


Marketing Strategy for the Song "Tell Me" by Saladdays

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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 arrangement of the song "Tell Me" and how Saladday's marketing strategy was carried out in marketing the song "Tell Me." This research uses a descriptive qualitative approach to identify and answer problem formulations related to arrangement data and marketing strategies. The data analyzed is the song "Tell Me". Researchers perform data analysis techniques: data reduction, data presentation, and conclusion drawing. This research results in the song "Tell Me" using C# Major tonality with <i>allegro</i> tempo and 4/4 time. The harmony or chords used are <i>extended</i> chords, where there are no <i>triadic</i> elements, and there is only harmony with four or more notes giving rise to chords 7, 9, 11, or 13. The overall musical structure of this song is <i>Intro - Verse 1 - Pre Chorus - Chorus - Interlude - Verse 2 - Chorus - Coda</i>. Then, the chord progression in the central theme of this song is IV - V - VI - V - I. Furthermore, the marketing strategies applied by Saladdays are distribution on the Spotify and Apple Music streaming platforms, <i>pre-release campaigns</i>, distribution on the YouTube platform, and <i>live performances</i>.</p>
<p>Keywords</p> <p>Arrangement Harmony Chord Progression Strategy Marketing</p>	
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1. INTRODUCTION

In the increasingly competitive indie music industry and the emergence of many new music groups, it is a challenge for Saladdays to stand out among these music groups. According to Wisma & Grendi (2020:2), indie music is a musical work outside the *mainstream*, or the flow differs from the style of songs on the market. So, in addition to the need for unique arrangement differentiation, it is also necessary to carry out planning and evaluation related to how strategies to promote songs so that they can reach a broader market, distribution channels used, target audience, branding/positioning, supporting content, and monetization strategies.

Along with the times, the music industry has continually evolved, starting from analog recording technology such as vinyl records, cassette tapes, radio, vinyl, and CDs, which finally developed into digital music distribution through the MP3 format. This fundamental change in the industry made the players adapt to innovations immediately until the emergence of legal digital distribution, such as Spotify, iTunes, Apple Music, and YouTube Music, eventually dominating the digital music market.

In terms of other aspects, arranging is one of the most important processes for processing the interpretation of a work. The arrangement is adapting a musical medium from the original music arranged into another form (Percy & John, 1970:53). The idea of arrangement includes musical elements such as melody, rhythm, tempo, style, technique, dynamics, accentuation, harmony, texture, figure, motif, form, ornament, and scale. According to Don Michael Randel, an arrangement is the adaptation of a composition that is different from the original composition, usually to maintain the elements of its musical essence and with such an adaptation process (Randel, 1986: 53).

Based on this understanding, the arranger needs to adapt to the processing of new musical styles without losing the original essence of the song, so creativity is needed in creating new arrangements. Along with the development of the music industry to date, not only major labels are the dominant players in the industry. However, indie music players are also a big part of the music industry. One of the characteristics of indie music is that the music presented differs from the general market taste. However, the music presented has interesting elements and has its color (Kim, 2019). So, in the music industry, there are more varied types of music, which gives indie music actors an authentic and unique musical identity.

2. METHOD

This research uses a descriptive qualitative approach to examine in depth and detail the formulation of problems related to arrangements and marketing strategies in the song "*Tell Me*" by Saladdays. The purpose of the descriptive qualitative research approach is to identify and connect variables to answer the formulation of the problems formulated in the study (Rusandi & Muhammad Rusli, 2021). Furthermore, according to Sugiyono (2013: 9), qualitative research methods are based on the philosophy of postpositivism, which is designed to research and study natural objects. In this case, the researcher is the key instrument. The data collection technique is done by triangulation (combined), analyzed inductively or qualitatively, and then the results of qualitative research focus on meaning rather than generalization.

The focus of qualitative research is the emphasis on data validity, which means there must be a match and accuracy of what is recorded as data and in the setting under study (Miza Nina Adlini, 2022). often, qualitative research is used for "exploration," while quantitative research is used to "measure." This method is commonly used by math and natural science academics (Darmalaksana, 2020). Therefore, this approach is ideal for comprehensively describing the object of research and providing a holistic understanding of the aspects of the arrangement and marketing strategy.

