



Sadam Akhmad Music Performing Arts Management in Tegal City

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Received: 10/08/2024

Accepted: 10/09/2024

Published: 01/10/2024

Abstrak

This study examines the performance management of indie musician Sadam Akhmad in Tegal City, focusing on his productivity in releasing musical works from 2018 to 2024. The aim of this research is to understand how performance management is applied by Sadam Akhmad to develop his music career, especially in the blues genre. The research method used is descriptive qualitative, with data collection techniques through observation, interviews, and content analysis. The results indicate that Sadam Akhmad implements management principles such as planning, organizing, execution, and evaluation in his performances. Supporting factors for the success of his performances include a solid management team, personnel flexibility, and the use of digital platforms for promotion. In conclusion, good management is key to maintaining performance quality and expanding Sadam Akhmad's audience in the indie music scene.

Keywords: blues music; indie musician; performance management; tegal; sadam akhmad.

Abstrak

Penelitian ini mengkaji manajemen seni pertunjukan musisi indie Sadam Akhmad di Kota Tegal, yang berfokus pada produktivitasnya dalam merilis karya musik dari tahun 2018 hingga 2024. Tujuan penelitian ini adalah untuk memahami bagaimana manajemen pertunjukan diterapkan oleh Sadam Akhmad dalam mengembangkan karir musiknya, khususnya dalam genre blues. Metode penelitian yang digunakan adalah deskriptif kualitatif, dengan teknik pengumpulan data melalui observasi, wawancara, dan analisis konten. Hasil penelitian menunjukkan bahwa Sadam Akhmad menerapkan prinsip-prinsip manajemen seperti perencanaan, pengorganisasian, pelaksanaan, dan evaluasi dalam pertunjukannya. Faktor pendukung keberhasilan pertunjukan meliputi tim manajemen yang solid, fleksibilitas personel, dan pemanfaatan platform digital untuk promosi. Kesimpulannya, manajemen yang baik menjadi kunci dalam menjaga kualitas pertunjukan dan memperluas audiens Sadam Akhmad di ranah musik indie.

Kata Kunci: manajemen pertunjukan; musik blues; musisi indie; tegal; sadam akhmad

Introduction

In the current digital era, technological advances have created various new media which act as important platforms for promoting musicians' artistic works (Zayanti et al. 2024). These platforms allow musicians to reach a wider audience without having to rely on major labels. Audio media such as Spotify, Joox, and YouTube Music provide access for musicians to spread their songs to global listeners, easily and without geographic barriers. In addition, audio-visual media such as YouTube, TikTok, and Instagram allow musicians to not only share music but also create more interesting and interactive visual content to introduce their work (Habaidillah 2018). In fact, advertising media such as YouTube Ads, Facebook Ads, and Instagram Ads have become effective tools for targeting more specific audiences and increasing exposure to their works of art (Sugiyanti et al. 2023).

This new media phenomenon also affects record companies which are responsible for producing, distributing, promoting and protecting the copyright of musical works or what can be called music labels (Ginting 2019). The influence is very significant because before this new media phenomenon, many musicians were competing to be signed to music labels so that their work could get more exposure and have a guaranteed career (Nugroho, Handono, and Widiyanti 2023). However, with the existence of social media nowadays, even indie musicians who operate independently can expose their work easily.

Music labels are divided into 2 types, namely major labels and indie labels. Major labels are music labels owned by large recording companies, some examples are Sony Music, Warner Music, and Musica Studio's. Meanwhile, indie labels are music labels produced independently by musicians or small labels without dependence on large record companies (Corputra 2014). The difference between major labels and indie labels lies in the investment and marketing value. Major labels spend more on marketing and promotion, giving them access to television and radio advertising and higher visibility, while indie musicians have to work hard

through social media, live performances and personal networks to attract attention (Media 2023). In terms of control and ownership, indie musicians have more freedom in creative decisions and usually retain ownership rights to their work. In contrast, musicians on major labels often have less control over their work and follow the label's direction, with recording and publishing rights generally owned by the label (Rez 2008).

Indie (short for independent), as explained in the Big Indonesian Dictionary (KBBI) (Avif Fawaid 2021). When referring to a music group, an indie band is a music group whose operations are independent, managing all financial aspects, including production, marketing and distribution, without dependence on other parties, moreover, there are many indie musicians who channel their works through events or music performance event (Jati and Rusdi 2021).

