI FM Sarawak (Radio Station 92.5 Mhz KCH), ASEAN Music Showcase Festival; ^b Vice President of Communications, C.A.T Sound Company | Catsound.co (Advocacy for the Music Ecosystem of Borneo-Malaysia), Bangkok Music City, ASEAN Music Showcase Festival, Adau Enterprise

KEYWORDS: Sarawak, Tourism, Talent Export, Music, Ecosystem, Development, Malaysia, Migration

Sarawak Talent Export Through Music Ecosystem Development

Giacherie Ak Tipik*^a; Stacy Gregory^b

^aPresident & Co-founder, C.A.T Sound Company | Catsound.co (Advocacy for the Music Ecosystem of Borneo-Malaysia), Music Cities Events LTD, KUPIKUPI FM Sarawak (Radio Station 92.5 Mhz KCH), ASEAN Music Showcase Festiva; ^bC.A.T Sound Company | Vice President of Communications, Catsound.co (Advocacy for the Music Ecosystem of Borneo-Malaysia), Bangkok Music City, ASEAN Music Showcase Festival, Adu Enterprise

Industry Viewpoint

Corresponding Author:

Giacherie Ak Tipik, President & Co-founder, Catsound.co

E-mail:

giacherie@gmail.com

How to cite this article:

Giacherie Ak Tipik and Stacy Gregory (2023). Sarawak Talent Export Through Music Ecosystem Development. *International Journal of Business Events and Legacies*, 1(2), 23-38.

DOI:

<https://doi.org/xx.xxxxx/xxxx.xxxx.xxxxx>

Date of Submission: 2023-03-15

Date of Acceptance: 2023-06-05

ABSTRACT: Talent export through music ecosystem development refers to the process of identifying and promoting talented Sarawakian musicians and its ecosystem, and helping them to gain exposure and success on a global scale. This can involve a range of activities, including music education and training programs, infrastructure development to support the music industry, and promotional efforts to bring local talent to the attention of international audiences. The ultimate goal of talent export through music ecosystem development is to create a supportive and sustainable environment for musicians, enabling them to achieve their full potential and make a meaningful contribution to the state economy as well as the music scene.

KEYWORDS: Sarawak, Tourism, Talent Export, Music, Ecosystem, Development, Malaysia, Migration

1. Introduction

Music has a significant impact on the culture and economy of Sarawak, but its potential to generate profits is being held back by the lack of an appropriate music ecosystem. With only limited access to professional resources and limited training opportunities, most musical entrepreneurs are understandably discouraged from cultivating their talents, impacting both their local communities as well as the Sarawak nation at large. This is particularly concerning given the economic downturn posed by Covid-19. To maximize the value that could be derived from music in Sarawak and contribute positively to the economy, the state government needs to prioritize creating an effective and comprehensive music ecosystem. This includes providing mentorship support, space for rehearsals and performances, as well as regulation guidelines that protect musicians' interests while also addressing

issues such as intellectual property protection. Furthermore, Sarawak can benefit significantly from engaging with neighbouring states Thailand or Indonesia to benchmark industry practices or invite resources that specialize in such areas into its workforce.

What is the 'Music Ecosystem'?



The music ecosystem refers to the various stakeholders, industries, and systems that contribute to the creation, distribution, and consumption of music. This includes record labels, music publishers, streaming services, radio stations, live music venues, music festivals, and more. It also includes the various legal and financial frameworks that govern the use and distribution of music, as well as the technological infrastructure that enables the creation and distribution of music in the digital age. Photo: <https://musicportland.org/>

Within the music ecosystem, there are many different roles and players, each of which has a unique impact on the overall landscape. For example, record labels are responsible for discovering and signing new artists, promoting their music, and distributing it to various platforms. Music publishers, on the other hand, are responsible for licensing and collecting royalties for the use of music in various media. Streaming services, such as Spotify and Apple Music, allow users to access and listen to vast libraries of music for a monthly subscription fee. Radio stations and live music venues provide platforms for artists to perform and reach new audiences.

The music ecosystem is constantly evolving, with new technologies and business models emerging all the time. For example, the rise of streaming has had a significant impact on the way music is consumed and distributed, and has led to significant changes in the way artists and labels make money. Despite these changes, the basic principles of the music ecosystem remain the same: music is created by artists, distributed by a variety of stakeholders, and consumed by listeners.

