


Music Concert Management Entitled "*Brothers Keeper*" by *Evolve Worldwide*

Evita Natalia

Program Studi Musik, Fakultas Bahasa dan Seni, Universitas Negeri Surabaya, Surabaya, Indonesia

Article Details	ABSTRACT
<p>Article History</p> <p>Received mm dd, yyyy Revised mm dd, yyyy Accepted mm dd, yyyy</p>	<p>This research aims to describe the application of management principles and functions in concert management entitled <i>Brothers Keeper</i> by <i>Evolve Worldwide</i> in 2023 and analyze the obstacles and solutions in implementing the concert. This research uses a qualitative research method with a description method. Data collection techniques were obtained through interviews, observation, literature study, and documentation. Researchers conducted data analysis, including data reduction, presentation, and validation. The application of concert management principles at <i>Brothers Keeper</i> includes division of labor, authority and responsibility, unity of command and direction, spirit of togetherness, and unity of purpose.</p> <p>The management functions at the <i>Brothers Keeper</i> concert included planning, organizing, directing, and supervising. Based on the <i>S.W.O.T</i> analysis, the <i>Brothers Keeper</i> concert experienced obstacles in the preparation process to implementation, starting from lacking human resources, so members occupied more than one division. In addition, the concert process stopped for two hours due to worship activities.</p>
<p>Keywords</p> <p>Management Music Concert <i>Evolve Worldwide</i></p>	
	<p>The article is open-access and under the license CC BY-SA.</p> 
<p>Corresponding Author</p> <p>Evita Natalia Program Studi Musik, Fakultas Bahasa dan Seni, Universitas Negeri Surabaya Gedung T14 lantai 2, FBS Unesa, Kampus Unesa Lidah Wetan Email: evitanatalia05@gmail.com</p>	

1. INTRODUCTION

Musical works are closely related to a musical performance. Musical works are defined as a form of expression of human feelings expressed in the form of songs. Music becomes a performance that can stand alone (M Takari et al., 2016). Musical works cannot be separated from explaining music as a collection of sounds, including rhythm, vocals, and several instruments. The music itself, according to Jamalus (Prasetyo Wicaksono, 2016), is a work of art in the form of sound in the form of songs and compositions by expressing thoughts and feelings by the creator through several main elements of music, including rhythm, melody, harmony, song structure and expression which become a unity.

In addition to the components in music, such as rhythm, melody, and harmony, music is closely related to the function of religious rituals and the formation of social identity. In music performances, people generally make a music performance as an identity that explains their preferences in music. Therefore, some circles enjoy music performances such as concerts attended by several artists they idolize.

Music performance is a presentation of sound phenomena in the form of music witnessed by the audience with a certain quality. In addition, music performances are a means of entertainment for the community to enjoy the work of their idol musicians, singers, or bands *performed live* (Ridha Meidika Triananta, 2023a). Music concerts are not just about listening to music but a form of self-expression and a person's lifestyle poured into a performance. That way, various aspects can be required to support a musical performance. One

of those aspects is the organizer of a music performance. *Evolve Worldwide* is a local music event organizer with *Punk*, *Hardcore*, and *Indie* genres. *Evolve Worldwide* originated from Pare and was initiated by three young people: Antowi Bhima Prasetyo, M. Akfa Rozaq, and Helen Perwira in 2014. *Evolve Worldwide* was founded on the concern of the young people of Kediri city with the many potential local bands who needed a stage to expand and introduce their various musical works. In addition to organizing a platform for music performances, *Evolve Worldwide* is also a means for young people in Kediri to learn music performance management.

Since its establishment in 2014, *Evolve Worldwide* has organized two prestigious concerts, "Brothers Keeper" and "Built To Last." These two music events have become distinctive features of *Evolve Worldwide* itself. The name "Built To Last" was inspired by the band *Fraud*, which signifies being built to endure. "Built To Last" has become an annual mandatory event, focusing on inviting several local bands along with phenomenal guest stars of the year in the *Hardcore* music scene. The growing development of *Hardcore* music in Pare has led "Brothers Keeper" to contribute by facilitating gigs around Pare. According to Rayi Susprayitno Satyaperkasa (2011), *Hardcore* music is a type of underground music characterized by a faster and more aggressive tempo, such as *Punk*, *Metal*, and *Grindcore*.

