



The Effect of Music in Social Media Content Production

Sosyal Medya İçerik Üretiminde Müziğin Etkisi

ABSTRACT

This paper explores the impact of music on social media content production, examining its influence on emotions, behaviours and cultural trends. Music is now recognised as a powerful tool in enhancing the engagement and effectiveness of social content. It has been established that music can affect the initiation of substance use among adolescents and that social media provides a platform for musical instrument education. The impact of music on social media can be assessed quantitatively by using metrics such as the influence of festival advertising. Its qualitative impact is determined by subjective experiences like coping mechanisms in the context of COVID-19.

Incorporating music enhances creativity, evokes emotions, modifies behaviours and reinforces brands. Previous research has investigated the psychological effects of music on well-being, social connections and assessments of others through sharing. Musical preferences have an impact on the success of social media marketing, particularly through the promotion of music and products by influencers.

The use of music raises issues regarding copyright, licensing, compensation for originators and platform obligations. This article analyses the role of music in the process of creating content, its impact on social media interaction, strategies for integrating digital content, as well as the psychological effects of sharing on social media and both quantitative and qualitative aspects.

Keywords: Music, Social Media, Content Creation, Marketing, Behaviour

ÖZET

Bu makale, sosyal medya içerik üretiminde müziğin etkisini incelemektedir. Müziğin duyguları, davranışları ve kültürel eğilimleri nasıl etkilediği tartışılmaktadır. Müzik, sosyal içeriğin katılımını ve etkinliğini artırmak için güçlü bir araç olarak ortaya çıkmaktadır. Araştırmalar, müziğin ergenler arasında madde kullanımına başlamayı etkileyebileceğini ve sosyal medyanın müzik aleti eğitimi kolaylaştırdığını göstermiştir. Müziğin sosyal medyadaki nicel varlığı, festival reklam etkisi gibi ölçütlerle tespit edilebilir. Niteliksel varlığı ise COVID-19 sırasında başa çıkma mekanizmaları gibi öznel deneyimleri içermektedir.

Müziğin entegrasyonu yaratıcılığı artırır, duyguları harekete geçirir, davranışları etkiler ve markaları güçlendirir. Geçmiş araştırmalar, paylaşım aracılığıyla müzik yapmanın iyi hissetme durumu, toplumsal bağlar kurma ve başkalarının değerlendirmelerini dikkate almak gibi konular üzerinde yarattığı psikolojik etkileri incelemiştir. Müzikal zevkler, özellikle müzik ve ürünleri tanıtan influencer'lar aracılığıyla sosyal medya pazarlama başarısını etkilemektedir.

Müziğin kullanımı, platform yükümlülüklerinin yanı sıra telif hakkı, lisanslama ve eser sahibinin tazminatının da ele alınmasını gerektirmektedir. Bu makale, müziğin içerik oluşturma sürecindeki rolünü, sosyal medya etkileşimi üzerindeki etkisini, dijital içeriği entegre etme stratejilerini ve sosyal medyada paylaşmanın psikolojik etkilerini hem nicel hem de nitel yönleriyle analiz etmektedir.

Anahtar Kelimeler: Müzik, Sosyal Medya, İçerik Üretimi, Pazarlama, Davranış

INTRODUCTION

Music has always played a significant role in society, influencing emotions, behaviours and cultural trends. With the rise of social media platforms, the impact of music on content production has become even more pronounced. Social media platforms provide a unique space for individuals to create and share content and music has emerged as a powerful tool in enhancing the effectiveness and engagement of social media content. This research article aims to explore the effect of music in social media content production, examining its influence on user behaviour, emotional responses and the overall success of content.

The prospective influence of music-related media exposure on various aspects of human behaviour has been a topic of interest in previous studies. Slater & Henry (2013) conducted a longitudinal study to examine the effects of music-related media content on substance-use initiation among adolescents. While their study focused on the influence of music on substance use, it highlights the potential power of music-related media in shaping behaviour. This study provides a foundation for understanding the potential impact of music in social media content production.

