

YouTube as a Platform for Promoting Digital Works: A Study on Ndarboy Genk Music Group Yogyakarta

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ABSTRACT

YouTube is the world's largest video platform and has become a popular place for musicians to promote their digital music. This study aims to describe the effectiveness of YouTube as a platform to promote digital music by the music group Ndarboy Genk. The method used is descriptive-qualitative, describing Ndarboy Genk musicians who have used YouTube to promote their digital music. The perspective used to study this research is Internet marketing. Internet marketing is the process of empowering musicians to promote their websites, products, or services online and through social media channels to communicate with a much larger community. The result is that the YouTube digital platform is a solution for artists or music creators to promote their work without having to be sheltered by a music label; even music labels can be created by the artists or creators themselves.

KEYWORDS

*YouTube
Promotion
Digital Works
Music Groups*

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INTRODUCTION

The development of technology now has an impact on several aspects of life, one of which is the development of communication and information technology. One of the products of the development of information and communication technology is social media. The rapid development of social media has changed the human lifestyle in terms of disseminating information and interacting. The existence of social media now seems to be inherent and widespread, and its existence cannot be avoided. Social media is an internet-based platform that accommodates the creativity of users to share digital content created in the form of text, graphics, photos, sound, or video that can invite user responses in the social media community network. Social media consists of several platforms that offer unique experiences to users and have various features that can be utilized by them (Harahap, 2022).

Along with the rapid development of information technology and the increasing number of internet users, social media has transformed into one of the most familiar sources of information for the public. Based on a survey by the Indonesian Internet Service Providers Association (APJII), the penetration of internet users in Indonesia reached 143.26 million people, or 54.68% of the total 262 million people. This number increased by 10.5 million, or around 7.9%, from 2016 (132.7 million). The APJII survey also found that social media is the second most accessed service using the internet (87.13%) after short message service (89.35%). The popularity of social media even beats that of search engine services, which are in third place with a usage rate of 74.84% (Widyasari, et.al, 2018). YouTube is one of the most popular social media platforms among internet users around the world. Based on We Are Social and Hootsuite reports, the number of YouTube users in Indonesia reaches 139 million.

Based on the survey, YouTube is one of the most visited sites by internet users in the world. Abraham (2011) states that YouTube is a medium where people who have a YouTube account can upload and share videos that have been made. Then Rohman & Husna (2017) added that YouTube provides a variety of videos, ranging from video clips to movies, as well as videos made by YouTube users themselves. Many people have also become famous on this site by simply uploading their videos on YouTube. Not only that, the YouTube site can also be used as a means to market products. YouTube is also a video sharing community, which means that YouTube users can upload and view a wide variety of video clips online using any web browser. In addition, YouTube can be accepted by the public as a source of information with diverse content and can also provide entertainment for video lovers as a medium that can provide a strong stimulus.

Easy access to information and communication has an impact on various fields, one of which is music. Many musicians utilize social media as a means of marketing their music. The high use of social media provides the right momentum for musicians to promote their work. This is because social media can provide opportunities for closer interaction and connection with consumers. Priansa (2017) states that the success of musicians is not only seen in the process of creating music and the form of music, but also in the musician's efforts to promote his work. Utilizing social media as a means of promoting musical works has become a common strategy for musicians. This is because social media has a viral nature, which is likened to a virus, so information about products or musical works can quickly spread widely.

The development of music in Indonesia today continues to progress quite proudly. Both from musicians, works, and connoisseurs, or people who are experiencing very rapid progress. The consumption patterns of the Indonesian people can be categorized as very productive in producing artists or musicians who present their music with various extraordinary characters. In addition to character, the quality presented through sound and video can compete with that of international musicians. To date, there are thousands of musicians who have successfully introduced their identities with works uploaded to YouTube (Ardiansyah, 2018).

