

BRANDING ON SOCIAL MEDIA PLATFORMS AS A SOLUTION FOR MIXED PROCESSION MUSIC GROUPS IN THE CITY OF PADANG, WEST SUMATRA, INDONESIA

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Abstract

Pancaragam, the only active music group in West Sumatra Province, Indonesia, holds significant potential but has yet to gain widespread recognition. Similar to Tanjidor groups in Betawi Kalimantan, such as Pontianak and Pemangkat, Pancaragam faces challenges in expanding its reach and economic impact on its musicians. To address this, we offer strategic solutions focused on enhancing visibility through social media platforms. This proposal includes the implementation of management patterns that align with the characteristics of each social media platform. Firstly, a profound understanding is needed on how to manage and leverage the specific features of platforms such as Instagram, Facebook, and YouTube. This involves the use of compelling visual content, such as video snippets from their performances, as well as active engagement with fans through comments and direct messaging. Furthermore, the implementation of creative digital campaign strategies can elevate Pancaragam's online presence. Contests or music challenges on these platforms can encourage community participation, while special offers or discounts for live performances can attract a broader audience. Collaborating with local influencers or social media users with an interest in traditional arts and culture can also be an effective way to expand networks and reach new audiences. With a combination of focused management and digital marketing strategies, Pancaragam can gain broader recognition, enhance their online presence, and ultimately provide a positive economic impact for its musicians.

Keywords; *Ecoprint, Kenikir Leaves, Mordant Mixture, Color Clarit, Steam blanket technique*

ABSTRAK

Pancaragam, satu-satunya kelompok musik yang masih aktif di Provinsi Sumatera Barat, Indonesia, memiliki potensi besar namun belum mendapatkan pengakuan luas. Kelompok ini, serupa dengan Tanjidor di Betawi Kalimantan seperti Pontianak dan Pemangkat, menghadapi tantangan dalam memperluas jangkauan dan dampak ekonomi pada para musikusnyanya. Untuk mengatasi hal ini, kami menawarkan solusi strategis yang terfokus pada peningkatan visibilitas melalui platform media sosial. Tawaran ini mencakup penerapan pola manajemen yang sesuai dengan karakteristik masing-masing platform media sosial. Pertama, perlu disiapkan pengetahuan yang mendalam tentang bagaimana mengelola dan memanfaatkan fitur-fitur khusus dari platform seperti Instagram, Facebook, dan YouTube. Ini melibatkan penggunaan konten visual menarik, seperti cuplikan video dari pertunjukan mereka, serta interaksi aktif dengan penggemar melalui komentar dan obrolan langsung. Selanjutnya, implementasi strategi kampanye digital yang kreatif dapat meningkatkan kehadiran Pancaragam secara online. Kontes atau tantangan musik di platform-platform tersebut dapat mendorong partisipasi masyarakat, sementara penawaran khusus atau diskon untuk pertunjukan secara langsung dapat menarik lebih banyak penonton. Kolaborasi dengan influencer lokal atau pengguna media sosial yang memiliki minat dalam seni dan budaya tradisional juga dapat menjadi cara yang efektif untuk memperluas jaringan dan meraih pemirsa baru. Dengan kombinasi strategi manajemen dan pemasaran digital yang terarah, Pancaragam dapat memperoleh pengakuan yang lebih besar, meningkatkan kehadiran mereka secara daring, dan pada akhirnya, memberikan dampak ekonomi positif bagi para musikusnyanya.

Kata Kunci; *Ecoprint, Daun Kenikir, Campuran Mordant, Kejelasan Warna, Teknik Selimut Uap*

INTRODUCTION

Pancaragam is the only musical group found in West Sumatra Province, Indonesia that is still active. This group is similar to Tanjidor in Betawi (Heins, 1975:2-32), Kalimantan such as Pontianak and Pemangkat (Grandena, 2018, 1-10). According to this group, Pancaragam players whose parents mostly come from military families and are music corps players. The musical talents possessed by the players were inherited by their parents. Both how to play and understanding the style of the songs they play. However, what is very unfortunate is that this group is not well publicized.

The background space for expressing Pancaragam musical arts in the city of Padang is currently decreasing. The main factor causing this is that its management is still traditional and no longer in accordance with current developments. (1) The lack of government attention and the lack of studies from academic circles regarding the sustainability of Pancaragam music is one of the obstacle factors that seems to ignore the importance of the existence of the Pancaragam music group to be explored as a cultural potential and identity that is important to maintain (2).

