



## Management of Christian Entertainment in Semarang

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### Abstract

*Christian Entertainment is a music group from Semarang that manages its management to maintain its existence and music quality. This is evidenced by the participation of Christian Entertainment in the entertainment industry and music performances, especially in wedding events, from 1999 until now. The purpose of this research was to understand and describe the performance management of Christian Entertainment and identify the factors that hinder and support the management activities carried out by the group. This research is a descriptive study with a qualitative approach. Data collection techniques employed in this study included observation, interviews, and documentation. Data validity was ensured through triangulation. Christian Entertainment, in terms of management functions, involve planning, organizing, directing, and controlling. The elements of Christian Entertainment's management include man, material, method, machine, market, and money. The management principles applied by Christian Entertainment are division of labor, delegation of rights and responsibilities, and unity of direction. The lack of a dedicated rehearsal space poses a challenge to the management activities conducted by Christian Entertainment Music Group.*

### Keywords:

*Management, Christian Entertainment, performing*

## INTRODUCTION

Music is the expression of human emotions implemented through the form of sound, rhythm, melody, and beautiful harmony (Prasastiningtyas & Rachman, 2021). There are various events that require music entertainment as an accompaniment to the event procession, such as weddings, talent shows, ceremonial events, religious activities, and television programs (Habibi & Irwansyah, 2020). Further, there are several forms of musical presentation that can be chosen or tailored to the theme and concept of the event or activity to be conducted. These forms of presentation can include solo music, limited group music, electronic music, and orchestral music performance (Hayati & Putra, 2021).

An orchestral music group is a collective of musicians who play musical instruments together and is one of the communities of music groups (Sejati, 2021). This group is capable of performing various genres of music such as classical, rock, pop, blues, and regional music styles like *campursari* and *dangdut*, making the orchestral music group have its own value due to its flexibility in all music genres and adaptability to the needs of related activities (Fua'adi, 2009). This is the basis for the formation of management structures that focus on non-technical aspects within an orchestral music group because with good management, a music group can achieve better planning, organizing, implementing, controlling, and supervision (Nashar, 2016). This can be seen in orchestral groups like Oni & Friends, Erwin Gutawa Orchestra, and Purwacaraka, as they continue to

demonstrate their existence until today.

Semarang is a city that is frequently visited by both domestic and international musicians for concert tours. This has significantly increased the interest in music among the community and has fostered competitiveness among musicians to enhance their existence in meeting the entertainment needs in the field of music (Muzammil & Hartuti, 2012).

One of the activities in Semarang that requires music entertainment is wedding receptions. Music is used as a form of entertainment for the couple, their families, and the invited guests attending a wedding event. Based on an interview with Ong Novitania Mulyono, the manager of Christian Entertainment music group, wedding receptions in Semarang often employ music entertainment services in various formats such as pop orchestras, pop music groups, dangdut music groups, solo organ performances, acoustic groups, and chamber strings. However, the orchestra format is more commonly chosen for wedding events in Semarang due to its flexibility in playing various genres of music.

In the development of music in Semarang, orchestral music groups participate in fulfilling the entertainment needs. This is evidenced by the existence of orchestral groups in Semarang, such as Christian Entertainment, which is pioneered by Christian. In addition to Christian Entertainment, there are several other orchestral groups, including Andi Irawan Entertainment, Surya Vista Orchestra, and Steve Deaprove Entertainment.

Christian Entertainment is one of the music groups from Semarang that was established in 1999 and

specializes in orchestral music performances, playing various genres such as pop, jazz, and blues. This music group consists of several members who are musicians and university students residing in Semarang. With effective management, Christian Entertainment has been able to maintain its existence and compete with other music groups in Semarang. This is evidenced by their participation in the entertainment and music industry, particularly in wedding events. The researchers took concrete action by conducting a research titled "Management of Music Performance by Christian Entertainment Group in Semarang" to help music groups in Indonesia, especially in Semarang, enhance their existence through effective management.

