


The Existence of The Sun Goes Down Band in Mojokerto City on the Local Community

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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 article discusses the existence of the band The Sun Goes Down (TSGD) in Mojokerto. This study aims to reveal the influence of TSGD on mass movements and communities, so that the industry in this small city becomes more conducive thanks to the band's existence. In analysing this issue, the researcher uses the theory of existence as outlined by Christian (2016), which includes three approaches: the relationship between existence and transcendent matters; existence as a philosophy that underlies truth and gives meaning to life; and existence as testable through thought patterns and actions. The study shows that TSGD has successfully maintained its presence in Mojokerto through various music performances. The band also evokes nostalgia among young people of the 2000s and contributes to communities beyond music, such as at thrifting festivals. In addition, TSGD has had a positive impact on major event promoters in Mojokerto by serving as guest stars at music events, thereby reviving young people's interest in the city's major events.</p>
<p>Keywords</p> <p>Existence Band Local Community</p>	<p><i>This article is an open-access article under the license CC BY-SA.</i></p> 
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1. INTRODUCTION

Indonesia is rich in natural resources and cultural arts (Dewi, 2019). Art has value as a work that can be enjoyed (Tarsa, 2016). Therefore, art is a broad form of expression that all diverse audiences can enjoy with their respective perspectives. Art can take many forms, such as writing, speech, and drawings. Traditional arts that have developed over generations include elements of belief and the interpretation of community traditions (Ervina Dewi et al., 2020). An example of art expressed orally is musical art. Music is a social art form that emerges from an artist's emotions, as explained above. According to Merriam, music is a symbol of ideas and behaviours in society (Irnanningrat, 2017). These types of music are divided into genres, which are categories or classifications used to group and identify music based on specific musical characteristics such as style, origin, instruments, rhythm, and theme. Music genres help us understand and describe the variety of music worldwide (Novea, 2024). These genres include rock, pop, jazz, hip-hop, and R&B, each with its own characteristics and fans.

As time goes by, many new genres have emerged, colouring the world of music (Dewatara, 2019). However, this does not diminish the existence of older genres, as fans remain loyal, including rock fans. The existence of rock is also influenced by its fans, who continue to enjoy the genre to this day. The survival of the rock genre has enabled many local rock bands to remain relevant through their work and musical activities, both regionally and nationally (Nugraha, 2024). Musical activities in the region are evident in the enthusiasm of the people of Mojokerto, who are very close to artistic entertainment. One of the popular bands in Mojokerto is The Sun Goes Down. This band plays alternative rock, and according to its vocalist, people often refer to it as "emo" alternative rock. The community names this band's genre as alternative "emo rock" because it has successfully revived the music popular in the 2000s, and its fans feel nostalgic about it. Every era, every ethnic group, and every community has different primary and secondary functions (Hera, 2018). The music presented by *The Sun Goes Down* itself has become one of its selling points and attractions, as attraction is the ability of a person or

thing to captivate and draw the interest of others toward an object (Wardani, 2018). The band is also consistent in creating many songs in English. Creativity is an effort to give birth to or even develop something new. Looking back at the heyday of rock music, rock fans today are not as numerous as they used to be, but this band remains consistent in the rock genre, and its work is loved by many. The author's discussion of the existence and influence of *The Sun Goes Down* on rock music in the city of Mojokerto.

2. METHOD

In this study, the researcher used qualitative research, in which the data obtained and processed yielded descriptive data. Qualitative research aims to understand the context by focusing on detailed, in-depth descriptions of conditions in a natural setting, as they occur in the field of study (Cyndiani, 2022). Therefore, this research was conducted using qualitative methods to understand the existence and influence of the object, *The Sun Goes Down*.

There are two sources of data for this research: primary data, which is research data obtained directly from the source without going through an intermediary (Fathoni, 2006). The data were collected directly at the location through interviews with TSGD musicians. Meanwhile, secondary data is research data derived from literature, reports, or existing databases, obtained from books, articles, and digital platforms (Sulung, 2024). The data collection technique was carried out in a natural setting, using primary data sources, and focused primarily on observation, namely by directly participating in and observing the activities of *The Sun Goes Down* band, including rehearsals, gatherings, and performances at events. During the observation, the researcher took notes, then conducted interviews with informants who were members of *The Sun Goes Down* band, and documented the interviews in photos and voice recordings with the informants' permission. The researcher used a descriptive analysis method because this study employs a qualitative method that produced and processed descriptive data (EKA, 2023). To increase the validity of the data obtained, the author directly observed the presence of *The Sun Goes Down* band at the location, namely the city of Mojokerto, to obtain accurate data.