Music talent export refers to the process of promoting and exporting the music and talent of a particular country or region to other parts of the world. This can take many forms, including exporting music and artists to perform in other countries, promoting the music and culture of a particular region to international audiences, and collaborating with international partners to bring new music and talent to a global stage. The process of exporting musical talent from one location to another, typically from a smaller city or region to a larger city or market with a more established music industry. This can be done through various means, such as touring, recording and releasing music, or collaborating with other artists and music industry professionals. Exporting music talent can be a complex and competitive process, as many factors can influence the success or failure of an artist or group in the international market. These factors can include the quality and originality of the music, the ability to effectively market and promote the artist or group, and the willingness of international audiences to embrace new music and talent. Despite these challenges, exporting music talent can be a rewarding and fulfilling experience for both the artists and the organizations that support them, as it allows them to share their music and culture with a global audience. Many organizations and initiatives are focused on exporting music talent from a particular country or region. For example, national governments may have programs or initiatives in place to promote the music and talent of their country to international audiences. Music export offices or agencies may also be established to help promote and export the music of a particular region or country. In addition, music festivals and other events can provide a platform for music and talent from a particular country or region to be discovered by international audiences.

Many talents are important in the music industry. Some of the most common talents include songwriting. Songwriters create the lyrics and melodies for songs. They may work with a team of other songwriters, or they may write independently. Music producers oversee the creation of a song or album. They work with artists and composers to select songs, arrange them, and create the final recording. Vocals or singers are vocalists who perform songs. They may work in a variety of genres, including pop, rock, R&B, hip-hop, and more. Instrumental performances or musicians who play instruments, such as guitarists, drummers, and pianists, are crucial to the music ecosystem. They may work as solo artists or as part of a band or ensemble. Then there are music engineering and managers. Music engineers are responsible for capturing, processing, and mixing audio recordings. They work with artists and producers to ensure that the final recording sounds professional and polished, and music managers handle the business side of an artist's career, including booking gigs, negotiating contracts, and managing finances. Also crucial to the music ecosystem are music journalism and education. Music journalists write about music for magazines, websites, and other media outlets. They may cover concerts, review albums, or profile artists. Music educators teach music to students of all ages, from elementary school to college. They may teach private lessons, lead ensembles, or teach music theory and history. Music therapy on the other hand uses music to help individuals with

physical, emotional, cognitive, and social challenges. They may work with patients in hospitals, nursing homes, or other settings.

Music ecosystem development refers to the process of creating and supporting a thriving music industry in a particular location. This can include the development of music venues, recording studios, and other music-related businesses, as well as the promotion of live music events and concerts. Talent export and music ecosystem development are often interconnected, as the development of a music ecosystem can provide opportunities for local musicians to perform and showcase their talent, which can help them build a local following and potentially generate income from their music. This, in turn, can lead to the export of musical talent from the smaller city or regions to larger markets, as musicians seek to expand their careers and reach a wider audience. Both talent export and music ecosystem development can contribute to the economic development of smaller cities and regions by bringing in revenue through the sale of tickets and music, attracting tourists, and supporting local businesses. They can also contribute to cultural enrichment and community building by introducing residents to new styles and genres of music and providing opportunities for them to experience live performances.

Access to the market in the music industry for talent export can bring significant benefits to both the musicians and the countries they represent. For musicians, access to the global market can provide opportunities for increased recognition and success, as well as the potential for increased income through touring, record sales, and other revenue streams. This can be particularly important for musicians who are based in countries with smaller or less developed music industries, as it allows them to reach a wider audience and potentially find more opportunities for success. For the countries where the musicians are based, access to the global market for their talent can also bring significant benefits in the form of tourism. When musicians from a particular country gain recognition and success on the global stage, it can increase the visibility and attractiveness of that country as a destination for tourists. This can be particularly beneficial for countries that rely heavily on tourism as a key economic driver, as it can help to boost the local economy and create new jobs and opportunities.

The music industry in South Korea is a significant contributor to the country's economy. According to the Korea Creative Content Agency (KOCCA), the Korean music industry generated KRW 2.69 trillion (approx. USD 2.34 billion) in revenue in 2018, representing a 6.6% increase from the previous year. The majority of this revenue came from digital music sales, which accounted for KRW 1.86 trillion (approx. USD 1.61 billion) of the total. The Korean music industry has been growing in recent years, driven by the rise of the "K-pop" genre, which has gained a global following. K-pop groups have achieved commercial success and built a dedicated fan base around the world, and the Korean music industry has benefited from this growth. In addition to K-pop, the Korean music industry includes a diverse range of genres, including hip-hop, electronic, and traditional music. The Korean music industry has also been supported by the government through initiatives such as the "Hallyu" (Korean Wave) program, which promotes Korean culture and entertainment overseas. The government has also invested in infrastructure and support for the music industry, including the construction of music venues and the development of music education programs.

