Designing Indonesian tribal Song Content with a Lo-fi Music Approach Through the YouTube Application

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Abstract

This research aims to determine the influence of Indonesian tribal songs, which are made in a different genre from the original, considering that Indonesian tribal songs still need to be remembered. This research uses applied and qualitative methods, where the design of this tribal song uses the 4D method, and the analysis of the result making lo-fi tribal songs uses a qualitative approach. Data collection in designing song content uses questionnaires while analyzing the results of song creation uses interviews with the WhatsApp application. This research shows that it is beneficial in promoting tribal songs to the community, especially students.

Keywords:

Tribal songs, lo-fi, 4D, Qualitative

Introduction

Music is an expression of feelings that are released through sounds that are made in a harmonious and orderly manner (Tysara, 2021). Music itself has become entertainment for humans to accompany them as a distraction from their activities. Music is also a unifying tool because music is universal, and all groups can enjoy music regardless of age or physical condition. Apart from that, music functions as entertainment and can be used as a medium that builds cultural values.

As time goes by, music has undergone quite a lot of changes. One of them is that playing music used to have to use a music player to play a song. Meanwhile, we can now access songs online anytime and anywhere using a smartphone or other technology. With these changes, musicians will continue to create works using better technology so that their listeners can like the results, such as using electronic equipment as a musical instrument (Yanuar, 2021).

The development of music in Indonesia is also experiencing changes. This can be seen in music, previously used as a ritual for society during the Hindu-Buddhist era. However, as time passes, music can express our feelings, and eventually, music will no longer become a ritual. It has become a way for people to express themselves, be it happiness, sadness, fear, anxiety, or affection.

Apart from expressing oneself, it turns out that music can determine a person's personality through the genre of music we listen to (Eva, 2021). Of course, we will choose songs that suit our tastes, be it the music, lyrics, and others. There are also many music genres, such as rock, jazz, blues, hip-hop, etc. These types have their meanings, so we start to like the genres we hear.

For students, music can distract them from carrying out activities such as doing assignments, studying, and even playing games. Music itself can make us more enthusiastic in carrying out our main work. Not only that, some people will also focus more on doing their work because they consider music to be a natural booster that helps them improve their focus.

Lo-fi music has become popular among students (Pridatirta & Tjandrawibawa, 2020). Lo-fi music itself is starting to be uploaded to various music platforms such as YouTube, Spotify, and SoundCloud, and many uploaders are even doing live stream looping for lo-fi music. Lo-fi music has many fans, especially students because it is considered music that can relax the mind. With the popularity of lo-fi music, many people started making cover music using the lo-fi genre.

The popularity of music in Indonesia has made it increasingly rare to hear tribal music (Palanta, 2020). This is because tribal music is no longer attractive. After all, the music genre is considered boring compared to today's music, where the beats are much better, and electronic instruments such as EDM (Electronic Music Dance) are used.

Based on this background, tribal music is rarely listened to because it is considered boring compared to modern music. For this reason, the author wants to conduct research entitled "Designing Indonesian Tribal Song Content with a Lo-fi Music Approach Through the YouTube Application." The author will find out what tribal songs will be used by conducting a survey of respondents and making the tribal songs into tribal songs with different genres using the 4D method (Define, Design, Develop, Disseminate)

Literature Review

The design of tribal music using a lo-fi music approach is based on previous theories that have been carried out by several people, which support this research. First, in research (Lim & Wibowo, 2020) song design was carried out using applied methods with a 4D model (Define, Design, Develop, and Disseminate). The aim of this research is for music listeners like us to be able to learn tribal songs in Indonesia. This research produced a tribal song that had been arranged using an EDM (electronic music dance) approach entitled "Hey, Ampar-ampar Solo" with a duration of 5 minutes and 29 seconds and was included on the SoundCloud platform.