3. RESULTS AND DISCUSSION

A. Results of the Strategy Implemented by the TSGD Band of Mojokerto City to Remain Relevant

1. Location Analysis

At this stage, observations were conducted on several members of the TSGD band. Before conducting the observations, the researcher asked the band members about their readiness to participate in interviews. Qualitative research findings are typically presented in the form of in-depth narrative reports, with direct quotes from participants as evidence to support the findings (Kusjayaumastuti, 2019). After one of the personnel agreed to be interviewed, the author conducted a face-to-face interview at a coffee shop in Mojokerto. Mojokerto was chosen as the location because the author noticed a band that was unique and different from the bands that usually appear in the city of Mojokerto. The presence of this band has had a significant influence on the musicality of the youth of Mojokerto. In addition to the TSGD band's unique sound, the author also observed that its members are skilled in their respective fields, so the music they produce is not just any music; in other words, the TSGD band's musical works are highly musical and enjoyable to listen to.

2. Band Analysis

This stage was conducted to identify the band TSGD's genre and musical concept. This local band from Mojokerto consists of four members: Kris (vocals), Winaldy (drums), Dhani (guitar), and Farusma (bass). They formed the band because they had something in common: they all played music. The band's genre is *alternative "emo" rock*. The term "emo" here does not refer to the scientific definition in music theory, but rather to the mood and *style* of music that emerged in the 1990s and 2000s, when many bands practised the *alternative "emo" rock* genre. Therefore, TSGD aims to evoke nostalgia among listeners of that era, allowing them to feel as though they have returned to the 2000s.

3. Research Information Collection

The author's first step was to meet with a member of *The Sun Goes Down* band. Interviews in qualitative research are a form of conversation with a specific purpose and begin with several informal questions (Rachmawati, 2007). During the meeting with the vocalist, the author took personal documentation in the

form of photos with the vocalist during the interview. Some of the topics covered in the interview included the band's genre, when the band was formed, the events the band usually performs at, and much more. After all the information had been gathered, the author was able to write in-depth about the band.

B. Discussion of Research

The discussion of the research results leads to the formulation of the problem that has been described previously. Below is an explanation of the data obtained during the lengthy research process.

TGSD Band Strategy to Exist in Mojokerto City

1. Good Management Through Managers

a. Strategic Planning

Strategy is a tool designed to help achieve long-term goals in a focused manner (Nugroho, 2010). Developing a forward-looking plan by engaging with and collaborating with local communities in Mojokerto, such as thrif, BMX, skateboarding, and many other communities, to guide the career path of the TSGD band and evaluate its creative process, from setting short-term goals to planning long-term strategies for ongoing projects that are currently being planned.

b. Booking and Performances

Managers secure performance opportunities, negotiate contracts, and ensure that TSGD's schedule aligns with their goals. They work diligently to book shows, concerts, and events that showcase the band's talent and expand their fan base from one stage to the next.

c. Financial Management

The manager is responsible for managing the band's finances, handling budgeting, accounting, and financial negotiations. They ensure that the TSGD band receives fair compensation for their performances and creative processes with brands or event organisers. Financial management not only covers planning, managing, and using funds, but also controlling through supervision to ensure that everything runs according to the implemented system (Jaya, 2023).

d. Promotion and Marketing

The TSGD band manager is the primary driver in promoting the band's image and music. The manager's main tasks are in marketing, managing social media presence, such as weekly content published on YouTube and other social media, and coordinating the timing of content publishing on social media to attract public attention and interest in the TSGD band. Marketing management plays a crucial role in a business organisation, particularly in designing, building, and maintaining profitable exchanges with target buyers to achieve organisational goals (Wibowo, 2019).

e. Building Relationships

TSGD managers are required to build relationships within the music industry by connecting with record labels, event organisers, promoters, and other key figures. These relationships open up opportunities and collaborations that can foster the development of TSGD bands. The most significant advantage of having extensive relationships is the increase in connections when running a business, thereby strengthening others' trust (Khairan, 2018).

f. Logistics and Coordination

Handling logistics operations band, including travel arrangements, equipment logistics, and venue coordination. They ensure everything runs smoothly, allowing the TSGD band to focus on their performance.

g. Negotiation

Entrepreneurs can foster good relationships with their business partners, as this relates to the

other party's level of trust in the negotiator's competence as a credible party (Hamdan, 2007).
TSGD Band Manager: Whether negotiating contracts, agreements, or collaborations, the band manager is a skilled negotiator who protects the band's interests.

