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Ska Grisness Culture Music in the Music Industry and Its Implications in Arts Education

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Abstract

The aims of this study is to explain and reveal how Grisness Culture musical works can compete in the music industry and its implications in arts education. This study uses an interdisciplinary approach with qualitative analytical methods. The research design used a case study and the focus of the research was on the ska music of the Grisness Culture group. The data collection techniques used were observation, interview, and documentation study. The data validation used triangulation techniques with data analysis techniques by using interactive models. The results of this study are Grisness Culture was able to compete in the music industry with the capital they have, namely economic, cultural, social, and symbolic capital as well as marketing activities, namely the production of works, promotion, and distribution. Second, the activities carried out during the work to marketing process lead to artistic experiences through art activities, namely appreciation, creation and expression that can create arts education in a broader context in the music industry and have implications in the form of character values.

Keywords: Ska Music, Music Industry, Marketing, Implications of Arts Education

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INTRODUCTION

Currently, music has developed very rapidly. Working in music is created as a livelihood to earn money through the support of sophisticated technology. Musicians compete to create interesting works to get attention of listeners. The more musicians who create works automatically, the tighter the competition in the music industry. Music as one of the sub-sectors in the creative industry is believed to be able to improve the nation's economy because of the great interest and enthusiasm of young musicians (Ministry of Tourism and Creative Economy, 2015). In competing in the music industry, musicians have to think about how to make their work stand. One of the right ways is to work by using creative ideas. Industry can no longer compete in the global market by only relying on price or product quality, but it must compete based on innovation, creativity, and imagination (Sebayang, 2012). Creative work is a reflection of the musician quality.

The ability in the field of music is the basic capital in working. If the musicians have broad knowledge and skills, then it is possible that the music created also will be have more quality. However, it requires persistence in practicing and learning to get qualified abilities. This will become a habit or it is called a habit in Bourdieu's concept. *Habitus* can mean habitual, appearance, or it can also refer to the nature related to the typical condition of the body (Fashri, 2014: 93). Habits that are carried out continuously will become a capital for someone in various forms. There are various kinds of capital in the Bourdieu concept, namely economic, cultural, social, and symbolic capital. These capitals are used as means of competing in the music industry.

Raden (in Wadiyo, Haryono, R.M. Soedarsono, & Ganap, 2012), explains that the existence of industrial music is because music is traded. In order to be traded, there must automatically be a product to be offered, secondly, there are marketing activities which include promotion and distribution, and these

goods have benefits for the community. In line with what Berk (2017) said, the music industry refers to all organizations that take part in the creation, production, distribution, and marketing of music.

One of the music groups that have striven its position in the music industry till now is Grisness Culture. Grisness Culture is a music group that has the ska genre and was founded in 2015. Ska is a Jamaican popular music style that emerged in the early 1960s (Moscowitz, 2006: 270). According to Alvarez (2018) ska was created from a context where Caribbean slaves had previously used music to preserve African culture during colonial times.

Starting from being active in the ska music community, it motivated the personnel to commit in making works and contributing the music industry. The name Grisness Culture came from the name of its personnel's university, namely UPGRIS and UNNES which when combined become Grisness. Grisness Culture is a music group that is different from the others because it has personnel who are graduates from musical arts education. This is one of the advantages of the Grisness Culture music group because the personnel have learned a lot about music, both of knowledge and skills.

Grisness Culture is an indie or independent music group. Strachan and Hesmondhalgh said that independent music production has close associations with small labels, often loosely organized, and yet committed to engaging an attentive audience (in Walzer, 2017). As an indie music group and relatively new, Grisness Culture can be said to be successful with various achievements. Starting with only singing ska songs from other groups at various events namely art performances both in the city and outside of the city, but over time, Grisness Culture has created an album entitled *Kembang Pujaan* which contains 8 romantic and continuous ska songs. The soft and romantic ska music is the characteristic of this band. Through these songs, Grisness Culture is often invited to various events on RRI, TVRI, and GTV. The

Grisness Culture song was also included in the nomination selection for the 2020 AMI Awards. Those achievements are the result of the hard work of all Grisness Culture personnel. This is in line with what Burgess stated (in Walzer, 2017) that the argument that accessibility and persistence are driving forces in the rise of a self-sufficient 'recording class'. This means that accessibility and persistence are the inspiration for the emergence of independent music groups.