The location of this research is Saladdays Home Production Studio, a space for Saladdays personnel to carry out the production process and design marketing strategies. The second location in this research is in the Library of the Department of Sendratasik, Faculty of Language and Arts, Surabaya State University. This location allows researchers to find various references, data sets, documents, concepts, and supporting information that can help researchers create detailed and concrete research journals.

The third location in this research is the researcher's home. After collecting all references, data, documents, concepts, and information from the previously described locations, the researcher continued writing the research at the researcher's home. The data collection method is the process of collecting the most appropriate data to ensure that the data obtained is valid and reliable (Sugiyono, 2013: 285). So that the data studied has a strong foundation and is sourced from facts, this research involves direct interviews with Saladdays group personnel, namely Aliya and Amelia, who arranged the song "*Tell Me*" and drafted a marketing strategy to promote the song. Then, the data collection techniques used are interviews, observation, documentation, and literature study.

3. RESULT

This research classifies its discussion into two main segments: the arrangement and marketing strategy aspects of the song "*Tell Me*."

A. Arrangement of "*Tell Me*"

Arrangement is the arrangement or processing of a composition or a song commonly abbreviated as "*arrange*" or "*arr*" (Prier, 2011: 11). Meanwhile, according to the Music Dictionary (Banoe, 2003), an arrangement is a song for an orchestra or group of music, both vocal and instrumental. Various important components can be identified to form the arrangement as a whole, namely the components of harmony, musical form, and chord progressions. Musical form is the arrangement of musical structures and the relationship between musical elements in a song or composition to produce a meaningful composition or song (Jamalus, 1988).

In another definition, musical form is an arrangement of structures and a combination of all musical elements in a musical composition. The form of the song can unite the parts between the musical notes and the parts of the composition that are sounded one by one as a framework (Adi William Raharja, 2020: 11). In the context of the study of arrangement aspects. Researchers will describe in detail related to harmony, musical form, and chord progressions. The song "*Tell Me*" structure consists of *Intro - Verse 1 - Pre Chorus - Chorus - Interlude - Verse 2 - Chorus - Coda*. The song uses C# Major tonality with a 4/4 time signature and *allegro* tempo.

A beat is a notation in a musical score that can guide the rhythmic structure of a piece. The number at the top indicates the number of beats in each measure, while the number at the bottom determines the note value equivalent to one beat (Edi Bond, 2024). Then, in the book *Introduction to Music: A Guide to Good Listening*, Hugh Milton Miller (1958: 24) explains that tempo is a term from the Italian language that means time, while

in music, it means showing the speed or slowness of a song or composition. In addition to rhythm and tempo, modulation is an important component of the arrangement. According to Prier (2014:119), modulation in music means a tonic shift (main tone), for example, from C Major to As Major, or from F Major to E minor, and so on. However, in the song "Tell Me," there is no use for modulation from the beginning to the end of the song.

1) Intro

The chord progression in the intro section of this phrase is F#Major7 - G#Sus4 - E#m/A# - G#Sus4 - C#5. A chord is a set of notes sounded together, which only has meaning when it relates to other chords, both before and after (Prier, 2012:7). In another definition, a chord is a collection of notes consisting of at least three or more notes and sounded simultaneously. The process of forming chords comes from the notes of a scale system, then combined with these notes into a three-interval system (*Third Intervallic System*) in sequence from the original tone (Nugroho, Widyo, Isfanhari, 2000: 27).

Based on these chord progressions, it can be concluded that the overall harmonic progression used is subdominant chords - dominant chords - parallel tonic chords - dominant chords - tonic chords. In harmonic terms, the progression can be symbolized as S - D - Tp - D - T. According to Dimas (2020: 97), harmony can be defined as harmony between the components or elements in a type of art.

According to Syafiq & Muhammad (2003: 133), harmony is the harmony of sound or tone. From these definitions, it can be concluded that harmony is a combination of tonal components and elements so that they are arranged into a chord. Harmonization is the process of creating harmony to harmonize with the melody, and it is the most important element of the arrangement technique. Without interesting harmonization, the arrangement will not be successful, regardless of the composition size (Kawakami, 1975:119). The cadences used in this chord progression include *half cadence*, *deceptive cadence*, and *perfect authentic cadence*. Next, chord positions in the progression in the intro section only use the root position, where chord inversion is not used.