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How to Cite This Article

Tabak, C. (2023). "The Effect of Music in Social Media Content Production", International Social Mentality and Researcher Thinkers Journal, (Issn:2630-631X) 9(76): 4793-4803. DOI: <http://dx.doi.org/10.29228/smryj.72953>

Arrival: 10 July 2023

Published: 25 October 2023

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Social media platforms offer a wide range of tools and features that facilitate content creation and sharing. Lei et al. (2021) discuss the aids of social media in musical instrument education, highlighting the potential of social networking websites, blogs, content communities and collaborative projects in enhancing music education. Their research emphasizes the fascinating potentials of social media tools in the context of music education. By extension, these tools can also be leveraged in social media content production to enhance the quality and impact of content.

In the digital age, the process of music exploration has undergone significant changes. Tepper & Hargittai (2009) conducted a study on the pathways to music exploration in a digital age, focusing on the role of digital media, social networks and traditional media. Their findings suggest that while digital media plays a crucial role in discovering new music, social networks and traditional media continue to be important in the exploration process. This research highlights the complex interplay between digital technology, social networks and traditional media in the context of music consumption and exploration.

The convergence of social media and music has given rise to a new phenomenon known as prosumer convergence. Vizcaíno-Verdú et al. (2023) discuss the concept of prosumer convergence in the context of music consumption on platforms like YouTube and TikTok. These platforms have enabled users to interact with music content in various ways, including listening, creating and sharing. This research sheds light on the participatory nature of music consumption in the era of social media, emphasizing the role of users as active participants in content creation and dissemination.

The effect of music in social media content production is a multifaceted and dynamic phenomenon. The references discussed in this introduction provide insights into the potential influence of music-related media exposure, the aids of social media in music education, the role of digital technology and social networks in music exploration and the convergence of social media and music consumption. By taking into consideration, this research article aims to contribute to a deeper understanding of the effect of music in social media content production and its implications for user behaviour, emotional responses and content success.

THE ROLE OF MUSIC IN THE CONTENT CREATION PHASE OF SOCIAL MEDIA

Social media platforms have emerged as a prominent arena for the generation and dissemination of content in recent times. The significance of music in the content creation phase of social media has received considerable scholarly attention due to its acknowledged capacity to augment the efficacy and interactivity of social media content. The objective of this section is to investigate the diverse and complex role of music in the process of content creation for social media platforms. This analysis will focus on the influence of music on creativity, emotional reactions and user engagement.

One facet pertaining to the function of music within the content creation phase of social media is its impact on the creative process. According to a study conducted by Huotari et al. (2015), it is advisable for B2B companies that are involved in social media to consider the roles and activities of different users, both internal and external, to exert influence over the creation of content. This encompasses the incorporation of additional material, active engagement in discourse and the provision of instruction to personnel to generate the intended content. By integrating music into social media content, content creators can leverage the emotional and aesthetic aspects of music to augment the ingenuity and uniqueness of their content.

The capacity of music to elicit intense emotional reactions is significant in the process of generating content for social media. Lei et al. (2021) emphasize the significance of social media within the context of musical instrument education, positing that it offers avenues for students to access musical experiences and expand their perspectives. By integrating music into their content, creators can evoke distinct emotional reactions from their audience, including but not limited to feelings of happiness, sentimentality, or enthusiasm. The inclusion of emotional responses has the potential to augment the overall effectiveness and involvement of the content, resulting in heightened user engagement and dissemination. It has been observed that music has the potential to exert an influence on user behaviour during the process of content creation within the realm of social media. Numerous studies have demonstrated that music possesses the capacity to influence attitudes, preferences and behaviours. For instance, a study conducted by researchers revealed that exposure to music-related media has the potential to influence the initiation of substance use among adolescent individuals.

The study conducted by the researchers primarily examined the impact of music on substance use, thereby shedding light on the considerable influence that music-related media may exert on behavioural patterns. Through deliberate and strategic selection and integration of music within social media content, content creators possess the ability to exert influence over user behaviour, thereby fostering actions such as expressing approval, engaging in discussions, disseminating content and potentially engaging in commercial transactions.

