



**THE APPLICATION OF NADLER-TUSHMAN CONGRUENCE
MODEL & PORTER'S FOUR CORNER ANALYSIS IN EXAMINING
THE PERFORMANCE OF MUSIC SCHOOL IN THE MIDST OF
DIGITALIZATION & GROWING MARKET
(THE CASE OF MEDAN MUSIK)**

THESIS

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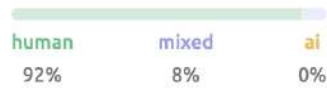
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ABSTRACT

Music Industry is not a realm that can be underestimated, whether it is for personal enjoyment, livelihood, or a source of income that is quite calculated for a country when viewed from a macroeconomic perspective. The purpose of this research is to analyze the company performance of Medan Musik as a successful Music School and provide the best strategy towards the competitors' actions. In this research, the researcher will use qualitative methods. The data collection will use in-depth interviews as a primary data to collect the needs which will be useful for the Internal Analysis and use the secondary data to collect the needs for competitors' future strategy. The participants in the interview will consist of the management of Medan Musik and the major stakeholders, such as the Employee and Student. The data analysis technique used is the Nadler-Tushman Congruence Model which acts as a company performance analysis tool and Porter's Four Corner Analysis as a provider of the best strategy suggestions for Medan Musik. The results of this research show that internal factors greatly influence Medan Musik's performance results as a company and a tool to provide future plans for Medan Musik by looking at competitors. Apart from that, the role of art and informality also has an impact on the results of this research.

Keywords:

Music Industry, Nadler-Tushman Congruence Model, Porter's Four Corner Analysis, Company performance.

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