E-kansyon: A Web-based Platform for Local Music Artists in Alaminos City

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ABSTRACT

Music serves as a powerful medium for cultural expression and community connection. In Alaminos City, local artists primarily rely on traditional events for promotion, limiting their reach in the digital age. This study proposes a web-based portal designed to empower unsigned local artists by providing a centralized platform to showcase their talents, share original music, and connect with audiences. The portal aims to connect the gap between traditional promotion methods and modern digital tools, nurturing cultural preservation and community engagement while supporting artists' growth. This initiative addresses challenges in music discovery and enhances opportunities for local talent. The proponents used Agile Methodology in the conduct of study and development of the system. This study employs a descriptive and developmental approach. The descriptive method analyzes current processes and challenges in promoting local artists, identifying issues and determining system acceptability. The developmental approach focuses on designing, developing, and evaluating the proposed platform, ensuring its features align with user needs and effectiveness criteria. This study developed a web-based platform to support local music artists in Alaminos City. Findings revealed limited exposure, intense competition, and inadequate community engagement hinder local artists' growth. The platform addresses these issues through social media integration, a music marketplace, and collaboration tools. This system aims to empower local artists, enhance visibility, and preserve cultural identity, providing a modern solution to promote and discover local talent in the digital age. Existing processes of the local artist along with the problems encountered by the local music artists were presented in this study. Developed features that address the problems were introduced by the proponents. Assessment acceptability test was done and presented in this study.

Keywords: Local music artist, Local music promotion, E-kansyon, Local Music Platform, Local Song Artist Platform

INTRODUCTION

Music most often implies sounds with distinct pitches that are arranged into melodies and organized into patterns of rhythm and meter. It is used for such varied social purposes as ritual, worship, coordination of movement, communication, and entertainment[1]. It is a way for Filipinos to express themselves and their experiences through music, and it has played a significant role in shaping the country's music industry and cultural landscape [2] With the diverse social purposes of music, the advent of social media platforms has democratized music discovery, allowing artists to reach global audiences and fans to explore a vast universe of music genres and artists [3]. Fans are increasingly seeking alternative means of music exploration, such as social media and online communities, and radio, as they crave the excitement and romance of finding new tunes in unexpected ways [4]. Web-based platforms are accessible from anywhere with an internet connection, making them ideal for remote teams, distributed workforces, or users who need to access information from different locations[5]. Web-based platforms play a significant role in the process of music discovery[6]. According to Frenneaux [7] the mixing of old and new ways of sharing music has led some people to feel like it's fairer and more connected now. With the internet, a musician can expand their reach, build the hype around future releases and grow a dedicated fan base [8]. Nowadays, artists heavily depend on streaming services and social media to promote their work, leading to newfound success in this evolving musical landscape. The features of the portal which include uploading the metadata of the Artist, MP3 file, cover, and

other information are usable based on the experts and users perspective[9]. Local artists frequently reported limited visibility for their work beyond small, local events, such as barangay fiesta and community show. This limitation hinders their ability to build a fan based and reach audience in Alaminos City According to [10]Iliya it has redefined the music marketing strategies likewise the social media has enabled the digital marketing of indigenous music to the world with just a click of a button. Social media platforms like TikTok have become hubs for music recommendations, with users sharing their favorite tracks and engaging in conversations about new releases[11]. Social media platforms like TikTok have become hubs for music recommendations, with users sharing their favorite tracks and engaging in conversations about new releases [12]. Knowing how to sell music online could be a dream come true for many independent artists, bands, and aspiring musicians looking to share their talents with the world[13].

METHODOLOGY

The research design of E-kansyon employed descriptive and developmental approach. The descriptive approach involves providing detailed descriptions of processes, enabling a thorough understanding of the subject matter. The developmental approach employed in developing the features that are incorporated for the system. This method allowed to design, develop, and evaluate instructional programs, processes, and products that must meet criteria of internal consistency and effectiveness. The descriptive approach focuses on understanding how local music artists currently promote their work and the challenges they face. By taking a closer look at their processes, we were able to pinpoint the areas that need improvement. We started by observing how artists create, share, and promote their music through small events and social media. From there, we identified the limitations they face, like competing with more well-known artists and struggling to reach a wider audience. This helped us see where improvements are needed to give these local talents more visibility. Additionally, employing agile development practices, user testing, and continuous feedback loops, the platform will be iteratively designed and refined to ensure optimal usability and effectiveness. To make sure E-kansyon met the needs of local music artists, we used an Agile development approach. This method allowed us to develop the platform in stages, continuously improving it based on feedback from the artists themselves. Rather than sticking to a rigid plan, we worked in short cycles, constantly testing new features and refining them based on how well they worked for users. The process started with gathering input from artists about what features they needed most. Then, we built those features, tested them, and got more feedback, repeating the cycle to make the platform better and better. This way, we ensured that the final product really addressed the artists' challenges and worked smoothly for them. The adopted Agile model usedfor the development process of E-kansyon is shown in Figure 1.
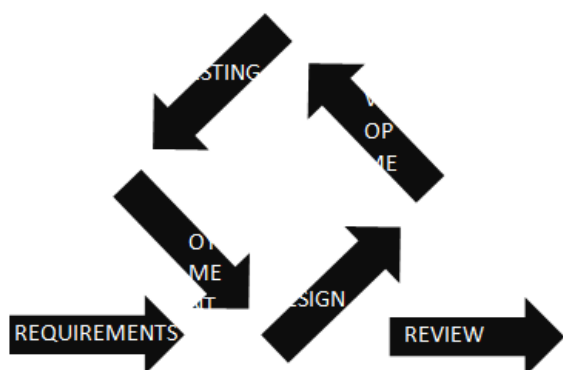

Figure 1. Agile Methodology

The Agile comprises values and principles that help improve the Software Engineering and Development process and also have a strong influence on the development team coordination. The Agile movement describes a culture that welcomes changes and focuses on the client's requirements. Agility, or the ability to respond rapidly to dynamic requirements is a hallmark of ASD [14].

