



The Utilization of Instagram as a Medium for Disseminating Information Regarding Independent Music is Exemplified by @richmusiconline

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ABSTRACT:

Rich Music by Reach & Rich utilizes Instagram as a medium for the dissemination of information concerning independent music. The objective of this study is to ascertain the use of Instagram as a medium for independent music on the Instagram account @richmusiconline, employing the concept of The Circular Model of Some by Luttrell (2015). This research method employs a qualitative research method with a case study approach, and data was obtained from in-depth interviews and observations. The study's findings, derived from the triangulation of interview results among relevant informants, indicate that Rich Music by Reach & Rich's utilization of Instagram for independent music dissemination follows a four-stage process. The initial stage, dubbed the "share" stage, involves the dissemination of authentic, captivating, and pertinent content on Instagram, excluding falsehoods (hoaxes) or ethnic slurs. This stage also

encompasses the organization of events. The optimize stage entails media screening, research, and analysis, leading to the presentation of content requiring minimal effort. The manage stage involves media monitoring and weekly routine evaluations, along with responding to comments or direct messages (DMs) and live streaming, as well as conducting interviews in the field. The engage stage involves collaboration with bands or musicians, determining the target audience through Instagram's traffic data analytics, and reaching the target audience using the reels feature. The response of followers of the Instagram account @richmusiconline regarding the information presented is considered favorable. The rationale behind Rich Music by Reach & Rich's utilization of social media to enhance audience interaction, from the information uploaded on Instagram to the construction of Rich Music by Reach & Rich's

credibility, and to establish a connection between the audience of the Instagram account @richmusiconline and the website richmusiconline.com is to facilitate a more dynamic and engaging online presence.

KEYWORDS: Information Media, Instagram, Independent Music, Rich Music

INTRODUCTION

The evolution of music in contemporary society is characterized by accelerated advancement, particularly within the Indonesian context. This proliferation of musical creativity is exemplified by the emergence of a diverse array of musicians specializing in various musical genres. Notably, the artistic output of Indonesian musicians has attained a level of distinction, enabling them to compete in the global music market. Furthermore, there has been a notable surge in the number of music concerts, accompanied by a substantial increase in public interest in attending these events. The Indonesian music landscape is characterized by a dichotomy between major label musicians and independent musicians. Major label musicians are artists under the management of a record label, which determines the artist's creative direction to align with market trends and preferences. In contrast, independent musicians operate without the constraints of a major label, handling all aspects of their production, distribution, and promotion independently. The distinction between these two categories can be observed in their creative processes and the manner in which they engage with the market. While major label musicians align their creative output with prevailing market trends, independent musicians adhere to their own artistic vision, often resulting in works that do not resonate with mainstream music market preferences. According to David Tarigan, a prominent

music observer and the founder of Irama Nusantara, there is currently a significant level of competition between musicians affiliated with record labels and independent musicians. In recent years, local independent musicians such as Lalaland, Steroids, and Soundrenaline have begun to dominate the stages of major music events. Despite the fact that independent musicians have not been able to compete with popular musicians (major labels) due to the highly segmented nature of independent music enthusiasts, independent music has a high rate of turnover. Consequently, David Tarigan emphasizes the necessity for the public to acknowledge and support local independent musicians, particularly in light of the prevailing lack of support and appreciation for independent music (Fiermeiza & Aditia, 2017).

The intense competition within the music industry necessitates that creative individuals in the independent music sector implement various innovations to contend with major label musicians and maintain their livelihoods. This necessity is supported not only by musicians' performances in live settings but also by media publications that disseminate information to audiences and music enthusiasts. Consequently, a media entity known as Rich Music by Reach & Rich has emerged.

This online media movement, based in Bandung, is dedicated to music fans and provides information channels, talk shows, and music events. Rich Music by Reach & Rich reviews various information on domestic and foreign music movements, including song and album releases from various musicians. This information is then made into content and articles on several social media platforms, such as Facebook, Twitter, Instagram, YouTube, and websites. A dedicated team, Reach & Rich Live, has been established to compile and produce content in

collaboration with the Reach & Rich team, which oversees record and artist management. Historically, individuals predominantly engaged with online media by directly visiting websites. However, the rapid advancements in technology have rendered Instagram a popular platform for accessing visually engaging content. The accessibility of Instagram, coupled with a reliable internet connection, has significantly enhanced the ease with which individuals can access the desired information. The emphasis on visual appeal and ease of access inherent to Instagram has led to its widespread adoption by various media companies as a conduit for disseminating information.