Based on the basic assumptions that have been described, the researcher intends to analyze how Grisness Culture can compete in the music industry which has implications for arts education. This is important to do considering that arts education is one of the media that can help in achieving the goals of education generally, namely to create human beings completely and have character.

METHOD

This study uses an interdisciplinary approach, namely by applying more than one discipline to one discipline (Rohidi, 2011). The problems in this paper are analyzed by using the discipline of sociology and education. The method used is qualitative and analytical. The research design used is a case study. Case study research is research that is carried out intensively, in detail, and in depth towards an organization, institution or certain symptoms (Arikunto in Sugiyono, 2009).

The research focus is on the ska music work Grisness Culture which is able to compete in the music industry and has implications for arts education. The data and data sources use primary data obtained through interviews and direct observations regarding Grisness Culture activities and secondary data sources were obtained from the relevant archives, books, theses, journals, and the related books as references in research.

The data collection technique was carried out by observing, interviewing, and studying documents. The data validation technique used triangulation, then the data analysis technique used was an interactive

model, namely by collecting data, reducing data, presenting data, and verifying data.

RESULTS AND DISCUSSION

Grisness Culture in the Music Industry

Grisness Culture is a ska music group that is productive in creating and trading its work through various activities namely promotion and distribution. This means that Grisness Culture has contributed in the music industry. According to Raden (in Wadiyo et al., 2012) a musical work can be said to be a part of the industry, if the work is traded with the aim of making a profit.

Another thing that can be a factor for a work to contribute in the music industry is there must be a work that is traded. Grisness Culture currently has an album entitled *kembang Pujaan*, which contains 8 soft and romantic songs and they are delivered continuously. The entire process of creating works is carried out independently by relying on the capital that has been collected during previous job offered.

The second factor that makes an artist contributes the music industry is marketing activities (Wadiyo et al., 2012). (Kotler, Wong, Saunders, & Armstrong, 2005: 34) explain that in marketing activities, there are several tools, namely product, price, place (distribution), and promotion which are combined to produce the maximum response to the desired market. This activity must be done properly so that it is right on the target. This was conveyed by Berk (2017) that the music industry is a complex and ever-changing system, and understanding how to effectively represent an artist is essential for success in the field. This means that the music industry is a complex and ever-changing system. Therefore, to be successful in their fields, artists must understand how to present music effectively. The following will be explained some of the tools used by Grisness Culture in marketing activities.

First, the product owned by Grisness Culture is a song with the ska music genre which is put together in an album with a romantic and continuous theme. All songs were composed by Grisness Culture guitarist, Adam Sayogi. In the interview, Adam Sayogi

explained that the inspiration in creating songs came from his personal experience which was dramatized so that he was able to represent the feelings of listeners and became the characteristic of ska Grisness Culture music. According to Murphy (in Dewatara & Agustin, 2019) one of the factors that makes a work known to be different from others is because the work comes from the development of interesting stories related to its creators.

Furthermore, the works that have become the framework will be finalized together with other personnel. The ideas they have are the key to create quality work. The qualified abilities owned by the personnel were also obtained from their hard work in studying and practicing in the music field. According to Bourdieu (in Fashri, 2014: 93) habitus or habit is the result of the accumulated learning and socialization of individuals or groups. This habit eventually turns into an ability that can become a cultural capital for Grisness Culture to develop its potential in the music industry. According to Mutahir (2011) cultural capital is the entire intellectual qualification that is produced formally as well as family inheritance namely diplomas, knowledge, writing skills, manners, socializing methods, etc. So it can be concluded that the habitus of the personnel is capable of being a cultural capital or knowledge that is used as a tool in creating a work.

