

It Is Not Just Sharing Youth-Culture! It is A Spotify Music Branding through Instagram

Bunga Devina Nugroho¹, Yosefani Oktavia², Sukmo Banyu Jogo³, Z. Hidayat⁴

^{1,2,3} Master of Strategic Marketing Communication, Bina Nusantara University

⁴Senior lecturer of BINUS Graduate Program, Bina Nusantara University

bunga.nugroho001@binus.ac.id, sukmo.jogo@binus.ac.id, yosefani.oktavia@binus.ac.id,

z.hidayat@binus.edu

Abstract

This paper aims to analyze the role of social media platform Instagram as a channel of marketing of musicians and their interaction with fans. Also, this paper analyzes youth-culture sharing behavior as a peer-to-peer digital marketing communication. Ethnographic was used as a research method with a long-term community observation, in-depth interviews, and online digital document analysis. Our paper focuses on studying the sharing youth-culture through Instagram, the practices of Instagram as a digital marketing communication channel of music product, and the personal musician branding. The results showed that the musicians as producers interact with their fans or consumers through social media Instagram. Collaboration through social media fosters sharing values and beliefs, exchanging daily experiences about music and cultural arts, young people build togetherness, from just interacting with doing business transactions on Instagram and Spotify. Musicians recognize the importance of digital channels as a marketing communication channel for music products so that Instagram has become a medium to build a reputation in the music field. Instagram provides opportunities for new talents from fans and further develops a network of indie musicians supported by Spotify. Instagram has become a home-branding for anyone who wants to be a musician and could gain a network of fans if it offers uniqueness and differentiation compared to competitors.

Keywords

digital marketing; music
branding; spotify; instagram



I. Introduction

In the current era of globalization, the level of technological progress has made it easy for users of social media in various fields. Not only using it as a means of communication and exchanging information, but nowadays, users can utilize it in the field of commerce or trading. In everyday life, humans will never be separated from the sale and purchase. With the help of transactions, technology can be realized.

The music market has and is changing, and even a revolution has occurred following new business models. The internet dramatically changes the commercial music industry's landscape: digitalization is a new standard, and specific business models continue to evolve. As such, the industry has evolved from traditional models of large music labels to trading peer-to-peer music files to legitimate online download models (Vaccaro and Cohn, 2004). Companies in the modern music industry face a significant threat from illicit filing sharing. Perritt Jr. (2009) says that technology for producing and distributing music is currently reshaping different market formats by allowing more new artists and more direct interaction between musicians and their fans. However, this revolution also allows

predicted demand for the pop music market, even more so in the future, which will increase portability and speed.

The changing technological environment forces each type of business to adapt. Likewise, it requires a method of marketing the most effective music products for modern music artists at various stages in their careers. Turquand (2019) reviews the importance of marketing music in the modern age. However, his research focuses on hip-hop artists and recommendations related to content that applies to artists of all genres.

The growth of mobile communication applications has made it easier to access and process interactions and transactions between musicians and fans, especially with social media. Michel (2018) also views the increasing importance of social media as giving more influence to musicians because they can communicate with the public and their fans more directly.

Unlike conventional media, social media has fundamentally changed the consumer decision process, and its nuanced view of how consumers engage with brands has emerged (Lockstone et al., 2013). Social media is an online media where users can easily participate, share, and create content, including blogs, social networks, wikis, forums, and the virtual world. Blogs, social networks, and wikis are perhaps the most common form of social media used by people around the world. Online social media is a medium that facilitates interactive social interaction that changes the pattern of information dissemination. The previously broadcast media monologue (one to many audiences) to social media dialogue (many audiences to many audiences). The types and compositions of online social media in the virtual world are diverse, including social networks (Facebook, Friendster, LinkedIn, and others) and microblogging platforms (Twitter, Plurk, Koprol). Music is a universal media that can speak in various languages, speak the hearts of the creators, and reflect cultures from various parts of the world.

Lately, music has become a necessity for the wider community. Music can also affect someone. It was proven in fashion trends, many music lovers who imitate the clothing styles of favorite musicians. There are many genres of music in the community, such as Pop, Rock, Jazz, and others. Music has a way of distribution up to the ears of the listeners. It is through labels that music can be distributed to listeners. Labels have two characters, the first is Major Label, and the second is Indie Label. Major Label is a music company with significant capital and big profits.