The proliferation of social media platforms has given rise to a multitude of variations and types, which in turn affect the communication characteristics of their users. Zhu and Chen developed a typology based on two characteristics of social media: the nature of the connection (profile-based versus content-based) and the level of message customization (the extent to which the service is tailored to meet individual needs for certain preferences) (Voorveld et al., 2018).

The classification of social media platforms can be categorized into four distinct types, as outlined above. The first category, designated as "Relationship," encompasses profile-based platforms that predominantly facilitate personalized messages. Examples of such platforms include Facebook and LinkedIn. The second category, "Self-media," falls under the purview of profile-based social media platforms that empower users to manage their own social media communication channels, a prime example of which is Twitter. The third category, "Creative Outlate," pertains to content-based platforms that prioritize the dissemination of creative content. A taxonomy of social media platforms based on the aforementioned characteristics yields the following four

categories: (1) relationship, representing a profile-based social media platform that consists mostly of personalized messages; this category includes social media platforms such as Facebook and LinkedIn; (2) self-media, representing a profile-based social media platform that offers its users the opportunity to manage their own social media communication channels, for example, Twitter; (3) creative out-late, which is a content-based social media platform that allows users to share their interests and creativity, e.g., YouTube, Instagram, and TikTok; and (4) collaboration, which is a content-based platform but allows people to ask questions, get advice, or find the most interesting news and content at the time (Rahmanto, 2022; Voorveld et al., 2018).

Rich Music by Reach & Rich utilizes the Instagram social media platform to disseminate information, with the account domain being @richmusiconline. Instagram is a medium that can disseminate information, with a widespread user base. The features offered by Instagram are very helpful in providing the latest information in the form of photos and videos about the movement of independent music for its followers.

Instagram is a social media platform that is quite popular among various groups. Its uses are highly diversified, encompassing teenagers, adults, and even parents. Instagram is a social media platform that emphasizes photos and videos, enabling users to capture images, record videos, apply digital filters, and engage in other online networking activities. According to Atmoko's definition in his book *Instagram Handbook*, Instagram is a photo-sharing application that allows users to capture images, apply digital filters, and disseminate them across various social networking services, including Instagram's own platform (Dwi, 2012). The features of Instagram that are advantageous

for users include the ability to follow other accounts, upload photos and videos to one's feed, receive likes, be tagged or mentioned by other users, use photo labels or hashtags, and share Instagram Stories or Reels. (Mahendra, 2017).

The Instagram social media account @richmusiconline *has been* active since June 2018, famous for its *tagline* #Musicwithoutborder. The @richmusiconline Instagram account is always active in presenting actual and informative content about independent music. The @richmusiconline Instagram account routinely and actively uploads content with an average of two to three photos and videos every day. The @richmusiconline account already has more than 20.9 thousand *followers with* 3,245 thousand posts (@richmusiconline, 2023).

Regina Luttrell has developed a model for social media planning that serves as the primary component in social media research and strategy. This model, termed the Circular Model of SoMe, comprises four stages: Share, Optimize, Manage, and Engage. It functions as a conduit for social media practitioners to communicate and interact on social media platforms. Each stage of the model plays a crucial role. The initial stage is the Share stage, which involves the dissemination of information. In this stage, practitioners disseminate valuable content, disseminating messages through targeted platforms to cultivate trust and awareness. The Optimize stage is characterized by the implementation of a robust communication strategy and the optimization of content, with the objective of maximizing the impact of the message, brand, and value. The Manage stage entails the supervision, monitoring, and measurement of messages to ensure their relevance. Finally, the Engage stage is marked by direct interaction and involvement with the intended audience (Alexander et al., 2022; Luttrell, 2021).