The phenomenon of indie musicians in Indonesia is currently showing significant development which is influenced by several key factors, including the use of digital platforms such as Spotify and YouTube which enable global distribution of music, as well as social media such as Instagram and TikTok which facilitate promotion and interaction with fans (Setyadi and Sutanto 2023). Music festivals such as Synchronize Fest and Joyland Festival provide a platform for indie musicians to showcase their work in front of a wider audience. This phenomenon reflects the innovation, creativity and significant contribution of indie musicians to the development of music in Indonesia (Sinaga and Nindi 2023).

In Tegal, Central Java, indie musicians or groups also show interesting dynamics with the presence of a number of potential local musicians such as Ivory, RTAG, Wolf From Home, and Sadam Akhmad (Yoga, Raharjo, and Prasetyo 2024). R.T.A.G (Rebellious Teenage) carries the heavy metal and heavy



rock stoner genres, featuring a mix of loud and powerful sounds.

Gambar 1. Salah Satu Musisi Indie Lain di Kota Tegal, Wolf Form Home (Sumber : Berita Internet WordPress.com)

Ivory is a band with an alternative rock genre with vocalist Febri Yoga who is a former participant in Indonesian Idol 2012. Wolf From Home comes with an alternative rock feel, expanding the reach of Tegal music on platforms such as YouTube and Apple Music. However, among them, Sadam Akhmad is the most productive and prominent, especially with his consistency in releasing works on various music platforms such as Spotify, Joox, and YouTube Music. His work productivity, from his debut in 2018 to the latest single in 2024. This research will focus on Sadam Akhmad's performance management with his productivity from 2018 to the present, exploring how he organizes and executes his performances.

Sadam Akhmad is an indie musician who has made a significant contribution to popularizing the blues genre in Tegal City. This is proven through his productivity in releasing his musical works, starting from his first single "In Dream" in 2018, followed by "Berarti" and "Kita" in 2019, "Sunshine" and "Don't Say Goodbye" in 2019. 2020, "Riverside" in 2022, "Relax Rindu" in 2023, to his two newest singles "If" and "Biru" in 2024. Until now, Sadam Akhmad continues to work and contribute to the Tegal music world. Through his works, Sadam Akhmad has proven himself in terms of musical productivity compared to other indie musicians in Tegal and is active in music production activities, rehearsals and workshops, showing his commitment to career development and local music, making him widely known by the people of Tegal and highly anticipated. to be the future of the musical revival of Tegal City (Whuzzupmagz 2020).

During the course of his musical career, Sadam Akhmad has carried out various mini tours and performed at various festival events, some of which are at Soundsations and Ngapak Jazz in 2019, Loempia Jazz in 2022, Naraya Fest in 2023, Rooftop Live Session in 2024 and various other events (Buwono 2023). This research will dig deeper into the management of performing arts promoted by

Sadam Akhmad in developing the blues genre in Tegal.

Research regarding Sadam Akhmad as the main focus is based on several strong reasons. Sadam Akhmad is widely known and prominent in the Tegal indie music scene as a soloist and guitarist, at a time when many indie musicians in Tegal prefer to work in band format. Second, his success in attracting the attention of audiences through the productivity of blues works and performances in Tegal City shows talent and dedication that are worthy of further research. Additionally, Sadam Akhmad's performance management aspect offers an interesting perspective to explore, considering the importance of organization and execution in the success of indie music performances. This research aims to understand more about how Sadam Akhmad's performing arts are managed in Tegal City and what the supporting and inhibiting factors are in its implementation.

This research refers to previous research which discusses performance management, such as research conducted by Maria Magdalena Cita Hapsari entitled "Performance Management of Christian Entertainment Music Groups in Semarang City" (Hapsari 2023). This research states that Christian Entertainment is a music group from Semarang which was founded in 1999 and still has an existence today. This research refers to performing arts management as an entertainment music group, while this research refers more to performing arts management as indie musicians. The research provides an in-depth understanding of performance management, the management functions implemented, as well as the implementation of performance management systems, especially in the context of Sadam Akhmad's show management.