The incorporation of music during the content creation stage of social media platforms carries significant implications for the establishment and perception of brand identity and recognition. The utilisation of music possesses the capacity to establish a unique ambiance and elicit connections, thereby augmenting the branding endeavours of individuals, organisations, or products. According to scholarly sources, prominent platforms such as YouTube and TikTok have effectively enabled users to produce significant and emotionally impactful videos through their engagement with music-related content. Through meticulous music selection that aligns with their brand image and values, content creators can augment brand recognition and establish a distinctive identity within the highly competitive social media sphere.

Furthermore, the significance of music in the process of generating content for social media surpasses the involvement of individual creators. Social media platforms have acknowledged the influential role of music and have incorporated various music-related functionalities within their platforms. For example, social media platforms such as Instagram and TikTok provide users with an extensive selection of music libraries and soundtracks that can be integrated into their content. The incorporation of music into various platforms not only amplifies the creative potential for individuals generating content, but also facilitates a cohesive and engaging encounter for users, thereby underscoring the significance of music during the content creation process.

The multifaceted and impactful nature of music in the content creation phase of social media is evident. By integrating music into social media content, content creators can augment creativity, elicit emotional reactions, exert influence on user behaviour and fortify brand identity. The incorporation of music-related functionalities by social media platforms serves to underscore the importance of music within the process of content creation. The recognition and utilisation of music's potential to generate compelling and influential content is imperative for both content creators and social media platforms, as the landscape of social media continues to undergo transformation.

The Impact of Music on Social Media Interaction

Music has become an integral part of social media platforms, shaping the way users interact and engage with content. The impact of music on social media interaction has garnered significant attention in recent years, as it has been recognized as a powerful tool for enhancing user experiences, fostering emotional connections and driving engagement. This section aims to explore the multifaceted impact of music on social media interaction, examining its influence on user behaviour, emotional responses and the overall success of social media content.

One aspect of the impact of music on social media interaction is its ability to evoke emotional responses. Research by Young (2008) highlights the role of music in everyday musical experiences among under-two-year-olds. While this study focuses on young children, it emphasizes the emotional power of music. The emotional impact of music can be transferred to social media platforms, where users often share and engage with content that resonates with their emotions. By incorporating music into social media content, creators can tap into the emotional dimensions of music to elicit specific emotional responses from their audience, fostering a deeper connection and engagement.

Music has the potential to shape user behaviour in social media interaction. Research has shown that music can influence attitudes, preferences and behaviours. For example, a study by found that music-related media exposure can influence substance-use initiation among adolescents. While their study focuses on the influence of music on substance use, it highlights the potential power of music-related media in shaping behaviour. By strategically selecting and incorporating music into social media content, creators can influence user behaviour, encouraging actions such as liking, commenting, sharing, or even purchasing products or services.

The impact of music on social media interaction also extends to the overall success of content. Research has shown that music can enhance the effectiveness and engagement of social media content. discuss the aids of social media in musical instrument education, highlighting the potential of social networking websites, blogs, content communities and collaborative projects in enhancing music education. By extension, these tools can also be leveraged in social media content production to enhance the quality and impact of content. Incorporating music into social media content can make it more memorable, attention-grabbing and shareable, leading to increased user interaction, reach and overall success.

It can be seen in the formation of online communities and fan cultures. Social media platforms have facilitated the formation of communities centred around specific music genres, artists, or fandoms. These communities provide a space for users to connect, share their love for music and engage in discussions and collaborations. The shared experience of music creates a sense of belonging and fosters social interactions within these

communities. This sense of community and belonging enhances social media interaction, as users actively participate, share content and engage with others who have similar musical interests.