There are other capitals that can support the implementation of all activities of Grisness Culture personnel, namely economic capital in the form of money used to buy musical instrument equipment. Bourdieu (in Fashri, 2014) explains that economic capital can be in the form of production tools (machines, land, labor), material (income and goods), and money. Based on the results of the interview, the economic capital that is owned cannot be separated from the role of parents who supported so that the personnel were able to get facilities. The economic capital is rotating in nature certainly, it means that Grisness Culture has regained economic capital through its appearance in various events and used as capital for work.

The product creation not only in the song stage, but also in the packaging design stage so that the work looks more attractive. The following is the logo for the Kembang Pujaan album



Figure 1. Kembang Pujaan album logo

This album is a form of symbolic capital owned by Grisness Culture. According to Bourdieu (in Mutahir, 2011) symbolic capital is a power that allows to get equal to what is obtained through physical and economic power. Albums are created from various capitals owned, especially economic capital and the maximum effort of the personnel in working. This symbolic capital is also able to make Grisness Culture get more recognition from the community. Based on the explanation of the various capitals that Grisness Culture has to stand in the music industry, the author provides an overview of the relationship between one capital and others as follows.

Price is the second tool in marketing activities. According to Heryanto, (2015: 84) price is an element that is different from other elements because it has income characteristic while other elements have expenditure characteristics. Based on the research results, Abram as the bass as well as the personnel who is responsible for financial matters at Grisness Culture explained that the album price was determined by considering the expenses starting from song production, album design, video clips, etc. All of these costs came from Grisness Culture's dues which came from their hard work in events from various cities.

The third tool in marketing activities is promotion. According to Heryanto (2015: 85) promotion is a communication or marketing activity that aims to provide information, influence, persuade, and remind the target market to accept and give and be loyal to the products offered. Based on the research results, Grisness Culture has carried out several forms of promotion which will be presented as follows.

The first is advertising which could be interpreted as a form of presentation or promotion of non-personal ideas, goods, or services by sponsors and requires a fee. According to Gemilang, in an interview, it was explained that Grisness Culture had done an advertisement on Instagram for one week continuously to promote its newest single entitled Rindu. The purpose of this advertisement was to show to the community that they were interested in listening and buying works. According to Kotler (in Muliandari, 2013) based on the purpose, the above statement is included into persuasive advertising type, namely advertisements that aim to make audiences listen to and buy works in a convincing way and create confidence in the work through these advertisements. It has been explained that advertising activities needed cost. In this case, Grisness Culture has shown that they had money as economic capital to support the Grisness Culture career.

The second form of promotion is sales promotion. According to Muliandari (2013) sales promotion is a form of direct persuasion through the use of adjustable incentives to stimulate product purchases immediately and increase the number of items purchased by customers. Grisness Culture conducted sales promotion activities by giving album price packages accompanied by merchandise in the form of t-shirts with the Grisness Culture logo. There are 2 choices of shirt colors, namely black and white. This sales promotion was first carried out after the launch of the Kembang Pujaan album by spreading information through their social media, namely Instagram, Facebook, and Twitter.

Promotion through social media is a very effective way currently. The above statement is supported by Berk (2017) who says that there is no doubt that social media and digital marketing have become central to the music industry. Furthermore, the sales promotion will be carried out for the second time in 2021 in the same way, but the two packages have different prices with better quality merchandise. It aims to attract loyal listeners and new fans to stay aware of the existence of Grisness Culture.

The form of sales promotion carried out by Grisness Culture is one proof of the creativity of personnel who have qualified human resources if it was compared to others. Their intellectual capital is included in the category of cultural capital. According to Bourdieu (in Fashri, 2014) cultural capital is an entire intellectual qualification or can be in the form of knowledge.

