

# The Effectiveness of Soulface Band's Music Presentation on the Attractiveness of Fameliza Cafe Visitors

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Article Details	ABSTRACT
<b>Article History</b>  Received mm dd, yyyy Revised mm dd, yyyy Accepted mm dd, yyyy	Music plays an important role in life, especially in the entertainment industry. Live music performances in cafes provide direct entertainment, creating a relaxed atmosphere and attracting visitors. This study uses a mixed-methods design that combines qualitative and quantitative approaches. In the initial qualitative stage, the study explored the form of the Soulface band's music presentation through observation and interviews with band members. The quantitative stage involved distributing questionnaires to 66 cafe visitors to measure the effectiveness of the presentation in attracting visitors. The data were analyzed using simple linear regression to assess the relationship between presentation format and visitor attraction. The second qualitative stage then explored the impact of music presentation descriptively through interviews with three visitors. The study's results show that Soulface's performance is compelling and significant in attracting visitors. In addition, live music has a positive impact on visitors' cognitive, emotional, behavioral, social, and symbolic aspects. These findings confirm that music has a strategic role in supporting business success, especially in creating appeal and positive experiences in cafes.
<b>Keywords</b>  Effectiveness Form Presentation Live Music Attractiveness Impact	
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## 1. INTRODUCTION

Music is one of the art forms that is very close to everyday life. Music is a work of sound art composed in the form of songs or compositions that have elements of rhythm, melody, harmony, and expression (Campbell in Samsudin 2010). According to Bahari (in Sinaulan et al., 2023), music is a science and art that combines rhythmic tones, both vocal and instrumental, and includes melody and harmony as a means of expression. Apart from being a means of entertainment, music is also a medium for conveying emotions, creating atmosphere, and an effective means of communication. North and Hargreaves (2008) state that music can influence mood, social behavior, and environmental perception, and is often used as a strategic tool in various public spaces. Music also plays an important role in strengthening social relationships and creating a sense of togetherness. Koelsch (2019) explains that music has a biological and psychological role in strengthening bonds between individuals and facilitating emotional connection in various social situations.

In the business world, especially in the culinary field, such as cafes, music is often used to create a sense of comfort and an attractive atmosphere for visitors. The right music can not only strengthen a place's image but also influence the length of visits and the desire to return (Oakes, 2000). This is also emphasized by Kotler and Keller (2016), who note that positive customer experiences are greatly influenced by the environment, including sensory elements such as sound and music, which can shape consumer perceptions and loyalty. One common form of music presentation is live music, a performance presented as part of entertainment and atmosphere services. Dewi (2023) shows that structured, well-packaged forms of musical presentation can significantly influence the audience's musical experience, even in an educational context. In addition, Dewi (2019) also reveals that a collaborative approach to music presentation can increase listeners' appreciation in a

more meaningful way. These two findings show that the form and interaction in music performances play an important role in shaping the audience's experience and interest.

Several researchers have also examined the influence of live music performances on visitors' experience and interest in various locations. Rey et al. (2022) found that live music had a significant effect on visitor attraction at 1 Million Coffee Shop, using a mixed quantitative and qualitative approach. (Ballato et al., 2023) also showed that live music accounted for 70% of visitor attraction at Reid Coffee & Eatery, while food and beverage menu factors influenced the remaining 30%. Additionally, Christy (2016) noted that 91% of visitors were satisfied with the presence of live music at It is Coffee Espresso Bar Yogyakarta. Meanwhile, P Harya (2021) shows that 57.7% of customers consider music an important factor in increasing their attention to cafes. Prasetyo et al. (2024) also demonstrate that live music performances have a significant influence on consumer attraction at Kedai Kopi Bang Jack in Bekasi.