Because the lowest or bass note in each chord uses the tonic as the center of tonality. However, each chord in this progression has a different arrangement. The arrangement used in the chord progression of the *intro* section of the song "Tell Me" has different variations. The following is a description of the arrangement used in the *intro* section of the song "Tell Me":

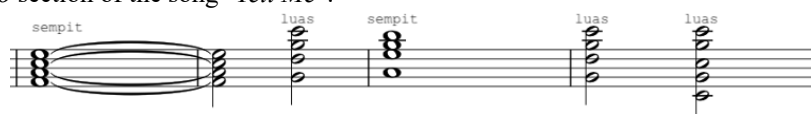


Figure 1. Chord Progression Arrangement Part

Overall, the arrangement of the chord progressions in this section is narrow arrangement - broad arrangement - broad arrangement. The narrow arrangement category generally has tert intervals, while the broad arrangement has more varied intervals, including quart and quint intervals. Then, regarding the use of dynamics, at the end of the *intro* part, there is a reverse vocal FX remix that plays crescendo dynamics as a transition to the next part. The instruments played in this section consist of a *cinematic suspense synthesizer*, *airways synthesizer*, *plucked sweet synth*, *synth bass*, *electric guitar*, drums, *dark bass sweep FX*, and *remix reverse vocal FX*.

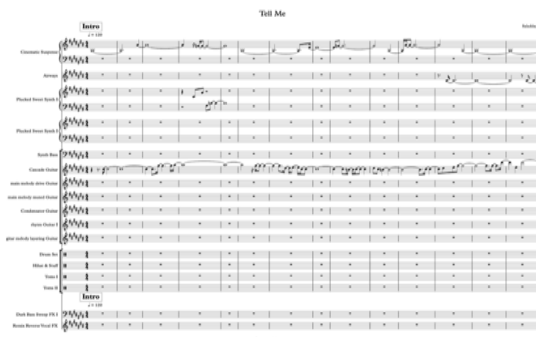


Figure 2. Intro section Bars 1-14



Intro section bars 15-25

2) Verse 1

In verse 1 of the first phrase, the chord progression used is F#Major7 - G#sus4 - E#m/A# - G#sus4 - C#5 - F#Major7 - G#sus4 - E#m/A# - G#sus4 - C#5. Based on these chord progressions, it can be concluded that the overall harmonic progression used is subdominant chords - dominant chords - parallel tonic chords -

dominant chords - tonic chords. In harmonic terms, the progression can be symbolized as S - D - Tp - D - T. The cadences used in this chord progression include *half cadence*, *deceptive cadence*, and *perfect authentic cadence*.

Next, chord positions in the progression in verse 1 only use the root position, where there is no use for chord *inversion*. Because the lowest or bass note in each chord uses the tonic as the tonal center. However, each chord in this progression has a different arrangement. The arrangement used in the chord progression of the first phrase of *verse 1* of the song "Tell Me" has different variations. The following is a description of the arrangement used in the first phrase of *verse 1* of the song "Tell Me":

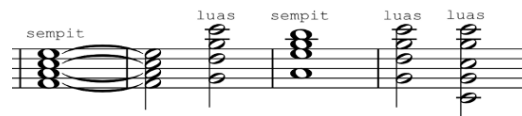


Figure 4: Chord Progression Arrangement of the First Phrase of Verse 1

Overall, the arrangement of the chord progressions in this section is narrow arrangement - broad arrangement - broad arrangement. The narrow arrangement category generally has tert intervals, while the broad arrangement has more varied intervals, including quart and quint intervals. Then, entering the second phrase, the chord progression played in this section is F#sus2 - G#sus4 - A#m13 - C#major - G#sus4 - F#sus2 - G#sus4 - A#m13 - C#major - G#sus4. Based on these chord progressions, it can be concluded that the overall harmonic progression used is subdominant chords - dominant chords - parallel tonic chords - tonic chords - dominant chords. In harmonic terms, the progression can be symbolized as S - D - Tp - T - D. The cadences used in this chord progression include *half cadence* and *deceptive cadence*.