Further research was conducted by (Setiawan et al., 2022). This research explains the influence of lo-fi music on students' reading comprehension in Indonesia. In this research, the author used an online experimental method to determine whether lo-fi music can influence students' reading comprehension abilities. The research was conducted on 100 students in Jabodetabek who were randomly assigned to experimental and control groups. The results obtained from this research are that listening to lo-fi music does not significantly influence reading comprehension among students in Jabodetabek, so we can choose whether to study while listening to lo-fi music.

The following further research was conducted by (Tarigan, 2021). This research explains the design of the song arrangement "Desaku Yang Kucinta" as learning media material for the extracurricular ensemble at Bantul Warung Elementary School. In this research, the author used a qualitative method with a descriptive approach. The subjects of this research were 10

class 4B students. Research data was obtained from literature study, observation, interviews, and documentation. The recorder ensemble learning design is implemented online and offline in one of the student's homes. Recorder learning is carried out in several forms, namely, individual learning recorders and group learning recorders. The final stage is combined in the form of an ensemble. This research shows that when designing recorder ensemble learning, students can understand music theory, read block notation, and play recorder instruments individually or in ensemble form.

The following further research was conducted by (Ningrum, 2022). This research discusses the design of children's song content on the TikTok application as an educational medium. In this research, the author used a qualitative descriptive method. Data collection in this research used observation, surveys, interviews, and documentation. This data is used to find the right songs to use in research. The results of this research are in the form of a song that has been designed according to the data that has been collected. Designing children's song content has various obstacles in this research, and the results of the content published on the TikTok application have received a positive response from TikTok users.

The subsequent Further research was conducted by (Gusti & Rusmana, 2020). This research discusses the development of audio player-based mathematical formula song media for class VI elementary school/equivalent. The author used the Research and Development method (development research) using the ADDIE development procedure, namely (Analysis, Design, Development, Implementation, and Evaluation). The data collection method uses an expert test validation questionnaire. This song was developed using the FL Studio application. The results of this research are song designs based on mathematical formulas. The song's design was deemed suitable as a learning medium for mathematical formulas.

Based on the research above, the author will conduct research on Designing Indonesian Tribal Song Content with a Lo-fi Music Approach via the YouTube Application. Lo-fi genre songs can be our companions when doing activities, as in research conducted by (Anggraita et al., 2020). In designing tribal songs, the author will use qualitative methods as a consideration in determining the song content and arrangements to be used as done by (Ningrum, 2021) and 4D method (define, design, development, and disseminate) such as research conducted by (Wibowo, Lim 2020). This tribal song design with a lo-fi music approach was designed using the FL Studio application as done by (Rusmana, 2020). When arranging a song, the writer needs to understand music theory and the appropriate steps, as in research conducted by (Tarigan, 2021).

Research Method

In the research "Designing Indonesian Tribal Song Content with a Lo-fi Music Approach Using the YouTube Application," the writer will use the applied method where the writer will design the song using the 4D method and publish it through the YouTube application. Next, the author will analyze the results of the music created using a qualitative approach that the author uses as a reference for the author in developing the song's content so that respondents can provide input and comments regarding future development. The research flow carried out by the author in this study is as follows:
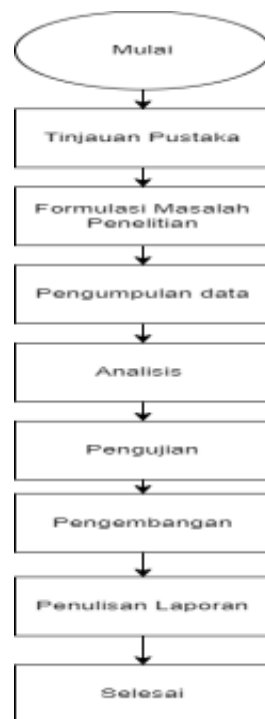
Figure1. Research Flow

