

References

- Aaker, J. L. (1997). Dimensions of brand personality. *Journal of marketing research*, 34(3), 347.
- Agnes Monica. (n.d.). Spotify. Retrieved April 17, 2024, from <https://open.spotify.com/artist/5auFhdM0ZgtH6cXwncgZ4m?si=0YPBvMVnRU2FmxCH1xex0A>
- AGNEZ MO. (n.d.). Spotify. Retrieved April 17, 2024, from <https://open.spotify.com/artist/6pMR8Zgot664613rAiLC2Z?si=IPOBTqCTQzqTtbk1ikjNtw>
- Aryandari, C. (2023). Indonesian music education, industry, and lifestyle. *Journal of Music Science, Technology, and Industry*, 6(1).
https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://jurnal.isi-dps.ac.id/index.php/jomsti/article/download/2413/880/5408&ved=2ahUKEwiOqovjlLyFAxU6SGcHHTnjB2Y4ChAWegQIFBAB&usg=AOvVaw1UqJmQ91l-5mvaEdw_n9s0
- Asyhad, M. H. (2017, February 22). *Sejarah industri musik Indonesia: beragam, seragam, dan bajak-membajak yang kejam - semua halaman - Intisari*. Intisari Online. Retrieved April 12, 2024, from <https://intisari.grid.id/read/0390497/sejarah-industri-musik-indonesia-beragam-seragam-dan-bajak-membajak-yang-kejam?page=all>
- Bans-Akutey, A., & Tiimub, B. M. (2021). Triangulation in research.
https://www.researchgate.net/publication/355425953_Triangulation_in_Research

- Bastos, W., & Levy, S. J. (2012). A history of the concept of branding: practice and theory. *Journal of Historical Research in Marketing*, 4(3), 347-368.
<http://dx.doi.org/10.1108/17557501211252934>
- Belk, R. W. (1988). Possessions and the extended self. *Journal of Consumer Research*, 15(2), 139-168.
<https://www-jstor-org.ezproxy.ugm.ac.id/stable/2489522>
- Berger, A. A. (2015). *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*. SAGE Publications.
- Charmed Labels. *Here's why he's still independent*. Billboard. Retrieved April 10, 2023, from
<https://www.billboard.com/music/features/jvke-golden-hour-record-label-independent-interv>
- Creative Disc. (2021, February 19). *10 label rekaman indonesia yang mendominasi industri musik saat ini*. Creative Disc. Retrieved October 13, 2023, from
<https://creativedisc.com/2021/02/10-label-rekaman-indonesia-yang-mendominasi-industri-musik-saat-ini>
- Damayanti. (2023). *Lahir dan besar di Indonesia, terungkap alasan Agnez Mo pindah dan menetap di Amerika: Mereka tidak nyinyir... - Hops ID*. Lahir Dan Besar Di Indonesia, Terungkap Alasan Agnez Mo Pindah Dan Menetap Di Amerika: Mereka Tidak Nyinyir... - Hops ID.
<https://www.hops.id/hot/amp/2948653671/lahir-dan-besar-di-indonesia-ter>

ungkap-alasan-agnez-mo-pindah-dan-menetap-di-amerika-mereka-tidak-n
yinyir

Dewangkara, R., & Manuel, G. (2021, May 21). *Mau Tau Banget?: Label Tour –*

Wonderland Records. POP HARI INI. Retrieved April 10, 2023, from

<https://pophariini.com/mau-tau-banget-label-tour-wonderland-records/>

Dobie, J. (n.d.). *Music branding strategies for the modern artist & musician*.

Producer Hive. Retrieved May 21, 2023, from

<https://producerhive.com/featured/branding-yourself-as-a-musician/>

Dredge, S. (2021, June 4). *Why Indonesia's music market has plenty of potential*.