Research conducted by Zulfah Tahta Alfina with the title "Orange Puppet Performance as an Effort to Preserve Tegal Language" is also an important reference in the author's study regarding "Management of Sadam Akhmad's Music Performing Arts in Tegal City" (Algina, Naam, and Sugiarto 2024). Both focus on the performing arts sector in Tegal City as a form of preserving local works of art. In her research, Zulfah highlighted how Wayang Orang-Orangan

combines traditional elements with modern innovation to attract the attention of the younger generation and preserve local language and identity. This is in line with the aim of Sadam Akhmad's music performances, which combine modern elements with blues elements to develop and popularize the blues music genre in Tegal, thereby contributing to the preservation of art and culture in the city. Both prove that performing arts can be a powerful tool in maintaining local arts amidst changing times.

Methodology

This research uses a qualitative descriptive method. This method is a method that produces descriptive data in the form of written or spoken words from individuals as well as observable behavior (Rofi'ul Fajar, Yuwana, and Trisakti 2021). This method was chosen because it is suitable for understanding the management of music performing arts by Sadam Akhmad in Tegal City. Using this approach, researchers can dig deeper into the management strategies and practices implemented by Sadam Akhmad, including how he organizes events, manages teams, and interacts with audiences.

The data collection techniques used were observation, interviews and content analysis.

The researcher made direct observations in Sadam Akhmad's recording studio, with the aim of seeing directly what the recording studio of the object under study was like. Next, conduct a direct interview with Sadam Akhmad which aims to find out what management strategies and practices Sadam Akhmad implements. Researchers also conducted interviews with Mas Ebit who plays the role of Sadam Akhmad's manager with the aim of strengthening the data results from a music performing arts perspective. Content analysis techniques are used to uncover and analyze the symbolic meaning contained in papers, articles, literary works and other publications that fall into the unstructured data category (Dewi 2023). In this research, the author analyzed how to view Sadam Akhmad's content available on several social media, namely YouTube, Instaram, and several digital music platforms such as Spotify.

Results and Discussion

Manajemen Musik Sadam Akhmad

According to (Chan 2024), the concept of management means a series of structured decision-making processes, supported by quantitative and strategic analysis, which aims to achieve success through managing resources, both human and material, with discipline and careful planning. By involving systematic and strategic management, which includes analysis, planning and setting priorities, something can be achieved with optimal results. In the context of Sadam Akhmad's music performance management, management principles. has an important role in organizing group activities with its personnel during performances. Cooperation and collaboration between individuals is essential to achieving artistic success and good performance in the local music industry. By applying management concepts, Sadam Akhmad can optimize creative potential of his team while maintaining efficiency in the use of existing resources.



Unsur Manajemen

According to (Fitrandi et al. 2022), the 6M elements in music performance management include six important elements that are interrelated to ensure the success of a performance, namely Man, Money, Materials, Machines, Methods. (method), and Market (market). "Man" refers to the personnel, artists and crew involved in the preparation and execution of the show, where coordination and teamwork are essential. In the context of Sadam Akhmad as a musician, the Man element or human resources consists of flexible core team members, including Ebit

who acts as guitarist and manager, Tegar as bassist, Gambit as drummer and sequencer manager, as well as Mardon as stage crew and Putra as sound engineer. This flexibility allows Saddam Akhmad to replace personnel if someone is absent, thereby ensuring the continuity of the show



Gambar 4. Personil Saddam Akhmad
(Sumber : Dokumen Internet Instagr Saddam Akhmad)

Furthermore, the "Money" element is the budget used to support all aspects of the production or performance, from renting the venue to paying personnel. The element of money or finance is very important to support Saddam Akhmad's activities. His team manages the income from the show to pay the salaries of personnel and crew as well as cover operational costs such as rehearsals and promotions. Apart from that, income is obtained from music distribution on digital platforms such as YouTube dan Spotify.



Gambar 5. Channel Youtube Saddam Akhmad
(Sumber : Dokumen Internet)



Gambar 6. Spotify Saddam Akhmad
(Sumber : Dokumen Internet)

The "Methods" element in music performance management includes various planning, implementation and evaluation steps,

including practice sessions designed to ensure the smoothness and quality of the performance in accordance with the desired objectives. The "Methods" element in Saddam Akhmad's management refers to the practical steps implemented to achieve the show's goals. Saddam Akhmad uses effective work methods such as intense training sessions when preparing for productions and performances. Practice sessions are usually carried out 2-3 times a week before the day of the performance. This training starts with a simple warm-up to train solidarity and synchronization between members, such as playing songs.

From the set list, the main focus of rehearsals is to refine difficult parts in songs, adjust transitions between songs, and ensure all personnel understand the artistic concept of the performance. Saddam Akhmad also carried out a clean rehearsal the day before the performance.