This song's content creation uses the 4D method with four stages: define, design, develop, and disseminate. The first stage in creating this song content is defined, where the author will determine what songs will be used in this research through a questionnaire designed on Google Forms. This questionnaire will be distributed to 100 students in Indonesia. Apart from that, the writer also started making choices about the applications used, what instruments were in the song, and what the concept for the song would be like. Next is the design stage, namely the process of composing the song flow, determining the BPM tempo (beats per minute), and the song's duration. Then, proceed to the development stage, where at this stage, the process of creating the music that will be designed will begin. The author will combine all the instruments made into one, such as keyboard instruments, kick drum sounds, clap sounds, hi-hat sounds, bass, and several effects that will help the song creation process. After combining all the instruments into one, the author will do rendering, where all the processes that have been combined will be formed and produce an audio file in mp3 format. Next, the author will convert the MP3 audio into MP4 using an editing application. The final stage is dissemination, which is a stage for distributing the project results created on the YouTube media platform.

In analyzing the results of making tribal songs that have been designed, a qualitative approach will be used, where this analysis aims to find out whether this research is worthy of being developed in the future. This qualitative approach is carried out by interviewing respondents via chat media, namely WhatsApp, where respondents will be asked about their opinions about Indonesian tribal songs designed with a lo-fi music approach. The following are questions that will be asked to respondents who have listened to the song that was created:
1. Are you familiar with lo-fi music?
2. Have you ever listened to music in the lo-fi genre?
3. What do you think about the song Yamko Rambe Yamko that has been made?

4. What is your opinion regarding future Indonesian tribal songs being arranged in the Lofi genre?
5. Is this research worthy of being developed in subsequent research, and give reasons

Result and Discussion
A. Process of Selecting the Content of Indonesian Tribal Songs

At the stage of selecting the content of Indonesian tribal songs, the author created a questionnaire to be distributed to respondents who contributed to this research. This questionnaire was created on October 31, 2023, via Google Forms. The purpose of making this questionnaire is so that the writer can find out the potential of this research and can determine what songs will be redesigned using a different genre from the original. Therefore, the author made 6 (six) questions in the respondent questionnaire.

The author began distributing this questionnaire through the author's relations in Indonesia via social media and obtained 100 (one hundred) respondents who answered this respondent. The results of the answers answered by respondents will be answered in the form of an image as follows:
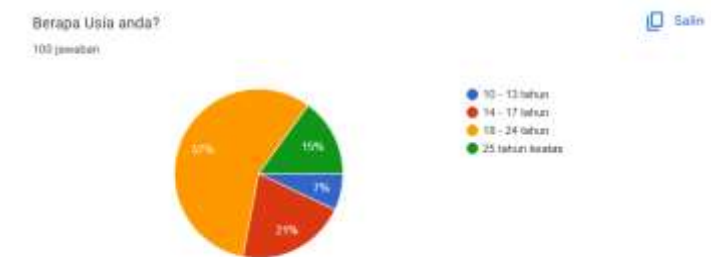

Figure2. Question 1 for respondent

The first question in this research questionnaire is, "how old is the respondent?". The results obtained from the image above show that the ages of those answering this questionnaire are different and provide a reference that social media users are not only adults but children who are still in school and use today's sophisticated technology
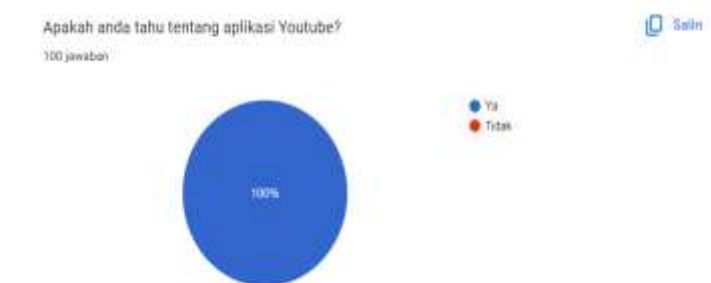

