

Optimalisasi media online dalam menjaga eksistensi industri musik indie di Indonesia = The optimization of online media in maintaining the existence of indie music industry in Indonesia

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Abstrak

Keberagaman musik, tidak lagi begitu terlihat di Indonesia era 2000-an. Keberagaman musik terakhir dirasakan pada era 90-an. Musik dari berbagai genre mendapat tempat di media konvensional skala nasional. Pop, punk, ska, rock, metal dan sebagainya, dapat dikonsumsi khalayak bahkan dalam satu program acara. Dekade terakhir ini, keberagaman itu mulai tidak terlihat. Musik di Indonesia mengalami keseragaman. Media konvensional sudah terlalu berkerabat oleh pihak major label, yang memiliki standar tertentu untuk musik pop yang akan dijadikan populer dan membentuk arus utama (mainstream). Sehingga, musik selain pop kehilangan media sebagai tempat publikasi karya musik. Industri musik indie, menaungi berbagai materi musik yang memiliki perbedaan selera dengan standarisasi major label. Materi dari major label begitu populer, sehingga pintu media menjadi terbatas pada segmentasi itu. Menanggapi 'tutup pintu' dari media konvensional, indie menggunakan media lain yang memungkinkan, yaitu media online. Tetapi, media online tidak bisa memapar khalayak secara paksa, seperti khalayak yang dikondisikan dalam mengonsumsi media konvensional (TV, radio). Sebaliknya, konsumsi media online tergantung kepada minat khalayak untuk mengaksesnya, ini jelas merupakan sebuah kelemahan dibanding keluasan jangkauan media konvensional. Tetapi, industri musik indie berhasil mengoptimalkan media online ini. Melalui media online, industri musik indie berhasil menjalankan fungsi produksi, promosi, distribusi, interaksi, apresiasi bersama khalayak, yang telah menjadi pilar-pilar penjaga bagi sebuah eksistensi industri musik indie di Indonesia.

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Music has many kind of genre, but there are not too published in Indonesia since 2000s. We can feel a richness of music in the end of 90s. That many kind genre have a space to show in conventional media, in national scale. Pop, punk, ska, rock, metal, etc, can perform or show a music product, in one program. In the last decade, that many kind of genre going to disappear. Badly, music in Indonesia just show of one kind. Conventional media has too close with major label, that apply a specific standard for a pop music to build up to the most popular then others and make a mainstream culture. So, except a pop music, get no more media as a place to publish their music product. Indie music industry, as a place for many product music that have some difference taste with major label's standard. Major label's product is so popular, that make media be more segmented. Conventional media had closed their door. So, indie use other media that seems possible, that is online media. But, online media can't force people to take the content as what conventional media (TV, radio) does that trap people/audience with show content in their agenda setting. Online media consumption has a backbone to people demand to access the media, it is absolutely a weakness then how conventional can reach people so broad. But, indie music industry can approve that they can use online media as the best they can. Use online media, indie music industry can success in operating all function; production, promotion, distribution, interaction, appreciation with their people, that a base of keep the existence of indie music industry in Indonesia.