Although live music is increasingly found in various cafes, research specifically examining the effect of live music performances on visitor appeal is still limited, especially in small cafes. Fameliza Cafe in Nganjuk Regency is one of the cafes that regularly presents live music every Sunday night. The band that performs is Soulface, known for its unique musical style that combines modern and traditional elements. Although the cafe is quite busy, there is no scientific evidence to show whether the band's performance is a significant factor in increasing Cafe Fameliza's attractiveness. Several studies state that music can influence customer behavior and comfort. According to Roziq et al. (2024), the presence of live music can increase visitor interest and give a positive impression of a place. In addition, the selection of music, the way musicians perform, and their interactions with visitors are believed to strengthen a cafe's appeal (Juslin & Sloboda, 2010). However, studies on this topic are still limited, especially on small cafes that regularly feature live music.

This study aims to determine the extent to which the band Soulface's music influences visitor attraction at the Fameliza cafe. The research approach used combines qualitative and quantitative methods. The qualitative approach is used to explore in depth the form of music performed by the band Soulface, which according to Djelantik (1999:73), includes various elements such as the artists involved, the types of musical instruments used, the costumes and makeup of the performers, the songs performed, the time and place of the performance, and the characteristics of the audience in attendance. This opinion is also in line with Susetyo (in Syarif, 2019), who states that the form of presentation includes the order of presentation, stage layout, makeup, costumes, sound, lighting, and the formation of the performers. By understanding these various aspects, researchers can capture how the overall presentation of music affects the audience's experience. Meanwhile, a quantitative approach is used to measure the effectiveness of music presentation in attracting visitors. In addition, a qualitative approach is also used to understand the impact of music presentation on visitor perceptions.

This research presents an innovation by viewing live music not only as entertainment but also as a strategy to increase customer value and experience. The results of this research are expected to serve as a reference for culinary businesses seeking to maximize the potential of live music to increase visitor attraction.

## 2. METHOD

This study uses a *mixed-methods approach, combining qualitative and quantitative methods within a single research project* (Hakim Nasution et al., 2024). The qualitative approach is used to obtain data through observation and interviews. According to Yusuf (2013:384), the key to successful observation lies with the researcher, who sees and listens to the research object and draws conclusions based on what they have observed. Meanwhile, the quantitative approach is applied in research on a specific population or sample, utilizing instruments and numerical data analysis to test previously formulated hypotheses (Sugiyono in Syahroni, 2022). This approach begins with qualitative data collection, followed by quantitative data collection, and ends with further qualitative data collection for further exploration. This research consists of three stages. The first stage involves structured interviews with all members of Band Soulface to identify the form of music presentation during live performances at the Fameliza cafe. The second stage involved a quantitative survey using a closed questionnaire distributed to 66 cafe visitors to measure the effectiveness of music presentation in attracting visitors. The final stage consisted of in-depth interviews with three visitors to qualitatively explore the impact of music presentation.

The research instruments included observation and interview guides focused on aspects of Band Soulface's music presentation, as well as a closed questionnaire using a Likert scale to measure visitors' opinions, attitudes, and understandings of social phenomena (Sugiyono in Engku, 2019). In this study, questionnaires were used to measure visitors' perceptions of the attractiveness of Band Soulface's music presentation. Interview guides were also used in the final stage to explore the impact of music presentation in depth.

The data from the interviews and observations were analyzed using three components, as outlined by Miles & Huberman (1994): data reduction, data presentation, and conclusion drawing/verification. This model is also explained by (Sugiyono 2013) in a book on methodology. Data reduction aims to distill key information

from interview and observation results. The reduced data is then presented in narrative text and images to provide a complete picture of the musical presentation and its impact on visitors. Conclusions are drawn from the presentation results and are reinforced with relevant theoretical foundations.

Meanwhile, quantitative data analysis uses simple linear regression analysis to measure the effect of music presentation on visitor attraction. Before testing the hypothesis, a prerequisite test was conducted using the Kolmogorov-Smirnov test for normality and the Test for Linearity in SPSS for linearity. The data were deemed feasible if they met the criteria for normal distribution and linear relationships between variables. Hypothesis testing was conducted by comparing the significance value to the significance level of 0.05, where a significance value below 0.05 indicates a significant effect (Sudrajat, 2020).