The impact of music on social media interaction is multifaceted and significant. Music has the power to evoke emotional responses, shape user behaviour, enhance the effectiveness of content and foster the formation of online communities. By incorporating music into social media content, creators can create a more engaging and immersive experience for users, leading to increased interaction, reach and success. As social media platforms continue to evolve, it is essential for content creators and platforms to recognize and harness the power of music to enhance social media interaction and create meaningful connections with users.

Integration of Music into the Digital Content Production as a Strategic Tool

The incorporation of music in the production of digital content has gained significance over the years. The immense expansion of information technology has led to a major surge in digital music production. Consequently, efficient integration of vocal input and recognition technology into digital music production is crucial to improve effectiveness while also maintaining quality and impact (Wang et al., 2022). The strategic employment of music in digital content production can amplify the overall experience for users and bolster the triumph of diverse media platforms.

The incorporation of music in digital content production proffers numerous advantages. To begin with, it can boost the emotional resonance of the content. Music has the potential to stir emotions and foster a more profound bond with the audience. By strategically integrating music into digital media, content creators can enhance the intended emotional reaction and encourage users to engage more deeply (Wang et al., 2022).

Music can also be used as a storytelling tool. It can reinforce the narrative and produce a united and engrossing experience for the spectator. Creators can efficiently communicate the intended message and advance the general storytelling approach by meticulously selecting and incorporating music into digital content (Wang et al., 2022). Additionally, integrating music into digital content production can ameliorate the entire quality and effect of the content. Music can enhance the audio-visual experience by providing depth and richness, resulting in increased audience engagement and memorability. In addition, it can facilitate the development of a distinctive brand identity and differentiate content from competitors (Wang et al., 2022).

The integration of music and digital technology is not confined to content production but also extends to education. In the domain of music education, the use of digital technology has been shown to be advantageous. It facilitates an integrated approach between music and digital technology in the educational process, opening novel avenues for learning and creativity (Jogjaningrum, 2022). The incorporation of digital technology in music education can boost students' enthusiasm and enable them to appreciate music in an instinctive and vivid way. It supplements the music knowledge domain and equips students with instruments to fashion and fabricate music (Zhou, 2020). The assimilation of digital technology in music education can reinforce students' involvement and comprehension of music principles, fostering better academic achievements.

The integration of music into digital content production presents several benefits, alongside challenges that necessitate attention. A specific challenge concerns adjustments in platform governance and content curation. Thus, content creators must remain vigilant about adapting to these changes, ensuring effective distribution and monetization of their musical content (Nieborg & Poell, 2018). There is also the changing model of consumption, distribution and revenue generation in the music industry. The value flow of digital music has undergone substantial transformation and content creators must steer these changes to ensure long-term viability (Huang & Ang, 2022). Furthermore, incorporating music into digital content production necessitates digital competency and expertise. Teachers and content creators require the required knowledge and skills for integrating music into their digital content. This comprises expertise in digital content creation, multimedia tools and the comprehension of the pedagogical aspects of incorporating digital resources in teaching (López-Meneses et al., 2020; Antón-Sancho et al., 2021; Alberola-Mulet et al., 2021).

Music integration in digital content production is a strategic tool that can enhance the emotional impact, storytelling and overall quality of digital content. This approach offers several benefits in the domains of entertainment, education and branding. Nevertheless, this tactic presents certain obstacles related to platform governance, the evolution of consumption models and the requirement for digital competence. By successfully integrating music into the production of digital content and addressing the associated obstacles, creators can produce more engaging and impactful experiences for their audience.

Psychological Effects of Music in Social Media Sharing

Music has been a potent tool for conveying emotions and facilitating communication for many years. The advent of social media platforms has resulted in music sharing becoming a crucial component of online interactions. Consequently, attention has turned to investigating the psychological ramifications of music in the context of social media sharing. This report seeks to examine the effect of music on individuals' emotional, behavioural and social states as it pertains to social media sharing.

