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The Wedding Music Industry: An Adaptation of Andy Irawan Music during the Covid-19 Pandemic

Violinna Wynsa Natalia[✉], Wadiyo Wadiyo, Udi Utomo

E-mail: violinnanatalia@gmail.com

Universitas Negeri Semarang, Indonesia

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Abstract

This study aims to identify, reveal, analyze and describe adaptation of Andy Irawan Music's efforts to deal with the Covid-19 pandemic in the wedding music industry. The author uses an interdisciplinary approach, by borrowing theories and concepts from the disciplines of musicology, sociology, and economics. The object in this study is industry and adaptation, with the subject Andy Irawan Music. The research design uses an interpretive case study located in Semarang. The data were collected through observation, interviews, and documentation. The results show that Andy Irawan Music could adapt during the Covid-19 pandemic. Adaptation efforts made by Andy Irawan Music include appearing with new formations, optimizing the use of social media/ digital platforms, applying virtual music, following recommended health protocols, participating in wedding showcases, and creating Andy Irawan Disciples.

Keywords: Adaptation, Music, Wedding Industry, Covid-19 Pandemic

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INTRODUCTION

The music industry at weddings ceremony cannot be separated from the wedding industry. This industry continues to develop, even in an article on investor.id, it was predicted that it will grow by 20%-30% in 2020 (Handayani, 2020). This is in line with Gandi (in Handayani, 2020), this growth is in line with the high public interest in holding wedding ceremony in Indonesia. It is strengthened by one marriage exhibition/ expo, the total transactions reached 59 billion (A. D. K. Sari, 2020).

However, in March 2020 Indonesia was hit by the Covid-19 pandemic. This virus started in Wuhan, China on December 31, 2019 and then spread rapidly to more than 190 countries and territories (Susilo et al., 2020, p.45). In March 20, 2020, this virus has resulted in the infection of 90,308 people (Yuliana, 2020, p. 192)

The impact of Covid-19 occurs in various fields, including the economic and industrial sectors, namely, low investors towards the market, slow export activities, and a decrease of Indonesia's economic growth (Nasution et al., 2020, p. 222) Putra & Dana (2016, p. 152) added that the impact of Covid in the economic sector, namely, there was the number of layoffs, inflation reached 2.69%, 12,703, flights were canceled, the potential for loss of foreign exchange in tourism, and the industrial sector fell 45.3% (Putra & Dana, 2016, p. 152) . The decrease in this industry, including the wedding industry and the music industry.

On May 18, 2020 the government had announced the implementation of the new normal which would be carried out in 5 phases in several cities in Indonesia (Putri, 2020). Facing the new normal covid-19 pandemic, all industry players could start working by complying with the recommended health protocols from WHO and the government. One of the players in the creative industry is Andy Irawan Music. Andy Irawan Music is a band led by Andy Irawan that works in the field of

live performance, which is presenting music to be displayed and enjoyed in various events, including weddings, commemorative events, and gatherings. However, the market that was prioritized is premium class international weddings, the target audience is middle to upper economic class people.

One of the manifestations of adaptation to change in community can be done through a process of creativity or creative ability as well as a learning process (Agustini, 2019)

The literature relevant to this study includes Wadiyo (2014) "Manthous Style Campursari in the Javanese Music Industry and Mass Culture". The relevance of this study to the study conducted is studying creativity and industrial music. The contribution of the article to the researcher's thesis is on industrial theory which can be used as a theoretical foundation reference. The difference between the article and the researcher's thesis is in its material object. The researcher's thesis would examine the wedding music industry in the form of non-goods services, as well as development creativity, not creation.

(Septian, 2020) "Changes in Music Culture during the Covid-19 pandemic." The relevance of the article to the researcher's thesis is the similarity of topics, the impact of the pandemic on musicians. The article's contribution to the researcher's thesis is to provide another perspective of the adaptation of musicians during the pandemic. However, there were several differences, namely, the way to adapt musicians as stated in the article by Septian was by performing online performances, which was not possible for wedding musicians. This thesis emphasizes the adaptation efforts of musicians in the wedding industry.