2. 'Talent Export Through Music Ecosystem Development in Sarawak'

Sarawak is a dynamic and diverse state in Malaysia with significant potential for music export. The state can further be improved by launching the Sarawak Music Ecosystem Development (SMED) initiative to support a thriving local industry and to create a platform for the export of Sarawak music talent. SMED will be an initiative to create a comprehensive network between the public and private sectors to create an environment where music talent can be developed and exported on international platforms.

The goal of this initiative is to promote the sustainable growth of Sarawak's music industry by providing the resources, support and guidance required by aspiring music artists. The location of Sarawak provides an advantageous setup for export activities and the industry is already booming due to the rich diversity of cultures and music in the state.

The first step in the development of SMED is the launch of the Music Union Sarawak Ecosystem (MUSE). This union is created to develop strategic collaborations between the public and private sectors to create an atmosphere conducive to the growth and expansion of music export in the state. The union will be responsible for creating a platform for Sarawak's music talent by promoting the development of digital and music technology, making it easier for talented individuals to reach international markets without leaving the state.

The second step involves the launch of the Music Export Sarawak. This office will be responsible for promoting the export of local talent from Sarawak to the world. This office will have the responsibility of supporting local musicians who have the potential to reach international markets. The office will assist musicians in reaching these international markets by providing the necessary resources and guidance required to compete on the global stage.

Finally, the third step aims to create an environment where all the key stakeholders of the music industry can collaborate and share ideas. SMED actively encourages the formation of a vibrant music ecosystem by providing opportunities for collaboration between various public and private sectors. Through activities such as music conferences and events, SMED is also nurturing the growth of a vibrant music community in Sarawak.

SMED is an ambitious initiative to promote music export in Sarawak. By providing resources and guidance, the initiative is enabling talented music artists to reach international markets thereby creating jobs and strengthening the economy of the state. The initiative is focused on utilizing the rich diversity and culture of Sarawak for creating an environment that enables the export of local music talent and the creation of a vibrant music ecosystem in the region.

"It takes a long time. You need a local advocate, so you have to build partnerships locally. Secondly, you have to speak the language of the person you're talking to. That's important. And lastly, recognise that it's equally important that the role that music plays in the wider community as much as growing, investing in music is one thing, but investing in music for the wider community's sake is a completely different thing. And that is where you have to focus on how music can make everything matter." (Dr Shain Shapiro, 2023)

Argument

When it comes to music development, Sarawak is often overlooked in comparison to its more prominent neighbours. Despite having a wealth of talent and creativity, the lack of adequate infrastructure and resources has regularly deterred potential musicians from staying in the region. More needs to be done to create an environment that allows both established and upcoming artists to nurture their craft within the state. This could include providing access to music recording studios, performance venues, supportive networks, advice and guidance on how to pursue their career options effectively. Furthermore, co-locating programmes such as music schools or workshops within existing cultural institutions to create a ‘hub’ for networking amongst these aspiring individuals would help expand the music ecosystem in Sarawak.

The music industry makes a significant contribution to the economy. According to the International Federation of the Phonographic Industry (IFPI), the global music industry generated revenue of \$21.6 billion in 2020. This includes revenue from the sale of physical and digital music, as well as revenue from live music events, merchandise, and other sources.