### 3. RESULT

#### Form of Music Presentation by the Band Soulface at Fameliza Cafe

This study uses a qualitative approach to describe the band Soulface's musical presentation at Fameliza Cafe. Data were collected through interviews with band members to answer the first research question. From the interviews, it was found that Soulface was formed in early 2019 at the initiative of Nadya, the owner of Fameliza Cafe. She invited Bayu, a saxophonist who was already active in the music world, to form a band that would later become a regular performer in the cafe's live music program. Following up on this invitation, Bayu then invited several of his friends, Higang (guitar), Faiz (vocals), Dido (bass), Krisna (drums), and Agil (kendang) to join him in forming a band called Soulface. The name Soulface is interpreted as "seeking recognition," in the sense that the band wants to perform as well as possible through emotional, soulful musical expression so that they can be recognized and accepted by the public. Soulface's musical presentation is analyzed across various aspects, including the arrangement of musical instruments, costume selection, makeup, the type of music performed, the time and place of the performance, and other supporting facilities.

##### a. Musical Instruments

Musical instruments serve as the primary means of producing the variety of sounds that make up a musical performance. In each of their performances, the band Soulface combines both modern and traditional instruments. Some of the instruments used include vocals, guitar, bass, drums, saxophone, and ketipung as a traditional element that gives their performances a distinctive flavor.

##### Vocals

In a musical performance, vocals are an important element because they directly convey the emotions and messages of the songs being performed. Faiz, the vocalist of the band Soulface, said his vocal style was shaped by the various genres he often listened to. To sharpen his singing technique, he emphasizes the importance of regular practice as part of his self-development. In addition to technical aspects, the vocalist's engagement with the audience is also an important part of creating a lively performance atmosphere. The Soulface vocalist actively engages the audience in various ways, such as inviting them to sing or dance along, telling short stories related to the songs to be performed, and chatting casually between performances. This interaction not only livens up the atmosphere at Fameliza cafe but also builds an emotional closeness between the performer and the audience, making the viewing experience warmer and more personal.

##### Guitar

The guitar is a plucked instrument that plays an important role in shaping the overall feel of a musical performance. In the band Soulface, the guitar functions not only as a melody accompaniment but also as a determinant of the character of the song being performed. According to Higang, Soulface's guitarist, when performing at Fameliza cafe, his playing style is always adapted to the song's character. The fingerstyle technique is used for slow-tempo songs or those with a soft, sad feel, as it can produce a subtle, emotional touch. Conversely, the strumming technique is used for energetic or fast-tempo songs to create a lively, dynamic performance. In addition, improvisation is part of this guitarist's playing style, especially when he already understands the song's basic structure. Improvisation involves adding melodic variations to the original version, creating a more personal and fresh musical interpretation for the audience.

##### Bass

The bass plays an important role in a band's overall performance, producing low notes and adding depth to the music. In their musical performances, bass players adjust their playing techniques to the genre. Dido, bassist for Soulface, explains that legato and slapping are the two main techniques he commonly uses. The legato technique, which produces a smooth sound, is more often applied to pop, reggae, and jazz songs. Meanwhile, the slapping technique is more commonly used in dangdut music. The choice of technique is tailored to the character and nuances of each genre. In pop music, bass playing tends to be simple and focused on rhythm so as not to interfere with the main melody. In jazz, bass players have more freedom to improvise. In reggae, the bass is a dominant element played at a slow tempo so that it can be heard clearly without

overpowering the other instruments. In modern koplo dangdut music, the bass follows a fast, energetic rhythm pattern in line with the music's character. Although not all techniques are used in every performance, bass players still strive to deliver an engaging, entertaining show for cafe visitors.