Meanwhile, Indie Label is a smaller scale music company. Sometimes even the musicians themselves. An article quoted from sorotnews.com titled "This is the Cause of the Deterioration of the Indonesian Music Industry, " explains that one of the causes of the deterioration of the Indonesian music industry is due to excessive mastery of the Major Label music where artists/musicians shelter.

In 2005 for the first time, the idea of Spotify was put forward by its founders Daniel Ek and Martin Lorentzon. Both put forward the idea of the Spotify Service, while sharing music between them in an apartment in Sweden, and launched a beta version to the public in 2007 (Crook & Tepper, 2015). The official application was first launched on October 7th, 2008. Spotify has continued to grow since it has expanded to more than 56 countries, including the United States and the Philippines. In its later development, Spotify obtained a cooperation agreement with Universal Music Group, Warner Music, EMI Group, Sony Music Entertainment, and Merlin. (Kiendl, 2014).

As a music streaming platform, the Spotify application can run on various digital devices such as smartphones, desktops, tablets, PlayStations, Xboxes, smart tv, to Bluetooth-based audio devices. To run the Spotify application, it must first download the

Spotify application on the device that it has. Furthermore, users are free to choose paid services (premium) or free services.

Various previous studies have become essential references to put forward the topic of this paper by finding gaps and gaps that have not received attention. Some researchers generally raised the topic of social media for music campaigns such as Facebook, Twitter, Blog, WhatsApp, and Instagram. However, research that pays explicit attention to Instagram's role for branding and forming relationships between musicians and fans is still limited. Therefore, this paper takes a position in the gaps, namely branding music through Instagram and the formation of customer engagement in maintaining a long-term relationship between musicians and fans.

The purpose of this paper is, first, to analyze the growth of the music industry through the social media platform Instagram as a channel of marketing. Second, to analyze the process of interaction and transactions, and customer engagement through Instagram. Third, to analyze persuasive communication in Instagram advertising; and fourth, to analyze youth-culture sharing behavior as a peer-to-peer digital marketing communication.

II. Review of Literature

2.1 New Media and Persuasive Communication Theory

We use the new media theory perspective to understand the youth culture of interactivity in their daily lives. The definition of New Media itself is media, which consists of a combination of several elements. That means there is media convergence in it, where several media are combined (Lievrouw. 2011). According to Denis McQuail in his book *Theory of Mass Communication* (2011), the main characteristic of new media is the existence of interconnectedness, access to specific audiences as recipients and senders of messages, interactivity, various uses as open characters, and their ubiquitous nature. According to Flew (2014), new media has five characteristics, including 1) New media can be manipulated, which is where a person can very easily manipulate data or information very freely. 2) New media is networkable; in new media, some contents can be exchanged or shared from one user to another. 3) New media is compressible, which is to reduce the content's capacity, so it is easier to exchange or share with other users.

2.2 Digitized Popular Culture Commodity

Popular culture theory discusses commodification that occurs in cultural products for mass consumption. According to O'Brien and Szeman in Danesi (2018), popular culture exists because a group of people creates or does it for themselves. Therefore, because of this new thing accepted by many people, there emerged a popular culture. According to Danesi (2012, p.2) said popular culture as follows: "Pop culture alludes, essentially, to a form of culture that makes little, if any, such categorical distinctions, making it a non-traditional form of culture in this sense."

2.3 Digital Consumers-Producers Relationship

The main goal of branding on Instagram is not just the execution of purchases by viewers, but to build a network of fans as much as possible. This network works to increase the number and quality of supporters so that there is a mobilization of personal or group musician fans in the contemporary music industry, as stated by Ryan Bengtsson, Edlom & Fast (2018). Various contemporary cases of famous singers show that the mobilization of fans is the main goal to conduct viral campaigns on Instagram and Twitter

plus Facebook and YouTube. The target to be built is a continuous relationship between producers and consumers through Instagram and other social media.

2.4 Branding Music in Digital Culture

Digital marketing, according to Chaffey (2002), is the application of digital technology that shapes online channels to the market. These communication modes use a website, e-mail, database, digital TV. Digital business communication also communicating through blogs, feeds, podcasts, and social networks) that contribute to marketing activities that aim to benefit and retain consumers. It needs multi-channel buying processes that concern the customer life cycles through efforts to recognize the importance of digital technology that is planned to increase consumer awareness. For a long time based, the company also build their values, culture, and behavior that driving loyalty to its product brand) and then deliver messages through integrated and focused online-based communication and service activities on meeting specific customer needs. According to Lindstrom (2005), the definition of branding itself is: "Branding continuously strives to achieve authenticity and build a relationship with consumers that will extend from the cradle to the grave."

