

Instagram, A Tool to Keep the Artists' Popularity in the Romanian Music Industry. Case Study: Smiley and Irina Rimes

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Abstract: *The article uses research tools specific for communication sciences and has aims at dealing with the features specific for social platforms, namely the Instagram network. That domain is relatively new and is currently growing. Instagram, at present, is an indicator of a new lifestyle and, in the music industry, it is one of the mostly employed social networks for growing and maintaining the popularity of artists.*

Keywords: *Instagram, mobile applications, music industry, online communication, Social media*

1. Introduction

The main objective of this scientific article is the research of the personal brand and the social networking domain. The purpose of the paper is, following the research, to present a proposal to help image counsellors.

I chose the concerned topic because it represents the present situation of the population, and as a matter of fact it is, for the most part, a new way of lifestyle.

In this paper, I focused my attention on how to maintain the popularity of a public figure using social media tools, namely the social network that has taken on a large scale for a few years, and in Romania, Instagram.

As a matter of importance today, social networks have a special place in the life of a public figure. The reasons are different, ranging from paid advertising to contact with the public, which, of course, is one of the most important aspects.

There a lot of definitions for the brand term. The specialists say that there is no single definition for this concept. Sasu C., Luca F.A., and Ioan., C, (2013) consider that the personal brand is topical in services and marketing. This type of brand is based on two elements that need to coexist and have a close connection: the person and the marketing. In this structure, the person is one who builds his/her brand and image and marketing is that one that maintains the brand/the image.

2. Research methods

For the research, I have used two research methods, one of a qualitative type, namely content analysis, and a quantitative method, namely the questionnaire. With the help of them, I have tried to reach to a valid conclusion to help me in the final proposal.

With the aid of the content analysis, I have monitored two official Instagram accounts for one month. The Romanian artists that I

have chosen as a case study are Irina Rimes and Smiley. Both are known nationally and internationally, having a great reputation in the Romanian music industry.

By means of content analysis, I have been able to find out what kind of posts the two shared with the community that they created on Instagram. These posts are part of various areas such as daily activities, food, visited places, product placement, advertisements, connections with another public's people.

The questionnaire is the second method that I have used. It is a quantitative method and by the means of it, I have interviewed a sample of sixty people.

In this questionnaire, I have followed several objectives, such as the degree of use of these social networking sites, the preferences and trends in the online multi-networking, the wishes of the persons regarding the type of Instagram posts, the interaction of public persons, etc.

3. Results

By following and monitoring their official accounts, it seems that an important issue in keeping your community close to you is to be present in the online environment.

The posts of the two are diverse; the advertising is not lacking. The comparative analysis highlights the fact that Smiley is more active on this platform than Irina Rimes. Posts are more numerous; so are the storytelling publications.

Order response is an important step in keeping a public bill on the waterline. The two artists respond to the comments, but after analysing the content, I can say that none of them respond in a fully way.

The difference in the presence on Instagram for the two is not very high, but it is a factor that coincides with the number of posts.

Smiley having been on the platform 2 years earlier than Irina Rimes, there are more messages on his main page than on hers.

Online is about attendance, the more you post, the more the world pursues you. Irina's postings are not very much different from those of Smiley's, but Smiley has more than a million followers posting daily and 10 story posts per day.

The questionnaire I have applied comprised 15 questions: open-ended questions, closed answer and multiple answers. All 60 people that I have interviewed are aware of the existence of this social network and 47 of them prefer Instagram to the detriment of other social networks.

Table 1: Comparative analysis of artists by extensiveness of the network

	Irina Rimes	Smiley
Number of followers	41,300	1.3 mil
Number of persons followed	1078	369
First post	06.09.2014	01.09.2012
Total number of posts	1,257	1,901
Number of posts/month	11	31
Number of comments (average)	100	200
Number of likes (average)	15,000	20,000
Stories (per day)	6	9

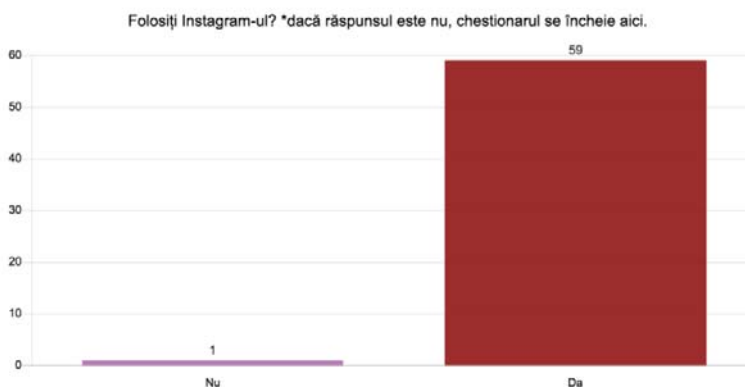
Table 2: Comparative analysis by content of posts

Variable		Irina Rimes	Smiley
Stories	Yes	X	X
	No		
Daily activity	Yes	X	X
	No		
Tags	Yes	X	X
	No		
Reposts	Yes	X	X
	No		