One of the musicians who actively uses the YouTube digital platform is Ndarboy Genk. Ndarboy Genk is a musician who creates many songs in Javanese from Bantul, Yogyakarta. Ndarboy Genk was formed on July 9, 2017, and has been actively playing music until now. Although Ndarboy Genk is still relatively young, they are able to compete and be consistent in their work through the Javanese dangdut pop genre. In 2019, Ndarboy Genk released their song Mendung Tanpo Udan, which successfully catapulted their name and made it viral on social media and YouTube. Ndarboy Genk currently has 1.12 million subscribers and 238 videos uploaded on YouTube. With that many subscribers, of course, it can be a means to promote a piece of music.



Figure 1. The Number of Subscribers and Ndarboy Genk Videos
(Source: <https://www.YouTube.com/NdarboyGenk>)

Ndarboy Genk uses YouTube as a medium to promote their work in accordance with the character and genre of Ndarboy Genk. Several Ndarboy Genk songs have been uploaded on YouTube as their promotional media, including Iki Ati Dudu Boto, Tulung Direstoni, Kadung Jeru, and Tibo Mburi. The songs performed are very pleasant to listen to, or easy listening, with poetic and dramatic lyrics, then supported by video clips that match what is in the song lyrics. From these songs, there is one that has been covered by a famous dangdut singer, Via Vallen, and also by an indie band that has the same musical character as Ndarboy Genk, Guyon Waton; the song in question is Tibo Mburi.

Indonesian musicians are showing changes in introducing their work to the wider community by utilizing YouTube and social media. This is done by young and senior musicians who make music with their respective characters and strengths, including the music group Ndarboy Genk. The use of music label services has also been greatly reduced because the promotion of works is considered easier and more efficient by uploading musicians' works through YouTube. In recent years, many young musicians have become famous and become artists in the country because of their works that have been seen and received positive responses from the public on YouTube. Not only popularity, but through the results of these works, YouTube contributes a very substantial financial contribution to musicians or works with a large audience. Based on this, the urgency of this research is to provide insight to musicians regarding the effectiveness of YouTube social media as a means of promoting songs or musical works.

METHODS

The research method used in this research is the descriptive-qualitative method. Komariah & Satori (2017) reveal that qualitative research is conducted because researchers want to explore non-quantifiable phenomena that are descriptive in nature, such as the process of a work step, the formula of a recipe, the understanding of a diverse concept, the characteristics of a good or service, images, styles, procedures of a culture, physical models of an artifact, and so on. Sugiarto (2015) states that phenomenological research has the aim of interpreting and explaining the experiences that a person has in this life, including experiences when interacting with other people and the surrounding environment. In the context of qualitative research, the presence of a phenomenon can be interpreted as something that exists and appears in the researcher's awareness by using certain methods and explanations of how the process of something becomes clear and real. In this case, the phenomenon that occurs is YouTube social media as a distributor of work, media to support popularity, and business media. In qualitative research terms, research subjects are said to be informants or sources, who are parties who provide information about data and other

information needed by research related to the research being conducted (Moleong, 2017). In this study, the informant in question is a source of data or information consisting of a resource person, namely Ndaru, who is the leader and vocalist in the Ndarboy Genk music group. The data collection techniques used in this research are observation, interviews, and documentation.

Then, in order to obtain valid and accountable data, field data validity checks are carried out, namely source and method triangulation. Source triangulation is carried out to compare data obtained by one informant with other informants. For example, to obtain correct information about the background of the Ndarboy Genk music group, it is necessary to compare the information provided by the media with the musicians themselves. This comparison was also made when several observations were made about the Ndarboy Genk music group at different times. Triangulation of methods is done by mapping and comparing the data obtained, then drawing formulations from the results of interviews with informants. The results of the formulation are then matched with written sources, both from books, articles, and previous research results. For example, when the author conducted interviews and obtained oral information about the form of performance and the creative process of music creation, as well as obstacles and solutions during the process of creating musical works, The information is then matched with written source information. If both sources of information are relevant or there is a match, then the information is considered valid (Moleong, 2017).

Then the data obtained is analyzed, starting with grouping the data collected through observation, interviews, documentation, and literature reviews, as well as notes that are considered to support this research, to be classified and analyzed based on the interests of the research. The results of the data analysis are then compiled in the form of a report using descriptive analysis techniques. Activities in descriptive qualitative data analysis are carried out interactively and take place continuously until completion. Activities in data analysis are data reduction, data display, and conclusion drawing or verification (Sugiono, 2013).

