



MOTIVATION IN HOLDING A VIRTUAL MUSIC CONCERT: A CASE STUDY ON LOCAL MUSICIANS IN THE MALUKU REGION

Setyabudhi Rahardjo Situmorang*, 

Department of Musik School Education, Faculty of Christian Religious Arts
Institute Agama Kristen Negeri (IAKN) Ambon, Maluku
Indonesia
situmorang.setyabudhi@gmail.com,

Julsfred Ngilawana

Department of Church Music, Faculty of Arts and Religion
Institute Agama Kristen Negeri (IAKN) Ambon, Maluku
Indonesia
julsfredngilawana@gmail.com

Rachmat Kurniawan

Department of Design, Faculty of Fine Arts
Institute Seni Indonesia Yogyakarta, 55001, Yogyakarta
Indonesia
masdabwawan@gmail.com

*Corresponding Author email: situmorang.setyabudhi@gmail.com

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editor@readersinsight.net

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ABSTRACT

Musicians are at the forefront of musical performances both offline and online, meaning that without musicians there will be no show that can be watched and human-generated music. This needs more serious attention because Ambon has become the World's City of Music. The efforts made by musicians in Ambon were very persistent even though they encountered many obstacles, starting from working on their own recordings, collaborating with their musician friends, and seeking their own information on how to make their work widely known outside the city of Ambon. During the pandemic, they were active in their work because the situation did not allow them to perform offline performances. They work aimlessly to make money through Youtube media, just to fill activities and vent their taste in music. The motivation that occurs is a motivation based on self-determination theory related to autonomy, competence, and connection or connection with other people. Musicians need alternative media that can accommodate their needs to display their expertise in music. Youtube has proven to be a place to "vent" the desire for music, especially during the Covid-19 pandemic. Youtube has even become a portfolio for them.

Keywords: *Musicians; Pandemic; Motivation; YouTube*

RESEARCH HIGHLIGHTS

Motivation is often only seen as a judgment without looking at the things that happen around the person who experiences the motivation. For example, complaints about something that disturbs someone's motivation should be considered by stakeholders if they want to make a policy related to musicians.

The role of Ambon musicians in virtual music performances can indirectly be part of shaping the music environment in this city, in addition to performances in the city corridors. So generating motivation is very important, in order for music productivity to increase (Abah & Nwokuwu, 2016).

GRAPHICAL ABSTRACT

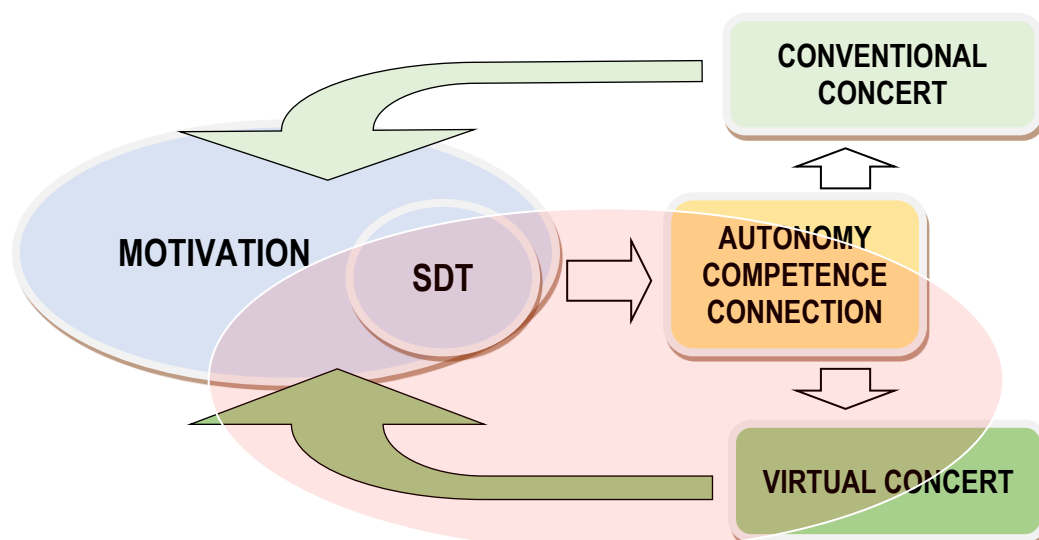


Fig. 1. Research Theory Framework

Research Objectives

1. Understanding the motivation of musicians in creating their works during the Covid-19 pandemic.
2. Knowing the factors that motivate and hinder musicians from presenting their work through virtual concerts.