Music Ally. Retrieved April 12, 2024, from

<https://musically.com/2021/06/04/why-indonesias-music-market-has-plenty-of-potential/>

Dutta, N. (2022, September 25). *Musical taste may be influenced by personality*

traits, researchers say. The Washington Post. Retrieved May 19, 2023,

from

<https://www.washingtonpost.com/science/2022/09/25/music-taste-personality-traits/>

EOS Marketing and Communication. (2022, September 23). *Coldplay &*

marketing: The recipe for a successful strategy. EOS

Mktg&Communication. Retrieved November 17, 2023, from

<https://eosmarketing.it/en/coldplay-marketing-the-recipe-for-a-successful-strategy/iew-1235165743/>

- Hak, T., & Dul, J. (2009). Pattern matching. *ERIM Report Series Reference No. ERS-2009-034-ORG*.
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1433934
- Harrison, A. (2011). *Music--the Business: The Essential Guide to the Law and the Deals*. Virgin Books.
- Haynes, J., & Marshall, L. (2018). Beats and tweets: Social media in the careers of independent musicians. *New media and society*, 20(5), 1973-1993.
- Holt, D. (2016, March). *Branding in the Age of Social Media*. Harvard Business Review. Retrieved April 10, 2023, from
<https://hbr.org/2016/03/branding-in-the-age-of-social-media>
- IFPI. (2021). Industry Data. IFPI. Retrieved March 18, 2023, from
<https://www.ifpi.org/our-industry/industry-data/>
- Instagram. (n.d.). *éRash buÈno (@arash_buana) • Instagram photos and videos*.
Instagram. Retrieved March 15, 2024, from
https://www.instagram.com/arash_buana/
- Jones, R. (2022, February 18). *'Making music is about making assets for social media': pop stars battle digital burnout*. The Guardian. Retrieved November 17, 2023, from
<https://www.theguardian.com/music/2022/feb/18/making-music-is-about-making-assets-for-social-media-pop-stars-battle-digital-burnout>
- Kartajaya, H., Kotler, P., & Setiawan, I. (2016). *Marketing 4.0: Moving from Traditional to Digital*. Wiley.

- Kartik, T. K., & Mishra, M. (2022). The coming of age of independent music artists on social media: An analysis of personal branding strategies employed by Indian independent artists on social media platforms. *Media Platforms*, (23), 509 - 518.
- Keller, K. L. (2001). *Building customer based brand equity: a blueprint for building strong brands*.
- Kemenparekraf. (n.d.). *Potensi pemasaran karya musisi lokal dalam platform musik digital*. Kementerian Pariwisata dan Ekonomi Kreatif. Retrieved March 26, 2023, from <https://kemenparekraf.go.id/hasil-pencarian/potensi-pemasaran-karya-musisi-lokal-dalam-platform-musik-digital>
- Khamis, S., Ang, L., & Welling, R. (2016). Self-branding, ‘micro-celebrity’ and the rise of Social Media Influencers. *Celebrity Studies*. <http://dx.doi.org/10.1080/19392397.2016.1218292>
- Labrecque, L. I., Markos, E., & Milne, G. R. (2011). Online personal branding: Processes, challenges, and implications. *Journal of Interactive Marketing*, 37 - 50.
- Lalaounis, S. T. (2020). *Strategic Brand Management and Development: Creating and Marketing Successful Brands*. Routledge.
- Lambert, V. A., & Lambert, C. E. (2012). Qualitative descriptive research: An acceptable design. *Pacific Rim International Journal of Nursing Research*, 16(4), 255-256.

Lange, F., Smith, T., & Dahlen, M. (2010). *Marketing Communications: A Brand Narrative Approach*. Wiley.

Lieb, K. (2013). *Gender, Branding, and the Modern Music Industry: The Social Construction of Female Popular Music Stars*. Routledge.

Lo, F. Y., & Peng, J. X. (2021). *Strategies for successful personal branding of celebrities on social media platforms: Involvement or information sharing?* 10.1002/mar.21597

Migari. (2022, October 17). *Livingroom berhasil memenangkan penghargaan AMI Awards 2022*. Migari. Retrieved October 13, 2023, from <https://migari.id/livingroom-berhasil-memenangkan-penghargaan-ami-awards-2022/>

Nodland, N., Wilson, S., Tholimet, P., & Eggertsen, C. (2022, November 4). JVKE's 'golden hour'

OVERVIEW. (n.d.). *The Desmond Company*. Retrieved May 31, 2023, from <https://www.thedesmondcompany.com/brand-archetypes-overview>