III. Research Method

Ethnography is used to collect and analyze data in this study with a long-term observation, in-depth interviews, and online digital document analysis. The researcher carefully observed the behaviors, the people's commonsense' knowledge of social relations, meetings, interactions, ceremonies, rituals, and networks formed in the online social media and offline social networks of the community of musicians and fans. Besides, researchers also analyzed cultural artifacts such as pictures, audio-video, stage shows, online shows (live streaming), and verbal texts written on social media Instagram (Gobo & Molle, 2016; Buscatto in Flick, 2017; Creswell, 2016; Berger, 2018). Researchers also consider the rules and social conventions formed in the relationships between musicians and their fans. Also, researchers involved in participating in the community's daily lives, watching what happens, listening to what is said, and asking questions.

IV. Result and Discussion

4.1 Sharing Youth-Culture through IG

Spotify is a promising marketing channel for well-known musicians and even emerging musicians. Spotify has regular customers, and the number continues to grow as information and promotions are mainly carried out on social media, mainly through on Instagram. Their music promotions are well preserved and cared for, such as adding their Spotify music link on various occasions like on Instagram's Bio Profile or their Instagram captions. Spotify music became a music streaming platform that they packed became very interesting, adding a background with beautiful photos and some of their performance photos. With exciting music and an attractive appearance, Spotify is interested in this Jakarta-based band. Spotify and Instagram seem inseparable in the daily habits of urban young people. Both applications are already very familiar and become part of their lives. Rudy (19 years old, Banten, Indonesia), a student said:

I used to share information with friends through Instagram. I always share the latest music developments, both local musicians and global musicians. It is essential to always keep up to date with the development of music. Spotify

has become our arena to enjoy music and share culture. There are values that we have as young people in urban areas. I must actively search for the latest information on some of my favorite musicians and my close friends.

Spotify curated and made an official Spotify playlist that eventually the mini-album *The Universe of North to East* was heard by more than 1,000,000 streams in just three months. It is a proud achievement of indie label musicians for their music to be heard by many people in a short amount of time. While Adhie Satya (32 years old, Jakarta, Indonesia), music journalist of *Hai! Magazine* in another time and place when he was interviewed about branding added:

Musicians today must be smart in finding the right traffic branding opportunities to promote their music. They can no longer think and act like the musicians of the era before social media emerged. However, musicians must use Spotify and social media to promote themselves as their branding and music albums to fans and consumers in general. Now is the time to start a new era as digital musicians and compete fairly on all social media platforms.

The appearance of a musician on Instagram who informs himself or his group on the Spotify channel is significant to build personal branding. Musicians much realize this because Instagram is his home, which is visited by many followers. Because, now in the digital age, everyone can use certain social media to make personal branding efforts. Personal branding is an attempt by people to look different, unique, and have different characteristics (Mukhlisiana, 2019). On social media, everyone can express themselves, express themselves and their thoughts, both verbally and nonverbally. Everyone can manage and direct the image about himself, thus allowing his image to be more organized following the intended branding. Instagram is not only a digital marketing communication channel but is part of youth-culture for self-expression and building their identity, including musical tastes. Indra said:

Instagram is my self-expression. Whatever happens, to close friends and me must be communicated through Instagram. Music is part of the preferences of the lives of young people, and we always share, because the music genre that we display is a symbol of our identity.

As a digital culture, Instagram is used for various benefits by young people ranging from doing business, sharing information, promoting products, services, including music. The social media platform - Instagram - is an effective way to build the brand and increase customer loyalty. Johansson and Engström (2016) tested Instagram as a channel of marketing communication. They analyzed Instagram users in the process of creating messages, choosing brands, and Instagram photos like what personal and company posts had to achieve campaign success. The young generations, Generation Y and Z, can be the dominant identification of Instagram. Gen z grew up and grew up in a hyper-consumer culture, and IG was the address of the peer group community. According to Longley (2018), Gen Z conducts self-branding practices at IG. They have learned to define themselves in a neoliberal and capitalist framework for personal success. Sheren (20 years old, Jakarta, Indonesia), a lover of R and B music who always turns on Spotify wherever he is, said:

Spotify is an application that I never turn off because music must continue to turn on. There are no minutes without music. Even though I must chat, music

must accompany my activities. Spotify has become a habit that complements my fashion and daily food menu. Wherever I am, I must join in the singing and be happy.