During the rehearsal, Saddam Akhmad and his team carried out a performance simulation complete with costumes, stage settings, lighting and sound. This aims to ensure that all technical elements run well and are in accordance with the event concept. After the dress rehearsal, the team holds a short evaluation meeting to ensure each personnel understands their roles and responsibilities during the performance. Mas Ebit, as manager, usually provides motivational briefings to maintain team spirit, while ensuring that all members are ready, both technically and mentally. The "Materials" element includes songs, musical instruments, rooms understand the artistic concept of the performance.

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The "Materials" element includes songs, musical instruments, practice rooms (studios) and supporting equipment such as the visual design of the stage background (backdrop) used in each performance. For musical instruments, Sadam Akhmad uses acoustic guitar, electric guitar, bass and drums.



Gambar 7. Studio Sadam Akhmad Sekaligus Tempat Latihan dan Rapat Personal
(Sumber : Dokumen Pribadi)

Furthermore, Machines in this context are supporting technologies, such as audio and visual devices, that influence the overall technical quality of a performance. Sadam Akhmad uses supporting technology such as audio devices



Gambar 8. Laptop Sadam Akhmad Untuk Kebutuhan Sequencer
(Sumber : Dokumen Pribadi)

such as laptops and sound cards for sequencer needs to support performances using Logic Pro software as a DAW (Digital Audio Workstation).

Finally, the Market element refers to the audience or target audience that determines promotional strategies and event planning, where understanding the audience's needs and preferences is crucial for the success of the event. The "Market" element of Sadam Akhmad's management refers to efforts to reach audiences through digital platforms such as YouTube, Instagram and TikTok, including through digital advertising to expand reach and build a fan base. Thus, through managing 6M, Sadam Akhmad and his team can ensure that every show runs smoothly and meets a wider target audience.

Management Function

Performing arts management involves a series of actions that include planning, decision making, organizing, leadership, and controlling human, financial, physical and information resources (Vijayantara Putra and Devindriati Kusuma 2023). The main function in performing arts management is planning and organizing. Planning is the first step in producing a show, which includes initial research, setting goals, objectives, policies, methods and strategies to achieve the desired results (Narselina 2022). For example, Sadam Akhmad implements a planning process by setting targets, arranging rehearsal schedules before each production and performance, meeting before the performance, and evaluating after the performance. This stage is critical to ensure alignment between artistic vision and technical requirements.

Organizing includes arranging individuals, equipment, tasks and responsibilities to form an organization that can work together to achieve predetermined goals (Putra 2024). In the context of Sadam Akhmad, the organizational structure is still simple, consisting of a manager, personnel and supporting members such as crew. This structure is still evolving as the musical project grows.

Implementation aims to ensure that all managerial plans run in accordance with the strategies that have been prepared (Rofi'ul Fajar et al. 2021). The implementation of the Sadam Akhmad music project is guided by Ebit as the manager whose role is to motivate the team, maintain performance quality and ensure operational efficiency. Song selection, practice sessions, meetings, and evaluation of results are carried out regularly to align with artistic vision and professional goals.



Gambar 9. Pertunjukan Sadam Akhmad di Acara Naraya Fest 2023
(sumber : Dokumen Internet Instagram Sadam Akhmad)

Control is an important part of arts management, which functions as a control system for setting performance standards, comparing results with these standards, and identifying potential deviations so that

corrective action can be taken (Nur Vida and Hasan Bisri 2020). Sadam Akhmad has carried out supervision carried out by Ebit to check the quality of song material, musical equipment, sound and costumes in accordance with the event concept. This step is important to ensure the quality of the performance and maintain Sadam Akhmad's reputation as an indie musician in the world of performing arts.

Conclusion

Based on the discussion regarding the management of Sadam Akhmad's music performances, the researcher was able to draw the conclusion that (1) the implementation of performing arts management in Sadam Akhmad involves important elements such as human resources (man), money (money), methods (methods), materials (materials).), machines and well-managed markets. (2) Sadam Akhmad implements management functions such as planning, organizing, implementing and controlling which are carried out by Ebit. With regular practice, social media promotions, and performances at various events, management is led by Ebit as manager and guitarist, along with all team members. (3) A simple and flexible yet effective structure ensures that the quality of the show remains high, while continuous evaluation is carried out for improvement. This structured management approach contributes to improving the quality of performances and strengthening Sadam Akhmad's position as an indie musician in the local music industry.

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