Pancaragam music can not only be used as processional music but can also be developed as entertainment music because this music can play various reportorial variations such as regional songs, popular, religious, Malay, gamad, jazz, dangdut, and others (3). This flexibility is an attraction for Pancaragam music to be packaged better so that its use is not only limited to processional music but can develop as entertainment music among the user community (4).

Currently, the generation that plays Pancaragam music is entering old

age, so it needs to be followed up by conducting a study of the governance of Pancaragam music in the future. Carrying out research related to the development of governance in the art of Pancaragam music can be an offer to resolve the problems currently being faced by the Pancaragam music group. The formulation of the problem regarding the existence of the Pancaragam Procession music above can be formulated as follows: a. What is the current state of governance of the Pancaragam Procession music group? b. How will the development of governance of the Pancaragam music group be relevant in the future?

There has not been optimal research conducted on the Pancaragam music phenomenon, especially in the West Sumatra region, this is evidenced by the lack of data found regarding discussions about Pancaragam music in academic and government circles. The main factor in determining the existence and survival of an arts group is determined by how good the governance is. exists in this group and the environmental conditions of society as the main support (5). Lack of training and implementation of a governance system that has methods for managing arts in the archipelago so that it requires training to run it (6).

Among the traditional arts in the archipelago which are developing well with internal arrangements and regional government intervention to provide guidance (7), several forms of art which are well managed, the arrangement of the art of wayang cekdong which is developing well to date (8), Management the Langgai village festival runs optimally with governance training in its management (6), the Aceh rapa'i dabo bongong jeumpa group is managed with distinctive modern and traditional management (9), The development and

packaging of Tanjidor music in the Pamangkat area develop and exists until current(10).

Solving various problems that arise in maintaining the existence of a form of arts community in the archipelago requires knowledge and understanding of good arts governance (11), how to package event formats, and continue with how to carry out massive marketing or publication both manually and digitally and transforming progress of the times (12), governance steps like this need to be taken for the art of Pancaragam music so that its existence can be maintained and developed in the future.

Study flow chart and research output design. Identification of general problems. The existence of traditional music, especially Pancaragam music, is always faced with industrial and technological developments (12). On the other hand, the specific problem of governance regarding the existence of Pancaragam music is a determining factor in the existence of Pancaragam music amidst current developments in industry and technology.

Research that uses Pancaragam music as an object is found in musical studies developed in the form of works of art (3). Various forms of art that exist in the archipelago, such as tanjidor music in Sambas district, still exist today (13), tanjidor music in Pama District.

Governance development flow
Study of research object problems
Literature study of problems of material objects and formal objects
Governance design as problem-solving
Application of arts governance in diverse music groups
3. Formal object research on arts governance
1. Preliminary research (material objects)
2. Supporting research on the same

object 4. Design for the development of management of Pancaragam music arts.

Research Road Map The output of the research is in the form of management arrangements in aspects of personnel, planning, production, marketing, and evaluation for developing the potential of Pancaragam music arts (18). The development steps were carried out using the Participatory Action Research (PAR) method (17), involving the researcher in the research object, this was based on the competence that the researcher had to be directly involved with the art of Pancaragam music. Comprehensive data collection stages start with interviews, observations, and collecting documentation in the field (19) followed by carrying out inductive data analysis of the data that has been collected (20), Realizing models, and testing governance development plans based on data analysis that has been carried out in accordance with the conditions and potential of Pancaragam musical arts (20).

This research method uses qualitative methods to obtain deeper problems regarding the research object (21) comprehensive data collection on the research object and study other comparative objects. Tanjidor procession music in Pamangkat District (10), Tanjidor Betawi music ensemble as a local cultural identity (14), wind music, and traditional ceremonies of the Toba Batak community in Medan city (15). The next step is data processing in terms of potential aspects and weaknesses contained in the research object. This processing is important to determine the formulation for solving problems found in Pancaragam musical arts (18). Data analysis is carried out by approaching the concept of arts governance as the development of Pancaragam musical

arts. (22), followed by a literature study of the formal objects and methods used (17).

The next stage is designing governance starting from personnel management by conducting interviews with resource persons (19), making plans, collecting primary data and secondary data on objects, and analyzing secondary and primary data, on material objects and formal objects. Making and testing various governance development models. the form of the event that will be carried out as well as the management of the production organization (8), Marketing of Pancaragam music is important as a publicity step so that this community is known and its existence is known to the public, both manually and digitally (23).