Figure3. Question 2 for respondent

The second question in this questionnaire is, "Do respondents know about the YouTube application." The results obtained from the image above show that all of the respondents in this study are familiar with the YouTube application.
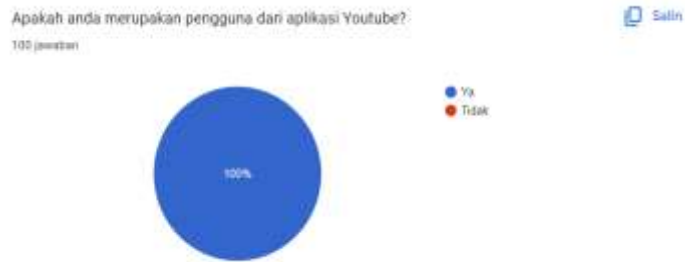
Figure4. Question 3 for respondent

The third question in this questionnaire is, "Is the respondent a user of the YouTube application." The results obtained from the image above study's respondents show that all of the study participants are YouTube application users.
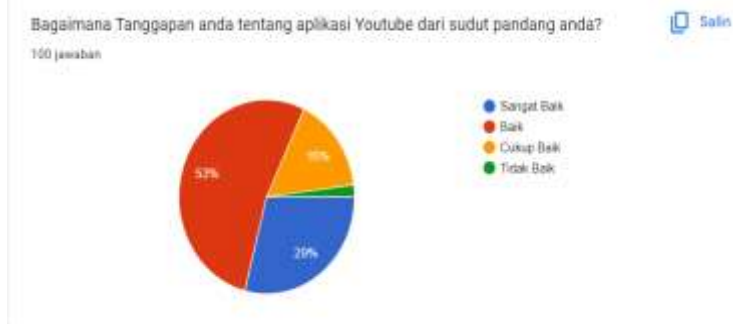

Figure5. Question 4 for respondent

The fourth question in this questionnaire is, "How do respondents respond about the YouTube application from the respondent's perspective." The results obtained from the image above are that almost all respondents to this study indicated that the YouTube application had a positive response, and only two people out of 100 said that the YouTube application had a negative response
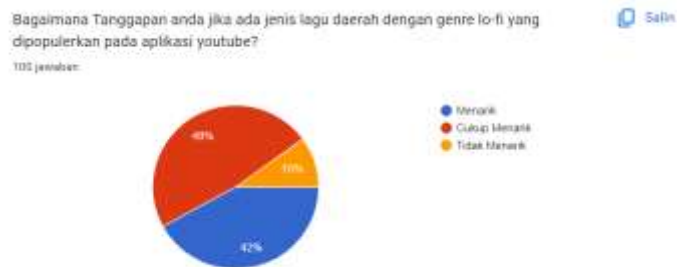

Figure6. Question 5 for respondent

The fifth question in this questionnaire is, "How would respondents respond if there were types of tribal songs with the lo-fi genre that were popularized on the YouTube application." The results from the picture above are that 42% of people chose attractive, 48% chose quite attractive, and 10% chose not attractive. From this percentage, 90 out of 100 people answered that the lo-fi songs popularized on the YouTube application will look attractive.
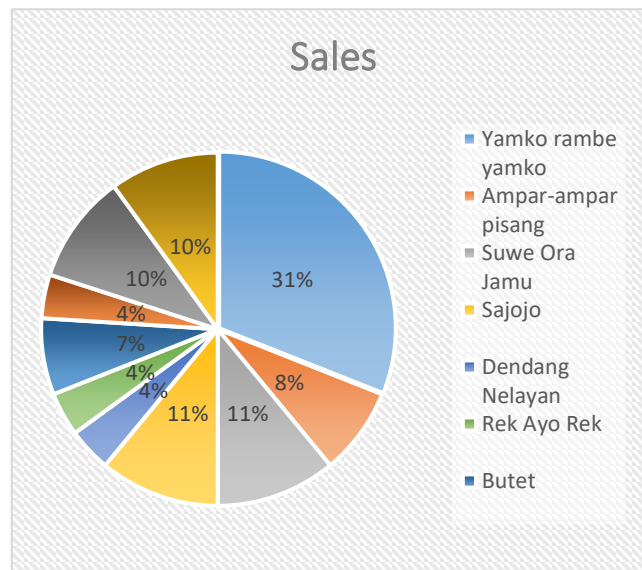
Figure7. Question 6 for respondent