Greenberg (in Hidayatullah, 2016) says that adaptation is repetition, but without imitation and there are many different possibilities or goals behind an adaptation action. Adaptation in music means changes in musical elements in the form of development or reduction of instruments, musical aspects, performance forms, and functions in line with

social and cultural changes that exist in community (Utomo, 2016). The adaptation process was carried out by using certain genre musical idioms which were embodied in a new composition, namely a study by (Salim, 2010) and (Salim, 2010) (Salim, 2004).

The adaptation of performance could be found in the application of a repertoire with a certain instrument format, to a different music format with other instruments (Indrawan, 2015). The intercultural adaptation process is an interactive process that develops through the communication activities of individual newcomers with their new socio-cultural environment (Utami, 2015). One of the manifestations of adaptation to changes in society, can be done through a process of creativity or creative ability as well as a learning process (Sugiarto, 2019; Agustini, 2019). Adaptation to a new environment will be easier if there is good communication between new individuals/ newcomers and native individuals (Gudykunst, 2007).

This study aims to analyze and describe the adaptation efforts of Andy Irawan Music in facing the Covid-19 pandemic in the music industry.

METHOD

The research method used is descriptive qualitative (Moleong, 2007, p. 6) Interdisciplinary studies are usually designed to understand or measure a study problem, which is not including in the study tradition of a scientific discipline, which is carried out according to its use (Rohidi, 2011, p. 65). Interpretive case studies interpret various theories and concepts (Sumaryanto, 2007, p. 33) (Sumaryanto, 2007). A case study requires a study with the peculiarities of a particular object which is unique. The theories used to discuss the existing problems are Industrial Theory and Creativity Theory. While the concept used is the concept of adaptation.

This study is located in Semarang city. To obtain complete data, there were several research locations, including the Andy Irawan

House, which consists of an office, tool warehouse, and training studio. There were several venues that Andy Irawan often uses, including the Majapahit Convention (MAC), Merapi Building and Merbabu PRPP, (Marina Convention Center (MCC), and S2 Banquet. Objects in this study include the creativity and activities of Andy Irawan's music industry during the covid-pandemic. 19.

The data obtained by observation, interviews, and document study. Observations were conducting by seeing and observing the exercises directly, the display during the event, as well as meetings with clients. The direct observation during training was conducted to find facts about the atmosphere and the training process and observed the existing creative process. The direct interviews were conducted with various related parties, including Andy Irawan as the owner, Andy Irawan Music Management, Andy Irawan Music musician, and clients as consumers. The interview with Andy Irawan was conducted to find out Andy Irawan's creative process in making brands, arrangements, music compositions, and display formats. Interviews with the management of Andy Irawan Music were conducted to obtain data regarding promotions conducted by Andy Irawan Music to sell his services. The data analysis techniques use data reduction, data presentation, and conclusion or verification.

RESULTS AND DISCUSSION

Wedding Music Industry

Industrialization is a process of activities carried out by the industry, which includes production, distribution, and consumption (Ardini, 2016, p.58). Furthermore, (N. W. Ardini, 2015) explains that the music industry is a phenomenon of large-scale business development, production, distribution, and consumption.

Many people are involved in the music industry, including financiers, performing parties, and professionals (Khadavi, 2014). According to Raden (in Wadiyo, 2014, p. 11) industrial music is music for sale. Music is

categorized for sale because someone creates and/ or organizes its product, markets it, and is needed by the community (Gans and Siregar in Wadiyo et al., 2014, p. 11).