The arrangement used in the chord progression of the second phrase of *verse 1* of the song "Tell Me" has different variations. The following is a description of the arrangement used in the second phrase of *verse 1* of the song "Tell Me":

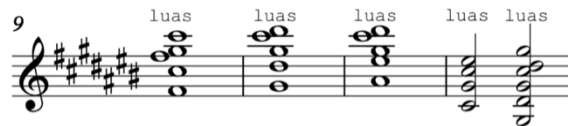


Figure 5: Chord Progression Arrangement of the Second Phrase of Verse 1

Overall, the chord progression in the second phrase uses a wide arrangement (*open position*) because this chord progression has a quint interval between bass notes and tenor notes. Then, it will be called a narrow arrangement (*close position*) if the interval between the *bass* note and the *tenor* note uses the tert interval to create a close distance. Then, the instruments played in this section consist of *airways synthesizer*, *synth bass*, *electric guitar*, drums, *dark bass sweep FX*, and *electronic drums*.



Verse 1 Section Bars 26 - 32



Verse 1 Section Bars 33 - 36



Verse 1, section Bars 37 - 41

3) Pre Chorus

Next, in the *pre-chorus*, the chord progression used is F#Major7 - G#Sus4 - E#m/A# - G#Sus4 - C#5 - F#Major7 - G#Sus4 - E#m/A# - G#Sus4 - C#5. Based on these chord progressions, it can be concluded that the overall harmonic progression used is subdominant chords - dominant chords - parallel tonic chords -

dominant chords - tonic chords. In harmonic terms, the progression can be symbolized as S - D - Tp - D - T. The cadences used in this chord progression include *half cadence*, *deceptive cadence*, and *perfect authentic cadence*.

Next, the chord positions in the progression in the pre-chorus only use the *root position*, where there is no use of chord *inversion*. Because the lowest or bass note in each chord uses the tonic as the tonal center. However, each chord in this progression has a different arrangement. The arrangement used in the chord progression of the *pre-chorus* of the song "Tell Me" has different variations. The following is a description of the arrangement used in the *pre-chorus* of the song "Tell Me":

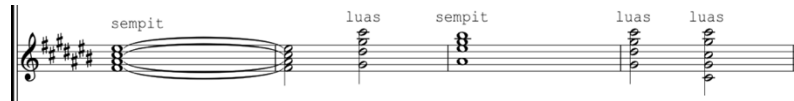


Figure 9. Chord Progression Arrangement of the Pre-Chorus Section

Overall, the arrangement of the chord progressions in this section is narrow arrangement - broad arrangement - broad arrangement. The narrow arrangement category generally has tert intervals, while the broad arrangement has more varied intervals, including quart and quint intervals. The instruments played in this section consist of an *airways synthesizer*, *plucked sweet synth*, *layering key synthesizer*, *synth bass*, *electric guitar*, *dark bass sweep FX*, and *electronic drums*.



Figure 10. Pre Chorus Section Bars 42 - 49

4) Chorus

Furthermore, the *chord* progression used in the *chorus* is F#Major7 - G#Sus4 - E#m/A# - G#Sus4 - C#5 - F#Major7 - G#Sus4 - E#m/A# - G#Sus4 - C#5. Based on these chord progressions, it can be concluded that the overall harmonic progression used is subdominant chords - dominant chords - parallel tonic chords - dominant chords - tonic chords. In harmonic terms, the progression can be symbolized as S - D - Tp - D - T. The cadences used in this chord progression include *half cadence*, *deceptive cadence*, and *perfect authentic cadence*.

Next, the chord positions in the progression in the chorus only use the *root position*, with no use of chord *inversion*. Because the lowest or bass note in each chord uses the tonic as the tonal center. However, each chord in this progression has a different arrangement. The arrangement used in the *chord* progression of the song "Tell Me" *chorus* has different variations. The following is a description of the arrangement used in the *chorus* of the song "Tell Me":



Figure 11. Chord progression arrangement for chorus 1

Overall, the arrangement of the chord progressions in this section is narrow arrangement - broad arrangement - broad arrangement - broad arrangement. The narrow arrangement category generally has tert intervals, while the broad arrangement has more varied intervals, including quart and quint intervals. Then, regarding dynamics in this section, an electric piano instrument plays *piano* and *mezzo-forte* dynamics with an additional *crescendo*. Then, the instruments played in this section consist of *plucked sweet synth*, *layering key synthesizer*, *synth bass*, *electric guitar*, *drums*, *dark bass sweep FX*, and *electric piano*.