Third is a form of direct marketing promotion. According to Muliandari (2013) this form of promotion is carried out by organizations that communicate directly with target customers to generate responses or transactions. According to Gama in an interview, he explained that Grisness Culture always tried to socialize with various parties to make it easier for them to get support in the music industry. This was done so that they have many relations. Not only informal relations, but Grisness Culture also often provided proposals to various parties who were likely to be able to support their activities. According to Jackson and Oliver (in Walzer, 2017) the creative entrepreneur prefers to operate in communities of like-minded people, who feed their knowledge infrastructure and ability to generate partnerships. This means that one of the characteristics of independent artists prefers to join the same community so that they can gain knowledge, abilities, and partnerships.

Several media partners who have agreed to collaborate with Grisness Culture since 2017 include RRI, Central Java Tribun, Suara Merdeka, and even Grisness Culture also collaborated with television stations, namely

TVRI and Global TV. Through this activity, Grisness Culture could also be said to have symbolic capital or power.



Figure 2. Global TV Media Partner

The relationship they have was one proof of the capital that Grisness Culture was working on. In Bourdieu's concept, relations is included into social capital. According to Fashri (2014) social capital refers to the social network that the doer has in relation to other parties who have power. This is very important for the music industry artists to make it easier for them to spread their potential.

The next is promotion in the form of personal selling. This personal promotion form is carried out orally by presenting their work to stimulate purchases. In this form of promotion, Grisness Culture had never done it specifically, they just conducted a non-formal presentation as an intermezzo when they performed at several events.

The last form of promotion is publishing. According to Kotler (in Muliandari, 2013) publishing is a company effort to support, foster a good corporate image, and handle or counteract issues, stories, and incidents that can harm the company through building relationships with the community. Grisness Culture as an artist in the music industry always tried to build relationships with the community, especially loyal listeners of ska music through their social media namely Instagram, Twitter, Facebook, and YouTube. According to Berk (2017) the emergence of social media and

digital marketing has had major implications on the way that labels and artists promote their music. This means that social media has a very big influence in terms of promoting a music.

Based on the research results, Grisness Culture used YouTube as a medium for publishing. Burgess and Green (in Walzer, 2017) explain that YouTube's densely populated space as a complex web of amateur and professional media content, constantly intersecting and overlapping. The things that were shared with the community via YouTube included their activities when they performed in various events, from preparation to the end of the event. This was done so that ska music listeners understood more about Grisness Culture and they were interested in always listening to its songs. Furthermore, Grisness Culture also provided cover videos of several songs with other genres as well as guitar tutorials so that people could learn through YouTube.

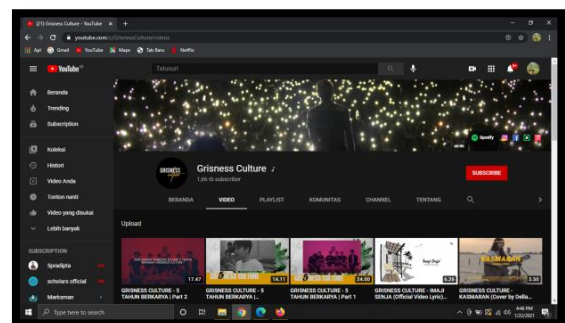


Figure 3. Youtube Channel of Grisness Culture

Promotional activities have been discussed, then there are distribution activities carried out by Grisness Culture. Distribution according to Kotler et al., (2005: 34) is all company activities that make products or services available to target customers. There are 2 types of distribution carried out by Grisness Culture, namely direct and semi-direct. Based on the research results, Grisness Culture often brought its album to every tour in various cities. This is included to the category of direct distribution. This is in line with Salamadian's opinion (2021) which explains that direct distribution is an activity carried out by

producers to sell goods or services directly to consumers.