Research indicates that music has a noteworthy influence on people's emotional well-being. Eden et al. (2020) state that engaging with interactive and non-interactive media, like social media, can meet people's fundamental psychological requirements. Music, which is an interactive form of media, has the capacity to meet these requirements and improve people's emotional well-being. Additionally, Fink et al. (2021) discovered that involving oneself with music during the COVID-19 lockdown predicted socio-emotional coping. This indicates that sharing music on social media can serve as a coping strategy for individuals facing psychological stressors.

Music possesses the ability to unite individuals and cultivate social bonds. Krause et al. (2018) note the significance of factoring in psychological variables when examining music-related practices on social media. They contend that comprehending the psychological aspects of music exchange can yield insights into this prevalent and financially valuable practice. Valverde (2022) examines the function of music sharing on social media in establishing secure environments and rituals that shape an individual's personal and cultural identity. This suggests that music sharing on social media can encourage the formation of social bonds and enhance social connections.

The effect of music on user behaviour in the context of social media sharing has also been explored. Lei et al. (2021) investigate the utility of social media in music education and its effect on students, music teachers and librarians objectively. They suggest that social media facilitates musical instrument education and affects individuals' behaviour during the learning process. In a similar vein, Ba & Song (2022) explore the implications of post-travel sharing on social media for the Sharer's tourism experience. The researchers have discovered that the sharing of preferences and influence mechanisms significantly effects the behaviour and destination choices of individuals.

The influence of music on individuals' perception and judgment of others on social media has been studied. Han (2022) explores how background music on social media profiles affects people's views and judgments of others. They focus on the role of background music in shaping individuals' perceptions and argue that music can influence how people view and judge others on social media platforms. This suggests that music sharing on social media can affect individuals' perceptions and judgments of others.

Music has numerous psychological effects when shared on social media. It can enhance the emotional well-being of individuals, establish social connections, impact users' behaviour and shape their perceptions and judgments. Awareness of these effects is essential for individuals, researchers and practitioners in exploiting the potential of music for social media sharing. Further research is required to investigate the precise mechanisms through which music impacts an individual's psychological experiences in the realm of social media sharing.

Quantitative and Qualitative Presence of Music in Social Media

The quantitative presence of music in social media refers to the measurable aspects of music-related activity on these platforms. Various studies have examined this phenomenon. For example, Qiu et al. (2021) conducted a study on the impact of sustained social media advertising on attendees' decision to attend a festival event. A quantitative methodology was utilised to evaluate consumer perception of music festival advertising on social media and the potential for persuading people to buy tickets. This study has provided valuable insights into the quantitative effects of music-oriented material on various social media networks.

The research of Lei et al. (2021) also explored the use of social media in instrumental music education. Their findings indicate that social media offers valuable opportunities for individuals with limited music theory knowledge to engage in music education. The study emphasizes the significant role of music on social media, demonstrating how these platforms enable wider access to music education. Valverde (2022) also discussed the role of imagined listening and the moral economy of music sharing on social media. The study focuses on the quantitative aspect of music sharing, where visual prompts mediate the exchange. It sheds light on how users interact with music through visual cues on these platforms. The presence of music on social media platforms is a subjectively experienced phenomenon that entails emotions and meanings associated with music-related activities. Numerous studies have investigated the qualitative elements of music in social media.

For instance, Pawelz & Elvers (2018) executed a qualitative case study to probe into the use and function of music and social media among gangs. The researchers used a grounded theory method to gain insight into the subjective presence of music on social media within the context of gang culture.

Fink et al. (2021) conducted a study investigating how people's musical behaviours and interests changed during the COVID-19 lockdown, particularly its impact on "coronamusic". The results showed that music was often used as a means of individual emotional regulation and as a substitute for social interaction. The paper elucidates the objective manifestation of music on social media, exploring how individuals utilise music to manage their emotions during strenuous times. Furthermore, Han (2022) examined the influence of background music on people's judgment of others on social media. The study focused on the role of background music in shaping people's perceptions and judgments of others on social media platforms. By using KakaoTalk as a case study, the author explored the qualitative presence of music in social media and its impact on social interactions and impressions.