The implementation of a three-tier architecture for our web-based platform focused on local music artist has yielded several positive outcomes. Each tier in the architecture which is presentation, application, and database

has significant role in ensuring the system meets its intended requirements and achieves the desired outcomes effectively. Three-tier application is shown on Figure 2.
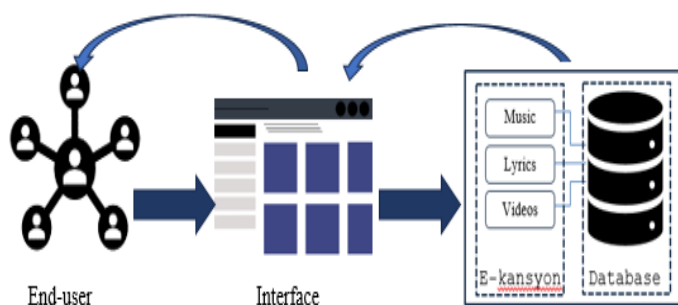

Figure 2. Three-tier Architecture

The user interface developed for the platform is intuitive and user-friendly. Users can easily navigate through the home page, search for artists, songs, and albums, and access detailed artist and album pages

The UI supports a rich set of features including user profiles, playlists, favorites, and social interactions like commenting and liking content. The application tier efficiently manages the business logic of the platform. The web server effectively processes user requests, directing them to appropriate controllers that handle input and render views. This separation of concerns allows for modular development and maintenance. The relational database management system (RDBMS) effectively stores and manages system data. Tables are well-organized with defined relationships, ensuring data integrity and consistency.

RESULT AND CONCLUSION

The process of promoting local artists in Alaminos City involves several stages. These include content creation, such as songwriting, pre-production, and recording, followed by editing and distribution. Social media plays a significant role in the visibility of artists, with regular updates and engagement helping them build a fan base. However, the promotion process is limited by exposure restrictions, particularly when compared to the widespread visibility of mainstream and international artists. Local talents struggle to gain traction in a market dominated by high-budget productions and global recognition. Furthermore, the community-driven approach of identifying artists through local networks provides a grassroots method to ensure inclusivity, though it still faces challenges in scaling up artist recognition beyond local events.

One of the most pressing issues identified in the study is the lack of exposure, as local artists are often confined to small events like barangay fiestas and school programs. Competing with established international artists on streaming platforms and social media remains a significant hurdle. This is exacerbated by the lack of a cohesive, centralized platform that could support collaboration among artists, enhance fan engagement, and protect intellectual property rights. Additionally, many artists face difficulties in navigating copyright laws, which further complicates their ability to share their music confidently.

To address these challenges, the proposed E-kansyon platform integrates a variety of features. The platform allows artists to upload their music, manage their content, and ensure copyright protection. With functionalities such as track statistics, user interactions, and an online store, the system enables artists to monetize their work and expand their reach. The integration of social media links and video showcases allows artists to engage with fans and collaborate with other musicians, helping to bridge the gap between local talents and the broader music community.

The acceptability of the proposed system was evaluated across various dimensions, including functionality, efficiency, compatibility, usability, reliability, security, maintainability, and portability. The results of the evaluation that the E-kansyon platform was highly rated in all areas. Functionality was rated as excellent, with the system providing accurate results and preventing unauthorized access. Efficiency was also rated highly, with fast response times and effective use of resources. Compatibility assessments indicated that the platform

seamlessly integrates with other systems, and usability evaluations highlighted the system's intuitive design and ease of use. Reliability, security, and maintainability were similarly rated as excellent, ensuring that the system can handle expected usage levels while safeguarding user data.

CONCLUSION

Based on the gathered data, this research highlights the current landscape and challenges faced by local music artists in promoting their original music, and proposes a system to address these issues.

Current Promotional Process: The current promotional efforts for local music artists primarily involve creating content, linking to social media platforms, and searching for artists. While these methods provide some level of exposure, they do not offer sufficient means for lesser-known artists to gain significant reach or visibility in a competitive digital environment. Local artists face several problems when promoting their original music, including limited exposure, intense competition with well-established artists, lack of community engagement, challenges in copyright protection, limited collaboration opportunities, and insufficient media coverage. These issues hinder the growth and recognition of local talent. The developed web-based platform offers several key features to address these challenges. These include social media integration, a marketplace for music, a section to feature top artists, and tools for sharing music. The platform is designed to enhance exposure, foster collaboration, and provide a space for artists to engage with their community and audience more effectively. The research demonstrates a high level of acceptance for the proposed E-kansyon: Web-based platform for local music Artists Alaminos City, Music listener and artist emphasizing its potential for process optimization. To ensure its maximum effectiveness, priorities should include further user training, enhanced data security measures, and improved system integration with existing processes, ultimately providing an efficient and secure the web-based platform for local music artist.

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