

Abstract

The development of social networks has significantly contributed to the transition to new marketing channels for disseminating information and promoting products and services. As one of the most sought-after non-physical products, music has carved out a special place in both the category of products and marketing tools available for use on social media platforms. Therefore, this thesis examines how Instagram can contribute to music artists' popularity and promotion, guided by secondary data, such as databases, and past research conducted on the relationship between the music industry and the use of social media, and by analyzing the results of the quantitative content analysis performed for this thesis. To study Instagram's contribution to the popularity and promotion of musical artists, data was collected over a 4-week period on the activity of 50 artists from 20 to 35 years old, who were selected for this study using convenience sampling. The artists represent five different music genres, including alternative, pop, rock, instrumental, and electro/dance, which are considered to be the most popular genres over the course of the recent decade. The results show that Instagram partially contributes to the promotion and popularity of music artists. However, given the results' moderation, future exploration of the topic is recommended to examine the factors that influence and are associated with the popularity and promotion of music artists.