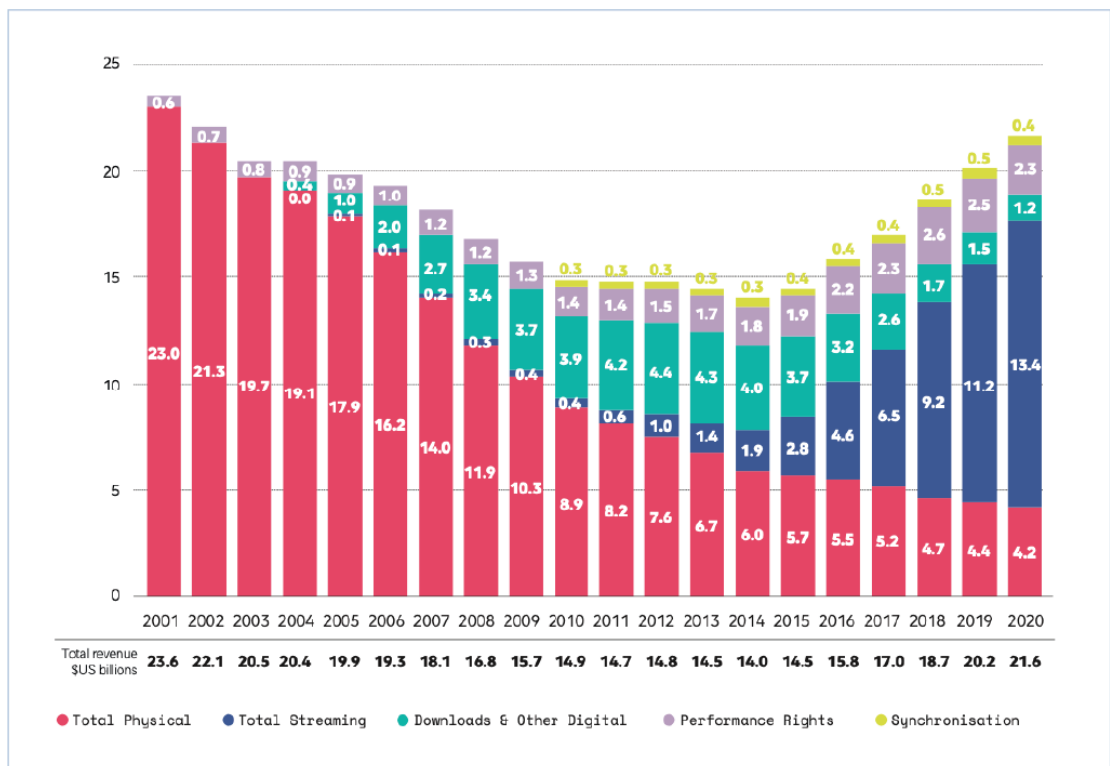


Photo: <https://www.ifpi.org/resources/>

In addition to generating revenue, the music industry also supports employment. The IFPI estimates that the global music industry directly employed over 2.8 million people in 2020, including artists, songwriters, music executives, and other industry professionals. The music industry also has a significant indirect impact on the economy through its supply chain, which includes companies that manufacture and distribute music products, as well as service providers such as event promoters and ticketing agencies.

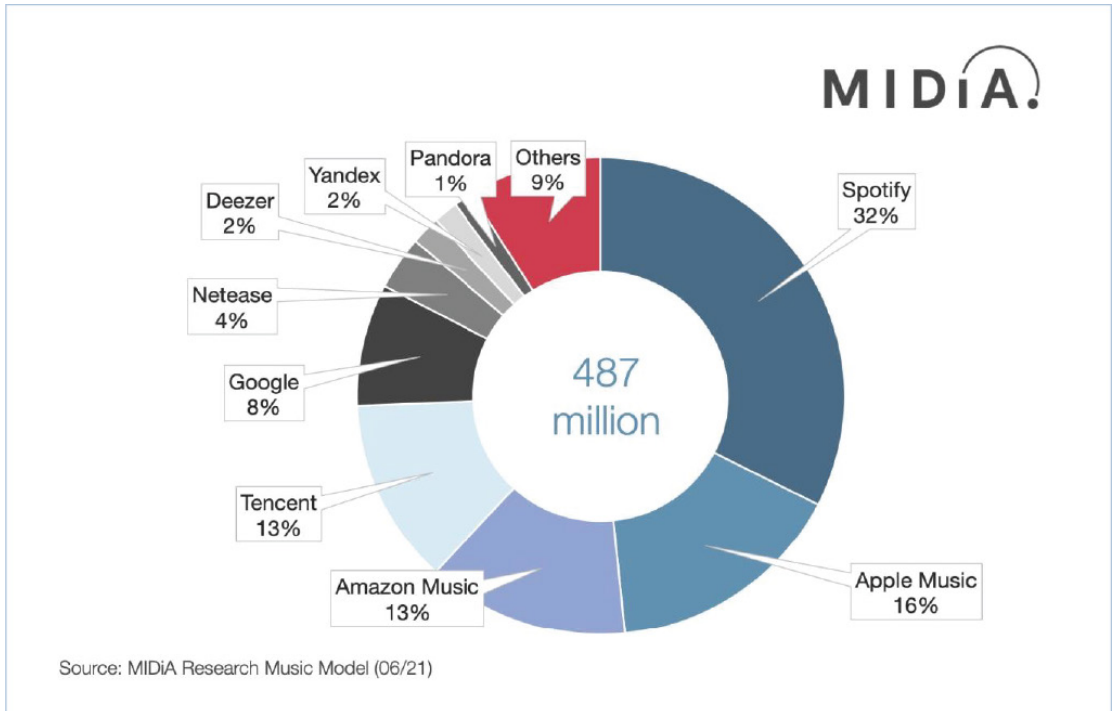


Photo: <https://www.midiaresearch.com/blog/global-music-subscriber-market-shares-q1-2021>

Music can have a positive impact on economics in several ways such as job creation. The music industry creates jobs for musicians, music teachers, music therapists, and other music professionals related fields such as event planning, marketing, and audio engineering. Music festivals, concerts, and other music events can bring tourism and economic activity to local communities especially the music industry can stimulate economic growth through the production and sale of music-related goods and services. Music can facilitate cultural exchange and understanding, which can lead to economic benefits through increased tourism, trade, and investment, and also education can improve students’ cognitive and academic skills, which can lead to increased economic opportunities and success in the long term. Lastly, music can enrich people’s lives and contribute to overall well-being. This can have economic benefits, as people who are happier and more fulfilled may be more productive and engaged in their work and communities.