Like Sheren's daily habits, Instagram is a channel for young people to share culture, express, and share experiences while offering ideas and values from their work. Therefore, content creation is essential to pay attention to visual appearance and verbal expressions that build inspiration. Content for campaigns on IG is in the form of music, photos, videos, and playlists that can increase engagement through personalization, scheduling, and optimization. New business opportunities through social interaction are mostly built with artists, brands, and other charities (Matikainen, 1999).

4.2 Digital Marketing of Music Product

Musicians, as producers of creative products, must utilize technological advancements to distribute and build their reputation. Digital marketing communication is an inevitable path for every producer and collaborator. Even for consumers, digital channels of communication have been integrated with producers. Product music must find a way out for the sustainability of its business and efforts to build long-term relationships with followers. Evan (24 years old, Jakarta), a manager and bassist of North to East band, said:

We realize, as the youngest generation with a digital generation label, we face the fact that social media is our channel for sharing and doing business. Therefore, Instagram is one of our mainstays in promoting our single hits and music albums that we created for fans. We love interacting with them and are very positive about getting input for a lasting relationship with fans.

Instagram is the same as a family album containing photos of the activities of a person, family, peer group, or workgroup. Some of them aim to attract followers or influence purchasing intentions, including music products. Visual communication is so prominent in Instagram and a few texts that provide a persuasive picture explanation. Veszelszki (2019) suggests persuasion strategies on Instagram for marketing communication and branding by exploring visual content as a tool for visual rhetoric. The analysis focuses on the semiotic aspects, complementary verbal elements (information, hashtags), assumed intentions of content marketing, and visual storytelling characteristics. Products exploit the potential of branded hashtags in their marketing communications. The most dominant type of content is advertising content that is informative, aesthetic, and explicit. Veszelszki also suggested that to get user loyalty, companies need an excellent communication strategy and be adjusted to the target audience.

Spotify application is not yet known to many people as Instagram followers are very high in demand. Therefore, Spotify can be better known through Instagram. For the interview with Evan from the band North to East, he said that Digital Marketing on Instagram as a Music Branding media is essential for the continued existence of musicians. The tight competition in the music world makes musicians always required to innovate and make something out of the box. In the current era, most people change their consumption habits from TV, newspapers, magazines, and digital media like on Instagram. Evan said:

We feel that communication with fans through Instagram is quite successful. Our relationship between musicians and fans is well established, there is always interaction; even the relationship becomes closer and needs each

other. Many things that we share with Instagram with fans and new fan members.

Instagram has the advantage of displaying visuals as advertisements and especially audio-visual clips for Spotify. Visual communication looks so prominent in interactions on Instagram to be enjoyed and accepted by ideas from fellow followers or senders. However, for music communication, products must integrate audio-visual in contrast to fashion products that focus only visually and little information or tagline. As a comparison, Schöps (2018) explores the two-way relationship between players as self-commodified and consumers in a digital environment and finds that the dynamics of shared identity are accelerated through visual fashion shows on Instagram.

Besides Instagram, some applications are also very well known by young people who love music and singing. Music observers and journalists such as Adhie Satya believed that musicians do not only have to look at one side of the media platform to promote. There is a lot of other media such as *TikTok*, Twitter, and Youtube to promote. Especially in the current era of *TikTok*, which is being viral, and Youtube promises extensive promotion of making daily videos/vlogs or some other content such as cover songs or Education such as tutorials. Adhie also added that most musicians do not interact purely for human-to-human needs but rather as musicians as a brand to humans. Many musicians on Instagram are not honest with their image as a human being because they prefer to maintain their image as a brand itself. Some Instagram account musicians upload is not what their likes but how the wider community well knows him, how they make their image useful by his followers/fans.

