

Creative Industry and its Effect on Room Music (*Chamber Music*) in Surabaya

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Abstract: *The creative industry phenomenon that is being intensified in Indonesia has a major influence on the development of music, especially in chamber music groups located in Indonesia, especially in Surabaya City. Creative Process is required by all artists, including the room music group "Black Shoes String Quartet.inc". Respectively, qualitative research methods with data collection techniques interviews, observation, and documentation is implemented. This creative process supports the chamber music group Black Shoes String Quartet.inc facing the creative industry era. Black Shoes String Quartet.inc comes as chamber music which indirectly follows the era of this creative industry. Black Shoes String. Inc. commonly carries contemporary songs or popular songs by composing some song arrangements. The songs are more fresh and more representative for the listener's feeling. Music that is idealistic and heavy but can still be enjoyed from the point of view of all circles of society.*

Keywords: creative industry, creative process, chamber music, string quartet

1. Introduction

President Jokowi's leadership on the creative industry or creative economy is the concern of this era. This can be seen from the establishment of the Creative Economy Agency, a non-Government agency ministerial that manages the creative economy or creative industry in Indonesia. Creative industries are industries that rely on the skills, talents and creativities which have the potential to improve welfare (Simatupang, 2007). According to the Ministry of Trade of the Republic of Indonesia, there are 15 sub-sectors of the creative industry. Those are advertising, culinary, architecture, performing arts, art, craft, publishing and printing, fashion, research and development, interactive games, music, television and radio, design, computer services, software, video films and photography. the performing arts specifically ranges from music, dance, theater drama or a combination of all performing arts. Creative processes are then needed, starting from preparation to implementation, from stage planning, lighting to costumes. all of those processes are normally required to create the outdoor performances. The phenomenon of the creative industry in Indonesia has a big influence on the development of music, especially in chamber music groups in the city of Surabaya, Indonesia.

Chamber music appeared in the era Baroque Music (1600-1750). This music room is associated with a special room that is not too spacious or played in a small place. Room music is usually played to accompany kings to eat, sleep and for meetings in the kingdom. Chamber music is only played by a few players. The number of chamber music viewers is limited.

Moreover, the types of music played in chamber music are divided into three categories. First, the music used for dancing is paired which the composition contains fast tones and slow pauses so that the dancers can breathe. Second, the music mimics vocal composition. Third, music is indeed instrumentalist.

Along with the 20th century music development, chamber music showed its progress through composers who increasingly explored. The development of technology and

manufacturing opened up opportunities for the creation of new types of instruments and increased song production efficiently. The most noticeable was the development of more varied repertoires or songs in that day. As the times developed, chamber music began to lose its aesthetic elements. The chamber music that was originally only enjoyed by the king and the nobles and aristocrats seemed exclusive. However, the music can now be enjoyed by the people of the lower middle class economy. This happens because the creative industry has emerged as a cultural discourse recently.

The phenomenon of the development of chamber music in the era of the Creative Industry is faced by several chamber music groups in Surabaya, the string quartet format group becomes one of it, namely Black Shoes string, Inc. It was formed on November 20th, 2011. The personnels are Andika Pratama as *violinist* I, Iir Ahmad as *violinist* II, Dimas as *Violist* and Ulfa Ayunin as *cellist*. The beginning of the string quartet group was initiated by the *cellist* Ulfa Ayuni, often called as Anya. The group was formed by the players of music in Black Shoes .Inc. they wanted to show a smorgasbord of music that is modern and fresh, especially in the sphere of chamber music (*chamber music*). Black Shoes string. Inc wanted to change the way people's view of music groups that have room music format, especially string quartet. They carry contemporary songs or popular songs by composing song arrangements from several. The songs are fresher and more representative of the audience's feelings.

Therefore, the study focused on the influence of creative industries on chamber music in Surabaya. The purpose of this study is to determine the influence of creative industries on chamber music, especially in Surabaya. The benefit in this study is that researchers are more aware of the development of chamber music in Surabaya in particular.

2. Methods

Research is included in the category of case research and field research. Case research is an intensive, detailed and in-depth study of a particular organization, institution, or symptom. The case studied was the influence of creative

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industries on the Black Shoes String quartet.inc room music group. Qualitative research was applied to uncover the case or phenomenon of the influence of the creative industry on the room music group Black Shoes String quartet. The research also utilized the verbal processed data

The object concerned was the influence of creative industry on the Black Shoes String quartet.inc room music group. Researchers are interested in this object because of the Black Shoes String Quartet. This is chamber *music group* that managed to survive and keep up with the recent creative industry. Accordingly, the influence of the creative industry on the room music group Black Shoes String quartet.inc has a lot of beauty and renewal of the music development.

