



The Existence of Pyong Pyong Band in Semarang (1999 – 2022)

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Abstract

Pyong Pyong Band is a pop punk band from Semarang formed on December 8, 1999. The purpose of this research was to describe and discuss the existence and the efforts of Pyong Pyong band to maintain its existence. This study used a phenomenological approach and qualitative methods. Data collection techniques were carried out through the stages of observation, interviews and documentation. Based on the results of the research and discussion, it was concluded that Pyong Pyong Band still exists today. This is evidenced by the increasing recognition by the public of the works of Pyong Pyong Band, including the number of Instagram followers which reached 3,806. Furthermore, to maintain its existence, Pyong Pyong Band makes efforts through activities by continuing to work in music, collaborating, and utilizing various social media in establishing communication with their fans as well as a medium to popularize his works.

Keywords:

*Existence, Pyong Pyong
Band*

INTRODUCTION

In the world of art, there are various branches of art, one of which is music. In the art of music, there are elements such as rhythm, harmony, melody and tempo. Along with the development and changing times, the art of music certainly changes over time. Music is an art that originates from sound. There are four elements that make up music, such as the tone or sound that is regular, the amplitude or strength of the sound which in musical terms is called "dynamic", the element of time which includes the length of the sound (counts of long-short / tone beats), along with the timbre or sound color (Poetra, 2006, p. 28).

Semarang is one of the big cities in Indonesia as well as the capital of Central Java province. In this city, there are many bands, both from the people of Semarang itself, the community, and students. However, it is not uncommon for these bands to not last long, either due to external or internal factors. In addition, maintaining a group is not an easy thing. Of the many bands in Semarang, there is one band that has survived and exists until now, namely Pyong Pyong band.

Pyong Pyong Band debuted on December 8, 1999. In the 23 years since its establishment, the band has experienced player changes. Even so, the achievements they obtained, such as screening of their songs on MTV

Asia (Singapore) and channel V (International music television station) are achievements that are difficult to obtain by other bands. In this study, researchers put more emphasis on the existence of Pyong Pyong band in Semarang. It is hoped that this research can be used as a reference for band groups, both bands in Semarang and other cities.

METHOD

In this study, a phenomenological approach and a qualitative method were used to describe the existence of Pyong Pyong Band in Semarang.

Furthermore, this study employed three data collection techniques such as interview technique, observation technique and documentation technique.

1. Interview Technique

The interview in this study were addressed to Adit, the leader of Pyong Pyong band, to gather data or information regarding the background of Pyong Pyong band's journey and achievements.

2. Observation Technique

Observation were carried out by directly observing Pyong Pyong band practice process like the location for practicing, the facilities owned by the Pyong Pyong band and also social media used to find out the number of followers that Pyong Pyong band has.

3. Documentation Techniques

Documents needed in this study to obtain more information about the Pyong Pyong band such as photos/videos related to the rehearsal process and Pyong Pyong band's performance. The study also collected documents such as files or archives related to the achievements of the Pyong Pyong band.

In this study, the researcher used the triangulation technique as a data validation technique. According to Sugiyono, (2008, p.274), there are three kinds of triangulation techniques, as follows: (1) Source triangulation was done by testing the credibility of data by obtaining information through several sources. (2) Technical triangulation was applied by checking the same source with different techniques. (3) time triangulation was conducted since time also often affects the credibility of the data. Data collection must be adapted to the condition of the source.

RESULT AND DISCUSSION

Pyong Pyong, which is a Pop-Punk Band Group located in Semarang, was founded on December 8, 1999, consisting of 3 personnel: Adi Setyanto (vocalist), Bayu Nugraha (drummer), and Pandu Dewanata (guitarist). Their basecamp was located at Jl. Abdulrahman Saleh No. 780, Kalipancur, Kec. Ngaliyan, Semarang City, Central Java 50183. This place is named Kubu 780.

The name Pyong Pyong is taken from the *Kadalog* language, namely "myongmyong", which means to reject gently, which is a play on "myongmyong", an expression of rejection of a kind of "tradition", featuring the music of the band Top Forty, which at that time was widely played in cafes around Semarang. Before being named Pyong Pyong, the group was called 99 Red Ballons.

Initially, the group had the Melodic Punk genre, but later changed to Pop Punk. It was formed due to the habit of its members hanging out together on Jl. Kaligarang to be exact at the Lestart studio. Throughout its journey, this group has undergone personnel changes, as mentioned by Adit, the vocalist who remains the sole member persevering to this day. In the course of their career, this group managed to release several albums, such as *Stuck* (Ep) in 2003, *The Pig Family* in 2005, *Bald Savage* in 2008, *Superstar President* in 2010, and *Pigza* (Ep) in 2019.