Since its inception, the music industry is also very close to radio broadcasts. However, in the digital age, both can not only be heard but can also be seen. Now there is visualizing a non-visual medium through social media. Marketing communication of music products must be an audio-visual mode on Instagram. As stated by Ferguson and Greer, (2018) that visuals on social media have given viewers a glimpse of broadcasting operations and talent while increasing interaction with the station. Almost all commercial radio stations have described themselves through posts on Instagram, in addition to streaming on YouTube. Sabrina (20 years old, Jakarta) said that she preferred to listen to the Spotify than streaming radio.

Spotify gives users the freedom to compose their preferred music genre, and we have a list of musicians and song titles. I compiled a collection like a music director at a radio station. I love Spotify wherever I move outside the room, at work and home, and when together with peers. Spotify seldom stopped except my gadget was charging, or I was resting asleep.

People like to share experiences through visuals and audio-visuals on social media. They need recognition so that it is known that he always exists in the association of peers. Most people do not like to be alone, hide or disappear from their circle of friends. That way, Instagram is the right medium for sharing culture as well as profitable transactions. So many images circulate through IG. According to Manovich (2016), currently, people and companies worldwide capture and share more than two billion photos every day. This activity has many different goals; photos can follow different styles; and the communication platforms in which they circulate (e.g., Instagram, Snapchat, Facebook, WhatsApp, Line, Tumblr, and others.) are also significantly different.

The legality aspect must be considered to do social learning so that consumers respect copyright and the author's right. Consumers tend to be less aware of this problem.

However, by buying music on Spotify, it shows concrete actions to protect the creator's rights. Michel (2018) conducted a comparative analysis of the legal means to oppose the use of music campaigns between the UK and the US. He found that in both countries, they showed less confidence in moral rights and regarded copyright material as a commodity. According to him, moral rights are the "backbone" of the author's rights protection.

4.3 Influencer and Ads through IG

Some indie music groups need influencers to display advertisements on Instagram by attracting viewers to subscribe to Spotify. While famous label musicians have triumphed and advertised more massively. Influencers are essential as role models who provide recommendations and strengthen the motivation of viewers to try to subscribe to Spotify and choose favored musicians. Singers or musicians themselves often appear as influencers to invite fans to enjoy music on Spotify. This activity was done by Tulus, a top-class singer in Indonesia for the past two decades. Tulus said in his ad,

Hello, friends do not forget to download Spotify on your cellphone then listen to my songs and many other singers. With Spotify, you are freer to subscribe, and we can interact with each other on my Instagram. Do not forget, Spotify.

Tulus is now in the top position as an Indonesian singer whose songs are played the most and are listened to in the Spotify application. His performance is a representation of generation that emerged in the digital age and is primarily because of his fans' conversation on social media. Tulus realizes that Spotify is the best alternative for distributing his songs and meeting with his fans. He realized that he had to build a fan base on social media. Instagram is the choice. Tulus acts alone as an influencer to build personal branding. The brand name Tulus is very distinctive with the R and B genre and pop jazzy.

Influencers used in Spotify ads on Instagram are significant to attract viewers' attention because young people need role models. Viewers are also aware that IG as a medium for business, and in turn, advertising formats are considered normal, and part of IG, and they accept Spotify advertisements mainly because of the appearance of their songs. Even when his friends do the promotion and share content that "smells of advertising" is realized, and it becomes recognition of the business. Therefore, sharing Spotify ads on IG was realized by followers and accepted to be followed up as part of the business. Evans et al. (2017), for comparison, enquired about the effects of disclosure language on advertising recognition, attitudes, and behavioral intent. Their findings show that the language of disclosure that displays "paid advertising" positively influences ad recognition, which then interacts with participants' memories about disclosure and mediates the effect of the language of disclosure on brand attitude and sharing intentions.

Preparing content of communication was interesting for musicians and followers. If the content is in the form of IGTV or Instagram video, musicians must also think about how to make enjoyable by visuals and audio. So they can reach the wider community who are not only followers or fans but also from other users who did not know the band/the musician came to know and was interested in following Instagram. Making Instagram feeds interesting by putting together the color tones or themes from Instagram is also very influential with the addition of followers from an Instagram account. Maximizing Instagram feeds as a portfolio, musicians must have the skills to manage feeds to look good. With a consistent color scheme, a unique theme, maximizing grids on Instagram, such as splitting photos into 3-6-9 sections to make it look neat, is a trick for Instagram users to grab followers. Not only about followers who come are music lovers but also from

some users who follow as a visual reference. Visual references can also be obtained from some inspiration from other Instagram users.