## METHOD

This research is a descriptive study with a qualitative approach. The data collection techniques included observation, interviews, and documentation. The observation took place at the rehearsal venue of Christian Entertainment music group, specifically at the TP Semarang music studio. Interviews were conducted with Christian Adi Setianto, the responsible person, and Ong Novitania Mulyono, the manager of Christian Entertainment music group. The documentation was carried out to gather data on rehearsal schedules, organizational structure, performance photos, song scores used, and preparation photos prior to performances. The data validity was examined using triangulation technique.

## RESULT AND DISCUSSION

### *The Profile of Christian Entertainment*

Christian Entertainment is one of the music groups based in Semarang, founded by Christian Abdi Setianto in 1999 and still exists today. The formation of this music group was driven by Christian's urgent financial needs as he had to pay for his own schooling since 1995. In order to generate income, Christian decided to enter the world of music and also became a music instructor at Obor Mas, which was one of the music courses in Semarang in 1997.

Initially, Christian Entertainment performed music presentations in the format of a solo organ played by Christian Abdi Setianto himself. Christian's first performance took place at a wedding exhibition titled "royal wedding" in Citraland Semarang, where he and Sri Ratu accompanied Yuni Shara as a music accompanist on April 4, 1999. The debut performance by Christian received positive responses from the audience and the event organizers because his music presentation successfully created a lively atmosphere in the event. After that, Christian received numerous offers from various parties to provide music entertainment in Semarang.



Figure 1. Christian Entertainment  
(Source: Christian Entertainment Documents, 2013)

The scheduling of rehearsals in Christian Entertainment is of utmost importance to maintain the unity and

solidarity among group members. The music performances presented by Christian Entertainment are carefully prepared, starting from the selection of songs, the costumes to be worn, and other equipment that supports the music presentation, ensuring that the show runs smoothly and flawlessly.

The personnel of Christian Entertainment music group consist of keyboard player, bass player, guitar player, drummer, saxophonist, flutist, trombonist, trumpeter, violinist, and vocalist.

Name	Role
Christian Abdi Setianto	Conductor
Hendi Catur Prasetyo	Keyboardist
Hanny Agus Laksmmono	Bassist
Benedictus Prakasa	Guitarist
Mochamad Rifai	Saxophonst
Triyanto	Trombonist
Melvin Rivelino	Trumpeter
Andi Allegri Vivaldi	Violinist
Jaka Agung Prasetyo	Vocalist 1
Resya Yusadana	Vocalist 2
Dinar Hana	Vocalist 3
Nalurita	

Table 1. Christian Entertainment Personnel  
(Source: Christian Entertainment Documents)

The personnel of Christian Entertainment music group from 2013 until now has remained solid without any changes. However, in case there are unexpected obstacles preventing a member from participating in a music performance, a replacement will be sought to complete the formation of Christian Entertainment music group for the upcoming show. Further, Christian Entertainment music group has several characteristics, one of which is being a multi-genre music group.

### *The Functions of Management in Christian Entertainment Music Group*

**Planning.** It is a fundamental function in management activities. In this function, management plays a role in setting goals to be achieved by an organization (Sadikin et al., 2020). Prior to carrying out an activity, every organization requires a planning process that is relevant to its objectives. In this process, planning involves the development of activity plans, the assignment of responsibilities, and determining the location where the activities will take place.

Christian Entertainment implements planning that provides direction and steps to be taken. Ong Novitania Mulyono, as the manager of Christian Entertainment, stated that besides fulfilling the musical entertainment needs of the community, this group can also serve as a medium for artistic learning and organization for young people in Semarang.

Christian Entertainment has a work program structure used for planning activities. The program consists of weekly and monthly programs. The weekly program includes practice sessions every Saturday and Sunday, discussion of songs and song arrangements conducted by Hendi Catur Prasetyo, the keyboard player, and evaluation of the practice sessions. The monthly program includes special practice sessions for job preparations, conducted twice before the performance begins, committee meetings to discuss accepted jobs and manage additional schedules, as well as promotion and marketing activities conducted by Ong Novitania Mulyono, the manager of Christian Entertainment. The promotion

includes publishing photos and videos on social media platforms like Instagram and YouTube.

**Organizing.** It is the overall management activity aimed at grouping each member with their respective functions, tasks, responsibilities, and authorities in order to establish activities that are useful and effective in achieving predetermined goals (Rohman, 2017).