Chorus Section Bars 50 - 57

5) Interlude

Then, the chord progression used in the *interlude* section is F#5 - G#5 - A#5 - G#5 - C#5. Based on these chord progressions, it can be concluded that the overall harmonic progression used is subdominant chords - dominant chords - parallel tonic chords - dominant chords - tonic chords. In harmonic terms, the progression can be symbolized as S - D - Tp - D - T. The cadences used in this chord progression include *half cadence*, *deceptive cadence*, and *perfect authentic cadence*.

Next, chord positions in the progression in the interlude section only use the root position, where chord inversion is not used. Because the lowest or bass note in each chord uses the tonic as the tonal center. The arrangement used in the chord progression of the *song "Tell Me" interlude section* has similar variations throughout. The following is a description of the arrangement used in the *interlude* section of the song *"Tell Me"*:

Figure 13. Chord progression arrangement of the interlude section

Based on the score above, it can be concluded that the chord progression in the *interlude* section as a whole has the same arrangement, which is a narrow arrangement (*close position*). Although it does not use a *fixed* interval in each *chord*, it can still be categorized as a *close position* because the type of chord used is a *power chord*. The instruments played in this section consist of *plucked sweet synth*, *layering key synthesizer*, *synth bass*, *electric guitar*, *drums*, *dark bass sweep FX*, and *electronic drums*.

Figure 14. Interlude section Bars 58 - 65

6) Verse 2

After the *interlude*, we enter *verse 2, the beginning of the song's end*. In this section, there are no instruments that play chords, and there is only a melody played by *plucked sweet synth, layering key synthesizer*, and *electric guitar*. Then, a harmonic scream synth plays harmony but only consists of two notes. The intervals used in these harmonies are *second, terts*, and *quart* intervals. Then, in the last bar of this section, there is an *electric piano* that functions as a transition to the *chorus 2* section with *crescendo* dynamics and additional dynamics in the form of *piano* and *mezzo forte*.



Verse 2 section Bars 66-69



Verse 2 section Bars 70 - 74

7) Chorus 2

Next comes *chorus 2*. The chord progression played in this section is F#Major7 - G#Sus4 - E#m/A# - G#Sus4 - C#5 - F#Major7 - G#Sus4 - E#m/A# - G#Sus4 - C#5 - F#Major7 - G#Sus4 - E#m/A# - G#Sus4 - C#5. Based on these chord progressions, it can be concluded that the overall harmonic progression used is subdominant chords - dominant chords - parallel tonic chords - dominant chords - tonic chords. In harmonic terms, the progression can be symbolized as S - D - Tp - D - T.

The *cadences* used in this chord progression include *half cadence*, *deceptive cadence*, and *perfect authentic cadence*. Next, chord positions in the progression in this section only use the root position, where there is no use for *inversion*. This is because each chord's lowest or bass note uses the tonic as the tonal center. However, each chord in this progression has a different arrangement.

The arrangement used in the chord progression of *chorus 2* of "Tell Me" has different variations. Here is a description of the arrangement used in *chorus 2* of "Tell Me":



Figure 17: Chord progression arrangement for chorus 2

Overall, the arrangement of the chord progressions in this section is narrow arrangement - broad arrangement - broad arrangement. The narrow arrangement category generally has tert intervals, while the broad arrangement has more varied intervals, including quart and quint intervals. Then, regarding the use of dynamics in this section, there is a *remix reverse vocal FX* instrument playing *crescendo* dynamics and an *electric piano* instrument playing *piano* and *mezzo forte* dynamics simultaneously with additional *crescendo* dynamics. The instruments played in this section consist of *plucked sweet synth*, *layering key synthesizer*, *harmonic scream synth*, organ, *synth bass*, *electric guitar*, *drums*, *dark bass sweep FX*, *electronic drums*, *remix reverse vocal FX* and *electric piano*.