Some ways in which the music industry can have a positive impact on the cultural economy is by supporting artistic creativity and promoting the creation of new music, which can be a form of cultural expression. By investing in and promoting musical talent, the industry can help to foster artistic creativity and cultural innovation. By doing this, the music industry can help to preserve and promote cultural diversity by supporting the creation and distribution of music from a variety of cultures and genres. This can help to enrich the cultural experiences of listeners and contribute to cultural understanding and tolerance. The music industry can contribute to the growth of cultural tourism by hosting live music events and festivals in different locations. This can bring in visitors, generate revenue for local economies and promote cultural exchange. The music industry can facilitate cultural exchange by promoting the work of artists from different countries and cultures. This can help to expose listeners to new perspectives and broaden cultural understanding. Such as supporting cultural heritage. The music industry can help to preserve and promote cultural heritage by supporting the creation and distribution of traditional music from different cultures. This can help to keep cultural traditions alive and ensure that they are passed down to future generations.

Innovative Approach

Innovation in Sarawak's music export and ecosystem development is essential to creating a robust music industry that can leverage opportunities both within Malaysia as well as export markets. Sarawak has significant potential to become a hub for music production, distribution, promotion, and performance in Malaysia; however, key components of its system such as access to capital, resources, infrastructure and expertise need strengthening to enable growth. Innovative approaches which enable access to finance, increase the breadth of talent available through knowledge exchange programmes, create new avenues of dissemination through digital marketing, foster collaboration amongst stakeholders and provide mentorship opportunities are all crucial components needed for a successful transition from traditional business practices towards an innovative economy. Additionally stronger partnerships between current institutions with public-private partner initiatives provide avenues for increased dialogue needed for collectively assessing market demands and understanding consumer behaviour aiding sustained growth for the local scene. Effective innovation frameworks streaming across all elements of the music export industry encourage producers towards the path necessary for informing investors about potential returns based on sound data analytics strategies feeding into structured business model designs integrating evolving international technologies providing long-term prosperity throughout Sarawak's creative sector.

Music ecosystem development in achieving United Nations Sustainable Development Goals (UNSDG)

The music industry can contribute to the achievement of several Sustainable Development Goals (SDGs). These are:

1. No Poverty (UNSDG 1): The music industry can help to reduce poverty by generating employment, economic activity, and investment, as well as by facilitating cultural exchange.

2. **Good Health and Well-being (UNSDG 3):** The music industry can support this goal by promoting the use of music therapy to improve mental and physical health.
3. **Quality Education (UNSDG 4):** The music industry can support this goal by investing in and promoting music education, as well as by facilitating cultural exchange through music. Here are a few examples:
 - **Music education:** The music ecosystem can support music education by providing resources and funding for music programs in schools. This can help to ensure that students have access to high-quality music education, which can have several benefits, including improving cognitive skills, fostering creativity, and enhancing social skills.
 - **Music therapy:** The music ecosystem can support the use of music therapy in educational settings. Music therapy can be an effective tool for helping students with special needs, such as those with learning disabilities or developmental delays.
 - **Cultural exchange:** The music ecosystem can facilitate cultural exchange by promoting the work of artists from different cultures and countries. This can help to expose students to diverse perspectives and broaden cultural understanding, which can be an important aspect of a well-rounded education.
 - **Creative expression:** The music ecosystem can support the creative expression of students by providing opportunities for them to participate in music-related activities, such as singing in a choir or playing in a school band. This can help to foster creativity and self-expression, which can be important for personal and academic development.
4. **Gender Equality (UNSDG 5):** The music industry can promote gender equality by supporting and promoting the work of female artists and ensuring that they have equal opportunities to succeed in the industry.
5. **Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all (UNSDG 8):** The music industry can contribute to this goal by generating employment, economic activity, and investment, as well as by facilitating cultural exchange. Here are a few examples:
 - **Employment:** The music industry directly employs a large number of people, including artists, songwriters, music executives, and other industry professionals. These jobs can provide a stable source of income and support economic growth.
 - **Economic activity:** The music industry generates revenue through the sale of physical and digital music, as well as through live music events, merchandise, and other sources. This revenue can contribute to economic growth and support the development of local businesses and industries.
 - **Cultural exchange:** The music industry can facilitate cultural exchange by promoting the work of artists from different countries and cultures. This can help to boost tourism and create new economic opportunities.
 - **Investment:** The music industry can attract investment from private and public sources, which can support the growth and development of the industry and contribute to economic growth.