#### Drums

In an interview with Krisna, the drummer of the band Soulface, he explained that he prefers a varied drumming style in terms of tempo and dynamics. His playing tends to be relaxed and flowing, without relying on complicated techniques, given that most of the band's songs are easy listening. The rhythms and tempos played are relatively simple, making them easy to follow. The drum beats vary from soft and fast to complex, adjusted to the character of the song being performed. For example, in songs with a relaxed feel, such as jazz, he plays hi-hat and snare patterns with a light, not too complicated technique. Conversely, for energetic songs, the snare and bass drum beats are played harder and more frequently, while the hi-hat and cymbals are played more freely to produce a more assertive, clear sound. Even so, Krisna always keeps the volume of his drumming under control so that it does not overwhelm the other instruments, allowing cafe visitors to enjoy the music comfortably without being disturbed by overly loud drumming.

#### Saxophone

In an interview with Bayu, the saxophonist for the band Soulface, he explained that the saxophone is a trumpet-shaped metal wind instrument. It is played by blowing into it and pressing the keys on the saxophone's body at the same time. Bayu explained that the way the saxophone is played is adjusted to the type of music being performed. In pop music, the saxophone is played with soft, smooth tones so the melody is easy to accept and does not dominate other instruments. In jazz, the more open song structure allows players to improvise and add melodic variations in the middle of the song. In dangdut music, saxophone improvisation is relatively minimal because the primary focus is on following the song's tempo and rhythm. Bayu added that the band *Soulface* performs modern koplo dangdut, which has a faster tempo than classic dangdut, so the saxophone playing is stronger. It follows the song's beat more energetically. In reggae music, the saxophone is played at a relaxed tempo with a smooth melody, in line with the music's calm character. The saxophone serves as a complement that enriches reggae music without altering the rhythm and bass that form the genre's foundation.

#### Kendang

In an interview with Agil, the ketipung player for the band Soulface, he explained that the ketipung is a traditional musical instrument that is played by striking it with the hands. Players can hit the center or edge of the ketipung to produce different sounds. In Soulface's performances, the ketipung adds a traditional feel that blends with modern instruments. Although the ketipung is synonymous with traditional music and dangdut, the band Soulface wants to show visitors to the Fameliza cafe that this musical instrument can also be applied in modern music. The ketipung adds color and helps avoid a monotonous impression in the music. Even when the song being played is not dangdut, the ketipung can still blend with modern rhythms. To ensure the ketipung integrates well, Agil uses finger-tapping techniques to produce smooth, clear sounds, as well as double-tapping techniques to create faster, more energetic sounds. Additionally, Agil adjusts the volume and dynamics of his playing according to the character of the song: fast, hard beats for more energetic songs, and light beats for mellow songs, so that the ketipung does not dominate the overall sound.

#### b. Costumes

Costumes are the type of clothing worn during performances. Based on interviews with Higang, the members of Soulface choose simple and casual styles, such as T-shirts, sweaters, or shirts paired with long or short pants. Before performing, they also consider the color of their clothes to ensure they match and look neat. The band members prioritize comfort in movement, while still wanting to show off a contemporary youth style without looking excessive.

Figure 1. Band Members' Costumes



Source: Internal documentation of the Soulface band, 2024

#### c. Makeup

Makeup refers to the use of cosmetics to enhance one's appearance. Higang stated that Soulface, whose members are all male, does not use special makeup as women do in their performances. They choose to appear natural, styling their hair only or combing it.