Figure 18. 2 Bar Chorus Section 75 - 82



Chorus Section 2 Bars 83 - 90

8) Coda

In the *coda* of the song "Tell Me," the use of harmony and instrumentation performed tends to be simple. The instrumentation used in the *coda* section is *heart flutters synth*, *dark bass sweep FX*, *electronic drums*, and hi-hat drums. *Heart flutters synth* plays a simple harmony with a two-tone progression until the end of the song sentence with varying intervals, in the form of *second*, *terts*, and *quart* intervals. Meanwhile, *dark bass sweep FX* and *electronic drums* are played at bar 93 to add a *reverb* effect while supporting the harmonic nuances the heart flutters synth creates. Then, the last hi-hat drum is played at bar 91.



Figure 20. Coda section Bars 91 - 98

B. "Tell Me" Song Marketing Strategy

According to Philip Kotler (in Suyanto M, 2007: 7), marketing is a social and managerial process carried out by a person, group, or organization that aims to exchange products and values by providing what they need so that mutually beneficial transactions occur between the two parties. Referring to another definition, according to (Tjiptono, 1997: 3), marketing strategy is a business activity that is planned thoroughly, integrated, and unified in the field of marketing so that marketing activities carried out by a person, group, or organization can achieve goals, targets, and *key performance indicators* with satisfactory results.

In this case, the marketing plan stage must be prepared before implementing marketing activities. A marketing plan is a management process that leads to a marketing strategy. Because its main objective is to achieve marketing objectives, it is carried out through a series of systematic processes and coordination to achieve marketing plan decisions (Dalimunthe & Aslami, 2021: 57). In another definition, according to Philip Kotler (2001: 100), a marketing plan is one of the most important results and one of the planning processes where the plan is written for changing conditions. Then, we enter the last stage, namely, conducting a marketing evaluation.

Marketing evaluation is a comprehensive and systematic assessment of the marketing environment, goals, strategies, and activities of the company to determine opportunities and problems that occur and recommend an action plan to improve business marketing (Philip Kotler, 2002: 55). In this case. Marketing evaluation is carried out to assess the results and effectiveness of a marketing activity that has been carried out. As local indie bands develop in the music industry, the marketing strategy planning process is an important indicator to reach a wider audience. This research will explain how the marketing strategy carried out by the Saladdays group promotes their works and distributes them on international platforms, especially the song "Tell Me."

1) Distribution on Spotify and Apple Music Platforms

To release the song "Tell Me" on Spotify and Apple Music, Saladdays collaborated with music distributor Soundrop. In sharing the monetization results, the distributor from Soundrop gets 15%, while the musicians get 85% of the royalties from the work. When releasing the song "Tell Me," Saladdays was not charged an annual fee for the cooperation contract. Nevertheless, a few years later, Soundrop made a new policy to make the cooperation contract pay. The fee for the cooperation contract is three hundred and seventy thousand rupiah per year.

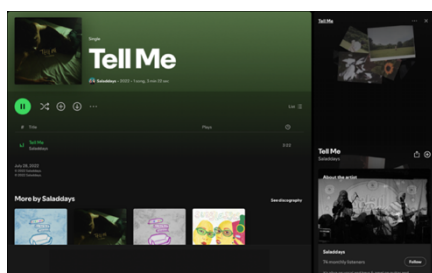
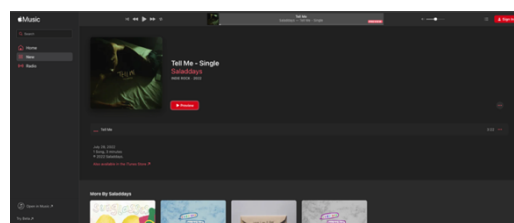


Figure 21. The song "Tell Me" on Spotify
Source: Spotify



"Tell Me" song on Apple Music
Source: Spotify

Based on the results of interviews with sources from Saladdays personnel, namely Aliya and Amelia, as of February 24, 2024 - February 22, 2025, the song "Tell Me" received a total of 130 *streams*, 37 *listeners*, a total of 3,514 *streams/listeners*, five *playlist adds*, and four *saves*. Then, the song "Tell Me" received 263 streams in the previous period. So, when combined with this period, the total total streams amounted to 393