In the course of *Evolve Worldwide*, *Built To Last* eventually replaced *Brothers Keeper* as the show with local bands, and *Brothers Keeper* became a promotional show of the bands' new works with the assistance of local bands. *Brothers Keeper* has become *Evolve's* signature showcase for touring bands promoting *singles*, *demos*, *albums*, and *EPs*. The "Brothers Keeper" music concert is one of the music performance programs *Evolve Worldwide* has held for the past two years. "Brothers Keeper" translates as "Brother Keeper". The meaning is taken from the solidarity and cohesiveness of all *Evolve Worldwide* members. *Brothers Keeper* was held on October 1, 2023. In organizing this music show, *Brothers Keeper* carries the theme of releasing new songs and a series of *tours* from the *Hardcore Punk* band *Peach* from Medan. The form of the music release is an *Extended Play* (EP) entitled *Nisha*. The concert was held at *D' Pare Van Java* cafe in Pare, Kediri.

This music concert has been successfully organized by attracting the attention of teenagers in East Java, especially those interested in *Hardcore* music. It was attended by two hundred and seventy spectators with six local bands from East Java, including *Crawl* from Surabaya, *Bad Idea* from Surabaya, *Bizarre* from Malang, *Reservoir Dogs* from Pare, *Obtuse* from Pare and *Peach* from Medan. In this music concert performance, there are also sales of the band's *merchandise* at the *venue* to support the band's operational welfare. The concert organized by *Evolve Worldwide* entitled "Brothers Keeper" was enough to amaze the audience because the preparation was carried out for three months and was uniquely packaged following the times. With this phenomenon, this concert was a success because the enthusiasm and support of the audience for local bands was quite high, as evidenced by the number of spectators present and the concert's festive atmosphere.

In organizing the concert, there is a good concert management strategy between the committee and the bands. Management is also based on experience and learning from the experiences of organizational members (Permata et al., 2016). Concert management has an important effect on the success of music performances because there are aspects and integrity of the performance that are responsible for packaging and presenting a musical performance with the aim that the performance can be carried out smoothly and organized (Aan Rahdiyanzah, 2018). In principle, the organization's running is influenced by the management system implemented (Sutarno Haryono, 2005). For a music performance, art management is responsible for managing performances such as stage sets, performance needs needed by musicians, and so on (Rizal Alfachrisyi Maulana Putra, 2024). Based on the background described, knowing how to manage and implement good concert management with attractive packaging following the target market.

Therefore, this research can explain how the application of music concert management titled "Brothers Keeper" by *Evolve Worldwide*, the music concert management function titled "Brothers Keeper" by *Evolve Worldwide*, and the solutions used in the obstacles and obstacles faced in the application of principles and functions by music concert management titled "Brothers Keeper" by *Evolve Worldwide*.

2. METHODS

This research on concert management titled "Brothers Keeper" by *Evolve Worldwide* uses descriptive qualitative research. According to Denzin and Lincoln in the *Performing Arts Management Book* (Warih Handyaningrum, 2018), qualitative emphasizes meaning that is not strictly studied and has not been measured in terms of quantity, number, and intensity. Qualitative research is also based on an event that is personally or socially experienced (Farida Nugrahani, 2014). In qualitative research, the presence of researchers is the main thing because of the involvement of researchers in the field to find data to be processed. According to (Gumilar Rusliwa Somantri, 2005), qualitative research interactively invites researchers and subjects to play a role in each other and form a new reality used for specific purposes. In the process of searching for data, researchers are required to be able to adjust and accept all risks in the field. By maintaining a good relationship between the researcher and the research subject, the researcher will get the information and data needed.