Methodology

The method used in this study is a qualitative research method and uses a case study approach. The qualitative method was chosen because the type of data obtained requires interpretation of concepts and theories that are relevant to this study (Denzin & Lincoln, 2005).

The general problem/phenomenon that occurs is that we are currently in the midst of the Covid-19 pandemic, and many activities have been affected by it, including activities in the field of music. However, there is one new thing that has emerged from the pandemic, namely virtual activities which are increasingly prevalent.

Researchers then look for the correlation in a broader scope, but in the field of motivation, because motivation is the basis of creativity. Based on this, in this study, researchers studied and analyzed more deeply the motivation of musicians in the Ambon area in holding performances through virtual concerts. Researchers also carried out a triangulation method to obtain more comprehensive data.

Results

1. The motivation of musicians is closely related to the following factors according to MacIntyre, P. D.'s theory of self-determination theory (SDT) (MacIntyre et al., 2017) where one needs to feel autonomy, competence dan connection to relatedness. On the aspect of autonomy, the results are in accordance with research which found that the city of Ambon has many musicians who want to perform (Ratnasari, 2022; Situmorang & Sihaloho, 2018).
2. The difference in mental attitude before and after the Covid-19 pandemic of the resource musicians tended not to change, which indicated that they had a strong motivation to survive for their family's future (Çoban, 2013), even though their attitude was actually just to fill their spare time due to the government's social restrictions. This is in line with the research by Deci and Ryan (Hatfield, 2017), which found that humans feel energetic, willing, satisfied, and highly motivated in conditions that satisfy their needs. This research only limited to musicians who were active in music before the pandemic to examine how musicians were motivated when facing a pandemic.

Findings

1. The motivation of musicians in Ambon city needs to be responded by stakeholders in Ambon city as a World Music City, namely increasing the motivation of musicians, to perform their work through various media options, both through workshops and seminars.
2. Efforts to build motivation must also be accompanied by improving the internet network as the main way of access to work for musicians, so that they are able to create works well and especially can expand the reach of the audience. Without an audience there will be no production that can be viralized by these musicians.
3. The results of this study are closely related to the Performing Arts Management course, where motivation is the main role in building an idea and creativity of work that needs to be taught to students in the course.
4. Musicians' complaints about the wages for playing in cafes need the attention of stakeholders. Playing in a cafe can also be a virtual performance so it needs to be considered together if we want the atmosphere of the cafe to be alive.

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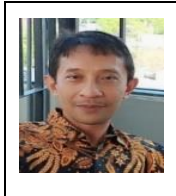
Author's Biography



Setyabudhi currently works as a music lecturer at Ambon State Christian Institute. Graduated from the Postgraduate Program of the Indonesian Institute of Arts Yogyakarta in the Master of Arts Management Study Program, Setyabudhi is one of the classical guitar players in Indonesia who currently together with his friends re-manages YGO (Yogyakarta Guitar Orchestra) - which has been on hiatus for more than 20 years - starting when the Covid-19 pandemic began. During the pandemic, YGO has made 5 Virtual Concerts with its members from all corners of Indonesia. Setyabudhi is currently doing research in the field of Art Management.



Julsfred Ngilawana, was born in Soahuku, Maluku on February 4, 2000, he is still studying to receive his Bachelor of Arts degree at IAKN Ambon, in the Church Music Department, Faculty of Christian Religious Arts.



Graduated from Faculty of Psychology Gadjah Mada University, Rachmat Kurniawan became a lecturer at Setia Budi University Solo and then became administrative staff at the Faculty of Medicine Gadjah Mada University. Currently Rachmat works as a teaching assistant at the Product Design Study Program ISI Yogyakarta and also as an associate at a private HRD consulting firm. In addition to teaching, Rachmat actively assists programs in Product Design Study such as in the field of research and as a lecturer in Teaching Practice Programs Organized by the Ministry of Education and Culture.