2. Having a Good organisational structure

. In interviews with TSGD personnel, they have a good organisational structure, as evidenced by the division of tasks among band members. In other management aspects, the tasks of each personnel also contribute positively to the management. The objectives of the organisation include classifying individual or group tasks according to their respective expertise so that these tasks can be carried out systematically, efficiently, effectively, and in a coordinated manner, as well as providing the best channel for utilising available resources (Putri, 2022). In the TSGD band, there are several job descriptions for personnel, including lyric writing (mainly handled by the vocalist), music arrangement or production, and other preparations (handled by other personnel). Sound engineering, mixing, and mastering are handled by one of the band members. To promote their songs or introduce them to the public, they utilise technological advances, such as the Spotify platform, which is particularly useful for popularising their work. They also frequently upload Instagram stories and emotional lyrics on The Sun Goes Down's Instagram feed so that everyone can get to know their work. It is not just about music; the band also collaborates with a production house on a short film project that tells the story of their album.

As mentioned earlier, everything this band does is not done by just one person; it is done together, with each member having their own tasks, such as writing lyrics by the vocalist and music production, arrangement, and other preparations by other members. Even the co-producer position is filled by a band member. Mixing and mastering are also handled by one of the band members, who has the expertise to do so, as evidenced by his career as a sound teacher at Joga Audio School. The data presented show that the band's organisational structure is sound, with clarity in the division of tasks among the members.

3. Solid in Achieving Goals

Solidarity is a sense of togetherness, mutual trust, unity, and shared ideals among individuals as members of a group, formed through emotional bonds and shared moral values (Puspitasari, 2022). Respondents said that unity and having a shared vision or goal are the keys to their survival to date. This can be seen in the members' willingness to accept each task assignment without feeling burdened or belittled, each complementing the other according to their expertise. One member even volunteered to use his home as a music production studio, which is an example of the unity that has kept the band together. Some goals have a short time frame, while others require more time, as explained below:

Short-Term Goals

The TSGD Band is focused on four short-term achievement concepts, namely:

- Direct focus
- Action-oriented
- Evaluation
- Motivation

Current short-term goals focus on finding events, promoting work, and improving stage and audio management in songs and live performances.

Long-Term Goals

4 long-term achievement concepts, namely drive TSGD Band:

- Visionary
- Sustainable
- Dynamic
- Flexible in responding to the industry

The long-term goal of TSGD is currently focused on the quality of their work, expanding their network and relationships that can create mutual symbiosis in TSGD's career. Expanding their network will make it easier to offer their products at significant events in big cities such as Surabaya and Jakarta. Product or service innovation is an important strategy to support long-term growth. Through continuous product or service development, companies can meet customers' evolving needs and remain relevant in a competitive market (Aji, 2023). In the interview results, respondents explained several characteristics that differentiate them from other bands in Mojokerto. The first is that all songs or singles by The Sun Goes Down have English lyrics and convey messages or life stories about the experiences of young people. This is rare, even almost unheard of among most bands, especially those in Mojokerto (in terms of using English lyrics). This is also what makes this band different from other bands. The band has even collaborated with a native American to fill in the monologue in one of their songs. Musically, while many bands in Mojokerto play hard rock or "metal" and pop, The Sun Goes Down aims to bring back memories of the music popular in the 2000s. The band packages their songs with a tight rhythm section, a varied hi-gain sound design, and modern post-hardcore arrangements that are punchy and occasionally intersperse electronic and orchestral instruments, transporting listeners into a classical composition. The band also maintains a tempo neither too fast nor too slow, allowing listeners to get carried away by the atmosphere and nod their heads as they listen to *The Sun Goes Down*.