The quantitative and qualitative presence of music in social media is a multifaceted phenomenon. Quantitatively, music-related activities on social media platforms can be measured and analysed, such as the impact of music festival advertising and the accessibility of music education (Lei et al., 2021). On the other hand, qualitatively music in social media is associated with subjective experiences, emotions and social interactions, as seen in studies on the uses of music among gangs (Pawelz & Elvers, 2018), coping mechanisms during the COVID-19 pandemic and the influence of background music on social judgments (Fink et al., 2021). The involvement of music in social media has consequences both for individuals and society. At the individual level, social media platforms offer occasions for people to interact with music, illustrate their identities and manage their emotions (Fink et al., 2021). At the societal level, the presence of music in social media promotes the diversification of music presentation and the development of music culture (Kwon et al., 2021). Moreover, the potential impact of the quantitative and qualitative aspects of music in social media can be far-reaching, encompassing numerous fields such as psychology, business, education and communication.

The multi-layered nature of music's presence in social media is a nuanced and intricate phenomenon. Quantitative aspects comprise of measurable activities relating to music including advertising and education, whereas qualitative aspects entail subjective experiences, emotions and social interactions related to music. The integration of music in social media is of individual and societal significance and holds potential for exploration in various fields of study. Further research is necessary to enhance our comprehension of the quantitative and qualitative aspects of music on social media and its effects on individuals and society.

The Potential of Music to be Effective in "Story" and "Shorts" Sections of Social Media

Music has become an essential component of social media platforms, with users integrating it into different types of content, including stories and shorts. The incorporation of music into social media has great potential for audience engagement and captivation. This section investigates the effectiveness of music on user engagement, emotional response and storytelling in the story and shorts sections of social media.

One crucial feature of music's efficacy on social media is its capacity to improved user engagement. Studies have demonstrated that social media users search for both pandemic-related media and familiar content, indicating that music can offer solace and familiarity (Eden et al., 2020). Furthermore, social media engagement, including music videos, has a substantial influence on the success of a song (Oh & Choeh, 2021). Incorporating music into the story and shorts sections of social media may enhance user engagement and ultimately bolster the content's overall success.

Music also has the power to evoke emotional responses in listeners. In fact, studies have shown that engaging with music can be an effective method for socio-emotional coping (Fink et al., 2021). By adding musical accompaniment to the narrative and abbreviated sections of their social media content, creators can leverage the emotional power of music to evoke targeted emotions in their audience. This has the potential to heighten the overall influence and efficacy of the content, leading to increased memorability and shareability.

Music is widely acknowledged as a potent tool for storytelling and its potential in social media is no exception. According to research, music can serve as a transmedia storytelling tool for platforms like TikTok (Vizcaíno-Verdú & Aguaded, 2023). Employing music in storytelling on social media platforms enables content creators to communicate narratives, evoke emotions and establish a coherent and immersive experience for the audience. This approach can prove especially potent in the story and short sections of social media, where brevity and impact are imperative.

It has also been found that the integration of music into storytelling on social media platforms, such as YouTube and TikTok, has evolved beyond technological advances, in line with the relationship between users and social media (Vizcaíno-Verdú et al., 2023). This finding emphasizes the adaptable and dynamic nature of music in social media, which may evolve in response to shifting user preferences and platform characteristics. By utilizing music's storytelling abilities, content creators can develop engaging narratives in social media's story and shorts segments, which resonate with their audience.

Music has tremendous potential to be effective in social media's story and shorts segments. Its capacity to amplify user engagement, elicit emotional responses and aid in storytelling renders it a valuable resource for content creators. Incorporating music into social media content allows creators to capture their audience's attention, evoke emotions and construct noteworthy and powerful narratives. As social media keeps evolving, researchers and practitioners must investigate music's potential in this context and devise techniques to enhance its efficacy.