RESULTS AND DISCUSSION

The development of science and technology has had an impact on the field of management, namely that the role and position of management are increasingly important in every effort to achieve goals. This can be seen in every field of endeavor, such as the performing arts. Art is always side-by-side with its audience. Artists need an audience to convey the purpose of their art so that its value can be conveyed. In this case, the presence of the audience is created through a gathering activity. The gathering in question is bringing the audience to the performance venue. This activity requires special attention to the management of the place, time, course of the performance, and audience so that the performance can be enjoyed. In other words, performing arts require management.

Therefore, in organizing a music or band group, management is needed. Band management can be interpreted as an executor in organizing promotional materials, so that with such a form, it is expected to attract people based on certain segments. This is an important aspect of the industrial world. All activities that have a developing nature must have a good level of management. In this case, band management prepares facilities and infrastructure as well as promotional materials aimed at lifting sales or consumer demand (Pushida, 2019). Management activities are also carried out by various music groups, including in research by Tobing (2018) and Murcahyanto (2021), where management activities will help performing arts organizations achieve goals effectively and efficiently. Permas et al. (2003) mentioned that effective means being able to produce quality works of

art according to the wishes of the artist or audience. Efficient means using resources rationally and economically, without waste or deviation. Basically, management is a way of utilizing inputs to produce works of art through a process of planning, organizing, directing, and controlling, taking into account the situation and environmental conditions.

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According to Jazuli (2014), performing arts production management is a system of activities in the context of organizing performances, meaning activities that involve efforts to optimally manage the use of resources (production factors), such as performance materials, labor, and so on, in the transformation process to become a more useful performing arts product. Therefore, it is natural that performing arts production management must involve various things that are complex, interactive, and dialogical. For example, in setting goals, it is inseparable from the internal environment, such as the ability of materials, capital, labor, and equipment, and the external environment, such as who the audience is and what the audience wants.

One of the products of advances in mass media technology is the Internet. With the presence of the internet, all access to information can be reached quickly, easily, and efficiently. In its development, the internet also affects the marketing strategy of a product or service. One of the fields affected by advances in mass media technology is music, hence the utilization of mass media technology resources as an effort to market a musical work (Pushida, 2019). The digital transition in the music industry has become widespread and has become a special topic of conversation as a phenomenon of the music revolution. This is due to the fast-changing media environment shaped by the introduction of digital forms, products, and services that always have innovations. This has greatly influenced the changes in society's access to and consumption of musical works (Meier, 2017). Consumers and music industry players strongly support digitization in the music industry. This is because digitization can make it easier to access music, market their music, and protect their intellectual property because it reduces piracy. The existence of social media greatly contributes to promoting a product, event, or any music information at a lower cost while getting significant results (Harahap, 2022). Therefore, the researcher will describe how Ndarboy Genk utilizes YouTube in the promotion of their music.

The rapid development of technology has given birth to a new era in the music industry. The rapid changes that occur immediately shift the order and remodel everything that has been formed before. The music industry, which used to rely heavily on selling music through physical mediums, has now become a digital medium. The change in sales from physical to digital has also changed the strategies and methods used by management, labels,

and independent musicians to market their products on the YouTube platform (Dewatara & Agustin, 2019). YouTube Media is a popular video-sharing website application founded in February 2005 by three former PayPal employees: Chad Hurley, Steven Chen, and Jawed Karim. YouTube is the most popular video database on the internet, perhaps even the most comprehensive and varied. YouTube was not originally developed by Google, but Google acquired it and then combined it with other Google services (Brad & Debra, 2009). Brad & Debra (2009) further define YouTube as a community where people can get entertainment, information, education, and inspiration through videos shared by uploaders. YouTube has become a worldwide phenomenon as a video sharing site that functions as a means to share videos online.

