A DESCRIPTIVE RESEARCH ON THE PRACTICE OF PUBLIC RELATIONS IN THE PHILIPPINE INDEPENDENT MUSIC SCENE

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ABSTRACT

Apart from being a form of entertainment and a powerful tool for communication, music also serves as a reflection of the people who listen to it, their respective views or feelings, and their diverse cultures. Music is brought to large audiences through the use of media with the help of a skilled promotions team, but that would apply mostly to mainstream artists and musicians only, who are generously funded by wealthy major record labels to ensure successful track or album promotion. Independent musicians (or indie) on the other hand are posed with greater challenges; artists have to come up with their own resourceful and creative ways to promote their musical crafts, since their resources are limited and the following is much smaller to than that of mainstream artists.

While there have already been a lot of valuable researches in the field of Public Relations, a study that involved the use of Public Relations in the independent music industry is an area that has not been studied extensively. With a vibrant independent music scene, this research sought to know how independent artists use Public Relations as a means to promote their music among target publics. Through a series of interviews, the researcher found out that majority of the players in the local independent music scene prefer utilizing the social media because of its convenience, inexpensiveness, and larger influence, thus indicating a decline in the use of traditional music promotion. Models were devised by the researcher to illustrate how local indie musicians and music PR persons use the publicity function of PR through the social media. As for the recommendations, the researcher suggests future researchers to conduct a study about Facebook and Music PR in the local setting, or how indie musicians can get discovered in the social media.