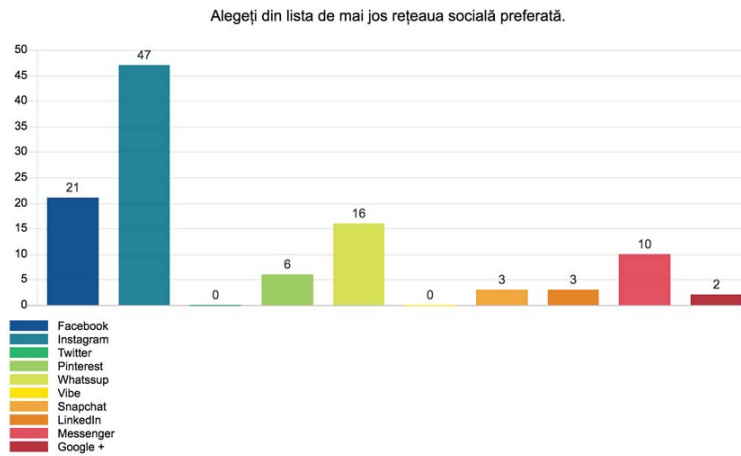
References	Yes	X	X
	No		
Places	Yes	X	X
	No		
Food	Yes	X	X
	No		
Content type	Text		X
	Image	X	X
	Video	X	X
	Live		

The respondents prefer Instagram for many reasons such as interaction, membership, socialisation, design, public figures, entertainment, fun, pleasure, etc. The analysis of the profiles maintained by the two artists shows that they master the art of social interaction and regularly feed the public with information, thus ensuring their popularity also via Instagram.

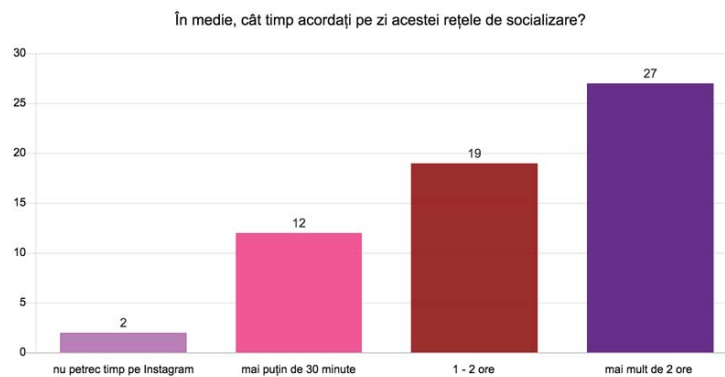
My analysis of the young generation preference for social platforms, via questionnaire, showed that out of 60 respondents only 1 is not following Instagram, as seen below:



Instagram stays high in the preferences, it is surpassing by far the earlier Facebook:



Also, the time given to following Instagram is rather high:



The majority of the respondents spend more than one hour/day to see the novelties on this platform.

In order to highlight the reasons for Instagram following, I resorted to cloud representation, which gives an overall image of the received responses:



As far as the respondents are concerned, they have an average age of 20-26 years. They are Instagram users. Of the 60 people interviewed, only one is not using the platform.

Most of them claim that they prefer the Instagram to the

detriment of another social network, and the reasons they prefer it are interactivity with others, socialisation, attachment, curiosity, inspiration, pleasure, type of postings, public figures, and platform design.

Respondents say they use the tools the platform provides, and most of them spend more than two hours on Instagram. More than half of those interviewed follow a public person claiming that the reasons for pursuing a public person are related to the content posted and that they are his/her fans.

Another hit followed by this survey is related to the influence of a public figure and the answers were 43 affirmatives. Contests, exhortations, celebrity recommendations influence the consumer. Thus, although Instagram was invented in the first phase for sharing images and videos, it is now also used as a tool to promote and maintain the popularity of a public figure.

The question related to what the respondents would like to see on a public person's official account helps me discover people's preferences and the proposal to end the paper. The most common answers to this question are related to a public person's daily activities, posted content, given recommendations, actual feedback on various products or services, places visited, and the usefulness of posts.

Although the analysed responses are gathered from a small group of people, 60, the results are consistent with the findings in major scientific literature.

4. Conclusion

Today's social applications are many in number and most of them have the purpose of connecting, sharing, sharing moments with others. Over time, there have been changes to their operating system. Currently, they are also used in companies for promotion, popularity on the market, connecting with the world around them professionally. Instagram has become an image and video sharing application, an app that helps you do a lot more.

Maintaining popularity is not an easy task. With the help of this in-depth research, I hope to shed light on celebrity means of maintaining the high profile.

The two selected artists are very popular at the national level and their level of use of Instagram is very high.

Instagram is the application with which the two artists interact most often with the public. I say this because their accounts, although they are official, post daily stories without the help of a PR person.

Account tracking and the analysis I have carried out this month show that the two have a very high online activity, posting each day.

The subjects posted on this network are part of both the professional and the personal area. The aspects of transparency and those related to what happens behind the curtains attract the followers.

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