The organizing in Christian Entertainment is carried out by Ong Novitania Mulyono as the manager to coordinate each member who is responsible for scheduling rehearsals, performance schedules, financial management, open recruitment, and instrument maintenance within the Christian Entertainment music group. Here is the organizational structure of Christian Entertainment music group.

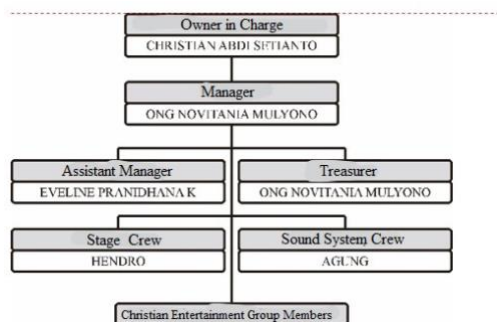


Figure 2. Organizational Structure  
(Source: Christian Entertainment Documents)

**Actuating.** Direction or leadership is a fundamental function of management activities. This function also involves efforts to motivate each member to perform their respective tasks (Sadikin et al., 2020).

The direction within Christian Entertainment music group includes conducting weekly training sessions for the combo team, which is attended

by Christian Abdi Setianto as the organ player, Hendi Catur Prasetyo as the keyboard player, Benedictus Prakasa Putra as the guitar player, and Hanny Agus Laksmono as the bass player at TP Semarang music studio.

The complete personnel receive regular training every month at TP Semarang music studio. In addition to providing training programs, Christian Entertainment music group also conducts recruitment of additional personnel for activities that require more members. The need for additional personnel arises when clients request Christian Entertainment music group to perform orchestral music with more string players.

All members of the Christian Entertainment music group have the responsibility to deliver maximum performance by going through several rehearsals before the show. In addition, the selection of songs is done during the weekly or monthly routine programs at the practice venue, which is TP music studio.

This direction management enables the personnel to deliver maximum performances in Christian Entertainment's music shows. It is a testament to the success of the group, which prioritizes professionalism and quality, as they have accompanied artists such as Krisdayanti in 2021, Lyodra Ginting in 2021, and Tina Toon in 2022.

This management also includes the mobilization of materials, such as providing facilities like music studios and provisions for the personnel, as well as the mobilization of non-material elements, such as offering support and motivation to all members of the Christian Entertainment music group.

**Controlling.** It is carried out with the aim to ensure that all

management processes run according to the planned objectives and targets. It also aims to ensure the discovery and implementation of activities in the field in accordance with the established plans (Rohman, 2017).

Control is carried out by the manager of Christian Entertainment music group to ensure that the group's activities are in line with the established plans. This control function also serves to identify any obstacles within the Christian Entertainment music group and find appropriate solutions to overcome them. Supervision is conducted by the manager of Christian Entertainment music group and includes production supervision, performance supervision, and property supervision.

Production supervision is carried out by directly overseeing the activities of the Christian Entertainment music group, including rehearsals, performance preparations, and the well-being of the personnel. This supervision is conducted to monitor the performance of the stage crew and sound system crew to ensure that there are no errors in their setup. In addition, property supervision is performed to oversee the costumes and musical instruments owned by the group, and if any issues arise, a small meeting will be held to address and follow up on those issues.

#### ***The Elements of Management in Christian Entertainment Music Group***

A good management has several elements that are simply defined as important aspects that must be present within it. In other words, management will not be optimal and perfect if it is not fulfilled with these essential elements (Rohman, 2017). The management elements applied in Christian Entertainment music group

are man, materials, method, markets, machine, and money.

**Man.** Christian Entertainment music group has a systematically structured organizational management consisting of Christian Abdi Setianto as the group's responsible person, Ong Novitania Mulyono as the manager, Eveline Pranidhana Koerniawan as the co-manager, Ong Novitania Mulyono as the treasurer, Hendro as the stage crew, and Agung as the sound system crew. Furthermore, The group also has several personnel, including Christian Abdi Setianto as the conductor, Hendi Catur Prasetyo as the keyboard player, Hanny Agus Laksmono as the bass player, Benedictus Prakasa Putra as the guitar player, Mochamad Rifai as the saxophone and flute player, Triyanto as the trombone player, Melvin Rivelino as the trumpet player, Andi Allegri Vivaldi as the violin player, Jaka Agung Prasetyo Utomo as vocalist 1, Resya Yusadena as vocalist 2, and Dinar Hana Nalurita as vocalist 3.

