

Study on Development of the Trans-Boundary Group Music in Yunnan Province under “The Belt and Road” Initiative

Haiyan Wang

Kunming University, Kunming, China

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Abstract: Yunnan province has the largest ethnic minority in China. Cross-boundary development is an important foothold in the development of economic and social culture in Yunnan province. Recently Yunnan province has an even more powerful advantage in the development of the national strategy of The Belt and Road. It is a viable option that gives full play to the geographical advantages of Yunnan and southeast Asian countries, which is conducive to the better development of the Yunnan group music and carrying forward the traditional music culture resort to the strategy of ‘The Belt and Road’. As a clue, this paper proposes how to build a better group music strategy under ‘The Belt and Road’ Initiative in Yunnan province and establish a steady and sustainable group music development plan.

1. Introduction

1.1 Background of The Belt and Road Initiative

B&R is the national top-level strategy established in China. It contains two aspects that the Silk Road Economic Belt and the 21st Century Maritime Silk Road. B&R is the national strategy proposed by general secretary Xi Jinping. It has great and long term meaning for building bilateral mechanism between our country and the relevant nations in the new era and build a three-dimensional community of political mutual trust and economic integration and cultural inclusion. Undoubtedly speaking, B&R is a major strategic choice with the economic development of our country entering the new normal to the middle and high end level. It has great strategic value for the long-term sustainable development of our country.

1.2 Development of national music under The Belt and Road Initiative

Under the strategy of B&R, national music will face in a new development opportunity. The greater industrialization of the market and the broadening of the public face will be the future trend. There are more and more opportunities in the cross-border market. In fact, many traditional cultures have similar opportunities in the process of marketization and industrialization transformation. The spread and development of music is facing the choice of road and way. There will be bigger markets and more opportunities in the B&R market, and will have a greater challenge. These will have great impact on the development of national music. In this sense, we should face up to B&R's development of music, actively respond to and find the correct development path, and widen the channel of spread and development of music

1.3 The significance of development of the trans-boundary group music in Yunnan province

As we all know, Yunnan province's, which is located on the southern border of China and is a neighbor of many southeast Asian countries, location advantage is unique. It is of great practical significance to develop the trans-boundary group music on a national scale. Firstly, the development of a trans-boundary group music can form the cultural and artistic connection, promote the friendly exchanges and strengthen the traditional friendship between Yunnan and southeast Asian countries. Secondly, Yunnan province has the largest number of ethnic groups. All ethnic groups have created a glorious form of music art. Through the B&R strategy, the trans-boundary group music in Yunnan province can be spread out. It can bring benefits to the national music industry and creating great

cultural and artistic benefits and economic benefits.

In addition, from the perspective of B&R related projects in Yunnan province, although B&R strategy focuses on economic and trade exchanges, the coordination and cooperation of cultural arts is also indispensable. Through the better development of the trans-boundary group music industry, it is helpful to build the soft power of trans-boundary group music in China. It is of great benefit to improve the national image and influence of our country.

2. The countermeasures of trans-boundary group music development in Yunnan province under B&R strategy

2.1 Develop the strategy of music development in Yunnan cross - boundary ethnic group and align the Belt and Road Initiative

For the development of trans-boundary group music in Yunnan province, it is necessary to develop a targeted development strategy and B&R strategy. For example, , we should integrate the contents of music of the trans-boundary ethnic group in Yunnan for trans-boundary market and audience. It includes segmentation and investigation of target markets. Its fundamental goal is to innovate the strategy of music brand of Yunnan crossover group, to highlight the market orientation and Make the spread of music brand more efficient. As we all know, the spread of music can create a diversified value for Yunnan province, which includes intangible and tangible. The intangible value has been mentioned. The spread of music in the trans-boundary group can shape Yunnan's competitiveness in opening up to the outside world and create a good external image. Tangible value refers to the spread of music, a cross-boundary group, which can bring a stable and diversified market to the music industry in Yunnan^[1]. It can help the music industry to create tangible benefits. These are the essential material foundation for the survival and development of the music industry. Through integration of cross-border ethnic music content strategy, from the aspects of the visual image design, obstacles release, personnel recruiting, resource commitment, these can continuously enhance the value and effect of music brand communication.

In addition, the integration of cross-border ethnic music development channels is a prerequisite and basic guarantee for market dissemination under B&R strategy. In order to convey the image of Yunnan's cross-border ethnic music to the consumers and the public of the B&R route completely and clearly, it must be carefully designed in every link and channel. We need to make the new list brand system a unified, harmonious, concise and unique effect, and in the late production strictly in accordance with the implementation of the strategy. This will enable the cross-border ethnic music image of the full and complete harmony. Use online and offline to establish the scientific nature of communication. Cross border ethnic music's multichannel strategic development will provide a strong competitive support for its industry in the B&R strategy implementation process. This is the advantage of cross-border ethnic music in Yunnan. The overall strategy of cross-border ethnic music can be good to cross-border ethnic music information to the cross-border audience, and through visual symbols to constantly strengthen the audience's awareness, thereby gaining recognition, and highlights the value of cross-border ethnic music in Yunnan.