It is known that Indonesia is a productive country in terms of producing musicians and creating various new song genres. Almost everyone is able to sing and has a good character, and there is an increasing number of musicians who certainly need a place to channel their existence. With YouTube, anyone can use it as a performance stage in cyberspace. Only by recording personally or through management can someone introduce their work to the public (Ardiansyah, 2018). The development of digital media, such as YouTube, allows musicians to maximize their creative potential. Because if you look at the music production process if it is carried out through a music label, the process that must be passed is very long, starting from making music demos, re-recording, promoting works, and releasing physical works. These stages require considerable funds so that producers on music labels can orbit a musician. The presence of YouTube provides flexibility for musicians in their work because the steps taken to publish works through YouTube are quite simple. Musicians can record a personal home recording and then pack it in such a way that it is worthy of being sold on digital marketing sites such as YouTube.

Digital marketing can be simply defined as an effort to market products by utilizing computer and internet technology. According to another point of view, digital marketing can also be understood as the result of digitization in the product marketing process, which causes a shift in the way of introducing products in the form of delivering information to the public, namely from conventional models that are usually carried out with a direct approach to digital models by relying on various features and advantages possessed by computer technology connected to the internet (Ayesha et al., 2022). With digital marketing through YouTube and social media, musicians can promote their works and get the attention of the public faster. Therefore, in this vast and tight industrial sea, musicians must really be able to emphasize their uniqueness compared to their competitors so as not to make other people become bored because they feel they are listening to monotonous works, so they choose to look for other works.

Therefore, many musicians in Indonesia are famous through YouTube without having to promote their works to labels or the music industry, which makes music grow and makes many people choose the music genre they like, such as music. YouTubers: in this digital and modern era, many musicians are competing and choosing to switch to YouTube media to promote their musical works on the grounds that YouTube is easier to access various information, especially supporting the entertainment industry. Music is also called a universal language, meaning that music is an art that is most in demand because it is not only entertainment but can also touch one's feelings.

For example, Ndarboy Genk is a Javanese dangdut pop music group that independently creates and promotes their works through YouTube. In the Ndarboy Genk account, there are several works that have been presented to a large number of viewers and received positive responses. The positive response is not only seen in the number of viewers but also in the

number of other musicians who cover the song with various kinds of creativity. Ndarboy Genk is a Javanese-language dangdut pop musician from Yogyakarta who is currently stealing the spotlight. His name became known after he released a song titled Mendung Tanpo Udan. He uploaded the song on YouTube and received a positive response. Ndarboy Genk then uploaded a duet song with Denny Caknan titled Rungokno Aku, which has received 13 million viewers. Not only that, Ndarboy Genk was also invited to several television shows, and he also appeared on YouTube with several Indonesian artists.

The owner of the real name Helarius Daru Indrajaya is known to have created a YouTube account on July 10, 2017. Now, after almost five years of exploring business on the video sharing platform, Ndarboy Genk's content with the latest song Koyo-Koyo has been watched by 122,334 pairs of eyes, and the comedy song series entitled Terorejing with Pakde Sri has been watched by 17K. Ndarboy Genk has published 238 videos, the majority of which are music videos of his songs, and some are short films. As for the rankings, the man from Yogyakarta is the 1,361st most popular YouTuber in Indonesia and 35,590th globally. Currently, the man from Pandak, Gilangharjo, and Bantul has a fan group often referred to as "KOBOY" or Konco Ndarboy and Pasukan Balker. His contribution to the country's creative industry is not limited to releasing songs but also producing singles in a trilogy format that are packaged in a set of video clips in the form of stories or short films. Ndarboy explained that "the goal is to always provide fresh, different, and creative things for the community. In addition, it can be a barometer for future friends to be more active and serious in their work, not just buying songs, buying arrangements, making video clips, and then selling the songs cheaply to labels for simultaneous release so that it seems viral but does not make an impression".