**Materials.** Christian Entertainment music group uses various instruments for their rehearsals and performances. The musical instruments include keyboard, bass, guitar, drums, saxophone, flute, trombone, trumpet, violin, and microphone for vocals. In addition, the group utilizes musical scores in the form of numeric notation (numeric notation system) and sheet music (staff notation) for their music presentation.

**Method.** The method used by Christian Entertainment music group to prepare for performances is a weekly routine training method for the combo team and a monthly routine training for all members of the group.



This training method is the effort made by the group to maximize the musical performance quality of all members. Furthermore, rehearsals for specific gigs are conducted twice prior to the event day to refine the repertoire of songs to be performed.

**Machine.** Christian Entertainment music group uses TP Music Studio in Semarang as their rehearsal space and gathering place for the management and members of the group. They rent TP Music Studio because Christian Entertainment doesn't have their own private studio. Furthermore, the members of the music group utilize tablets as a medium for storing and reading song notations in PDF format. In addition, the group uses a car for transportation purposes to take the members from the gathering place to the venues where their activities will be conducted.

**Markets.** The marketing strategy carried out by Christian Entertainment music group is conducted by Ong Novitania Mulyono and Eveline Pranidha Koerniawan as the manager and co-manager, respectively, through Instagram. They upload documentation such as photos and videos of their rehearsals and performances. In addition, Ong Novitania Mulyono engages in verbal marketing by directly communicating with event organizer vendors.

**Money.** The source of income for Christian Entertainment music group is derived from performance fees. This income is then allocated for studio rental, vehicle rental, as well as honorarium payments for the management and members of the music group.

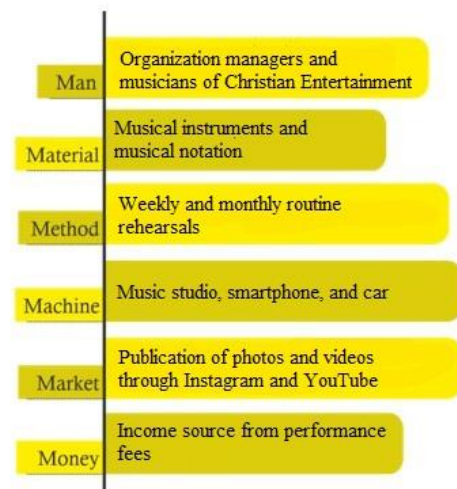


Diagram 1. The Management Elements of Christian Entertainment  
(Source: Researchers' Document)

### ***The Management Principles of Christian Entertainment Music Group***

Christian Entertainment music group applies management principles in its operations. Management principles are fundamental statements that serve as guidelines for thinking and acting by a manager (Wijaya & Rifa'i, 2016). The management principles applied by the group include division of labor, authority and responsibility, and unity of direction.

**Division of Labor.** The division of labor in Christian Entertainment music group is done by assigning tasks to each manager and member of the group. The division of labor among the managers consists of Christian Abdi Setianto as the responsible person for the group, overseeing all aspects related to Christian Entertainment music group. Ong Novitania Mulyono serves as the manager, responsible for organizing the organization and contracts. Eveline Pranidhana Koerniawan serves as the co-manager, responsible for confirming client requests with the manager. Ong Novitania Mulyono also serves as the treasurer, responsible

for managing the organization's finances. Hendro works as the stage crew, responsible for stage layout, while Agung works as the sound system crew, responsible for arranging the sound system and musical instruments to be used.

The division of work for the music personnel consists of Hendi Catur Prasetyo as the keyboard player, Hanny Agus Laksmono as the bass player, Benedictus Prakasa Putra as the guitarist, Mochamad Rifai as the saxophone and flute player, Triyanto as the trombone player, Melvin Rivelino as the trumpet player, Andi Allegri Vivaldi as the violin player, Jaka Agung Prasetyo Utomo as vocalist 1, Resya Yusadana as vocalist 2, and Dinar Hana Nalurita as vocalist 3.

