



BACHELOR OF MUSIC BUSINESS (HONS)

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RESEARCH PROJECT

**SOCIAL MEDIA MARKETING AS PROMOTION TOOLS TO PROMOTE NEW
TALENTS AMONG STUDENTS IN FACULTY OF MUSIC UITM SHAH ALAM.**

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ABSTRACT

This is a study on social media marketing as a promotion tools to promote new talents among students in Faculty of Music UiTM Shah Alam. Social media is very important to our life in this digitalization era. This research is to study the importance of social media use to the music industry and how social media can be a tools for promoting talents among music students. This study utilized quantitative method and the data were collected through survey questionnaire who represent music students from all departments in Faculty of Music. I have discovered that majority of the respondents are using social media as their platform to exposed their music or talent. It shows that social media is the new medium of platform to find a new talent and self-exposure for students to be an artist.

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CHAPTER ONE

INTRODUCTION

BACKGROUND OF THE STUDY

This study will be conducted to investigate the importance of social media marketing as a promotion tools towards music students in UiTM Shah Alam. From a marketing point of view, the popularity of social media is intriguing, since users revealed detailed information about themselves in media like Facebook, Instagram and Twitter. Yet academic research is limited on what drives people to use social media and how social media have been harnessed commercially in specific business environment. This research analyses social media in the context of the music industry, as this one of the fast adopters of new marketing channels.

Furthermore, record labels are increasingly interested in the most effective marketing vehicles to reach customers. Due to the digitization of music, emergence of social media technologies and popularity of social media, the marketers can now reach potential music consumers via social network. (Jari Salo, Mikko Iankinen, & Matti Mantymaki, 2013)

Once upon a time the music industry had a relatively uncomplicated business model such as band or artist records song, record label sells song, artist and record label make money. Now, in an era of fragmented platforms, file sharing, and non-traditional routes to market, the music industry faces various challenges.

Music students can be successful or would be the best musician in the world, but if no one knows who we are or where to find our music, it will be dead in the water. Not using social media as a marketing tool for your music is the equivalent of shooting yourself in the foot. Nowadays, telling your story over social media channels is imperative to building a relationship with your current and future fans.