4. Extensive Stage Experience

Experience is everything that a person has ever experienced, gone through, or felt, including events that were witnessed, heard, or experienced directly in the past (Tama, 2024). This band has been invited several times to government-sponsored music festivals. The government's purpose in inviting this band to events such as music festivals is to inspire young people who want to seriously pursue music to remain productive in creating their original works. One of the band members (the drummer) also often participates in national drum festivals. Some of them have also won first place, such as in 2018 when they won the prestigious drum competition "Theme *Groove Session*." Looking ahead, if possible, The Sun Goes Down band also plans to hold a small tour around Mojokerto City. Additionally, they are developing practical skills, understanding stage equipment setup, building professional networks, and gaining more profound knowledge of instruments, such as setting up digital effects and memorising difficult positions when playing songs, especially on the electric guitar.

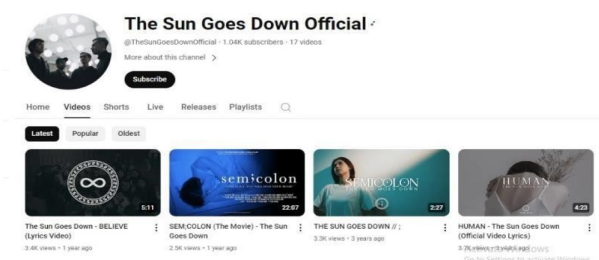
5. Performance Model

Actually, from the beginning, this band never insisted on following either concept "A" or "B." However, as time went on, the band began to gain clarity about the common thread or direction of its musical style. With a musical style that is not too fast, even tending toward slow, there is still room for future performance concepts to incorporate various stage and performance elements to support TSGD's live shows in *telling the stories* of their songs, such as incorporating LED screens and lighting for their stage design.

6. Marketing Strategy

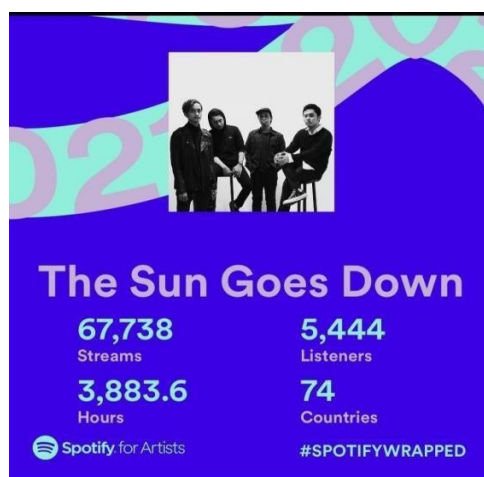
Marketing is an interaction that seeks to create an exchange relationship. Thus, marketing takes place both before and after the exchange, to create satisfaction for both buyers and sellers (Winarto, 2011). "The platforms used are YouTube, DSP, and Instagram. When posting their work on YouTube, the band TSGD uses it only as *a landing page* for video clips and lyrics. According to respondents, the TSGD music market is not on YouTube but on DSP (Digital Signal Processor) platforms or on digital audio platforms such as Spotify. However, this does not mean that YouTube is deactivated; YouTube remains a marketing medium.

Figure 1 (YouTube profile of the band The Sun Goes Down) Doc. William 2024



For audiences who want to listen to songs and watch videos. Video posts are also not random, even though YouTube is not the primary medium for marketing their work. This is proven by the fact that some videos have thousands of viewers. Social media is an online platform, in the form of applications and websites, that facilitates interaction, collaboration, and information sharing. The existence of various social media platforms makes them a digital marketing tool for companies to more easily introduce their products to users (Tarihoran, 2021).

The second medium used to market their work is DSP (Digital Signal Processor). In the DSP industry, many songs from the band TSGD have earned AdSense revenue or profits. This is especially true on Spotify, which is often the destination for music fans searching for songs such as " " from the band .



*Figure 2 (Spotify Profile of The Sun Goes Down Band) Doc. William
2024*

As the third platform for promoting their music, the band posts Instagram Stories and shares emotional song lyrics on their Instagram feed to raise awareness of their work.