METHOD

This study utilizes a qualitative method, employing a case study approach. In general, a case study is a more suitable strategy when the primary research question pertains to the "how" and the "why," when the study has limited opportunity to control the events under investigation, and when the focus of the study is on contemporary (present-day) phenomena in the context of real life. (Yin, 2009).

The data for this study was collected through a multifaceted approach that incorporated both primary and secondary data sources. Primary data was collected through in-depth interviews and observational studies, while secondary data was obtained from documentation studies, book references, and internet searching. (Krisyantono, 2016).

The researcher employed a purposive sampling technique to select the informants for this study. The informants included the director of Rich Music by Reach & Rich and the social media administrator of the same entity. In addition, two supplementary informants were included in the study (Sugiyono, 2017).

The data analysis technique employed in this study is the Miles and Huberman model, which comprises four stages: data collection, data reduction, data presentation, and conclusion drawing (Ardianto, 2016).

RESULT AND DISCUSSION

Share

In the context of social media utilization, there are several aspects that necessitate consideration. Primarily, the act of sharing can be subdivided into three stages. The initial stage is participate, which encompasses the subject's motivations for utilizing social media and the nature of the content intended for

dissemination. The subsequent stage is marked by connect, involving the subject's endeavors to establish connections with their intended audience. The subsequent stage is the build trust stage, which relates to the subject's efforts to gain the audience's trust so that they are convinced by the shared information. Rich Music by Reach & Rich applies the following methods to help utilize Instagram in these three aspects.

Participate

Rich Music by Reach & Rich leverages social media as a conduit for disseminating independent music information, meticulously monitoring prevailing trends. In the participatory phase, Rich Music by Reach & Rich ascertains the role of social media and public participation. The selection of Instagram as the primary platform is predicated on its status as a leading social media platform, boasting a substantial user base that surpasses other comparable platforms. Moreover, Instagram's capacity to facilitate online media is unparalleled. The content shared on this account is curated to ensure optimal reception by the intended audience, aligning with the objectives of the disseminated information. The Rich Music by Reach & Rich Instagram account, @richmusiconline, serves as a platform for the dissemination of diverse information, encompassing daily news and trivia.

a. Connect

Rich Music by Reach & Rich has been shown to establish positive relationships with its audience on social media through the presentation of relevant, interesting, and useful information. This information is presented in a reliable manner, without any elements of deceit. Interactive content, such as trivia and giveaways, has also been employed to foster relationships with the public. The objective of this multifaceted approach is to enhance audience engagement and facilitate direct

interaction with the Instagram account @richmusiconline, which is tailored to align with the diverse interests, passions, and shared beliefs of the audience.



Figure 1. Daily News Content on @richmusiconline

The establishment of a connection with the public or audience through social media is achieved by disseminating contemporary and favorable information content. Frequently, trivial or entertainment-oriented content predominates in an effort to establish a connection with the subject, as such content is typically more favored by the audience.



Figure 2. Trivia Content on @richmusiconline

b. Build Trust

The utilization of social media in this manner is intended to garner public support; however, to achieve this objective, it is imperative to first establish public trust. Rich Music by Reach & Rich endeavors to cultivate public trust by disseminating information

through authentic, factual, and engaging content that addresses the public's informational needs. Additionally, Rich Music by Reach & Rich organized an event to garner public attention and trust in Rich Music by Reach & Rich. The event's strategic implementation can facilitate a deeper connection between the subject and the public, thereby influencing public opinion. Rich Music by Reach & Rich leveraged this event as a platform to cultivate relationships with the public.

Optimize

The second stage is the stage of *optimizing* the message. In the optimization stage, there are two aspects, namely listening and understanding what the public is discussing (*listen & learn*) and being part of a conversation carried out by the public (*take a part in authentic conversation*). The use of social media as a tool to convey message information to the audience is done so that the managed media can bring positive things to the public. Through social media, we can provide information and make changes in both thoughts and behavior for the recipient, whether positive or negative, therefore the Instagram social media @richmusiconline was created to provide information that can give positive affirmation to the target audience.