Social Media Marketing Success and Music Preferences

Social media marketing is now a crucial approach in the digital era for businesses. It encompasses the utilization of social media platforms on for the purposes of promoting products or services, engaging with customers and raising brand awareness. The efficacy of social media marketing relies on multiple factors, including communication, content, characters, security, reputation, word-of-mouth and the ability to respond to customer queries (Li et al., 2020). Understanding the scope and impact of social media is crucial for marketers to develop effective marketing strategies as it plays a significant role in shaping customer preferences and behaviour (Pour et al., 2021).

Social media marketing has had a notable influence the music industry. Digital platforms provide musicians and artists with a distinctive occasion to link up with their audience, endorse their music and cultivate a fan following. The distribution of music and accessing a wider audience is becoming increasingly reliant on social media for the music industry. By utilizing the potential of social media, performers and music enterprises can broaden their audience and foster a closer relationship with admirers (Edlom, 2022; Rojo et al., 2022).

Music preferences play a crucial role in shaping consumer behaviour and engagement with social media. Studies have shown that music has a powerful influence on emotions, personality and mood (Delbaere et al., 2020). People often use music as a coping mechanism, especially during challenging times like the COVID19 pandemic. Musical preference is also seen as a badge of identity, with individuals using it to express their personality and connect with likeminded individuals (Xu et al., 2021; Lee et al., 2022). Therefore, understanding the relationship between music preferences and social media engagement can help marketers tailor their strategies to target specific audiences.

Social media influencers, also referred to as microcelebrities, have become significant players in the music industry. These individuals boast considerable audiences on social media platforms and possess the ability to efficiently promote music and engage with their followers. It is plausible that they can boost customer brand relationships and influence brand engagement across various product categories (Delbaere et al., 2020). Through collaborating with social media influencers, music artists and businesses can increase brand awareness and access a wider audience by utilising their reach and influence.

Social media preferences also play a role in shaping marketing strategies in the context of tourism. Tourist destinations can analyse social media preferences to develop competitive marketing strategies that align with the target market (Dhewi et al., 2023). Destinations can effectively promote their attractions and engage with potential visitors by understanding the social media platforms preferred by tourists.

The success of social media marketing is closely linked to understanding and harnessing music preferences. By recognising the effect that music has on consumer behaviour and preferences, marketers can generate bespoke tactics that connect with their intended audience. The various social media platforms provide influential mechanisms for advertising music, interacting with supporters and strengthening brand recognition within the music industry. Collaborating with social media influencers can significantly extend the reach and impact of social media marketing campaigns. As the digital landscape is constantly evolving, it is crucial for marketers to remain up to date with the latest trends and strategies in social media marketing to guarantee success in the music industry and beyond.

Legal and Ethical Issues Regarding Copyright, Licensing and Music Use in Social Media

The utilisation of social media for sharing and distributing music has grown in popularity in recent years. Nevertheless, this practice poses numerous legal and ethical issues involving music's copyright, licensing and

suitable usage on social media. This essay aims to delve into these issues and present a comprehensive view of the current scenario.

Copyright law provides creators of original works, including music, with exclusive rights to control their creations' distribution and use (Chen et al., 2021). These rights protect various aspects of music, such as its composition, lyrics and sound recording. Unauthorized use of copyrighted music on social media platforms can result in legal consequences, such as infringement claims and potential financial penalties (Harwanto, 2022).

Obtaining the necessary licenses is a primary challenge when using music on social media. Music licensing refers to the act of gaining permission from the copyright holder to use their music in a specific way (Li, 2022). Depending on the intended use, various types of licenses may be necessary, including synchronization licenses for video usage or performance licenses for streaming live performances (Harwanto, 2022). Failure to obtain the appropriate licences can lead to copyright infringement. Additionally, ethical considerations must be considered when using music in social media. These include individuals or organisations using copyrighted music without proper attribution or compensation to the original creators, as highlighted by Chaparro & Musgrave (2021). This practice could be perceived as a breach of the moral rights of the creators and diminishes their capacity to generate income from their work.