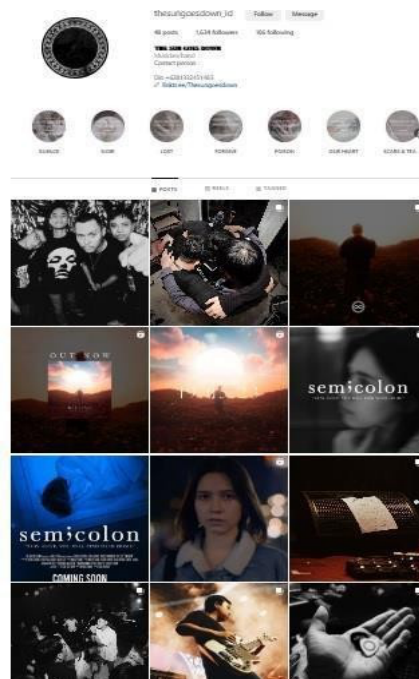


Figure 3 (Instagram Profile of The Sun Goes Down Band) Doc. William

2024

Impact After Strategy Implementation

1. Social Impact on the Local Community in Mojokerto City

TSGD is a local band that started its career through the indie or independent route. From this indie career, TSGD has become well-known not only in Mojokerto but also throughout Indonesia, thanks to the music industry's current accessibility. As a result, with an increasing number of fans from outside the city, the social community in Mojokerto began to grow as more people became aware that this band from Mojokerto was contributing to the entertainment value of music performances held there. As more fans emerge and small communities begin to form, the social influence of the TSGD band becomes increasingly evident, with music performances featuring other local bands.

Opening band at significant events in Mojokerto



Image 4 (TGSD Band on Stage)

Image 5 (Mojokerto Thrift Festival Poster)

Doc. William 20 24

The existence of the TGSD band also influences other sectors, such as *thrift* and *clothing*, in the city of Mojokerto. The TGSD band also participates in organising the Thrift Festival. The influence of music on the social community is inevitable, as this industry benefits both parties by showcasing local Mojokerto bands through performances and selling merchandise through the clothing industry.



Figure 6 (Perform and TSGD at the Mojokerto City Art Stall 2023) Doc. William 2024

The Mojokerto Art Warung is a community that organises exhibitions of works such as bands, paintings, crafts, posters, and photography. This community exists and involves several other communities active in the arts. Over the past two years, the band TSGD has contributed to and participated in mobilising the community.

2. Impact on the Music Industry in Mojokerto

In Mojokerto City, indie music is still widely available, with many bands registered on digital platforms, but teenagers mostly dominate it. They publish their work in various ways, such as uploading it to YouTube, ReverbNation, and radio stations. They also promote their work directly through events they participate in, such as festivals, gigs, and parades. This is somewhat influenced by the band TSGD because, in addition to introducing their work through digital platforms, TSGD also participates in many gigs and speaks at several forums discussing promotion in the digital industry.

In the current situation, the influence of the TSGD band in the Mojokerto music industry is quite positive. This is evident from the fact that, following the pandemic, the music industry—particularly outdoor events—had been hindered by organiser permits. However, the situation has begun to improve, as demonstrated by the numerous performances already held. The presence of the TSGD band has also encouraged event promoters to start organising events in Mojokerto. Events such as High School Anniversary, Independence Day Anniversary, and City Anniversary have become platforms for local bands beginning to create music through the indie scene. Here, TSGD catalyses industry development, particularly in the performance and digital industries. While it may



not yet have a significant impact on the creative economy in Mojokerto, TSGD plays a role in developing human resources among youth through creative processes and artistic expression via music.

Figure 7 (Maja School Festival Performance Poster) Doc. William 2024



Figure 8 (Templeton Festival Poster)

Figure 9 (Hooma Event Poster)

Doc. William 2024

4. CONCLUSION

Conclusions are drawn to identify the essence of the data, which has been thoroughly researched to obtain the analysis result (Siregar Herlina, 2018). Based on the research conducted by the researcher regarding the existence and influence of The Sun Goes Down band in Mojokerto City on the local community, it can be concluded that The Sun Goes Down band has shown its existence through numerous music performances held in Mojokerto City, inviting The Sun Goes Down band to enliven the art performances and proving that TSGD band can contribute a large audience. The Sun Goes Down band has maintained its presence among fans by evoking nostalgia among young people in the 2000s and even attracting the attention of today's youth. The Sun Goes Down's existence has enabled it to contribute to communities outside of music, such as thrifting festivals and art stalls. The band's consistent presence at these events over the past two years has drawn crowds and

energised the community, making it active and popular among many young people in Mojokerto. TSGD has a positive impact on event promoters for large-scale events by marketing them through posters and inviting TSGD as guest stars at music events in Mojokerto, thereby reviving and making large-scale events in Mojokerto popular among the city's youth.

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