Apart from releasing a number of albums, the group also achieved a number of achievements including: in 2005 the EP album immediately attracted Proton Musika; as the only local band from Semarang whose first video clip was shown on MTV VH1; for 5 consecutive weeks the song "My Wife is Lesbian" was ranked 1st on "O chanel" Jakarta local TV; the song was published in Chord Music magazine; and until now this group still exists with a number of concerts in a number of big cities in Indonesia, such as: Jakarta, Yogyakarta, Surakarta, and Makassar. One of their best works, the song "Me and the World" got 25,000 viewers.

Some of these achievements are inseparable from the support of the facilities they have, such as: representative practice areas and adequate musical instruments. As a practice site, Pyong Pyong Grub Band uses the BM Music Studio on Jl. Singotoro Raya, No. 2 Karanganyar Gunung, Candisari Subdistrict, Semarang, Central Java. The exercises are held every Monday at 21.00 Jakarta Time. Aside from being a rehearsal space, this studio is also used to compose songs and have discussion.

Since the beginning of their career in 1999, the existence of Pyong Pyong Band has experienced several personnel changes. Even so, this did not become an obstacle in carrying out their career. From year to year, this group actively makes their works by releasing songs through various social media they have, such as: Instagram, Twitter, Facebook, Spotify, iTunes, Tiktok, Joox, Deezer, or YouTube. Generally, their songs contain criticism and tolerance. Apart from working, this group has also attracted attention and been accepted by the public. One of the fan clubs of this group is the Pig Family. These fans have faithfully enjoyed his works until now. These are all proofs that until now this group still exists.

In September 2021, Pyong Pyong embarked on a re-recording project for one of their songs titled "Pig Family." This song serves as an anthem, offering a satirical portrayal of the country, where little pigs symbolize the powerless challenging the authorities depicted as wolves (Barriermagz.com, 2021). Apart from re-recording, the group is also working on music videos and making hundreds

of merchandise and live acoustic concerts on the Horny Cupcakes YouTube channel (Tribunjateng.com, 2021). The collaboration between Pyong Pyong band and Horny Cupcakes, a clothing brand that exists in Semarang, is one of Pyong Pyong band's efforts to maintain its existence. Of course, it was a tough process for this group to achieve extraordinary achievements during their 21 year career. The band Pyong Pyong's greatest achievement to date was having their music video played on MTV Asia (Singapore) and Channel V (an international music television station) in 2015.

Based on these descriptions and explanations, it is highly evident that Pyong Pyong continues to thrive and exists to this day. This is in line with the opinion of Sjafirah and Prasanti, (2016, pp.3-4) in (Ramayani et al., 2019, p. 1588) that this existence needs to be "given" by others to us, because with this response from people around us prove that our existence is recognized.

In addition to their consistent presence on various social media platforms, Pyong Pyong Band has made significant efforts to sustain their existence. They have actively produced music videos, created a wide range of merchandise, and performed live acoustic concerts. Notably, they collaborated with Horny Cupcakes, a clothing brand based in Semarang, for a joint concert, which can be witnessed on the Horny Cupcakes YouTube channel. The adopted strategy or method aims to ensure that Pyong Pyong remains recognizable to its audience. This is achieved by promoting their works through various social media platforms and

sharing YouTube links to reach a wider audience. The introduction and dissemination of information about a group is seen as one of the most effective ways for a group to establish relationships with the fan community and maintain its existence. This is in line with Ikram's research (2019, p. 3). In his research which discusses the existence of modern music in DJ groups which is published in the journal *Virtuoso: Journal of Musical Studies and Creation*, stated that "... Vibetronic's method is applied to maintain its existence, by doing several activities such as paying attention to the will of the community, producing content regularly and building relationships both within the community and outside the community.

CONCLUSIONS

Based on the results of research and discussion related to the existence of Pyong Pyong Band in Semarang, the following conclusions can be obtained: (1) The Pyong Pyong Band's presence not only endures but also continues to flourish, evident through their unwavering commitment to creating new works and their persistent efforts to expand their reach as well as the strategy they have implemented so that this group remains known and attracts audiences. (2) Apart from being consistent in working and collaborating with various parties, public recognition of the existence of Pyong Pyong band through various social media proves that Pyong Pyong band still exists today.

Suggestions

Based on the results of this research and discussion, a suggestion was made to the Pyong Pyong band is that in the process of compiling the work, it is better to write it in a standard form of musical notation, so that the Pyong Pyong Band group can store the scores of songs that have been made. In addition, the project of compiling works to maintain existence will be even more interesting if the Pyong Pyong Band also makes a schedule for 56 virtual concerts, so that people can still enjoy Pyong Pyong Band's music live, even though it's virtual.

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