**Authority and Responsibility.** As the manager of Christian Entertainment music group, Ong Novitania Mulyono grants the right to the group members to receive payment (honorarium) after the performance and provides them with the right to give constructive feedback and suggestions regarding any shortcomings within the group. Furthermore, the organizational managers and music personnel are also entrusted with responsibilities in accordance with the assigned tasks determined by the manager.

**Unity of Direction.** The organizational managers and music personnel of Christian Entertainment music group are always provided with clear goals by Ong Novitania Mulyono as the manager to maintain the musical quality of the personnel and the quality of work within the organization. The provision of direction is aimed at preserving the existence of the music group.

### ***Supporting Factors and Obstacles in the Management of Christian Entertainment Music Group***

**Supporting Factors.** They consist of internal and external factors. Internal factors include management, group members, and crew. (1) Management. The Christian Entertainment music group, in maintaining its existence, is supported by effective management. Clear program activities facilitate the executives and members of the group in fulfilling their tasks and responsibilities. The guidance provided by Ong Novitania Mulyono as the manager is also a supporting factor in managing the music group, as it helps unify the direction and goals for the executives and group members. (2) Group Members. The members of the Christian Entertainment group are crucial in supporting the management activities. Their commitment and cooperation in maintaining the quality of music and the existence of the group are essential. The level of discipline exhibited by the group members and executives also influences the success of the management. Adhering to schedules ensures that activities are carried out efficiently and yields optimal results. Furthermore, the professionalism of both the group members and executives also contributes to the success of the group's management. (3) Crew. As a music entertainment service provider, the Christian Entertainment group relies on its crew to ensure successful performances. The proficiency of the stage crew and sound system crew in arranging equipment can enhance the quality of the performances. Well-organized performances have a positive impact on the marketing and promotion of the music group.



External factors consist of clients and event organizers. (1) Clients. Clear client requests, such as song choices and musician attire, make it easier for the Christian Entertainment group to determine the necessary steps to take. (2) Event organizers. Good cooperation between the group and event organizers has a positive impact on the success of an event or performance.

**Obstacles Factors.** The obstacles consist of internal and external factors. Internal factors include management, group members, and crew. (1) Management. The lack of a dedicated venue owned by the Christian Entertainment group can be a factor that causes difficulties for a manager in organizing the members in managerial activities. (2) Group members. Each member of the Christian Entertainment music group has their own characteristics, making it challenging to manage the group. Timeliness in providing sheet music and rehearsal time is also a common challenge faced within the group. (3) Crew. Miscommunication or misinformation between the crew and group members can have fatal consequences during a performance. For example, if some instruments are sounding faint in the monitor, it can create difficulties for the musicians.

External factors consist of clients and event organizers. (1) Clients. Last-minute requests from clients during a performance can force the Christian Entertainment group, which has already prepared the song sequence, to make quick changes. (2) Event organizers. Communication between the group and event organizers may sometimes be less than optimal, leading to mistakes in information regarding the order of songs to be performed. This can result

in the group making sudden changes to the song presentation order.

## CONCLUSIONS

Christian Entertainment, according to management functions, has the planning function, which includes practice schedules, weekly work programs, and monthly work programs. Further, the organizing function involves having an organizational structure consisting of responsible individuals, managers, assistant managers, crew members, and musicians. Next, the actuating function involves providing weekly and monthly training processes. Moreover, the controlling function includes overseeing production, performances, and property management. Furthermore, the elements of management in the Christian Entertainment group include man, material, method, machine, market, and money. This is evidenced by the structured and clear organizational structure, practice schedules, management meetings, weekly programs, and monthly programs. Finally, the applied principles of management include clear division of work among organizational managers and group members, providing balanced rights and responsibilities to all group members, and providing clear direction and goals to enable the managers and group members to work to their fullest potential.

There are several factors that support the management of the Christian Entertainment music group, including the management itself, the members, and the crew. However, there are some aspects that are not yet covered in the implementation of the

group management, such as the lack of a dedicated gathering place for the members and managers, the absence of comprehensive evaluations of the group members, and insufficient promotion efforts. In addition, the lack of comprehensive evaluations results in difficulties in managing the members, particularly in terms of time discipline, which becomes a major hindrance in the management of the Christian Entertainment music group.

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