The second is semi-direct distribution that Grisness Culture required an intermediary to deliver the product to the customer. In this case, Grisness collaborated with an aggregator. Aggregators are facilitators for musicians to sell their music online with a wide range, even to the international level (Njatrijani, 2020). In an interview, Gemilang explained that this aggregator helped them to distribute songs to the community through the music platform. The music platforms that were used included Amazon music, Deezer, Google Play Music, Spotify, iTunes, Tidal, and Joox. The reason they used the Music Platform as a distribution medium is because nowadays many people use this application as an easy way to enjoy the music they like. This was also conveyed by Aguiar (2018) that Playlists have two broad functions. They are both potentially informative lists of songs, as well as utilities for playing the songs on those lists. This means that the music platform has 2 functions that have the potential to provide information and play songs as needed.



Figure 4. Music Platform of Grisness Culture

The last thing that can make Grisness Culture contributed to the music industry is that ska music was needed and beneficial for community. Based on the research results, the ska Grisness Culture music has soft and romantic characteristics so that it could represent the taste of the listeners. This means

that the ska music Grisness Culture was needed as a medium of expression. According to Wadiyo et al., (2012) the products needed by the community are products that are considered to be useful for recreational media or expression and can be imitated. Furthermore, according to Sumardjono (in Rismawan, 2014) expression is a form of implicit statement from the heart and mind expressed through the soul and appreciation of the song that is sung. This can be proven from listeners' comments on youtube which illustrated that the ska Grisness Culture music could represent the feelings of the audience.



Figure 5. Audience comments on Youtube

Ska Grisness Culture music can also be imitated, this was evidenced by several cover songs on the Grisness Culture youtube channel with different genres. In addition, there was also one of the Grisness Culture songs which was used as audio on the TikTok application as an accompaniment to dancing.

Based on the research results that have been presented, it can be explained again about how Grisness Culture has been able to stand in the music industry until now.

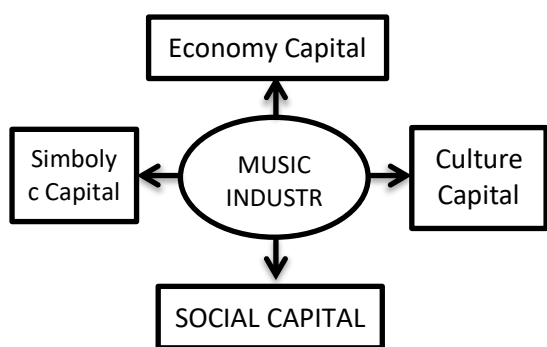


Figure 6. Capital in the music industry

Habitus owned by Grisness Culture personnel formed several capitals. Habitus can be said to be an assimilated past without clear awareness, habitus is an internal archive of personal experiences rooted in different aspects of Bourdieu's individual social journey (in Costa, 2015). This habitus summarizes a person's social actions to develop in acting, thinking, understanding, and approaching the world and their role. Therefore the habitus of every human being is able to form a capital for the individual concerned.

The music industry is an arena or a place for Grisness Culture to stake their principal. Without strong capital, Grisness Culture would not be able to survive. According to Bourdieu (in Costa, 2015) fields of action are sites of struggle where social agents strive for different forms of capital that give them a position and a place in the social structure. The four capitals in the image above are related to one another. Without material or money and knowledge, Grisness Culture would not be able to form a group with quality work. The work that has been created can be used as symbolic capital to gain recognition and relations as social capital for the benefit of partnerships. Furthermore, with connected capital, Grisness Culture striven to keep capital rotating to gain more power in a field or arena, namely the music industry.

Implications for Arts Education

Arts education has an important role in supporting the achievement of educational goals, namely developing potential and making

human beings intact and have character. This is because arts education is able to provide space for someone to develop their potential through awareness and aesthetic sensitivity (appreciation), creativity, and giving students the opportunity to express themselves (Triyanto, 2017). The activities of appreciation, creation, and expression are three aspects that are interrelated with one another. The three aspects above can be developed through artistic activities that can accommodate a person to gain aesthetic experiences. According to Jena (2014) aesthetic experiences can be obtained through various ways namely listening, presenting work or giving focus of attention and taking time and being involved in understanding the work.