This research on Music Concert Management titled "*Brothers Keeper*" by *Evolve Worldwide* uses descriptive qualitative research because the data collected is in the form of words, pictures, documents, interview results, observation results, and field notes. This is needed in this research because it requires descriptive data to answer the formulation of existing problems. Documentation studies were obtained in the form of self-documentation by the author, who recorded the data through electronic devices such as cell phones. Literature study in this research was obtained through the literature of various books and related journal articles from the music study program library. One of the books is the book *Performing Arts Management* (Warih Handyaningrum, 2018). In addition, the internet, relevant previous sources, and e-journal literature were also used. Data analysis in the research includes data reduction by selecting the necessary data and presenting the data obtained from interviews, observations, and documentation. Data analysis itself, according to Satori & Aan Komariah (Wildan Nurul Muttakin, 2019), is a data collection in research that has a function that is needed and used in research. Finally, data summarization in the form of results and answers to the problem formulation is discussed with the theoretical basis that the researcher has chosen. Data validity testing ensures data can be used in scientific research (M. Husnulloil, 2024). Researchers used source triangulation to compare facts from interview sources with sources, then triangulate techniques by comparing data obtained from the interview process and observation data. Time triangulation is conducting the interview process to research subjects with different periods and situations to obtain credible information.

3. RESULTS AND DISCUSSION

Research on a music concert titled *Brothers Keeper* by *Evolve Worldwide* has been conducted for one month using data collection techniques through active participant observation and direct interviews with sources. In this research, literature studies have been conducted on several related pieces of literature. Evidence from this research also shows documentation in the form of photos, videos, and social media related to the *Brothers Keeper* music concert. Below, the results of the formulation of the problem studied about the music concert entitled *Brothers Keeper* by *Evolve Worldwide* will also be explained.

Management Principles of *Evolve Worldwide's "Brothers Keeper" Music Concert*

The event organized by *Evolve Worldwide* carries the theme "*Brothers Keeper*," which means "Brother Keeper" because it was inspired by the enthusiasm of the *Evolve Worldwide* team, who wanted to help the existence of local bands and local musicians in working through a show, from the results of an interview study conducted by researchers with Bhima as the coordinator of *Brothers Keeper* on January 13, 2024 at 20.00 WIB at Grin Kopi Jl. Tentara Genie Pelajar Number 20 Plongko, Pare, Pare District, Kediri Regency, said this show was a forum for local bands to present their best work.



An image showing the enthusiasm of the audience in watching the *Brothers Keeper* music concert
(*Brothers Keeper* committee documentation)

Based on the results of an interview study with Farhan, personnel from the band *Reservoirs Dogs* who participated in the show, he said that *Brothers Keeper* is a music show that has a positive impact on local bands in the local *Hardcore* Kediri music scene because it is a place for aspirational work to be increasingly recognized by the general public. The hope is that *Brothers Keeper* will become a show that can continue to be trusted by local bands promoting their work, especially in Pare, Kediri



Image of one of the local bands participating in the *Brothers Keeper* music show by *Evolve Worldwide* (*Brothers Keeper* committee documentation).

The audience's enthusiasm for the *Brothers Keeper* music concert was lively. Based on the results of an interview study with Azriel on August 25, 2024, at 13.00 WIB at Azriel's colleague's residence in Pare, Kediri, he explained that the concert, which presented local bands could help introduce *Hardcore* music to all circles. This is undoubtedly an effort to increase the appreciation of *Hardcore* music for various groups. In addition, this music concert is charming because it presents Peach as a guest star. After all, the band is dominated by women, which makes it rare for women to *dominate Hardcore band personnel*. The concert, which is held annually by *Evolve Worldwide*, is always fully supported by artists from the local *Hardcore* scene. This is evidenced by Armstrong Records' support as a media partner.



Image of Media Partner at the event
(*Brothers Keeper* committee documentation)

Management principles become a reference when carrying out a performance. Management principles are an important aspect of controlling performance because several fundamental aspects become the success points of performance. According to (Aditya Hasni Muhammad, 2019), management principles are used as a reference and guideline to achieve the results that will be achieved in the management objectives. According to (Muhammad Jazuli, 2014), management principles can be a control over the management that will be carried out. The principle of concert management is a reference for the success of a performance, so the management of a performance must be carried out by fulfilling the principles of management. Management theory (Warih Handayaningrum, 2018) explains six management principles: division of labor, authority and responsibility, unity of command and direction, togetherness, justice and honesty, and principles of order and discipline. *Evolve Worldwide* also uses these principles to manage the *Brothers Keeper* concert. Each of these management principles will be explained as follows:

Division of labor

The division of labor aims to obtain effective and efficient results. Division of labor is an important effort because members will carry out their duties without waiting for orders or commands, respect each other's responsibilities, and do not doubt the provision and implementation of tasks to avoid confusion or conflict in

the duties and work of members. According to (Ridha Meidika Triananta, 2023b), the division of labor also adjusts to the potential and number of human resources to produce the expected results. In its implementation, *Evolve Worldwide* does the same thing, namely, the division of labor according to the competence of each member. *Evolve Worldwide* carried out the division of labor by conducting a member discussion meeting—the initial preparation before the show was held at Grin Kopi Jl. Tentara Genie Pelajar Number 20 Plongko, Pare, Pare District, Kediri Regency, which Bhima guided as the coordinator, then Bhima will divide each task according to the results of the discussion of each member whether they are ready for the tasks that will be assigned. The results of the member discussion meeting produced a concept, members of each division, and the division of tasks for each division.

Authority and responsibility

Authority and responsibility are key to performance management. Authority is the right to command others and control something ordered, either to give orders or to control compliance. Authority can also be interpreted as a power and right to do a job, either ordering something from others and doing or not doing something (Malayu S. P. Hasibuan, 2010). *Evolve Worldwide* carried out this division of authority at the first discussion meeting held on July 30, 2023, at Grin Kopi Jl. Tentara Genie Pelajar Number 20 Plongko, Pare, Pare District, Kediri Regency. The discussion resulted in the coordinator of each division, including the chief executive, secretary, treasurer, facilities and infrastructure section, media and communication section, security and field section, *ticketing* section, and *liaison officer* section.

Unity of Command and Unity of Direction

Performing arts management has the principle that each subordinate only receives orders from a superior and is responsible only to a superior. However, a superior can give orders to several subordinates. This is called *top* management (*top manager*), *middle* management (*middle manager*), and *first/low* management (*low manager*) employees. Unity of command and direction seeks to increase efficiency and effectiveness in the performances carried out by *Brothers Keeper*. Thus, the show is organized in its implementation, reducing communication errors and achieving the desired target through the top leader - the lower leader coordination process.

Spirit of Togetherness

The spirit of togetherness means that members prioritize and appreciate common interests. The spirit of togetherness can be achieved by deliberation in every decision-making, respecting the duties of each individual, and providing joint solutions when facing problems. As the coordinator, Bhima always motivates members, aiming further to develop morale and soft skills in the workplace. Outside of working hours, Bhima, as the coordinator, also asks about the obstacles and progress of each member. This also aims to maintain enthusiasm and maintain good relations between members.

Justice and Honesty

Justice means honesty, straightness, and sincerity; honesty means a sincere attitude that does not cheat by saying what it is. It is suitable for an organization to hold the principles of justice and honesty to create a fair and open organization. A fair and honest attitude can help an organization create a healthy atmosphere. A healthy organization means an organization with high performance and an honest attitude in various situations. *Evolve Worldwide* promotes an honest attitude by being transparent when organizing a *Brothers Keeper* concert. Transparency includes delivering various information, including information from vendors regarding accommodation costs and the delivery of suggestions and criticisms made by Bhima as the coordinator. In addition to Bhima, the members also implemented an honest attitude, such as doing tasks as a form of responsibility and not recognizing other people's work as their own. In distributing rights and obligations, Bhima, as the coordinator, equally divided the obligations of each member according to ability and capacity so as not to cause jealousy between members. This has a significant impact on the performance of members in the *Brothers Keeper* concert management process. Prioritizing a fair and honest attitude will foster mutual respect and high morale.

Order and Discipline

Order is a term used in sociology as a form of organized and dynamic human life conditions. Discipline means obedience to the values of carrying out a task and responsibility. The *Evolve Worldwide* team itself makes it a habit to arrive on time for meetings and coordination that has been agreed upon. The attitude of

discipline emphasized by Bhima as the coordinator is to increase efficiency during the managerial preparation of a concert. Once a month, the *Evolve worldwide* team holds a *weekly meeting* for the place to adjust the members' agreement, namely at a cafe around the Kediri area. The entire team must attend this meeting.