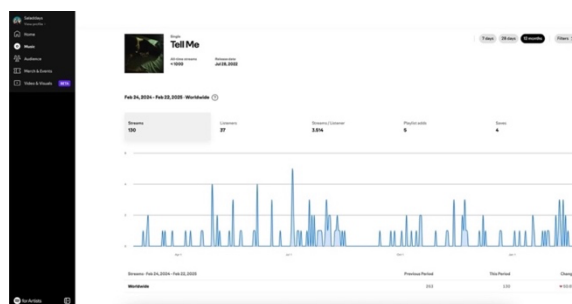


Figure 23. Spotify Insights Dashboard
Source: Spotify For Artist Saladdays

According to music distributor TuneCore, the first 1,000 *streams* on Spotify are crucial in developing a music career. According to TuneCore, a song that has reached 1,000 *Spotify streams* can be eligible for *monetization* through mechanical royalties. However, according to Luminate's year-end report for 2023, over 158.6 million songs on Spotify received no more than 1,000 *streams* during the year. Referring to the report per the Spotify insight dashboard chart above, Saladdays has reached its first 1,000 stream milestone and achieved 3,514 *streams* overall.

So, this can be a turning point for Saladdays to develop their music group to become bigger and reach a wider audience. Compared to other indie bands, especially in Malang City, Saladdays is classified as not achieving great success because the average number of streams is still in the thousands. Meanwhile, other indie bands have reached tens of thousands to hundreds of thousands of *streams*. Based on research and researcher observations, some of the big indie bands from Malang are Coldiac's "Wake Up, Iris!" The Morning After.

Of the three indie bands, Coldiac was the biggest band to reach a *stream* count of 21,199,111 as of (25/02/2025) on its single "*Beautiful Day*." Then, the indie group "Wake Up, Iris!" achieved a *stream* count of 136,247 on its single titled "*Rain's Tale*". Next, the indie group The Morning After achieved a stream count 30,437 for its single "*America*."

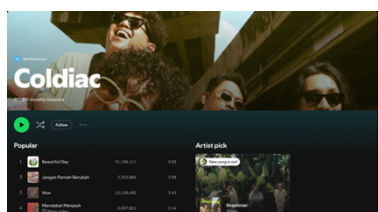


Figure 24. Coldiac's Spotify account, The Morning After Spotify Account
Source: Spotify

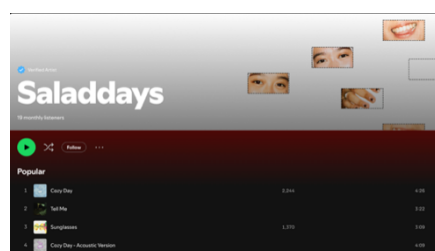
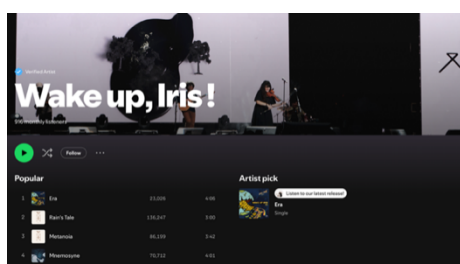


Figure 26. Spotify account: Wake up, Iris!
Source: Spotify

Image 27. Saladdays Spotify account
Source: Spotify

Based on the Spotify account pictures above, it can be concluded that according to the researcher's observation, the indie group Saladdays still needs further development of marketing strategies in order to reach a wider audience of tens of thousands or hundreds of thousands of *streams*. However, with Saladdays' current achievements, the group has reached the first 1000 *stream milestone* to get mechanical royalties from the *streaming* platform.

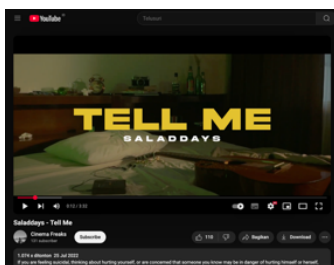
2) Pre-Release Song "*Tell Me*"

The following strategy for the Saladdays music group is to use digital media to pre-release their work. Before the release of the song "*Tell Me*," Saladdays made a video teaser uploaded on H-1 before the central video clip aired. The video teaser was uploaded to the Instagram Story page of the Saladdays account.