Music production

Music production is a production behavior intended to meet the needs of each individual so that it can build independence with the main motive of earning a living and maintaining resources and it is done professionally by Qardhawi in (Sari, 2014, p. 2). There are two production of Andy Irawan, namely recording and live performance. The recording is in the form of a vocal recording especially made for brides who want to appear at their reception, but lack confidence in their voice and to minimize mistakes on stage. This recording will later be played on the day of the event, and accompanied by Andy Irawan live.

Production for the live show began with training and rehearsals. This training was carried out one week before the event, as many as twice sessions, to anticipate, if there were many songs with more difficulty levels, or the list of songs being played was very large. One training session was carried out for 2 hours. The things discussed and learned in the training session include; (1) Determine the scale of the tone played/ sung. The determination of this scale was based on the sound range of the singer; (2) Match chords among bass, guitar, and piano; (3) Arrange certain songs; (4) Prioritize training for songs that had a higher difficulty level; and (5) Play all parts of the song sequentially.

Music distribution

Music distribution is closely related to media, namely radio and television to socialize, promote, reduce (persuade), and market related products (Ardini, 2015, p. 370). According to Mohammed, Fisher, Jaworski and Paddison (in Dewatara & Agustin, 2019, p. 4) the elements of digital marketing or marketing via the internet consist of five elements, namely: Product, Communication Price, Community, and Distribution. There are two types of

distribution in Andy Irawan Music, namely internal distribution and external distribution. Internal distribution is a division made by the management of Andy Irawan Music to musicians and their working team. There is also external distribution, which is the distribution made by the management of Andy Irawan Music for consumers/ clients.

Internal distribution in Andy Irawan Music includes; (1) Distribution of job schedules to the team and players as well as the PIC; (2) Distribution of song lists and links/ MP3s to be learnt; and (3) Creating group whatsapp at each event. This distribution was carried out through the WhatsApp group, email, and Google Drive, namely one week before the event. Andy Irawan Music's external distribution to consumers was carried out in two ways, namely direct distribution and indirect distribution. Direct distribution was conducted by selling a product directly with consumers. This direct distribution occurred on the day of the event, while indirect distribution was conducted via WhatsApp chat. Items in the form of recordings, song lists, and post-event photos. Before the event, the finished recordings were sent to consumers, as a form of monitoring. The song list was sent to consumers to be checked again in accordance with the requested list, as well as anticipating if there were additions or subtractions of songs to be played.

Consumption

Consumption according to Samuelson (in Sari, 2014, p. 25) is an activity to spend the use value of goods and services. Consumer goods according to their needs, namely: primary, secondary, and tertiary needs. People who consume are called consumers. Andy Irawan Music had a live performance product. So that consumption activities could only be carried out during the event. Consumers could see and hear again Andy Irawan Music's performance through video resulted by photo and video vendors.

Consumers are the inspiration for the production and creativity of Andy Irawan

Music. It was because production and distribution meet market (consumer) needs and demands. Andy Irawan Music consumers were not only the bride and groom and their families who organized the event, but also invited guests and vendors who were on duty during the event.

Music marketing according to Latrop (in Dewatara & Agustin, 2019, p. 4) involves things like production (making songs, recording processes, performances), product packaging (physical packaging, format, artwork, photos, symbols, logos, development image), distribution (making products buyable), and making consumers aware through promotional activities (traditional and digital) (Wadiyo, 2014).

Andy Irawan Music marketed its products in several ways, namely using social media, wedding expos, cooperation with EOs and WOs, and word of mouth. In marketing its products, Andy Irawan Music had its own team which was managed by marketing team. Marketing Andy Irawan Music consisted of Andy Irawan himself and assisted by Willy.

Digital marketing is a matter of great concern to industry players in this new normal era. This digital marketing plays an important role in introducing products to the community, as stated in a research article (Rahmanto & Rafi, 2020) which states that social media plays an important role during a pandemic.