The extensive accessibility of music on social media platforms has resulted in a surge of illicit distribution of copyrighted content. Such actions bring forth ethical enquiries regarding the impartial treatment of artists and the significance of their artistic contributions (Gordon et al., 2023). It is crucial to honour the rights of musicians and composers by procuring appropriate licenses and adequately compensating them for their efforts.

Social media platforms have a notable function in the facilitation of the sharing and dissemination of music. Nonetheless, it is their responsibility to ensure enforcement of copyright policies and protection of copyright holders' rights. Multiple platforms have taken measures to detect and eradicate copyrighted content uploaded without proper authorization (Samuel & Buchanan, 2020). Automated content recognition systems are implemented to identify copyrighted music and flag it for review or removal.

Platforms also provide creators with tools to manage their rights and safeguard their work. An example of this is the Content ID system offered by YouTube, which permits copyright owners to identify and manage their music's use on the platform (Harwanto, 2022). This system ensures that creators receive appropriate recognition and compensation for their efforts.

The utilization of music within social media platforms brings up ethical and legal concerns connected to copyright, licensing and fair recompense for creators. Therefore, it is essential for both individuals and organizations to grasp and adhere to prevailing copyright legislation and obtain requisite licenses to utilize music on social media platforms. Social media platforms also have a responsibility to enforce copyright policies and protect the rights of creators. By tackling these concerns, we can establish a sustainable and ethical atmosphere for employing music on social media platforms.

CONCLUSION: Future Directions in Social Media Content Research on Music Content

The interaction of music and content creation on social media has become a significant and influential driver in a constantly changing environment. After examining various aspects, this article concludes that music's influence on social media content production is complex, affecting not only the creative process but also user engagement, psychological responses and marketing strategies. Understanding these intricacies not only enhances comprehension of how music is integrated with digital media, but also paves the way for future advancements and research in this field.

One intriguing aspect of the connection between music and social media revolves around the nuanced ways in which various genres, tones and rhythms evoke an array of emotions and reactions among users. Further investigation is necessary to explore how particular musical elements, such as tempo, melody and lyrics affect user behaviour and perception. By analysing these nuances, content producers and advertisers can adjust their music choices to develop more targeted and efficient campaigns.

The integration of artificial intelligence (AI) and machine learning algorithms into social media platforms offers a promising avenue for the future. AI-powered music curation holds the potential to transform content creation by analyzing user preferences and emotional states in real-time. By leveraging AI, creators can personalize content with music that resonates most effectively with their target audience, thereby enhancing user engagement and amplifying their message's overall impact.

The future of producing social media content is reliant on interactive and immersive experiences. Integrating virtual reality (VR) and augmented reality (AR) technology with music can establish engrossing and immersive narratives. Narratives wherein users could engage and control the soundtrack, magnifying emotional attachment and user involvement. Research in this area may reveal the most effective approaches to integrating music within interactive environments, optimizing the synergy between auditory and visual components to create a fully immersive user experience.

The ethical and legal issues relating to the utilisation of music in social media material are gaining greater significance as the digital arena continues to grow. It is recommended that further research is undertaken to establish comprehensive regulations that maintain equilibrium between imaginative ingenuity and copyright safeguarding. Investigation of novel licensing approaches, blockchain-based technologies for transparent royalty distribution and ethical guidelines for music usage would establish a fair and reliable environment for artists and content creators alike.

Music transcends cultural barriers, serving as a universal connector for people around the world. Future research should explore the interplay between music, cultural diversity and social media content creation. A thorough understanding of how various cultures respond to different musical styles and themes could promote the development of culturally conscious and globally appealing content. This thorough approach not only facilitates understanding between cultures but also creates new opportunities for cross-cultural collaboration and audience expansion.

In conclusion, the impact of music on social media content production is a rich and evolving area of study. With technological advancements and the continual evolution of social media platforms, the complex relationship between music and digital content will continue to materialize, providing boundless potential for imaginative expression and user interaction. By following these research directions, the complete potential of music can be utilized to mould the narratives of our digital world, facilitate significant connections and enhance social media for global users.

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