a. Listen and Learn

The primary objective is to disseminate content that is both engaging and amiable, thereby fostering active involvement from the public. Concurrently, meticulous research and analysis are conducted using sophisticated tools to ascertain prevailing trends, as well as to discern and comprehend the prevailing thoughts, habits, topics of discussion, and challenges experienced by the public. The research and analysis process, also known as screening media, is facilitated by tools such as Google, enabling Rich Music by Reach & Rich to

execute these activities with greater ease. The content planner serves as a compendium for social media communication planning, which is subsequently processed into various forms, including photos, videos, and captions. This strategic approach fosters a sense of relatability and shared purpose, thereby enhancing the alignment between Rich Music by Reach & Rich's brand values and those of the general public.

b. Take a Part In Authentic Conversation

The integration of managed media into the discourse surrounding emergent public trends is executed with meticulous adjustment and consideration. Rich Music by Reach & Rich meticulously curates and filters content to ensure the preservation of public trust in managed media. However, not all prevailing trends possess a favorable impact and are deemed suitable for the audience of the @richmusiconline social media account.

After a thorough filtration process, Rich Music by Reach & Rich can participate in the conversation directly. If a safe topic exists that has the potential to garner audience attention for the managed social media, then the stage for direct participation in the conversation can be initiated. This process can be executed in various ways, not just in a single manner.

Effortless content, characterized by light-hearted and engaging topics, can serve as a means to immediately capture the audience's attention. Hoaxes, followed by four facts, and subsequently supported by trivia content such as quizzes or games, are examples of methods that can be employed to facilitate immediate engagement.

Manage

The third stage is managing, which has several aspects, namely media monitoring, quick response, and

real-time interactions. These three points help direct the subject to monitor what the audience is talking about and facilitate interaction with the audience. By combining these three points, agencies can follow and monitor conversations and respond to audiences in real time, making it easier for agencies to engage with audiences.

a. Media Monitoring

Rich Music by Reach & Rich utilizes media monitoring techniques to assess the content disseminated on the Instagram social media account @richmusiconline, with the objective of enhancing future content creation. The media monitoring process entails the analysis of Instagram insights and the dissemination of pertinent information. This approach enables the seamless monitoring of all Instagram activities, facilitating the creation of content that aligns with the evaluation outcomes. One of the media monitoring methods employed by Rich Music by Reach & Rich is currently executed manually on a regular basis during weekly meetings. One of the tools utilized by Rich Music by Reach & Rich in conducting media monitoring is the insight feature. Instagram's insight feature analyzes data on the amount of engagement ranging from likes, comments, shares, and follows of Rich Music by Reach & Rich's account and content posted on the Instagram social media account @richmusiconline. The insights derived from this analysis are instrumental in informing Rich Music by Reach & Rich's decision-making process regarding the subsequent content creation.



Figure 3. Data Insight of @richmusiconline

b. Quick Response

In the second stage of management, prompt responses to public feedback on social media platforms are crucial. The Instagram account @richmusiconline utilizes comments or direct messages (DMs) to engage directly with its audience. However, these responses are typically made during the admin's personal time, and only messages deemed important are addressed.

This approach has led to the @richmusiconline Instagram account being perceived as unresponsive and unengaging, particularly in regard to messages from followers. This observation is supported by numerous comments from other followers who have expressed similar experiences with the @richmusiconline account.



Figure 4. Comments Not Reply on @richmusiconline

c. Real-Time Interactions

In the final stage of the management process, direct real-time interactions are emphasized. These interactions occur between the subject and the audience, including participating in live discussions and answering questions directly. On Instagram, a live feature facilitates real-time interaction between companies and their audiences. Rich Music by Reach & Rich has optimized the live feature to facilitate direct interaction with its audience. However, direct interaction through the live feature on Instagram is not currently operational, and the use of the live feature has not been reintroduced.