The sixth question in this questionnaire is "Name a tribal song from indonesia that the respondent finds interesting to use as material for making Indonesian tribal songs with a lo-fi music approach." In this section, respondents are asked to write 1-2 titles of Indonesian tribal songs in the answer column. The author will carry out a data cleaning process, where the results of the respondents' answers to this research will be looked at and sorted one by one because the responses from respondents will undoubtedly be different, whether in writing the wrong song title, strange answers, and so on. The picture above shows that the Indonesian tribal song most chosen by respondents in this study was "Yamko Rambe Yamko," where as many as 31 people wrote the tribal song Yamko Rambe Yamko.

B. Content Design for Indonesian Tribal Song

After the writer gets the song that will be used to design this research, the following process is the song creation stage. The making of Indonesian tribal songs with a lo-fi music approach will be made using the FL Studio 20 application software and a Keyboard instrument named Roland EX-10.

Figure8. Intro Song track

In the song's intro, two tracks have been composed and start with just keyboard sounds for 22 seconds. In this intro track, the keyboard is played just by chords accompanied by sustain so that the sound from the keyboard looks longer. Then, the keyboard intro sound is combined with the kick beat, clap, and close hi-hat for 41 seconds so that the intro to the song Yamko Rambe Yamko lasts 1 (one) minute and 2 (two) seconds.

Figure9. Verse Song Track

In the transition section of the song, from intro to verse, the piece uses the melody sol (5) and la (6) so that the transition doesn't feel empty. Then, in the verse section, the keyboard plays the chorus and the melody from the song Yamko Rambe Yamko so that the listener can understand that this song is Yamko Rambe Yamko. This verse layer will last 42 seconds. Apart from that, there are additional sounds, namely FL Keys sounds and classic bass sounds, which make the song even busier because this song is only in instrumental form. The FL Keys sound will automatically follow the keyboard sound created in the track. Meanwhile, the bass sound is created manually, so you must pay attention to where the melody fits the keyboard. Apart from the instruments, this verse section uses a reverb effect to make the sound more resonant.

Figure10. Pre-Chorus to Reff Song Track

The pre-chorus to chorus will be played for 1 (one) minute and 21 (twenty-one) seconds, where the tracks are combined. This instrument-playing technique is played by pressing the chorus and playing the song's melody. The sounds on this track are keyboard, FL Keys, drum beat, and bass. This track includes a limiter effect on the way, where this limiter functions as a frequency cutter for each instrument being played. Apart from the limiter, there is also a sound goodizer effect that boosts the stereo so that the song sounds more balanced on the left and right.

Figure11. Ending Song Track

This ending will be played for 17 seconds, whereas in this track, the only instrument played is the keyboard to create a calm atmosphere at the end of the song. There are no effects in this track, so the instrumental matches what the author wanted. So, the total duration of this song is 3 (three) minutes and 27 (twenty-seven) seconds.

