


Chapter 12

Music Industry Disruption: Comparing Traditional and Popular Music in the Artificial Intelligence Era

Mieke Yustia Ayu Ratna Sari

 <http://orcid.org/0000-0002-5743-4243>

State University of Surabaya, Indonesia

Heppy Hyma Puspytasari

State University of Surabaya, Indonesia

Alfan Dzikria Nurrachman

State University of Surabaya, Indonesia

ABSTRACT

This chapter analyzes how artificial intelligence (AI) reshapes the structures, practices, and values of the music industry, focusing on traditional and popular music. It highlights shifting creative roles, changing production dynamics, ethical and regulatory concerns, and AI's impact on preserving and transforming cultural heritage. The discussion outlines historical shifts from the pre-AI era to the digital age, addressing algorithmic processes, opportunities and risks in creation and distribution, and the implications of AI for communal intellectual property in traditional music. It also examines how AI influences the economics of popular music through streaming models, automated production, and recommendation systems, while noting risks such as data colonialism, cultural loss, and blurred authenticity.

DOI: 10.4018/979-8-3373-6279-3.ch012

Copyright © 2026, IGI Global Scientific Publishing. Copying or distributing in print or electronic forms without written permission of IGI Global Scientific Publishing is prohibited. Use of this chapter to train generative artificial intelligence (AI) technologies is expressly prohibited. The publisher reserves all rights to license its use for generative AI training and machine learning model development.

The chapter concludes that AI offers major potential for innovation and preservation but also poses challenges to community rights, creative economy structures, and fair value distribution.

INTRODUCTION

The late 20th century ushered in the digital era, driven by the rapid development of computers and internet technology. With the arrival of the World Wide Web in the 1980s and 1990s, the internet became a truly global and accessible platform. The early 2000s saw mobile phones evolve dramatically, paving the way for social media and transforming how we communicate and access information. From 2010 onward, technology took another leap forward with the rise of artificial intelligence (AI). While the roots of AI stretch back to 1956, its progress slowed in the 1970s and 1980s due to unrealistic expectations. However, the 1990s and 2010s marked a turning point, as dedicated scientists developed more advanced algorithms and capabilities for AI. These breakthroughs have transformed technology in ways that benefit people across the globe. Today, AI influences healthcare, education, commerce, transportation, tourism, the arts, and many other fields. Like any powerful tool, AI comes with both exciting opportunities and important challenges. In the past decade, AI has especially reshaped the music industry. Where creativity was once the sole domain of human intuition, algorithms and generative models now work alongside musicians. Machine-based systems affect not just the composition and production of music, but also how content is distributed and curated on digital platforms. This new landscape shows that AI is a major player in the music world, capable of replicating some aspects of human creativity and creating new economic possibilities (Jacques & Flynn, 2024). As AI becomes more integral, it's important to find the right balance so it enhances, rather than disrupts, the spirit of music.

Traditional and popular music each respond differently to the changes brought by AI. Traditional music thrives in local communities, passed down through generations by word of mouth and shared experiences. Popular music, by contrast, is often created for global audiences and distributed widely through digital platforms. Experts in cultural preservation highlight the importance of documenting and digitizing musical traditions—including building ethnomusicological datasets—to protect our shared heritage, especially as fewer people continue these traditions (Chen et al., 2024). When it comes to traditional music, AI's main role is to help with preservation, documentation, and sharing, rather than creating new works. This type of music is a collective treasure, reflecting the values and spirit of its community. In contrast, AI can play a much bigger part in popular and contemporary music, helping with everything from composing songs to distributing them worldwide. Still, it's

22 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/music-industry-disruption/407482

Related Content

Pen-Based Interaction for Intuitive Music Composition and Editing

Sébastien Macé, Eric Anquetil and Bruno Bossis (2008). *Intelligent Music Information Systems: Tools and Methodologies* (pp. 261-288).

www.irma-international.org/chapter/pen-based-interaction-intuitive-music/24437

Evaluation in the Visual Perception of Music

Susan E. George (2004). *Visual Perception of Music Notation: On-Line and Off Line Recognition* (pp. 304-349).

www.irma-international.org/chapter/evaluation-visual-perception-music/31062

XML Music Notation Modelling for Multimedia: MPEG-SMR

Pierfrancesco Bellini (2008). *Interactive Multimedia Music Technologies* (pp. 26-49).

www.irma-international.org/chapter/xml-music-notation-modelling-multimedia/24553

Innovative Sound Design of Car Alarms: A Case Study on Information Needs and Musical Creativity

Nicolas Misdariis and Alexander Sigman (2016). *Trends in Music Information Seeking, Behavior, and Retrieval for Creativity* (pp. 166-204).

www.irma-international.org/chapter/innovative-sound-design-of-car-alarms/154587

Expressing Musical Features, Class Labels, Ontologies, and Metadata Using ACE XML 2.0

Cory McKay and Ichiro Fujinaga (2013). *Structuring Music through Markup Language: Designs and Architectures* (pp. 48-79).

www.irma-international.org/chapter/expressing-musical-features-class-labels/72434