Peters, T. (1997, August 31). *The Brand Called You: Tom Peters*. Fast Company. Retrieved May 11, 2023, from <https://www.fastcompany.com/28905/brand-called-you>

Pop Bela. (2018, May 17). *Dari pensi hingga manggung di gunung, ini perjalanan karier The Overtunes*. Popbela.com. Retrieved October 13, 2023, from <https://www.popbela.com/career/inspiration/niken-ari/lagu-the-overtunes>

- Quin, A. (2021, March 30). *How digital marketing is transforming the music industry*. Forbes. Retrieved March 18, 2023, from <https://www.forbes.com/sites/forbesagencycouncil/2021/03/30/how-digital-marketing-is-transforming-the-music-industry/?sh=591c4866b98a>
- Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding— And how it pays off. *Business Horizons*, 60(5), 657 - 666. <https://www.sciencedirect.com/science/article/abs/pii/S0007681317300678?via%3Dihub>
- Reponen, A. (2020). The process of branding a new independent popular music artist on social media.
- Rothmann, S., & Cooper, C. L. (2008). *Work and Organizational Psychology*. Taylor & Francis.
- Salo, J., Lankinen, M., & Mantymaki, M. (2013). The use of social media for artist marketing: Music industry perspectives and consumer motivations. *International Journal on Media Management*, 15(1), 23-41. <https://doi.org/10.1080/14241277.2012.755682>
- Solomon, M. R., Russell-Bennett, R., & Previte, J. (2013). *Consumer Behaviour: Buying, Having, Being*. Pearson Australia.
- Sony Music. (2024). *Home - Sony Music Indonesia*. Sony Music Indonesia. Retrieved April 23, 2024, from <https://www.sonymusic.id/>
- Strauss, S. D. (2008). *The Small Business Bible: Everything You Need to Know to Succeed in Your Small Business*. Wiley.

Taylor Swift Switzerland. (2019). *The “reputation” era*. Taylor Swift

Switzerland. Retrieved April 23, 2024, from

<https://taylorswiftswitzerland.jimdo.com/album-eras/reputation/>

The Wallace Foundation. (n.d.). *Conducting In-Depth Interviews*.

<https://www.wallacefoundation.org/knowledge-center/documents/workbook-e-indepth-interviews.pdf>

Tuten, T. L., & Solomon, M. R. (2021). *Social Media Marketing*. Sage. Allen, P.

(2018). *Artist Management for the Music Business* (P. Allen, Ed.).

Routledge.

Universal. (2020, October 9). *Universal Music Indonesia announces partnership*

with Wonderland Records and signing of popular Indonesian singer Rendy

Pandugo - UMG. Universal Music. Retrieved June 14, 2023, from

<https://www.universalmusic.com/universal-music-indonesia-announces-partnership-with-wonderland-records-and-signing-of-popular-indonesian-singer-rendy-pandugo/>

Universal Music Group. (2015). *Universal Music Group, the world’s leading*

music company | Home Page - UMG. UMG. Retrieved April 23, 2024,

from <https://www.universalmusic.com/>

Vinerean, S. (2016). Branding strategies for social media marketing. *Expert*

Journal of Marketing, 4(2), 77-83.

Warner Music Indonesia. (n.d.). *Warner Music Indonesia*. Instagram. Retrieved

April 23, 2024, from

<https://www.instagram.com/warnermusicid?igsh=MWRmcHVtd2xlc2I2dw%3D%3D>

Wisesa, A. (2021, November 3). *Jalan panjang industri musik nusantara: label rekaman di indonesia dari masa ke masa*. Retrieved April 12, 2024, from <https://narasisejarah.id/jalan-panjang-industri-musik-nusantara-label-rekaman-di-indonesia-dari-masa-ke-masa/>

Wonderland Music. (2023). *Wonderland Music LinkedIn Profile*. LinkedIn.

Retrieved October 13, 2023, from

<https://www.linkedin.com/company/wonderlandmusic/people/>

Wonderland Records. (n.d.). *Wonderland Records*. Retrieved June 3, 2023, from

<https://wonderland-records.com>