Besides using Instagram, Andy Irawan also used the WhatsApp application to facilitate communication with clients, EOs or WOs, Andy Irawan Management, Andy Irawan Crew, and musicians. The use of WhatsApp was chosen because of its simplicity and practicality. Whatsapp could be used for personal messages/ private chat, create groups, make video or voice calls, send mp3s, pictures and videos

Andy Irawan used the marketing mix method in marketing his products. Marketing mix according to (Ling, 2014) consists of product, price, place, promotion. First, Andy Irawan had creative products that made him superior to other music vendors. Second, the

price offered varies according to the product being offered. This allowed consumers to choose products at prices that could be tailored to their needs and budget. Third, Andy Irawan Music could play in any city, according to consumer demand. The use of social media also made it easier for consumers to contact Andy Irawan Music. Fourth, Andy Irawan often gave promotions, in the form of discounted prices, or bonuses in the form of additional players (violin, saxophone, piano and harp) as well as additional singers.

Adaptation

The impact of the pandemic is felt by all groups, including wedding industry players. Especially with the government's policy of banning weddings from March 2020 to May 2020. The condition had gradually improved since the government announced the New Normal in June. With the existence of New Normal, Andy Irawan Music had begun to adapt during the Covid-19 Pandemic. When a person faced a new culture, special abilities were needed to overcome cultural differences or cultural gaps in a new environment, namely by adapting (Nakayama & Martin, 2013, p. 60). Adaptation is an adjustment to the environment. This adaptation was done so that Andy Irawan Music could function better for the environment and to maintain the job he had been doing for a long time. Adaptations that had been made by Andy Irawan Music included performing with a new formation, applying virtual music, following recommended health protocols, participating in a wedding showcase, and creating Andy Irawan Disciples.

New formation

The Covid-19 pandemic which had an impact on various aspects of life, especially economy and health, had led the government to issue policies regulating wedding receptions. One of these policies was the regulation of 30% of the capacity of invited guests in a building. The products with new formations offered by Andy Irawan included solo organizations and

mini bands. Solo organ contained 4 people, namely 1 keyboard with 1 violin or 1 saxophone, and two singers. There was also a mini band, with 7 people, consisting of 1 keyboard, drum, guitar, bass, 1 violin/ 1 saxophone, and 2 singers. Even with a smaller formation, the music that was presented was the same. It was because of the sampling, which made orchestral nuanced music playable.

With an affordable price, the bride and groom could still use Andy Irawan Music to accompany the event during the economic crisis. The price offered for solo organ products is IDR 2,500,000. Meanwhile, the mini band product was marketed at a price of 7,000,000 rupiah. The chamber was priced at 15,000,000 rupiah and the orchestra was priced at 25,000,000 rupiah.

Optimization of the use of social media/digital platforms

Social Media as a means of promotion, introduction, and marketing. This is in line with a study (April et al., 2020) that Small and Medium Enterprise (SME) can survive, with digital platforms as a marketing strategy. The social media used by Andy Irawan Music was Instagram. Andy Irawan started using Instagram since 2014. However, at that time it was still a personal account, it was not yet used as a promotional media. Instagram had been used as a promotional tool since 2018, by changing his personal account into a business account. Andy Irawan used paid promote, with id @andyirawanmusic. The post was in the form of an Instagram story and feed. Andy Irawan uploaded photos and videos of the show's documentation.

This account had 14.2 thousand followers with 1,062 posts. The profile contained information about the product, the main office address, and the contact number. Instagram was used to post activities carried out by Andy Irawan Music, from meetings with clients and other vendors, training, rehearsals, and when performing at events.

With the use of social media and the existence of paid advertisements on Instagram,

Andy Irawan Music hoped to expand market reach, made instant transactions, and certainly increased sales. This is in line with a study by (Komalasari et al., 2020) that in adapting to the pandemic era, Small and Medium Enterprise (SME) uses the digital market to market its products. This digital market was one of the innovations in sales acceleration.