Evolve Worldwide's "Brothers Keeper" Music Concert Management Function

A music concert cannot be separated from a good management process; therefore, the management function must package the event as attractively as possible. According to (Meta Oktavia Rany, 2024), the management function helps ensure the success and smooth running of the event. According to (Ummi Kulsum, 2023), a management function is also referred to as an effort in the form of planning, coordinating, organizing, and managing resources to achieve results effectively and flexibly. Management functions are elements that have an attachment to a performance. Because it becomes a reference for the success of the activity, here are some of the functions of *Evolve Worldwide's* management flow in the *Brothers Keeper* event:

Planning

Planning is the first step and basic function in creating quality management. Although there are modifications in the process, planning is flexible and must be used in plans that can build management itself. According to Harold Foontz and Cyriil O Donnell in the book *Performing Arts Management* (Warih Handyaningrum, 2018), planning can also be interpreted as an organized effort to realize achievable goals to realize future decisions best. With the organization of the music concert held by *Evolve Worldwide*, planning is carried out for two months with a concept that is always *fresh* each year. The selection of bands that are always new, creative promotion methods, and visual design of event promotions until the event takes place follow current trends. This can be proven by *Evolve Worldwide's* Instagram social media, which follows the visual design trends of today's music events. As stated by Bhima as the coordinator, *Brothers Keeper* has been prepared as well as possible, starting from the accuracy of the progress of each division, the choice of venue, and the concept of the event. The planning process, which was carried out for two months, was relatively fast because of limited human resources. However, this local music event can be held to present two hundred and seventy spectators. The following are activities carried out monthly by *Evolve Worldwide*, including regular meetings held once a month, with the discussion of projects that *Evolve Worldwide* will carry out, the concept of *Brothers Keeper* and *Built To Last* as routine music concert events held by *Evolve Worldwide*. Next is open discussion, a meeting between members without any discussion. This aims to foster family ties between members.

Organizing

The organizing process can shape the direction of building relationships between members to achieve organizational goals. Organizing is carried out after planning to determine how the committee is organized (Stefanus Dwi Nugroho Liskananto, 2017). According to (Erlian Yusuf Mulyawan et al., 2018), in organizing, the chairman has the right to take action to fix any deficiencies and mistakes made. As the coordinator, Bhima applies discipline in decision-making, including the selection of each member in the division. So that the tasks in each division can be carried out properly according to their respective expertise. Bhima and several members discussed determining the committee candidates. From these candidates, the *Brothers Keeper* committee was formed. The existing committee comprises competent people in their fields, both *Evolve Worldwide* members and non-members who have worked with *Evolve Worldwide members*. The following is the structure of the *Brothers Keeper* committee by *Evolve Worldwide*, which is a form of division of duties and authority in the committee.

Chief Executive Officer	Bhima
Secretary	Officer
Treasurer	Anjar
Equipment & Infrastructure Sie	Officer
Media & Communication Sie	Akfa
Security & Field Sie	Reza Tezar Vanjalu Rizky Setyo
Sie Ticketing	Anjar David
Sie Liaison Officer	Bhima Officer

Picture of the committee table for the event
(*Brothers Keeper* committee documentation)

Briefing

Direction is an activity that influences the organization by providing motivation and instructions in order to achieve the desired results and organizational goals. Bhima is the coordinator of music concert management. Bhima ensures that all work in the organization can be directed and that all employees follow the agreed procedures. In *Brothers Keeper* concert management preparation, the coordinator directs the members to complete their respective tasks and responsibilities. Bhima conducts direct direction through coordination in the *WhatsApp* group and asks all members about the obstacles experienced. Suppose, in the process the members experience difficulties. In that case, they directly coordinate with each other in order to get the best solution and are directed explicitly by Bhima to get maximum results.

