

AN ANALYSIS OF MUSIC PERFORMANCE AND ENTERTAINMENT IN ULU SIAU SOCIETY

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Abstract : This study aims to investigate the variation of music presentation in Kafe Pelangi, Ulu Siau, Sitaro Regency, and its impact. The research method applied is a qualitative method with data collection techniques through observation, interviews, and document analysis. The collected data were classified, interpreted, and described using words. The results show that the presentation of music at Kafe Pelangi involves live performances and bands, which are supported by musical instruments, makeup, clothing, stage, and sound system. The variety of music presented includes slow pop, pop rock, jazz, dangdut, keroncong, R&B (Rhythm and Blues), and cha-cha. The function of the music presentation involves attracting visitors, providing livelihoods for musicians, and providing entertainment for visitors at Kafe Pelangi Ulu Siau.

Keywords : *Music Performance, Kafe Pelangi Ulu Siau, Sitaro Regency*

INTRODUCTION

Music, whether produced through human vocals or through specific instruments, is a form of creativity manifested in the form of sound or harmony. The quality of tone, rhythm and harmony in music creates a unique auditive experience. Musical compositions performed coherently and continuously have the ability to convey feelings and emotions with depth. Music also plays an important role as a tool to reduce stress and provide relaxation, especially for those who are busy with work (American Heritage Diction, 2020).

In a global context, music is recognized as an art form that spans all ages, including young people. Despite its positive impact, music can also affect one's state of mind, reflecting moods or overcoming sadness. In times of fatigue and anxiety, music can be a comfort to the

soul. Moreover, music has the potential to be a therapeutic tool, helping to overcome depression by stimulating deep sleep, reducing stress levels, and overcoming anxiety (Bahari, 2021).

The use of music in cafes not only creates a pleasant atmosphere but also encourages interest and active participation from customers. Kafe Pelangi Ulu Siau, located in Sitaro Regency, provides an entertainment experience through the atmosphere generated by music. Especially for patrons who are looking for solutions to mental problems, emotional stillness, or uncertainty in dealing with daily life, the aural music in the café is an important facilitator. In a study conducted Mulyana (2021), it was found that the music in this café can create an atmosphere of relaxation and comfort, allowing visitors to soak in the moment with a calmer mind. Kafe Pelangi, located in Tarorane Ulu

Siau, East Siau Sub-district, Sitaro Regency, North Sulawesi, started out as a gathering place for local musicians before transforming into a bustling café. The idea to turn the location into a café came up during one of these musical gatherings when one of them proposed the concept, a suggestion that was immediately approved by the owner of the establishment, Mr. Hendrik Kansil. Finally, on August 2, 2017, Hendrik Kansil officially gave the venue the name Kafe Pelangi. The café operates from Monday to Friday, opening its doors from 10 A.M. to 10 P.M., and extends its operating hours on weekends, welcoming visitors from 12 P.M. to 11 P.M.

Although Ulu Siau has several restaurants, Kafé Pelangi stands out among them. Nearby, Beach Café and Café Ocean also contribute to the local food scene. Beach Café, located at Bolvard Ulu Siau, has an almost identical menu to Kafé Pelangi, with the addition of a karaoke system. Its operating hours are from 10am to 10pm, Monday to Friday, and from 12pm to 11pm on weekends. Café Ocean, located near Ulu Siau harbor, offers a similar menu to Kafé Pelangi and Beach Café, with the addition of unique items such as grilled pork tenderloin and tuna jaw. Café Ocean provides a dedicated sound system for music playback, and its operating hours are from Monday to Friday from 09:00 to 22:00, and from 12:00 to 23:00 on Saturday and Sunday.

Among these places, Kafé Pelangi attracts a large number of customers. Every Sunday night, most of the guests are young individuals, with some senior guests as well. Live musicians and singers often stop by Kafé Pelangi to have a meal or relax with a cup of coffee. In addition to inviting young and old visitors to sing and play musical instruments, live

musicians and vocalists open the floor to anyone who is interested. As a result, Sunday evenings at Kafé Pelangi come alive, with a mix of young and old visitors, accompanied by their friends, enjoying the joy of singing. Visitors can also participate in karaoke and perform on acoustic guitar, keyboard, or cajon, in addition to live music. This flexibility allows them to choose or customize instruments according to the genre of songs they want to perform (Sumarno & Sumarno, 2022).

Kafe Pelangi has become the go-to destination for those looking for a place to relax and enjoy the serene atmosphere. Apart from providing a wide selection of food and beverages, Kafe Pelangi also offers free Wi-Fi services to its patrons. The uniqueness of Kafe Pelangi lies in its live music offering that is accompanied by a comprehensive sound system and musical instruments, such as guitars, drums, bass guitars, keyboards, as well as acoustic guitars and Cajon. The use of audio devices such as Marshall speakers for guitars and Huper speakers for monitors shows the owner's commitment in creating an optimal music experience.

Through initial observations, it was revealed that the live music arrangements at Kafe Pelangi not only aim to provide variety, but also to create a lively and non-monotonous atmosphere. This phenomenon became the basis of the research interest, and the researcher was interested in digging deeper into the aspects of music presentation at Kafe Pelangi Ulu Siau, Sitaro Regency. As such, this study aims to further investigate the impact and dynamics of music presentation at Kafe Pelangi, providing greater insight into patron preferences, as well as the implications that may arise

from the musical experience offered at this venue.