6. Industry, Innovation, and Infrastructure (UNSDG 9): The music industry can contribute to this goal by investing in and promoting the development of new technologies and infrastructure, such as streaming platforms and live event venues.
7. Sustainable Cities and Communities (UNSDG 11): The music industry can support this goal by hosting concerts and other events in urban areas, which can help to foster a sense of community and promote sustainability.
8. Partnerships for the Goals (UNSDG 17): The music industry can contribute to this goal by partnering with organizations that focus on social and environmental issues, such as access to education, clean water, and renewable energy.

3. Music Export Sarawak Mission

Music Export Sarawak's mission is to promote the musical culture and artistry of Sarawak and its people to a global audience. Through this mission, local talents will be empowered through music as well as build international prospects for these artists in overseas markets. Through working with both national and international organizations, the Music Export mission raises awareness of Sarawak's diverse music genres, offers training and educational courses on composing, arranging, performing and recording music; provides resources and access to venues, regional artist connections and business workshops; designs promotional packages that include showcasing events abroad; helps produce multimedia content such as documentaries, behind-the-scenes footage, performances etc.; and finally collaborates with universities to build an incubator/accelerator program for entrepreneurs in the music industry. Ultimately, the goal is to increase exports of high-quality records while helping create more job opportunities within Sarawak's music scene.

The Business Plan Sample by CatSound.co

Executive Summary

CatSound.co, led by its founders Gacherie Tipik, President and Stacy Gregory, Vice President of International Relations has carefully laid the foundation for building the Talent Export Through Sarawak Music Ecosystem Development programme, with a business venture intended to create a new music ecosystem through innovation and the export of Sarawakian talent from the local music scene. Our goal is to build a platform that connects local musicians and artists with the international market, to facilitate their journey abroad. Through the cultivation of a robust infrastructure, Music Export Office seeks to provide an effective and efficient means to export Sarawakian talent, while also creating a strong, vibrant and collaborative environment in which the Sarawakian music scene can thrive and grow.

Objectives

The primary objective of Talent Export Through Sarawak Music Ecosystem Development is to create a platform that can be used to identify and export the incredible talent that Sarawak has to offer. This platform will offer resources and tools to aid in the artist's export journey, while providing industry connections that can help the artist make a successful transition to the international market.

Our secondary objective is to build an ecosystem in Sarawak that will enable the music industry to grow and support itself. We seek to foster an environment where local talent can collaborate and network, as well as provide them with the platform to make their music available to the world.

Market Analysis

The Sarawakian music scene is growing, with an increasing number of independent artists and musicians emerging in recent times. There is huge potential for the export of talent from Sarawak due to the rich culture and diversity of the music produced. However, there is an inherent lack of resources and the necessary infrastructure that is required to make the journey abroad successful.

Through careful engagement and discussion with international partners such as the ASEAN Music Showcase, CatSound.co has seen the potential for exporting talents to countries such as Singapore, Japan, Thailand and Indonesia through its multiple festivals, music showcases and music conferences. Whereas, this partnership also extended to the annual festivals, music showcases and expos which are the Wacken Open Air in Georgia, Playtime Festival in Mongolia, and two of which are the National Association of Music Merchants (NAMM) and South By SouthWest (SXSW) in the United States of America.

Competitor Analysis

The main competitors which focus on music development and export particularly in this business venture are the traditional methods of talent participation and the lack of wider community engagement, resources and infrastructure to facilitate it. There aren't a lot of competitors in this space as there are no other businesses that are specifically targeting the Sarawakian music scene.

Strategy and Implementation

The primary strategy is to create a platform that effectively exports Sarawakian talent. We will focus on providing resources and tools to aid their journey, as well as connecting them with mentors and industry contacts who may help them make a smooth transition to the international market. We will also focus on building an ecosystem in Sarawak to foster collaboration and growth in the music scene. Existing festival organizers will play a big role in this strategy, for which one of our primary functions will include the development of new upcoming industry players specifically on music events.

Management

The business venture will be led and managed by a team of experienced entrepreneurs and industry professionals, all of whom have extensive experience in the music industry. This ensures that the venture is in the most capable and experienced hands.

Financial Plan

They will seek to finance the business venture through venture capital, which will be used to finance the creation and development of the platform, as well as for marketing and promotional purposes. We will also seek out other opportunities for additional funding, such as federal and regional government grants and sponsorships.

Case Study 1: France Music Export

France has long been known for its abundant and diverse music culture, but it has also established its presence in the international music market in recent years. The French Music Export Office, also known as Musicode, is one of the initiatives set in motion to increase the country's music presence in other parts of the world. Since its launch in 2005, the office has been instrumental in developing France as a major contributor to the music industry, with exports, streaming and tours all seeing growth in recent years.