d. Music Genre

According to an interview with Dido, this band does not use a fixed set list. Song selection is done spontaneously and directly during performances. The band Soulface often receives song requests from the audience, so the types of songs played cannot be predicted in advance. This makes their performances very flexible and able to adapt to the mood at the time. Based on interviews and observations, the band Soulface performs a range of genres, including pop, reggae, dangdut, and jazz, with pop and dangdut being the most dominant. The pop songs performed include: Kasih Putih (Glenn Fredly), Monolog (Pamungkas), Mesin Waktu (Budi Doremi), Bersamamu (Jaz), Komang (Raim Laode), Mati-matian (Mahalini), Semata Karenamu (Mario G), Mantra Cinta (Rizky Febian), Satu Bulan (Bernadya), Kala Cinta Menggoda, Pergilah Kasih, Cintaku (Chrisye), Sialan (Adrian Khalif), Ada Untukmu (Tyok Satria), Yang Terdalam (Noah), and Gelora Asmara (Derby Romero). Modern dangdut: Ojo Nangis, Koyo Jogja Istimewa, Balungan Kere, Pingal, Anak Lanang, Mendung Tanpo Udan (Ndarboy Genk); Rungkad, Kembang Wangi (Happy Asmara); Gampil, Pelanggaran, Klebus, Korban Janji, Kok Iso Yo? (Guyon Waton); Lamunan, Teteg Ati, Widodari (Deny Caknan); Nemen (Gilga Sahid); Kisinan (Mas Dho); Kalah, Yowes Modaro (Aftershine). Reggae: Flirtatious (Tipe X), Come to Me (Denny Frust), Welcome to My Paradise, Relaxing Song (Steven & Coconut Treez), Say I Love You (Souljah), Di Sayidan (Shaggydog), Break Up with Your Girlfriend (Bravesboy). Jazz: Fly Me To The Moon (Bart Howard), Four (Miles Davis), Autumn Leaves (Joseph Kosma), Isn't She Lovely (Stevie Wonder), The Girl from Ipanema (Stan Getz & Astrud Gilberto). The band Soulface's diverse genre repertoire allows them to reach audiences with different musical preferences and age groups.

e. Venue and Performance Time

Based on interviews with Higang and field observations, it was found that before entertaining visitors at Fameliza cafe, the band Soulface conducted a sound check, which is usually done before Isha prayers. Their performance began right after Isha prayers, at around 7:00 p.m., and lasted until 9:30 p.m. This schedule was chosen to accommodate visitors' leisure time and allow them to enjoy live music at the cafe.

f. Supporting Facilities

Stage Setup

Based on interviews with Higang and field observations, the live music stage was found to be located outdoors and designed separately. However, some visitors inside the room could still watch the band's performance. The stage was not too high and was quite spacious, making it easy for the musicians to move around and interact with the audience. The decorations on the stage walls and surrounding areas can be arranged to create an attractive impression and avoid boredom.

Figure 2. Performance Stage

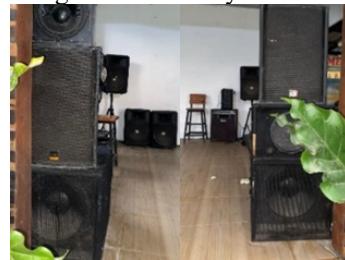


Source: Internal documentation of the band Soulface, 2024

Sound System

The interview results show that the sound system plays an important role in ensuring that musical instruments are heard clearly and enjoyed by visitors with optimal quality. The players work with the sound engineer team to ensure the sound of the musical instruments is balanced and does not disturb the audience's comfort.

Figure 3. Sound System



Source: Personal documentation by the author, 2024

#### Lighting

According to Higang, stage lighting uses LED lights whose brightness can be adjusted as needed. Colored lights are also used to create visual effects that support the band's performance without compromising audience comfort.

Figure 4. Lighting Design



Source: Internal documentation of the band Soulface, 2024

### Effectiveness of Soulface Band's Music Presentation on Visitor Attraction at Fameliza Cafe

This section quantitatively examines the effectiveness of Soulface Band's live performances in attracting visitors to Fameliza Cafe, using survey data to answer the second research question.

#### a. Respondent Characteristics

Table 1. Characteristics Based on Gender

No	Gender	Number (People)	Percentage
1	Male	30	45
2	Female	36	55
	Total	66	100

Source: Primary data, processed by the author, 2024

Based on the table above, the majority of the 66 respondents who attended live music at Fameliza cafe were women (55%), while men accounted for 45%.