Engage

The engage stage is comprised of three aspects that must be considered. Firstly, the establishment of relationships with the relevant influencers must be initiated. Secondly, the identification of the intended target audience is imperative. Finally, the development of a strategy to reach the intended target audience is essential. Rich Music by Reach & Rich employs these three aspects in the utilization of social media.

a. Influence Relations

Rich Music by Reach & Rich engages in collaborative efforts with prominent figures in the digital landscape to enhance the efficacy of disseminating messages or information on the Instagram social media platform. A notable form of collaboration entails the invitation of musicians or bands for an interview, which involves the solicitation of insights from various musicians or bands as sources. Subsequently, Rich Music by Reach & Rich creates visual content intended for dissemination on Instagram. Additionally, Rich Music by Reach & Rich engages in

activations that encompass media entities, musicians, and other communities.

b. Where Is The Audience

Based on the results of research and analysis, it is known that the audience on the Instagram social media account @richmusiconline is not too specific to only certain circles. Rich Music by Reach & Rich does not only look at the general public, but the target audience of Rich Music by Reach & Rich has the same interest or taste, namely music. In order to determine the target audience segmentation, Rich Music by Reach & Rich analyzes the *achievements* that Rich Music by Reach & Rich has made so far.

Rich Music by Reach & Rich conducted research through traffic data analytics from Instagram social media before determining who the target audience would be. The research was conducted to find out the characteristics of the target audience of the Instagram social media account @richmusiconline. So that the information created is tailored to the character of the audience, knowing the target audience is one of the important things that is needed in managing social media.

c. How Do I Reach Them

Rich Music by Reach & Rich leverages the reels feature on Instagram, a social media platform, to disseminate video content, reaching a broader audience that does not typically engage with the @richmusiconline Instagram account. Collaborations with bands or musicians through the reels feature on Instagram can effectively utilize the reels feature's capacity to present extensive information in video format. This strategy can effectively expand the reach of the target audience beyond the existing follower base, potentially leading to an increase in followers.

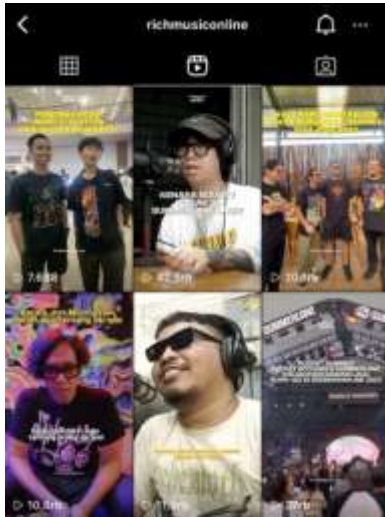


Figure 5. Reels Video on @richmusiconline

As illustrated in the above image, several content reels have been uploaded to the Instagram social media account @richmusiconline. These reels demonstrate the target audience's growth and decline in followers, indicating the achievement of the target audience. The reels have amassed a significant viewership, with the @richmusiconline Instagram account reaching tens of thousands of followers. The content disseminated through the reels encompasses a variety of formats, including interviews.

CONCLUSIONS

In the context of leveraging Instagram as a medium for disseminating independent music information, Rich Music by Reach & Rich implements the Circular Model of Engagement, a concept proposed by Regina Luttrell, which is segmented into four phases. The initial phase, designated as the "share" phase, involves the dissemination of authentic, captivating, and pertinent content on Instagram. This content is characterized by its veracity and absence of deceptive or slanderous content. The second stage, optimization, involves media screening, research, and analysis to identify low-effort content. The third stage, management, includes media monitoring and weekly

routine evaluations, responding to comments or direct messages (DMs), live streaming, and interviews. The fourth stage, engagement, involves collaboration with bands or musicians, identifying the target audience through Instagram traffic data analytics, and utilizing the reels feature to reach the target audience.

The results of this study indicate that Rich Music by Reach & Rich can enhance its responsiveness to public feedback, particularly via direct messages (DMs) and comments, thereby fostering increased engagement on its Instagram account, @richmusiconline. Furthermore, Rich Music by Reach & Rich leverages Instagram's live features to engage directly with its audience, maximizing the potential for interaction and response. To this end, Rich Music by Reach & Rich must utilize tools that facilitate monitoring and social listening on the Instagram account @richmusiconline, thereby enabling more efficient communication and management of audience responses to each upload on the aforementioned social media account.

It is important to note that this study is not without its limitations, and further research is necessary to ascertain the efficacy of the social media strategy employed by Regina Luttrell's SOME stages. The effectiveness of this strategy can be measured by the manner in which the audience acquires and processes information from the @richmusiconline account.

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