Grisness Culture is a ska music group that has contributed the music industry and has gone through various processes. This music group started its career by joining the ska music community in Semarang. Starting from this community, Grisness Culture gained a lot of knowledge through communication with other community members. This was conveyed by Sugeng as the drummer of Grisness Culture who explained that he had learned a lot about ska music in detail through the community. The same thing was conveyed by Gemilang who explained that Grisness Culture was able to find its characteristic because it listened a lot and paid close attention to ska music in other ska music groups. Based on the above statement there is an implication of the value of curiosity shown by the personnel in their efforts in learning ska music.

Furthermore, the explanation above also proves that there were implied values, namely friendly and communicative values. According to Kosim (2011) friendly or communicative values are actions that show a sense of pleasure in talking, socializing, and collaborating with others. Listening and observing ska music from other groups is also included in appreciation activities. Appreciation is an award that has a positive meaning for someone's work through observing, appreciating, enjoying, and

justifying the acceptance of a certain impression on the object of the artwork being considered (Triyanto, 2017). In the activity of observing and appreciating as well as assessing the work of other musical groups there is also value of respect. Respect means the attitude of acknowledging and respecting the success of others (Kosim, 2011).

After going through the appreciation activity, the personnel would indirectly get an idea of how to work. This was confirmed through the results of an interview with Abram as the bass of Grisness Culture who said that initially Grisness Culture only featured songs from existing ska music groups, but because they listened and understood a lot, there were ideas to create works. According to Triyanto (2017) art provides space for the doers to sublimate their imagination and feelings. This means that the songs created by the personnel were a representation of their imagination. In the process of creating works, of course, there are many discussions from various parties. This showed an attitude of tolerance among personnel. According to Kosim (2011) tolerance means an attitude of respecting the opinions or actions of others who are different from himself.

The next activity is presenting the work created to the audiences, Grisness Culture carried out expression activities. Expression is a need for everyone to express how they feel and as a way to ask for approval of their existence. This is in line with what Rondhi (2017) said, that expression is a need that exists within everyone to express, state, and communicate their thoughts, feelings, or emotions to others.

In the process of expressing works, Grisness Culture also always strove to show the best. This was evidenced by regular practice. Based on the research results, Grisness Culture often did exercises at the nearest music studio. This shows the implications of the value of discipline and responsibility. According to Kosim (2011) discipline means an orderly and obedience attitude to various rules and regulations. Discipline in practicing is able to

have a positive effect on a person's character in everyday life. Furthermore, there is also the value of responsibility which can be interpreted as the attitude of carrying out the duties and obligations that must be done (Kosim, 2011).



Figure 7. The Process of Grisness Culture Practice

In the music industry, one of the goals of expressing a work is to get feedback from the audience so that the artist of the arts can survive. As has been explained that the three aspects of appreciation, creation, and expression are related to one another so that it will return to audience appreciation to support communication between artists and audiences. This was also conveyed by Triyanto (2017) that art has a social dimension as a medium of interaction between artists and community.

Based on the explanation that has been described, it can be concluded that art makes humans as the main actors who determine direction and thoughts in a balanced manner. Art activities carried out were not only for the benefit of Grisness Culture personnel. Creation and expression activities could be used as a medium to fulfill the needs of personnel, while appreciation activities could be used as a fulfillment of people's needs for aesthetic experiences.

CONCLUSION

The first conclusion is that Grisness Culture is a ska music group that has contributed in the music industry through a

work in the form of a ska music album entitled Kembang Pujaan. In the process of contributing Grisness Culture into the music industry, there were several activities carried out namely product creation, promotion, and distribution as well as the existence of song works that were useful as a medium for public expression. Second, art activities in the form of appreciation, creation, and expression provided an aesthetic experience for Grisness Culture and have implications for character values namely discipline, responsibility, curiosity, respect, and others. These values function as an effort to create human beings intact and have character in accordance with the goals of education.

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