RESEARCH METHOD

This research was conducted using a qualitative research method. This method is used because it is in line with the purpose of this research, describing the presentation of music in Kafe Pelangi Ulu Siau, Sitaro Regency. The data collection methods used in the research include observation, interview, and documentation, where each method has a specific role in presenting comprehensive data. With the combination of these three methods, this research seeks to achieve a high level of validity in exploring information about music presentation at Kafe Pelangi. The data obtained is then analyzed descriptively, in which the researcher provides a detailed description of the findings in the field.

FINDINGS AND DISCUSSION

General Findings

Findings from the study show that live music has a significant impact of 65.8 percent on customer comfort levels at Kafe Pelangi. The study also noted that live music can play a role in stimulating the spirit, overcoming fatigue, restlessness and lethargy. Not only does live music provide a calming effect, it can also stimulate areas of the brain associated with sleep and emotional activity, and has the potential to reduce levels of anxiety and tension, as well as play a healing role in cases of depression. However, approximately 38.2% of the comfort level of visitors at Kafe Pelangi may be influenced by variables not covered in the study, such as air temperature, cleanliness, and space organization.

Music Performers

The musicians at Kafe Pelangi play a central role in providing a musical

experience to the patrons and performers at the café. The music team consists of various roles, including vocalist, guitarist, bassist, keyboardist, and drummer. Specialized music players, such as Wian (Guitarist 1), Kevin (Bass), Stelon (Keyboardist), Yongki (Drummer), Vian (Guitarist 2), and Stella (Vocalist), are appointed on a permanent basis to provide consistent music quality. Kafe Pelangi does not only provide predetermined musicians, but also gives customers and those seeking relaxation the opportunity to perform spontaneously. This approach creates a dynamic and open atmosphere, enriching the musical experience at Kafe Pelangi with collaboration and direct participation from the patrons.

Music Performance

Kafe Pelangi Ulu Siau, as a diverse music destination, presents various genres to its visitors, including R&B, rock, and pop jazz, as expressed by Kafe Pelangi Ulu Siau musicians Andika William and Andika in an interview on April 17, 2022. Pop jazz, as they describe it, is a mix of pop music rearranged to resemble jazz, or pop music that includes jazz elements or methods, and conversely, jazz songs arranged in pop form with the addition of pop elements. In presenting this genre, their approach is dominated by improvisation, with a focus on the vocalist. Some of the songs they often present in the pop jazz genre include *Watch Me Dance* by Tom Misch, *Location Unknown* by Honne, *Esok Kan Masih Ada* by Utha Likumahuwa, *Thinking Out Loud* by Ed Sheeran, and *Can't Take My Eyes Off You* by Frankie Valli.

Meanwhile, for the rock genre, which is described as music with loud characteristics, their presentation technique emphasizes more on heavy rhythms. Some of the rock songs they

often perform involve works such as *Aku Milikmu* by Dewa 19, *Tonight* by Power Slave, *It's My Life* by Bon Jovi, *Sweet Child O'Mine* by Guns N' Roses, *Don't Look Back in Anger* by Oasis, and *Bento* by Iwan Fals. The music performance at Kafe Pelangi is characterized by the fact that the musicians are already performing live on stage before visitors arrive at the cafe. This approach creates a lively and engaging atmosphere for visitors, providing a more immersive musical experience before they enjoy the comfort and ambience of Kafe Pelangi Ulu Siau.

The R&B Hip Hop genre, according to the musicians of Kafe Pelangi, is characterized by a collaboration between R&B and jazz, with a stronger emphasis on rap. In performing this genre, they rely on a strong feel, utilize rhythms more intensely, and pay attention to distinctive sound nuances. In addition, they use special sound effects on instruments, especially on guitars. Songs that they often include in this R&B Hip Hop repertoire include: *Call You Mine* by Jeff Bernat, *Movie* by Tom Misch, *Day One* by Honne, *Rain* by Ruben One, and *Mood Lights* by Zyon.

The Impacts

Tarorane Ulu Siau, East Siau District, Sitaro Regency, North Sulawesi, is the location of Kafe Pelangi, which operates from Monday to Friday from 10am to 10pm, and Saturday to Sunday from 12pm to 11pm. In a row of cafes in the area, Kafe Pelangi attracts a large number of customers, especially on Sunday nights. On these days, most of the guests are young individuals, although some senior guests also make an appearance. During breaks in the live music performances, the musicians and vocalists invite patrons to sing along and play instruments. This especially accommodates young and old

guests who have musical skills. Thus, the atmosphere on Sunday evenings at Kafe Pelangi becomes livelier and more bustling, especially with the active participation of various guests who are proficient in various musical instruments. This diversity includes both young and old individuals, as well as men and women, who can engage in karaoke sessions or sing with various musical instruments such as keyboards, acoustic guitars, and kajan, in addition to enjoying live music performances.

CONCLUSION

Based on data analysis and discussion, several conclusions can be drawn. First, there is a significant influence between live music and visitor attraction at Kafe Pelangi Ulu Siau. However, although the influence of live music on visitor attraction is proven to be strong, it needs to be recognized that the attraction is also influenced by other factors that need to be considered. Thus, while live music plays an important role in attracting visitors, other factors such as comfort, air temperature, cleanliness, and space organization also play a role in creating a positive experience for visitors. Therefore, in order to improve overall visitor appeal, it is necessary to consider improvements to these various aspects.

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