Many hypotheses state that Instagram influencers with a high number of followers were found to be preferred, in part because they were considered more fashionable. Because of the perception of popularity caused by the number of influencers increases the opinion of leadership influenced by influencers. However, better marketing communication can be said to be more successful if it successfully invites influencers from ordinary people whose followers are not significant and may not be as well known. Because, apparently, according to De Veirman et al. (2017), working with influencers with a high number of followers may not be the best marketing choice to promote different products, because this reduces the perceived uniqueness of the brand and consequently brand attitude.

Listening, buying, and at the same time, learning music can be made through social media. Thus new musicians will emerge that are seeded by interactions on Instagram, for example. Social media allows music education content producers to be directly and indirectly informed by interacting and responding to a global audience. Marone and Rodriguez (2019) show that celebrity-gurus build their online presence and communicate with the audience through authenticity, approachability, and humor, in short formats and high-quality videos. Influencers such as music teachers and famous singers are highly valued and listened to by viewers. The coach or singer's Instagram album functions as a visual advertisement as well because it subtly introduces its activities and calls Spotify as a medium for distributing its songs. For example, Instagram Rossa is filled with photo albums and calls Spotify as a recommendation to viewers.

The famous singer star is the leading influencer for the branding process. However, the process taken must be with social movements such as the mobilization of fans through social media. For example, Taylor Swift, a famous singer from the US and his team, mobilized fans in the contemporary music industry through social media, including Instagram, with a fan base that grew the network itself. The uniqueness is that the network of fans spreads throughout the world. The clip was posted simultaneously on his personal Facebook and Instagram accounts with the hashtag "#LookWhatYouMadeMeDo" and generated a massive response from his fans, who immediately began to speculate about Swift's intentions with video footage. This clip is the first of several attempts to invite consumers to participate in the transmedia album marketing campaign. According to Ryan Bengtsson, Edlom, and Fast (2018), the fan base is anticipated to create shared content and participate in various joint events, both online and offline, through, for example, pop-up museums, home visits, and pop-up shops. Fans' engagement is beneficial in raising Taylor Swift's personal.

V. Conclusion

Musicians, as producers, interact with their fans as consumers through social media Instagram. They communicate, share, and complement each other in a community. Both contribute to building youth-culture in a mobile society. Collaboration through social media fosters sharing values and beliefs, exchanging daily experiences about music and cultural arts, young people build togetherness, from just interacting with doing business transactions on Instagram and Spotify.

Instagram is not just a channel of expression and exhibition of young people but also a channel of digital marketing. Instagram is used as a channel to build the business continuity of musicians and as a support space for fans. Musicians recognize the

importance of digital channels as a marketing communication channel for music products so that Instagram has become a medium to build a reputation in the music field. Through Instagram and Spotify, entrepreneurial musicians have grown with sufficient digital marketing communication skills to achieve market coverage without geographical and time limits.

Music products distributed through the Spotify application have reached everyone at home, on the go, on campus, at work, and anywhere. Music fans make Instagram social media together to keep abreast of the world of music. Instagram interaction between fans and musicians is indicated by the number of responses or comments, replies, shares, and likes, or unlike. Likewise, there is a collaboration between fans, the collaboration of musicians and fans to grow the fan network. Instagram provides opportunities for new talents from fans and further develops a network of indie musicians supported by Spotify. Instagram has become a collaborative space for social learning in advancing the art of music and fostering the interest of young people to present their ideas in music and arts.

The branding of individual musicians and their music products is needed for business continuity by attracting many loyal fan networks. Some musicians who have relationships with fans through Instagram need influencers and advertising. Instagram has become a home-branding for anyone who wants to be a musician and could gain a network of fans if it offers uniqueness and differentiation compared to competitors. Various types of social networking sites (SNS) such as YouTube, Facebook, Twitter, Line, WhatsApp, and others also function for branding. However, Instagram emerges and grows as the main home-branding for anyone who has a talent for entertaining viewers.

The limitation of this research lies in the psychological aspects of musicians and fans who must deepen their studies to require further empirical studies in the future.

The implication of the results and discussion suggests the importance of personal branding management skills in each musician and aspiring new talents from the fans community who want to emerge as singers or musicians.

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