2.2 Based on the national culture of Yunnan to tap traditional folk music resources

Yunnan has rich ethnic culture. Music resources of ethnic groups are inexhaustible. Mining of Yunnan traditional ethnic music resources and the establishment of development can promote the development of cross-border ethnic superiority transboundary music and B&R strategy. For example, the mode of develop cross ethnic music interactive experience program, through emotional experience, interactive experience can increase public loyalty to cross ethnic music in Yunnan. This is of great significance to the sustainable development of ethnic music in Yunnan. The personalities of Yunnan cross-border ethnic music images can be expressed in terms of various aspects of brand shaping and communication, and a lasting image feature can be expressed in an emotional manner. This characteristic is related to the shared characteristics of the target consumers, and helps Yunnan cross border ethnic music set up images in such groups and bring the audience a

long and regular emotional experience.

Ethnic minority areas in Yunnan province have very rich and diverse ethnic music resources. There are a lot of original ecological music, because of the lack of mining and industrial operation for a long time, so as not to be well known. This should be the direction and the breakthrough point of the effort. The excavation of traditional folk music resources can effectively consolidate the foundation for the development of cross-border ethnic music in Yunnan under the B&R strategy. There are a lot of successful ethnic music industries developed in this way in China. It has formed a good interactive relationship with the public, and established a strong competitive advantage. This point should bring more enlightenment to Yunnan cross-border ethnic music practitioners^[2].

2.3 Carry out extensive publicity and publicity to enhance the music influence of cross-border ethnic groups in Yunnan

We must develop the Yunnan music cross-border ethnic groups brand differentiation development planning publicity based on the B&R strategy. Firstly, good publicity and promotion plan is the starting point and prerequisite for the development and marketing of cross border ethnic music in Yunnan. We must attach great importance to this issue. Secondly, we should base on the current situation of the development of cross boundary ethnic music in Yunnan, and find out the key points and problems needing attention in the brand strategy planning. Make appropriate planning for Yunnan cross ethnic music brands, and use differentiated brand strategy to attract more audiences.

We can use the media and all media platform under the B&R strategy to carry out cross-border music marketing activities in Yunnan province for the countries along the Yunnan province. This whole media marketing is different from the traditional media marketing model. It combines digital technology, video technology, picture transmission, text transmission, audio technology and other means of information, can be broadcast on television, on the Internet, on cell phones and on multiple planes. It can bring more publicity and publicity to the development of Yunnan cross ethnic music. In addition, through a variety of endorsement activities, it is an important strategy to enhance the quality of cross-border music promotion in Yunnan. Because of the increasing influence of celebrities, public figures and opinion leaders in modern society. People think highly of stars and famous people. Carry out targeted endorsement activities, based on this background, can enhance the spread of ethnic music, and further expand its influence.

We can choose some artists or stars as the Yunnan Ethnic Music Ambassador, whose style, temperament fit in Yunnan ethnic music, to carry out cross-border ethnic groups music and related derivative products marketing. For example, Yunnan ethnic music style fit in classical type of actress, such as Gao Yuanyuan, Liu Shishi, Yang Liping who have huge fans base and influence. Through these celebrity outreach activities, can greatly enhance the influence of cross-border ethnic music and will enable Yunnan's cross-border ethnic music industry to benefit the economy practitioners.

2.4 The spread of music can be improved by using new media technology

As is known to all, it is the era of network technology, Network promotion is the core strategy of the spread and promotion of trans-boundary group music in Yunnan. The development of the spread of the trans-boundary group music in Yunnan is not perfect under B&R strategy^[3]. It appears only as part of mass communication today. The demand for the spread and promotion of the trans-boundary group music in Yunnan has grown rapidly. For all kinds of Yunnan straddling ethnic group music, which have crept into People's Daily lives, the staff needs to do more work. We need to have a deeper understanding and analysis of its root causes, and find the feasibility dissemination and publicity strategy

We can use the most popular We Chat public promotion. Let the audience know more about the trans-boundary ethnic group music in Yunnan, and fall in love with the derivative products of music in Yunnan province. In the same way, the use of micro-blog to promote the promotion also has a superb effect. In the era of live broadcasting, the promotion and dissemination of a trans-boundary ethnic group music in Yunnan province, can also attract more audiences. All in all, the marketing of

the whole media has the characteristics of consistency and repeatability. It can maximize the role of advertising and disseminate all the information of a trans-boundary ethnic group music in Yunnan, to the target audience. For example, an advertisement on the network of a trans-boundary ethnic group music in Yunnan is not limited to this website. It can be attached to a mobile website or even on TV. The characteristics of network promotion is that the speed of transmission is extremely fast, which can read advertising information in any space and time and realize resource sharing. The advertising marketing of the whole media can ensure that the music information of the trans-boundary ethnic group music in Yunnan is more effective and widely communicated. It can also help trans-boundary ethnic group music in Yunnan practitioners to gain more market share, as well as enhance its cultural influence.

3. Conclusions

To sum up, the ethnic group music resources of Yunnan province are very rich. It not only has a long history but also a great variety of products, and it has a wide range of products, which has a wide range of publicity and promotion value. The economic and social development in Yunnan can be developed rapidly, and the promotion and marketing activities of trans-boundary ethnic group music can also find a broader development path by virtue of the B&R strategy.

Using some means, such as strategic layout, policy support, technical promotion, marketing means, political and economic support, trans-boundary ethnic group music in Yunnan can be part of the strategy for rapid growth. In the end, it helps the economic and social development of yunnan province

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