Surveillance

Supervision is one of the management functions that is very important to apply. Supervision is a series of activities to monitor and measure the implementation of an activity by taking corrective action if necessary. According to (Darmi Hidayat, 2021), supervision is an inspection and control effort carried out by the leadership of the planning that has been determined and determined. As the coordinator, Bhima directly supervised from preparation until the event was completed, including finance, design, vendors, and cooperation with related parties. This was done to minimize difficulties and obstacles during the activity management process. The supervision carried out by Bhima was in the form of communication between members by asking what complaints, difficulties, and ideas were needed in each member's *job*.

S.W.O.T Analysis in Music Concert Management Titled "Brothers Keeper" by Evolve Worldwide

This research uses *S.W.O.T* analysis to analyze how obstacles and solutions are carried out in the management of *Evolve Worldwide*. *S.W.O.T* analysis is often referred to as a helpful strategic planning method for determining strategies by evaluating strengths, weaknesses, opportunities, and threats (Fajar Nur'aini Dwi Fatimah, 2020). Through this analysis, we will find the solution to the obstacles experienced by managing the music concert titled *Brothers Keeper* by *Evolve Worldwide*. The following will be explained through the *S.W.O.T* analysis as follows:

Strength

Strengths that are meant in the *SWOT* analysis are a form of strength or advantage in an organization. Strength is also often referred to as an internal asset that can foster various opportunities dominated by the organization's internal factors. *Strength* is an advantage that can potentially develop an organization (Deradjat Mahadi Sasoko, 2023). Evolve Worldwide's strengths or advantages in supporting the management of Brothers Keeper concerts include the extensive connections Evolve Worldwide members possess with *Hardcore band* musicians. The loyalty that *Evolve Worldwide* members have in helping each other between divisions when one division is experiencing difficulties. *Evolve Worldwide* members are also competent in managing music concerts managerial. This is evidenced by the experience of *Evolve Worldwide* members who interned in the creative industry and joined the community of art activists. In addition, some *Evolve Worldwide* members have special expertise and skills in visual communication design and photography skills. Of course, members' skills and advantages are strengths that have a good impact on supporting the organization of *Brothers Keeper* concert management.

Weaknesses

Weaknesses make organizations more willing to invite members to develop together and increase innovation within limitations. According to (Zuhud Suriono, 2021), weakness is not an obstacle. Precisely with weaknesses, a manager can determine a policy that can minimize these weaknesses. The weaknesses possessed by the management of the music concert entitled *Brothers Keeper* by *Evolve Worldwide* are a lack of human resources, so many members occupy more than one division. At the time of the *Brothers Keeper* concert, there were obstacles to the existence of worship activities, namely recitation. As a result of this recitation, the implementation of *Brothers Keeper* was stopped for two hours. This was beyond the expectations of the entire committee because there was no confirmation and miscommunication. Of course, the duration in the implementation of each band that will *show is* finally trimmed. The goal is for all bands participating in the *Brothers Keeper* concert to get a part to perform without any bands canceling to perform.

Opportunities

Opportunity is a strategy that organizations use to overcome the threats they face. According to (Ibnu Rochman, 2019), opportunities for external situations that can provide benefits for an organization or group need to be read by all members to impact the improvement and quality of the organization. The *Brothers Keeper* music concert held by *Evolve Worldwide* became a means of promotion for *Evolve Worldwide* itself. This proved effective because the audience could assess the quality of the music concert held by *Evolve Worldwide*, especially in Pare, Kediri. *Brothers Keeper* is also an evaluation tool for *Evolve Worldwide* to improve the quality of *Hardcore* music performances held previously.

Threat

Threats affect areas that have the potential to cause problems through external factors. The threat also can potentially affect expected goals (Syauqi Jazuli, 2016). Unlike weaknesses, threats are external and out of control. Threats are shortcomings and obstacles that can slow down organizational goals. *Brothers Keeper*, implemented by *Evolve Worldwide*, experienced threats in the form of delays in several *bands* that would perform. This was because some personnel were still working and studying. Another threat that impacted the implementation of *Brothers Keeper* was equipment such as musical instruments and sound equipment that had problems during the *show*. Of course, this threat is challenging for the entire committee and must be faced with several existing solutions.