Continue with the evaluation stage of the management achievements that have been carried out. This research will produce a governance design to be applied in the management and development of Pancaragam musical arts. The application of this governance is used in event management trials carried out by the Pancaragam music community, starting from planning, implementation, marketing, and implementation evaluation (24), so that produce better governance, the indicators at each stage of this research are: 1). The first stage of data collection found problems with the art of Pancaragam music as an initial formulation to map out steps to solve them. 2) In the second stage, the results of the data analysis are converted into a study of formal objects so that a governance formulation is found for the development of Pancaragam musical arts. 3)

The next stage is designing governance and testing the

management and development of Pancaragam musical arts. Apart from the research stages, the task stages for each research member can also be described, starting with the first stage as the head researcher and research members together carrying out field observations to obtain primary data and secondary to the research object, followed by the division of tasks stage, where at the data analysis stage the head researcher was directly involved in the implementation of the event production carried out by the Pancaragam music art group, while the research members made observations of the results of the production carried out, in the next stage the head researcher and members carried out analysis of the data that had been obtained to create a Pancaragam music governance formulation, the design of the governance formulation was tested for implementation of the next event. Meanwhile, research members observed the results of the implementation and recorded the achievements resulting from the governance design that had been implemented.

RESULTS AND DISCUSSION

Pancaragam processional music is an inseparable part of Indonesian culture in West Sumatra. Starting from traditional ceremonies, and religious celebrations, to weddings, Pancaragam processional music is always present to enliven the event. However, with current advances in digital technology, the management of Pancaragam processional music needs to undergo significant changes.

Digital technology will change the way people access, listen to, and share Pancaragam music. In the context of Pancaragam processional music, digital technology will make it easier to organize, record, and distribute the music. Several digital

platforms such as Spotify, SoundCloud, and YouTube will provide wider access for Pancaragam parade musicians to present the musical works they play to the public.

The offer of digital management of Pancaragam procession music for Pancaragam groups has several significant advantages. First, accessibility becomes easier. Previously, the Pancaragam procession music could only be enjoyed by those who were physically present at the event. However, with the digital platform, Pancaragam's processional music can be accessed by anyone, anywhere, and at any time. This allows traditional Indonesian music that exists in West Sumatra, especially only in the city of Padang, to become better known and appreciated by a global audience.

Second, digital platforms also provide opportunities for Pancaragam parade musicians to earn income. Previously, musicians often relied solely on donations from the audience or payments from those holding the event. However, with the advent of music streaming and monetization of digital platforms, musicians can earn royalties from streaming their music or get sponsors for their content.

In the current digital era, Pancaragam's processional music has the opportunity to undergo a massive transformation. Although processional music only occurs at traditional events or religious celebrations in the city of Padang. However, with current technological advances, Pancaragam's processional music can step into the digital world. Although there are many benefits offered by the digitization of Pancaragam's processional music, there are also challenges that need to be overcome in terms of governance.

One of the main challenges in managing Pancaragam's digital procession music is uncontrolled

distribution. With the existence of music streaming platforms and social media, anyone can easily upload and spread Pancaragam procession music. This can cause copyright issues and cultural contamination. Musicians and song owners often do not get fair royalties and authentic Pancaragam dance music can be distorted or changed by irresponsible users.

Furthermore, copyright and royalties, the issue of copyright and royalties will also be a serious challenge in the digital management of Pancaragam parade music. Many Pancaragam musicians and parade groups later did not receive proper compensation for their work due to illegal distribution and use without permission. For this reason, greater efforts are needed to raise awareness about the importance of respecting copyright and paying royalties to the creators of processional music. There needs to be cooperation between digital platforms, copyright owners, and music owners to create a fair and transparent system for distributing royalties.

Then the influence of globalization and the digitalization of Pancaragam procession music will also have a significant global influence. Pancaragam's processional music can be easily accessed and influenced by music from other cultures. Although this can create interesting collaborations, it can also cause a loss of authenticity and cultural identity in the city of Padang in West Sumatra.

The solution we offer is a good way of branding Pancaragam's processional music to Social Media Platforms. Because in today's digital era, social media has become one of the strongest tools for promoting and distributing works of art, including music. One form of music that is currently popular in Padang City is Pancaragam processional music, which

is often used at weddings, festivals, or other celebrations.