This research required data sources and documentations. Sources of data are called informants, namely people who know and understand about the ins and outs related to the research topic, and this person was Ulfa Ayunin (the cellist of the *Black Shoes String Quartet. inc*). Meanwhile, the documentation was in the form of data documents that deal with the research topic regarding popular song arrangements. The document was in the form of the results of writing / related literature, video recordings, photographs and an award. Particularly, 5 video recordings that had different forms of performances were observed from the form song that did not have a concept or theme in the performance and a work whose performance theme was determined by the competition committee

Data collection techniques used in this study were observation, interviews and documentation.

Observation is an activity of direct observation of objects and research subjects. Observation data has advantages that are not possessed by other data capture devices because researchers can observe the events as well as activities carried out by the research subject. In this case the researcher directly observed musical performances, especially observing and listening to the *arrangements Black Shoes String Quartet.inc*. Observations were conducted several times to understand the performances that is done by the group. Coverage activities which are carried out on *Black Shoes String Quartet.inc* include: the practice process (time duration, place / space, technique, communication between players, and interpretation). However, intensive observation focused more on the arrangement of the *Black Shoes String Quartet.inc* song in the city of Surabaya as the reference of the *arrangements* for the national anthem entitled *Padamu Negeri*. Since the *arrangement* song of *Padamu Negeri* has been a strong power to the voice of national anthem, starting from the texture of the arrangement and selection transfer of the right scales. As a result, the song *arrangement* was able to win the music competition held by Indomusikgram in collaboration with Telkomsel at the Republic of Indonesia's Independence anniversary event.

Interview is a data collection technique where there is a discussion between the researcher and the resource person / the informant. Qualitative research is very interesting because qualitative data is the source of a broad and well-founded description, and it contains an explanation of the processes that occur in the local sphere. Researchers can follow and understand the flow of the events chronologically

by assessing the cause and effect in the minds of local people. Interview also obtains many useful explanations. Interviews were conducted to obtain data more in-depth on the group *Black Shoes String Quartet.inc*. The interviews are about what and how the *arrangements* group *Black Shoes String Quartet.inc* in Surabaya, especially by taking samples of *arrangements* the Republic of Indonesia national anthem *Padamu Negeri*. The interview was conducted to gather information about *arrangement* of the National Anthem The Republic of Indonesia *Padamu Negeri* which the concept was initiated by the *Black Shoes String Quartet.inc* group.

Documentation is a record of past events. Documentation grasps the form of writing, images / photographs of other people's collections, or monumental works. Moreover, documentation is made by researchers when conducting interviews and taking observations which is in the form of photos, videos, sound recordings, and notes.

3. Discussions

The Beginning of the formation of *Black Shoes Strings Inc*.

Black Shoes String Quartet is known as one of the music groups quartet famous for room music in Surabaya. The background of the *Black Shoes String Quartet* group originated from both dancers from alumni of Surabaya State University majoring in Sendratasik. *Black Shoes string.inc* was formed on November 20, 2011 with personnel Andika Pratama as violinist I, Iir Ahmad as *violin* II, DImas as *Violist* and Ulfa Ayunin as *cellist*. The beginning of the string quartet group was initiated by the *cellist* Ulfa Ayuni, often called as Anya. The group was formed by the players of music in *Black Shoes .Inc*. They want to show a smorgasbord of music that is modern and fresh, especially in the sphere of chamber music. *Black Shoes string. Inc* wants to change the way people view music groups that have room music format, especially string quartet.

The background of the ensemble was because they want to learn, The ensemble is a course at the sendratasik departement, Surabaya State University. Then Ulfa Ayunin or commonly called Anya took the initiative seriously about creating a chamber music group Because of the frequent practice of one of the group *Black Shoes String Quartet.inc* members. Finally, agreed by all group personnel, the *Black Shoes String Quartet.inc* group was formed. the reason behind the name *Black Shoes String Quartet.inc* group was because all members came from music education graduation who they are indirectly as an educator and musician, so identical with neat clothes with black shoes. Besides, the name *Black Shoes String Quartet* hopes to be able to channel their talents in music and education in music.

The routine exercise is carried out by the *Black Shoes String Quartet.inc* group every Monday at 7:00 p.m. In addition, there are additional exercises on other days when there will be performances. Training outside Monday cannot be ascertained, because it depends on the date of their *jobs*. In addition, each personnel has a different background and work outside of his work as a music player.

