

## **Abstract**

Indonesia's music industry has the opportunity to thrive due to being one of the biggest music markets in the world, but fierce competition demands outstanding strategies. This thesis explores Wonderland Records, a major label under Universal Music Indonesia focused on singer-songwriters that produce English tracks. It examines how Wonderland utilizes social media (Instagram, YouTube, TikTok) to refine artist branding while maintaining authenticity. Through interviews with the CEO, Marketing Lead, and two artists, the thesis analyzes Wonderland's approach. It reveals how the label's focus on originality and artist identity shapes their social media branding development. By showcasing the artists' personalities from the start, Wonderland builds a cohesive brand for both the label and its musicians. This study aims to contribute to the understanding of social media branding in the Indonesian music industry. By examining Wonderland's branding development, it offers valuable insights for established and emerging labels or musicians seeking to cultivate strong brand identities in the digital era.

**Keywords:** Indonesian Music Industry, Record Label, Social Media Branding, Music Branding