Branding Pancaragam's procession music to social media platforms. can provide many benefits, such as increasing exposure and popularity, reaching a wider audience, and building a strong fan base. However, to achieve optimal results, we explained to the management that an effective strategy is needed. The following are several proposed ways that the Pancaragam group can use to brand Pancaragam procession music on social media platforms.

First, group managers need to pay attention to choosing the right platform, social media platforms such as Facebook, Instagram, Twitter, YouTube, and TikTok. Because these platforms have different characteristics and audiences. Before starting a branding campaign, it is necessary to choose the platform that best suits your diverse target audience. For example, if a Pancaragam group wants to reach the younger generation, Instagram and TikTok may be a more suitable choice.

Second, creating interesting content, interesting content is very important to attract the attention of social media users. Pancaragam groups can make creative music videos of pancaragam processions, featuring dances, interesting costumes, or exotic Minangkabau locations. The choice of style and music that is energetic and evocative can also increase the attractiveness of the content of this Pancaragam music group. Then make sure to produce content that is unique and different from what already exists on the platform.

Third, managers must use relevant hashtags. Hashtags are a powerful tool for increasing the visibility of Pancaragam group content on social media. Use hashtags that are relevant to parade music, for example,

“music arak-arakan”, “traditional music”, or “local culture”. Pancaragam managers can also search for hashtags that are trending on certain platforms and use them to increase the Pancaragam's exposure.

Fourth, collaboration with influencers or local communities in West Sumatra. Offers a way to collaborate with influencers or local communities in branding music for pancaragam processions. Because Pancaragam procession music is a tradition that is rich in songs in Indonesia, one of which is Latin in style. One strategy that can be done is to collaborate with influencers or local communities.

Collaboration with influencers or local communities can provide great benefits in introducing and branding Pancaragam procession music. Below are several ways you can identify relevant influencers or communities. First, the step that needs to be taken is to identify influencers or local communities who have relevant interests and followers in Pancaragam procession music. Then consider factors like their popularity, expertise, and connection to local culture. Choose an influencer or community that has a strong influence and has an audience that is potentially interested in Pancaragam's dance music.

Next, doing research and the right approach is also a good way. After identifying relevant influencers or communities, conduct in-depth research on them. Learn their interests, the content they produce, and how they interact with their audience. This will help the Pancaragam group in determining the right approach to building collaboration.

Then offer them an interesting collaboration. After finding out the interests and expertise of the influencer or community, offer a collaboration

that is interesting to them. For example, invite them to create video or audio content that combines Pancaragam procession music with their interests. Give them the freedom to express their creativity in this collaboration.

Lastly, take advantage of digital platforms which we also talked about previously. In this digital era, platforms such as YouTube, Instagram, and TikTok have become effective means for introducing Pancaragam processional music to a wider audience. Take advantage of this platform by working with influencers or local communities to create interesting and entertaining content. For example, making a video tutorial on how to do a Pancaragam procession.

CONCLUSION

Branding Arak-Arak Pancaragam's music is very useful for strengthening the group's identity and increasing the appeal of the wider community to Pancaragam music. This variety of dance music has long been an inseparable part of various traditional celebrations and events in the city of Padang, West Sumatra, Indonesia. In recent years, there has been an increasing interest in branding processional music, with efforts to develop and update its identity. In this article, we offer ways to strengthen your identity and increase its attractiveness.

Understand the essence of the music of various parades. In comparing the music of various dances, it is important to understand its essence. Processional music is a form of music that is usually played by groups of traditional musicians in the city of Padang when traveling from one place to another. It functions as an accompaniment to enliven certain events or celebrations, such as

traditional ceremonies, weddings, or festivals. Exploring creative potential, by comparing various dance music involves exploring the creative potential contained within it. In an effort to increase appeal, musicians and artists may begin to experiment with new elements, such as mixing different musical genres or adding modern instruments to traditional compositions. This can provide a fresh touch to the music of various courtesans, attracting the interest of the younger generation and broadening the audience.

Maintaining traditional values, when comparing various dance music, it is important to maintain the traditional values inherent in it. This music is an important part of the cultural heritage of Padang City, West Sumatra, and maintaining the authenticity and uniqueness of this music is a must. In an effort to renew its identity, we ensure that traditional elements are still present and respected. Likewise, collaboration with other artists, collaboration with other artists is another effective way to compare various dance music.

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