3) Distribution on YouTube Platform

Distribution on the YouTube platform is one of the main releases of the song "*Tell Me*" in the form of a video clip. In making the video clip for the song "*Tell Me*," Saladdays was not involved in the video clip production process. However, the video clip was produced by his seniors on the Cinema Freaks channel. Evvisuals was the director of the video clip production, Ananda Judo was the director of photography, and Pangestu Surya Adhityara was the video clip star.

The video clip of the song "*Tell Me*" tells the story of a man who feels down and wants to hurt himself but does not dare to convey his feelings and emotions. In general, women can express their feelings and emotions openly, so this is a message to men that it is okay to feel not okay. The number of views obtained from viewing the video clip is 1,074 views.



Video Clip of "*Tell Me*" - Saladdays
Source: YouTube



Video Clip of "*Eksplorasi*" - Coldiac
Source: YouTube



Video Clip of the song "*Audeamus*" - Wake Up Iris!
Source: YouTube

Compared to similar indie bands in Malang like Coldiac and Wake Up, Iris! Saladdays is too new in the music industry. In the song "*Eksplorasi*" video clip, the indie band Coldiac received 61 thousand views. The video clip for the song "*Audeamus*" by the indie band Wake Up, Iris! received 8,008 *views*, while Saladdays received 1,074 *views*. With the comparison of data on the number of *views* from these indie bands, according to the researcher's observations, Saladdays still needs to develop its marketing strategy to reach at least 10,000 *views*. Either creating interaction content with fans/fans or creating promotional *campaigns* through paid advertisements such as *Facebook Ads*, *Instagram Ads*, *YouTube Ads*, and others.

4) Live Performance

Saladdays has performed many *live performances* at various events, especially in Malang. Some of Saladday's performances were at the Binus Malang campus internal event. Then Saladdays performed *live performances* at one of the bars that hit in Malang, namely Rust Bar. Then, Saladdays once did a live performance at the KSSH event SMA Negeri 8 Malang held. The show was very crowded, inviting many spectators because there were not only Saladday performances but many music groups performing at the event. Saladdays performed the song "*Tell Me*" at a performance at Rust Bar to promote the song.

4. CONCLUSION

Based on the results described by the researcher, it can be concluded that the arrangement of the song "Tell Me" has the complexity of using detailed instrumentation and arrangements, starting from the use of *FX* instrumentation to add accents to each motif and the use of *extended chords* throughout the song. The chord progressions in the song "Tell Me" use a lot of Major7, Sus4, and Alt Chord chords. Then, the harmonic progressions played include subdominant, dominant, parallel tonic, and tonic harmonies. The harmonic progression of the song "Tell Me" includes *half*, *deceptive*, and *perfect authentic cadences*.

Each harmony played has a different feel, especially in each part of the song structure. The song structure of "Tell Me" starts from Intro - Verse I - Pre Chorus - Chorus - Interlude - Verse II - Chorus - Coda. Overall, the song has no fixed or temporary modulations. So, this song has a consistent *key signature* from the beginning to the end of the song. Then, regarding the rhythm and tempo, the arrangement of the song "Tell Me" has a consistent rhythm and tempo from the beginning to the end of the song, which uses a 4/4 rhythm and *allegro* tempo.

The marketing strategy implemented by Saladdays has reached the milestone of the first 1,000 *streams* to get mechanical royalties from *streaming* platforms and share them with distributors. Some of strategies implemented by Saladdays are distributing through YouTube in the form of video clips, then releasing songs on Spotify and Apple Music, performing *live performances*, and implementing a *pre-release* strategy. However, when compared to other indie bands that are much more successful, such as Coldiac and Wake Up, Iris!, Saladdays still needs to develop strategies to reach a broader audience in order to get at least 10,000 *streams*. However, with its achievement of reaching the first 1,000 *streams*, it can serve as a reference for indie musicians who are just starting their careers to reach their first milestone.


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