Virtual Music

Virtual in the Great Indonesian Dictionary had three meanings, including real, similar, or very similar, and appearing or being present using computer software, for example the internet. Virtual is a method of communication by using internet medium, devices (smartphones, laptops, smart TVs), and applications (whatsapp, skype, zoom). There are several types of virtual communication, including chat, video call, video, and call. During this pandemic, virtual communication was widely used in various fields. Starting from the fields of education, trading, and offices.

Andy Irawan offered a new concept, which could be used as an alternative for clients who wanted chamber/ orchestra products, but had limited space and capacity for invited guests. Virtual music or virtual concerts were conducted by dividing the musicians into groups to be placed in different rooms. This virtual music different from the virtual music studied by (Septiyan, 2020) that changes in musical culture can be seen from virtual concerts carried out by several musicians and artists in the capital by relying on the internet, smartphones, and applications, both YouTube and Instagram without meeting directly with the audience. The difference with virtual music by Andy Irawan is in the media used and through face-to-face with the audience, although not all of them were the same.

Virtual concerts or virtual music were conducted by dividing the music players into several buildings. The first building was the main building which was filled by Andy Irawan Band. The instruments used in the Andy Irawan Band included 1 keyboard, drums, guitar, bass, 2 singers, and saxophone. The

second building was filled with a string quartet and 1 singer, while the third building was filled with harps and saxophone.



Figure 1. Virtual Music

Virtual music was a solution given by Andy Irawan for the rules and conditions for organizing a wedding event or reception. One of the conditions for holding parties in the building was a limitation on the number of invited guests. Only 30% of the building capacity was allowed in one building.

Not all venues in Semarang could use the virtual music concept. Virtual music could only be used in venues that have many buildings and were not too large. One of the venues that could use this virtual music concept is the S2 banquet. S2 banquet had 3 small buildings that were close together. This virtual music was conducted by dividing the music players into each building. The first building was the main building which was filled with Andy Irawan Band. The instruments used in the Andy Irawan Band include 1 keyboard, drums, guitar, bass, 2 singers and saxophone. The second building was filled with a string quartet and 1 singer, while the third building was filled with harps and saxophone.

This virtual music concept could be realized with the help of sound vendors, photo video vendors, and decoration vendors. Sound vendors were responsible for adjusting the sound in and out in such a way that the player's voice could be heard equally from any building, even though the players were in separate buildings. In other words, the sound vendor arranged and provided the tools to distribute

the audio, according to Andy Irawan's directions and requests.

Photo video vendors were located in each building, whose task was to capture and display special moments, both from the first, second, and third buildings, so that all invited guests could see, knew, and enjoyed. Photo and video vendors could not be maximized without the help of a decoration vendor, who was in charge of installing an LCD screen, so that a visual display from the video vendor could be displayed right away.

Following the Health Protocol

Following the Health Protocol is an obligation in living a new habit or new normal. The government had given permission to hold conditional marriages, since June 2020. A condition that must be done was to comply with health protocols. Health protocols that must be implemented were the obligation to wear a mask, used a face shield, maintained distance, cleanliness SOP, spatial SOP, meal SOP, sterilized wedding venues, and provided hand sanitizers.

Andy Irawan as a music vendor who played at various events, especially wedding receptions, obeyed to health protocols as a form of adaptation during the pandemic. Andy Irawan required his team to use a mask, a faceshield, use a sarong for the mic, not change mics, wash hands with soap, use a hand sanitizer, maintain distance, and carry out rapid tests.



Figure 2. Rapid Test Team of Andy Irawan

Rapid test is a method for detecting antibodies, namely IgM and IgG that the body

is produced to fight the corona virus. Rapid test is conducted regularly, during rehearsal, before the event starts. Not only musicians and singers, the crews who helped the program also took part in this rapid test. In conducting the rapid test, Andy Irawan's crew was not only assisted by medical personnel, but also by Andy Irawan's crew. The existence of this rapid test was a collaboration between the vendor, the EO and the bride and groom. So, not all Andy Irawan Music jobs used a rapid test.