Musicode's main objective is to build and promote the visibility of French music abroad by developing its existing music markets and opening new ones. It does this by providing European and international professionals with showcased opportunities to discover emerging French talent. Additionally, the office facilitates the development of strategic music distribution and touring networks. It also produces a variety of cultural projects dedicated to inspiring, supporting and connecting French music producers and creators worldwide.

To achieve its objectives, Musicode works with a variety of partners and organizations. It has forged strategic alliances with export associations, publishing companies, record labels, radio stations, digital services and festivals from all over the world. From a touring perspective, the office has also instituted agreements with key global booking and live music partners, U.S. and Asian concert promoters, and more recently, the leading German booking agency. All these efforts are ultimately geared towards achieving the goal of increased music export beyond France.

The results of these ambitious efforts speak for themselves. As of 2018, the office reported that it has succeeded in supporting more than 250 international projects, spanning 130 countries. It's also worth noting that French music revenues in the U.S. increased by 47% between 2014-2018, while stream and download revenues rose by 7%. The French music industry's impressive growth is in large part due to the efforts of Musicode, which is also responsible for the increase in France's digital revenues from 4% to 23% in the same period.

In conclusion, the French Music Export Office has operated for merely a few years, but its accomplishments and achievements thus far are remarkable. It has been successful in increasing the presence of the French music industry in other markets, spurring growth in exports, digital media and live performances, both in France and abroad. As the office embarks on further endeavours to develop France as a major contributor to international music, one can only hope that its efforts will further enhance the dynamism of the industry.

Case Study 2: South Korea Music Development

South Korea's contribution to the global music industry is undeniable. South Korean Music Development is an example of how a nation has achieved significant advancements in this field within a limited timeframe. Developed countries such as the United States and the United Kingdom have been active in the music industry for more than a century. South Korea, on the other hand, created

a successful music industry in a much shorter period. Building the nation's music industry did not happen overnight. It required careful planning, effective implementation, and constant innovation in the music culture.

It is important to note that the development of South Korea's music industry is not limited to the physical structure of the industry. The country has used several strategies to ensure that Korean music remains relevant and popular. One of the most important factors in the development of the South Korean music industry is the rise of the Korean Wave. This includes both music and entertainment that has gone beyond the boundaries of South Korea, becoming popular in other countries including China, Japan, and the United States. By providing high-quality songs, performances, and overall content, the Korean Wave has helped create an international audience for South Korean music.

Another positive factor in the development of the South Korean music industry is the increased financial investments in the industry. South Korean governmental agencies and private companies have invested in the production and promotion of music. The goal of these investments is not only to create a competitive environment for artists and producers, but to improve the overall quality of South Korean music. As a result, South Korea's music industry has become much more competitive, producing some of the highest-quality music in the world.

In addition to these monetary investments, the government and private sector have also implemented educational initiatives to improve the quality of South Korean music. Educational programs intended to teach music production, songwriting, and performance have helped build the abilities of South Korean musicians. Moreover, these programs have helped spread knowledge and skill sets to foster a healthier music industry.

Overall, the combination of the rise of the Korean Wave, the financial investments, and the educational initiatives have played an essential role in the successful development of the South Korean music industry. Consequently, South Korea is now considered one of the most successful music markets in the world.

3. Conclusion

As more people around the world become familiar with Sarawakian sounds, this export has the potential to have a lasting and transformational effect on the Sarawakian music scene as significant strides have been taken to highlight the potential of Sarawak music in the global export market.

First and foremost, exporting Sarawak music could help to cultivate greater recognition and appreciation for these diverse and vibrant sounds. Through access to new international markets, Sarawak music would be pushed front and centre and exposed to people from all corners of the globe. This increased exposure could, in turn, draw more people closer to the culture and lead to a deeper understanding and appreciation of local music. It's also believed that this international exposure could spark a greater demand for Sarawakian music, enabling bands and musicians to make a living off the creative works that arise.

Aside from better recognition and standing, exporting Sarawak music could also potentially improve education and resources in the region. As locals become more heavily involved in music, they'll demand better training, resources and facilities, which could lead to the implementation of more formal music education systems within Sarawak. Additionally, by drawing attention to Sarawak music, increased tourism could be generated, as travellers flock to witness local bands and musicians.

Exporting Sarawak music could also have a stronger economic impact in rural parts of the region. By creating more jobs in the music sector and giving local artists the chance to make money from their musical talents, areas of Sarawak that were previously underdeveloped could gain access to improved infrastructure, resulting in a better quality of life for the people living there.

Finally, exporting Sarawak music could even potentially lead to greater political recognition for the area. By having a higher profile in the international market, Sarawak could be seen as more of a separate region within Malaysia and could potentially gain more political clout and representation in the wider political landscape.