4. CONCLUSIONS

Based on the results of research and discussion of management carried out by *Evolve Worldwide* in the *Brothers Keeper* concert, it is concluded that the Management of the Music Concert Titled "*Brothers Keeper*" by *Evolve Worldwide* uses management principles in the form of division of labor, authority and responsibility, unity of command and unity of direction, spirit of togetherness, justice and honesty, order and discipline. The management functions used in this concert management are planning, organizing, directing, and controlling. The application of principles carried out by *Evolve Worldwide* aims to accelerate the performance of members by working on the *job schedule of each member according to deadlines, complying with mutually agreed regulations, having a clear committee structure, and having an organizational foundation to achieve common goals.* The

application of the functions used in the *Brothers Keeper* music concert management to manage the event to attract public attention by pouring creative ideas so that the music concert event is packaged as interestingly as possible, starting from the planning process until the event is over.

REFERENCE

- Aan Rahdiyanzah. (2018). *MANAJEMEN PERTUNJUKAN PADUAN SUARA UNIT KEGIATAN MAHASISWA PINISI CHOIR UNIVERSITAS NEGERI MAKASSAR STUDI KASUS: GRAND PRIX THAILAND 2016*. <https://eprints.unm.ac.id/17294/>
- Aditya Hasni Muhammad. (2019). *MANAJEMEN UNIT KEGIATAN MAHASISWA AIRLANGGAORCHESTRAUNIVERSITASAIRLANGGASURABAYAPERIODE 2019*. 8. <https://ejournal.unesa.ac.id/index.php/apron/article/view/32051>
- Darmi Hidayat. (2021). *MANAJEMEN PERTUNJUKAN RIAU PHILHARMNIC ORCHESTRTA PADA ACARA JELANG RAMADHAN CONCERT IV DARMI HIDAYAT NPM: 186711116*. <http://repository.uir.ac.id/id/eprint/10427>
- Deradjat Mahadi Sasoko, I. M. (2023). *JURNAL STUDI INTERDISIPLINER PERSPEKTIF TEKNIK ANALISIS SWOT DALAM SEBUAH PERENCANAAN KEGIATAN*. 22. <http://ejournal-jayabaya.id/Perspektif/article/view/64>
- Erlian Yusuf Mulyawan, Mochammad Usman Wafa, & Mohammad Hasan Bisri. (2018). *MANAJEMEN SENI PERTUNJUKAN PADA GRUP ORKES SENGGOL TROMOL*. In *JURNAL SENI MUSIK* (Vol. 3, Issue 1). <https://doi.org/https://doi.org/10.15294/jsm.v7i2.26541>
- Fajar Nur'aini Dwi Fatimah. (2020). *Teknik Analisis SWOT* (Lestari Nurti, Ed.; 1st ed., Vol. 1). Anak Hebat Indonesia.
- Farida Nugrahani. (2014). *METODE PENELITIAN KUALITATIF dalam Penelitian Pendidikan Bahasa*.
- Gumilar Rusliwa Somantri. (2005). *MEMAHAMI METODE KUALITATIF*. *Makara Human Behavior Studies in Asia*, 9(2), 57. <https://doi.org/10.7454/mssh.v9i2.122>
- Ibnu Rochman. (2019). *Analisis SWOT dalam Lembaga Pendidikan (Studi Kasus di SMP Islam Yogyakarta)*. <https://ejournal.stidar.ac.id/index.php/aliman/article/view/3527/2596>
- M. Husnullail, R. M. S. J. A. (2024). *TEKNIK PEMERIKSAAN KEABSAHAN DATA DALAM RISET ILMIAH. genta mulia*, 15. <https://ejournal.uncm.ac.id/index.php/gm/article/view/1148>
- M Takari, Yusliyar, Yose Rizal Firdaus, Darwis.R.H, Syahrina Lubis, & Ucok Prince. (2016). *KARYA MUSIK DALAM KONTEKS SENI PERTUNJUKAN*. <https://doi.org/10.13140/RG.2.1.1095.4486>
- Malayu S. P. Hasibuan. (2010). *Manajemen sumber daya manusia*. Bumi Aksara.
- Meta Oktavia Rany. (2024). *Manajemen Seni Pertunjukan "Prodigy Student Performance" oleh Prodigy Music Academy*. 5, 6–6. <https://doi.org/https://doi.org/10.26740/rj.v5n2.p179-192>
- Muhammad Jazuli. (2014). *Manajemen Seni Pertunjukan*. Graha ilmu.
- Permata, A. J., Musik, J., & Seni Pertunjukan, F. (2016). *MANAJEMEN KONSER DI JURUSAN MUSIK INSTITUT SENI INDONESIA YOGYAKARTA TUGAS AKHIR Program Studi S-1 Seni Musik Oleh: UPT Perpustakaan ISI Yogyakarta*.