Obedying the health protocols was not only done during the event, but also during meetings, exercises, and rehearsals. Masks were used by musicians, while face shields were used by singers. Keeping the distance was done by adjusting the stage layout, so that it was not close together. Using the handsanitizer was done before and after playing. The rapid test was not only carried out by all Andy Irawan Music players, but also the crew on duty.

Wedding Showcase

Wedding Showcase is a simulation of a wedding during the pandemic, starting from the blessing to the reception. The wedding showcase aimed to provide an overview for the bride and groom who will carry out a wedding in the New Normal era. In addition, the wedding showcase also emphasized that the vendors in charge were capable and ready to serve the wedding by using the recommended health protocols.

During 2020, Andy Irawan Music had participated in the wedding showcase twice. First, Andy Irawan Music participated in the wedding showcase held by Mahkota Enterprise in collaboration with the Semarang city government. This event took place on June 8, 2020 and took place at the Merapi ballroom, PRPP. Second, Andy Irawan Music participated in the wedding showcase organized by Berlian Event Organizer in collaboration with S2. This event takes place at the S2 Banquet on June 15, 2020.

Andy Irawan Disciples.

Andy Irawan Diciples was the name of Andy Irawan's music school. This music school was formed to fill activities during the pandemic. Andy Irawan Disciples began to be formed in September 2020, and began officially running in October 2020. As of January 2020, there were three classes open, namely, piano, violin and harp. In this music school, Andy was assisted by Albert, Justina, and Vani. Albert was a lead keyboard player, a graduate of the Sendoratik major, Unnes and a Master of Performing Arts Studies, UGM. Meanwhile, Justina was a violinist at Andy Irawan, graduated with a bachelor's degree in Violin, ISI. And Vani was Andy Irawan's harpist. Albert, Justina and Vani were the teaching staff and curriculum makers at Andy Irawan Disciples

For the time being, Andy Irawan Disciples' piano lessons were still open to learning pop piano. The learning that was carried out includes various types of chords and their application, playing songs instrumentally, and how to accompany a song. The learned chords were not only limited to the basic chords, but also the interval and extension chords. Apart from learning various types of chords, you also learnt to play songs instrumentally.



Figure 3. Piano Lesson of Andy Irawan Disciples

The violin learning used an international standard curriculum, namely the Suzuki method. There were techniques, scales, songs and pieces that have been arranged and sorted from easy to difficult levels. The songs and pieces that were played were classified as classical songs, namely etude, concertino, and concerto. Learning violin at Andy Irawan Disciples, required students to learn musical notes, through suzuki books, as a basis or technical foundation for playing the violin. Not only that, violin students were also taught to read numeric notes. Numerals were taught to play pop songs, both melody and accompaniment. These numbers were used to prepare students to join Andy Irawan Music's team in the future.

Harp learning was conducted in a group format by Miss Vani. One group consisted of 2 students, with a duration of 1 hour. The curriculum used was not clearly written. Even so, the material taught was in the form of fingerings and chords from pop songs

Learning music at Andy Irawan Disciples was conducted once a week, with a duration of 45 minutes. There were 4 meetings in one month. If in one month there were 5 weeks, then the fifth week there was no learning. The fee paid was IDR 400,000.00 In one month.

CONCLUSION

Andy Irawan Music could adapt during the Covid-19 pandemic. Adaptation efforts made by Andy Irawan Music included new formations, maximized the use of social media/ digital platforms, applied virtual music, followed recommended health protocols, participated in wedding showcases, and created Andy Irawan Disciples. This adaptation effort was one of the keys to accelerate Andy Irawan Music's sales. This was evidenced by the increase in the number of existing jobs, from no jobs since March-June 2020, to 46 jobs in July-December 2020, and entering 39 jobs in 2021 as of January 2021.

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