Overall, it's clear that there is great potential for exporting Sarawak music to the rest of the world. By doing so, the impacts could range from improved recognition and appreciation for Sarawak music to gaining political influence in the greater Malaysian political arena. Without doubt, this export is an important endeavour and has the power to transform the lives of Sarawakians in several ways.

Notes:

Sarawak is Malaysia's largest state and is home to some of the most vibrant traditional music in Southeast Asia. It has been the catalyst for an exciting influence that has spread across the country and beyond and is now being exported to the global market. This journal aims to discuss the impact of this export on the local music culture, society, and economy.

The biggest impact of exporting Sarawak music is the increased exposure to foreign cultures. By bringing new sounds and instruments, Sarawak music export can help to broaden the horizons of local musicians and fans. It could enable the local talent to explore a range of styles that were not previously available. This creative experimentation will allow for dynamic and unique performances, leading to performances being showcased alongside international acts at festivals around the world.

The economic impact of Sarawak music export is far-reaching. The increased exposure will help to boost tourism to Sarawak, as people from around the world travel to experience Sarawakian music. This indefinitely will generate a significant boost to the local economy, stimulating job opportunities and providing employment for Sarawak's musicians, venues, event organizers and other related businesses. Furthermore, the export of Sarawak music will enable local musicians to branch out into international markets, encouraging them to create their music and increasing their chances of success.

The effect on society is huge, not least because of the strengthening of grassroots artistic movements. Music export will enable Sarawak musicians to share their stories and perspectives from abroad, reminding everyone of the rich cultural and ethnic scenery in the area. Such participation within the global music industry will enable people from different backgrounds and different parts of the world to appreciate and understand the unique cultural and musical heritage of Sarawak.

Finally, we can identify the environmental impact of Sarawak's music export. By bringing traditional music to a larger audience, Sarawak can help reduce carbon emissions from international travel and events. Furthermore, by introducing a variety of musical instruments, Sarawak will be able to show its commitment to protecting the environment.

In conclusion, Sarawak music exports have a major impact on the Sarawak music culture, society, and economy. By expanding the musical reach of the region, the industry will be able to increase the exposure and appreciation of Sarawak's unique music, enabling local musicians to compete on the world stage. Furthermore, the economic and environmental implications of boosting tourism and reducing carbon emissions are major benefits to society and the planet.

References

- AFM Editorial Office (2022, March 28) K-Pop Is Making Billions For South Korea. Asia Fund Managers <https://www.asiafundmanagers.com/gbr/kpop-and-economic-impact-on-south-korea/>
- Australia Council For The Arts (2019) Born Global: Australian Music Export. Creative Commons Attribution-NonCommercial-Non-Derivative Works. <https://australiacouncil.gov.au/wp-content/uploads/2021/07/born-global-australia-council-5d26e500f0c8c.pdf>
- Brookings Institution (Feb 23, 2023) Exploring The Role Of Music In Transformative Placemaking [Video] Youtube <https://www.youtube.com/watch?v=JJusAt-BACM&t=3327s>
- Byrne, D. (2017) How Music Works (1st Edition) Crown
- Dauncey, H. (2020) The French Music Industry - Structures, Challenges and Responses. Ashgate https://www.researchgate.net/publication/340350314_The_French_music_industry_structures_challenges_and_responses
- Levitin, D.J. (2007) This Is Your Brain On Music: The Science Of Human Obsession (1st Edition) Plume/Penguin Baskerville, D., Baskerville, T. (2012) Music Business Handbook And Career Guide (10th Edition) SAGE Publications, Inc. Levitin, D.J. (2009) The World In Six Songs: How The Musical Brain Created Human Nature (1st Edition) Dutton.
- Mulligan, M. (2021, July 9) Global Music Subscriber Market Shares Q1 2021. MIDiA Research <https://www.midiaresearch.com/blog/global-music-subscriber-market-shares-q1-2021>
- Oxford Economics (2020, November) The Economic Impact Of Music In Europe Report. IFPI https://www.ifpi.org/wp-content/uploads/2020/12/IFPI_music_in_Europe.pdf
- Roll, M. (2021, October) Korean Wave (Hallyu) - The Rise of Korea's Cultural Economy and Pop Culture. Martin Roll Company. <https://martinroll.com/resources/articles/asia/korean-wave-hallyu-the-rise-of-koreas-cultural-economy-pop-culture/>
- Stassen, M. (2022, March 15) France's Recorded Music Industry Topped \$1BN in 2021. Music Business Worldwide <https://www.musicbusinessworldwide.com/frances-recorded-music-industry-topped-1bn-in-2021/>