Some types of music that have been presented by the *Black Shoes String Quartet.inc* group include: Modern Music, Classic, Jazz, Traditional, Contemporary, Background. Everything is packed and displayed in accordance with the identity of the *Black Shoes String Quartet.inc* group which always serves good music and looks glamorous.

The Creative Process of the Group *Black Shoes String Quartet.inc*

Modern aesthetic theory is used to examine the creative process of the *Black Shoes String Quartet.inc* group revealed by Georg Lukacs. In one of the discussions discussing true art is art that departs from dialectics. Dialectical attitude in art is an attitude that is not only based on spontaneous feelings, or merely aesthetic power. An artist must be able to capture the roots of reality that appear on the surface. Artists must also be able to display reality as a totality in art.

The creative process starts from within the human being in the form of thoughts, feelings or creative imagination of humans then poured using certain media and techniques, so as to give birth to creative works. Utami Munandar stated that creativity can mean broadly as creative potential, creative processes and creative products. The process of creativity through art activities is the best way that can be done, because doing artistic activities means that there is a creative process (Eny Kusumastuti, 1990).

Black Shoes String Quartet.inc is a group *string quartet* established for 5 years, in the process of its work. *Black Shoes String Quartet.inc* is not a group *string quartet* that often carries songs classic in general, *Black Shoes String Quartet.inc* is a chamber music group that was established for the entertainment needs of receiving performances from EO (Event Organizer) and WO (Wedding Organizer). *Black Shoes String Quartet.inc* has priority for the major events development both inside and outside the city and collaborating with companies.

Products produced by *Black Shoes String Quartet.inc* not only making the unique format, but creating an arrangements of a modern song and selling them at the moment. At first *Black Shoes String Quartet.inc* was a chamber music group who hold fast to his ideals as a music room, but over time *Black Shoes String Quartet.inc* change to only work on songs *classic* in order to click in the arrangements of popular songs. Andika as the arrangement of *Black Shoes String Quartet.inc* gets its own challenges. Even Though Andika's background was only a Bachelor's degree In music education, with strong determination, finally Andika was able to create a very good song arrangement. One of the songs was included in the contest on the social media Instagram. The song that was rearranged by Andika was the Indonesian national anthem, Padamu Negeri.

At first, Andika had to know the vowel sentences of Padamu Negeri's song for transferring it into instrument violin 1, violin 2, viola or cello. After moving to the sentences, Andika thinks of the right ring of sound to divide the vowels of each instrument. That process is quite time-consuming,

because, accordingly, the selection of melodies or vocals must be really good and comfortable to listen to. After dividing the sentences into the instrument, Andika must think about the character of the song that will be *arranged*, whether made firm, light, seductive, etc. But in the *arrangement* of Padamu Negeri songs, Andika prefers very strict song characters. According to Andika's Indonesian National Anthem, it is more hit if the character is firm, because it fits well with the lyrics of the Padamu Negeri song, which symbolizes the fighting spirit of the Indonesian people and shows a sense of Indonesian nationalism to the State of Indonesia. After finding the character of the song, Andika must choose the type of accompaniment that is suitable to accompany the vocal sentences. So that the national anthem of the Republic of Indonesia when performed by the chamber music group (*string quartet*) in particular becomes more magnificent and pleasant to hear. Producing a work of music arrangement is simple, attractive. Then it can be enjoyed by the community, and has a high selling value. Songs arrangement produced by Andika are always packaged as attractive as possible supported by an elegant appearance as the name *Black Shoes String Quartet.inc* always uses a suit and uses black loafers to make it look more masculine and more pleasing to the eye.

4. Conclusion

Black Shoe String Quartet is known as one of the music groups quartet famous chamber music in Surabaya. The background of the *Black Shoes String Quartet* group originated from both dancers from alumni of Surabaya State University majoring in Sendratasik. *Black Shoes string.inc* was formed on November 20, 2011 with personnel Andika pratama as violinist I, Iir Ahmad as violinist II, Dimas as violinist and Ulfa Ayunin as cellist.

The chamber music that was originally only enjoyed by the king, nobles and aristocrats and seemed exclusive, can now be enjoyed by the people of the lower middle class economy. This happens because the creative industry has emerged as a cultural discourse at this time.

Black Shoes String Quartet.inc indirectly follows the era of the industry creative, because idealism and economic needs ultimately make an ideal work of music arrangements can be sold and accepted in all circles of society.

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