Figure12. Mixer Sound For Instrument

In the finishing part of the song, the author begins to group each instrument, such as the keyboard, kick drum, clap sound, close hi-hat sound, FL Keys, and bass, into the FL Studio 20 mixer. The aim of this grouping is so that the sounds can be separated more easily. to be controlled by us. Next, the master of this mixer is given a fruity limiter effect so that the sound of each instrument can be cut and does not run away from the desired frequency. Furthermore, the song beats, such as kick, clap, and close hi-hat, are given an effector FX module, which is set to a lo-fi effect so that the sound of the song beats is like the lo-fi genre. Then, the FL Keys sound is given a Fruity Parametric EQ2 effect to adjust the equalizer for the FL Keys sound. Apart from that, the sound of the fl keys is lowered so that the sound does not collide with the main instrument, namely the keyboard. After the sound mixer is set, the author will render it to produce an MP3 file.
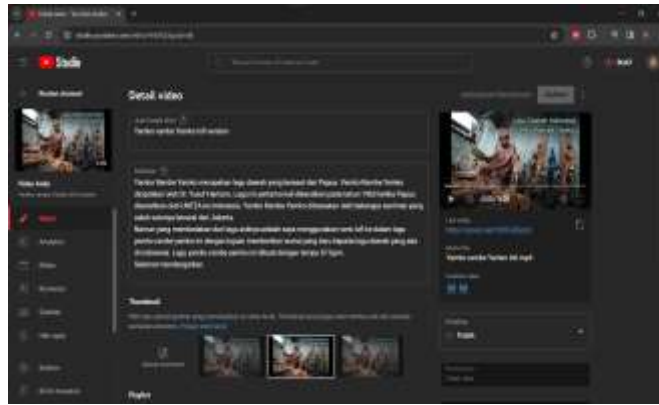
Figure13. Publish to YouTube apps

The next stage is that the author will distribute the results of the song into the YouTube application. In the image above, you can see a YouTube studio that functions as a place to organize videos that will be distributed on YouTube. Here, the author sets the title of the video he created and creates a thumbnail, a video category, a video description, etc.

C. Process of Analyzing the Results of Making Tribal Songs Using a Lo-fi Music

After the song has been created and distributed on the YouTube media platform, the writer will then analyze the results of the song's creation using a qualitative approach. This qualitative approach is carried out through chat media using the WhatsApp application. The qualitative approach in this research was aimed at six student respondents in Indonesia to help researchers consider the future sustainability of this research.

At the start of the interview process, respondents were asked to listen to tribal songs created via a video link on the YouTube application. After the respondent listens to the tribal music, the respondent will then be asked questions that have been prepared. The following are the results of the author's analysis of the six respondents' answers:

1. In the first question, all respondents know what lo-fi music is.

2. In the second question, all respondents have listened to lo-fi music.

3. In the third question, the six respondents responded positively. However, there are shortcomings in this song, such as the need to increase the tempo of the song so listeners can stay energized and the need for additional arrangements, such as a combination of other songs, so that this song is more than one song

4. In the fourth question, all six respondents responded positively to this research. According to respondents, the idea in this research is interesting because it can preserve Indonesian culture, enjoy works from foreign cultures, enjoy local culture, and will also become a new trend if it continues to be developed. After all, music in this lo-fi genre is easy to accept among young people, especially when the song accompanies their activities. However, one of the respondents provided input to the researchers that not all songs can be arranged into lo-fi music. Hence, consideration needs to be taken in selecting songs so that the feeling and meaning in the song can be conveyed well.

5. In the fifth question, the six respondents agreed that this research is worth developing again because this research is beneficial in introducing tribal songs in Indonesia to Indonesian people, especially students. Also, this research is worth developing because it will bring flavor from a traditional song it will become a modern song without losing the meaning of the song that has been created.

Conclucions

Based on the design of Indonesian tribal song content using lo-fi music, it's summarized as follows:

1. In making Indonesian tribal songs in the Lofi genre, there needs to be reasonable consideration of the song selection, the instruments used, and the concept of the song that will be arranged.

2. This research uses applied and qualitative methods, where the 4D process is used to create songs. Qualitative methods are used to analyze the results of making Indonesian tribal songs for the future.

3. Designing tribal songs with lo-fi gives a new color to Indonesian culture, so it looks more modern.

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