Figure 2. Koyo-Koyo dan Terorejing Song
(Source: <https://www.YouTube.com/NdarboyGenk>)

Apart from music, Ndarboy Genk is also working on several short film series. His first film series in 2021 was "Kalah Awu" directed by Toha Woyo. The series tells the story of his restlessness, written by Gongcinema. The process of working on Ndarboy's album was done with Mabes Balker. Ndarboy Genk is a community formed by Daru as a forum for the creativity of art workers. Later in 2022, Ndarboy collaborated with IM3 to make a short film and song entitled Signal Tresna. Ndarboy mentioned that "the point is, when it comes to collaboration, creating art, and still being close to Ndarboy's identity, I never give it a second thought, and I'm proud that I can still perform Javanese lyrics in this collaboration project with IM3". On the song "Signal Tresna", Ndarboy says, "I'm quite satisfied with the result because the lyrics are also catchy. Hopefully it can be a special work for all of us".



Figure 3. Short film Kalah Awu dan Sinyal Tresna Ndarboy Genk
(Source: <https://www.YouTube.com/NdarboyGenk>)

The existence of YouTube social media as a space for musicians such as Ndarboy Genk to display videos can be utilized to introduce everything that is interesting to enjoy. Therefore, seeing the development of technology that leads to YouTube makes management labels change their style of promoting music. Because of YouTube, music management can more effectively reduce promotional costs and have the freedom of space to display the musician's work for a long duration. The public, as music lovers, is able to access the works presented with freedom of time or whenever they want. With the increase in viewers on YouTube, it will provide financial benefits to the owner of the video (Ardiansyah, 2018). The mechanism for achieving the popularity of a musician through YouTube media follows a scheme: action, viewer response, publication by media, legitimization, and popularity. The object performs an action that is considered taboo, unique, or impressive and gets a response from the viewer. This response process can be duplicated very quickly due to the spread of information from one viewer to another or someone's curiosity about the conversation in a certain community. Furthermore, this response leads to the response of the media, which sees this as a new and interesting phenomenon, resulting in the "confirmation" of the information that the musicians of Ndarboy Genk (for example) have uploaded an interesting video and watched it via the internet, mass media, radio, or television. This process of repeated duplication of information indirectly leads to the public legitimization that Ndarboy Genk musicians have become a hot topic of discussion in all media and layers of society, after which a new artist is born wearing the regalia of "popularity".

YouTube has a facility through Google, namely Google AdSense. When someone has a work, one of which is through YouTube media, then activated monetized, then a musician can get income through viewers who enjoy published content. This proves that YouTube can provide a very possible means for artists to develop their work without having to go through a music label. For this reason, every purposeful activity requires an achievement strategy built on superior organizational governance. This is where the role of management becomes very important, especially in the programming of various purposeful activities, including artistic activities. Even the Ndarboy Genk group based in Yogyakarta can now have its own music label with the nickname Markas Balungan Kere. One of the impacts of YouTube is on offline schedules. In one month starting after the post-pandemic, the Ndarboy Genk Group can perform at 12 points. This proves that the influence of YouTube supported by maximum work can have a significant impact on musicians; with 1.12 million subscribers, Ndarboy Genk can maximize their work throughout the world without having to go through a fairly complicated process.

CONCLUSION

YouTube is one of the largest video platforms in the world and has become a popular place for Indonesian musicians, including Ndarboy Genk, to promote their digital music. YouTube's social media presence offers broad global access, allowing Indonesian musicians to reach a worldwide audience quickly and easily. In addition, YouTube also provides various tools and features, such as music videos, lyrics, and descriptions, that musicians can use to add additional information and content that can attract audiences. YouTube also has a strong recommendation system, which helps promote Ndarboy Genk's music to music lovers who may not have heard it before. This allows Ndarboy Genk musicians to reach a wider audience and significantly increase their popularity.

The function of YouTube can shift the function of the label, which in fact is the party in producing a musician to become a star. If YouTube is utilized optimally, it will get maximum results, both from the results of the work and the finances obtained. YouTube also offers a flexible business model where musicians can monetize their content in different ways, such as through advertising, donations, merchandise sales, and others. This allows musicians to generate significant revenue from their digital music works on the YouTube platform. Overall, YouTube is a highly effective platform for promoting Indonesian digital music, especially for the music group Ndarboy Genk, mainly because it offers extensive global access, rich features, a strong recommendation system, and a flexible business model.

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