- Prasetyo Wicaksono, Y. (2016). *AMPHITHEATER DI YOGYAKARTA*. <https://e-journal.uajy.ac.id/9765/>
- Rayi Susprayitno Satyaperkasa. (2011). *Tinjauan Tipografi Pada Cover Album Musik Hardcore Bandung Tahun 2000-2010*. <http://elib.unikom.ac.id/gdl.php?mod=browse&op=rea...>
- Ridha Meidika Triananta. (2023a). *MANAJEMEN KONSER BERTAJUK "KEMBALI PULANG" OLEH JD RECORDS*. <https://doi.org/https://doi.org/10.26740/rj.v4n2.p275-285>
- Ridha Meidika Triananta. (2023b). *MANAJEMEN KONSER BERTAJUK "KEMBALI PULANG" OLEH JD RECORDS SKRIPSI OLEH RIDHA MEIDIKA TRIANANTA*. <https://doi.org/https://doi.org/10.26740/rj.v4n2.p275-285>
- Rizal Alfachrisyi Maulana Putra. (2024). *MANAJEMEN PERTUNJUKAN MUSIK UL-DHAUL PUTRA MEONK PADA FESTIVAL PARADE BUDAYA*. 4, 68. <https://doi.org/https://doi.org/10.26740/rj.v4n2.p511-527>
- Stefanus Dwi Nugroho Liskananto. (2017). *MANAJEMEN PERTUNJUKAN YOGYAKARTA GAMELAN FESTIVAL 2016*. 6. <https://id.scribd.com/document/705700182/9674-21602-1-SM>
- Sutarno Haryono. (2005). *Penerapan Management Seni Pertunjukan pada Teater Koma (Management Aplication of Performing Art in Teater Koma)*. <https://doi.org/https://doi.org/10.15294/harmonia.v6i3.810>
- Syauqi Jazuli. (2016). *Analisis Swot strategi pemasaran produk pembiayaan pada BMT El – Syifa Ciganjur*. <https://repository.uinjkt.ac.id/dspace/handle/123456789/35053>
- Ummi Kulsum. (2023). *FUNGSI MANAJEMEN PADA GRUP MUSIK SHOLAWAT "GAWAT DARURAT" DI KABUPATEN PASURUAN*. <https://doi.org/https://doi.org/10.26740/jps.v13n1.p163%20-%20172>
- Warih Handyaningrum, B. S. (2018). *Manajemen Seni Pertunjukan*.
- Warih Hndayaningrum, B. S. (2018). *Manajemen Seni Pertunjukan* (Vol. 1).
- Wildan Nurul Muttakin. (2019). *FUNGSI PENGAWASAN DALAM MENINGKATKAN KINERJA KARYAWAN DI BIDANG PENDIDIKAN MADRASAH KEMENTERIAN AGAMA KOTA BANDUNG*. <https://digilib.uinsgd.ac.id/19329/>
- Zuhud Suriono. (2021). Analisis SWOT dalam Identifikasi Mutu Pendidikan. In *ALACRITY : Journal Of Education* (Vol. 1, Issue 3). <https://doi.org/https://doi.org/10.52121/alacrity.v1i3.50>

AUTHOR BIOGRAPHY

	<p>Evita Natalia  https://orcid.org/0009-0002-9347-5138 is a Bachelor of Music Study Program student at the Faculty of Languages and Arts, Surabaya State University. Evita started the study period in 2020 and joined the principal wind instrument. In 2024, Evita researched a music concert titled <i>Brothers Keeper</i> by <i>Evolve Worldwide</i>. She can be contacted via email: evitanatalia05@gmail.com</p>
---	---