Table 2. Characteristics of Respondents Based on Age

No	Interval	Number (People)	Percentage
1	17 - 20	11	18
2	21 - 24	23	38
3	25 - 28	17	28
4	29 - 32	4	7
5	33 - 36	4	7
6	37 - 40	2	3%
7	41 - 44	0	0
8	45 - 48	5	8
	Total	66	100

Source: Primary data, processed by the author, 2024

Based on the table above, the majority of the 66 respondents who attended Live Music at Fameliza cafe were in the 21–24 age range (38%). This finding shows that Live Music events at the cafe are more popular among the younger generation who tend to seek memorable entertainment, such as enjoying music performances with friends.

Table 3. Respondent Characteristics Based on Occupation

No	Occupation	Number (People)	Percentage
1	Assistant Instructor	1	2
2	Teacher	2	3
3	Housewife	8	12
4	Makeup Artist	1	2
5	Student	8	12
6	Civil Servant	1	2
7	Bank employees	1	2
8	Customs Officer	1	2
9	KAI employees	1	2
10	Private sector employees	4	6
11	Student	9	14
12	Village Officials	2	3
13	Nurse	1	2
14	Police	1	2
15	Security guard	1	2
16	Hospital Administrative Staff	1	2
17	Indonesian National Armed Forces	1	2
18	Self-employed	12	18
19	Entrepreneur	10	15
	Total	66	100

Source: Primary data, processed by the author in 2024

Based on the table above, the majority of respondents who visited Live Music at Fameliza cafe are entrepreneurs, namely 12 people (18%). This shows that cafes with live music, such as performances by the band Soulface, serve as a means of relaxation for them after a busy workday.

b. Preliminary Test Results

Prerequisite tests are a series of tests conducted before the primary data analysis.

Table 4. Normality Test Results

Unstandardized Residual		
N		66
Normal Parameters <sup>a,b</sup>	Mean	.000000
	Std. Deviation	2.70421827
Most Extreme Differences	Absolute	.097
	Positive	.097
	Negative	-.054
Test Statistic		.097
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

Source: Primary data, processed by the author, 2024

The Normality Test aims to determine whether the data is usually distributed. The results of the Kolmogorov-Smirnov test for normality are shown in Table 3.4 above. Based on the test results, the Asymp. Sig. (2-tailed) The value of 0.200 is greater than 0.05, indicating that the data in this study are approximately normally distributed. This result is consistent with Sudrajat (2020), who states that data are considered normal if the p-value exceeds 0.05 in the Kolmogorov-Smirnov test.

Table 5. Linearity Test Results

ANOVA Table							
Visitor Attraction * Presentation Form			Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	(Combined)	916,277	16	57,267	8,223	.000
		Linearity	782,199	1	782,199	112,31	.000
						4	
		Deviation from Linearity	134,078	15	8,939	1,283	.248
	Within Groups		341,254	49	6,964		
	Total		1,257,530	65			

Source: Primary data, processed by the author, 2024

The linearity test assesses whether there is a linear relationship between two variables. Table 3.5 shows a p-value of 0.000, indicating a linear relationship between the form of presentation and visitor attraction. This supports Sudraj's (2020) view that a p-value below 0.05 indicates a linear relationship. Thus, the band Soulface's music presentation is shown to have a direct correlation with visitor attraction at the Fameliza cafe.

### c. Hypothesis Test Results

Hypothesis testing was conducted using simple linear regression analysis to determine the relationship between the independent variable (presentation form) and the dependent variable (visitor attraction). According to Sudraja (2020), Hypothesis testing is used to determine whether a hypothesis is accepted or rejected. This analysis is used as a basis for decision-making based on the collected data.

Table 6. Hypothesis Test Results

Model	Coefficients <sup>a</sup>			t	Sig.
	B	Unstandardized Coefficients	Standardized Coefficients		
1	(Constant)	4.314	3.651	1,182	.242
	Presentation Format	.896	.087		

Source: Primary data, processed by the author, 2024

The table above shows that the constant value is 4.314 and the regression coefficient for the presentation form variable (X) is 0.896. Thus, the simple linear regression equation is  $Y = 4.314 + 0.896X$ , meaning that when there is no influence from the presentation form, visitor attraction remains at 4.314. Each one-unit increase in presentation quality will increase visitor attraction by 0.896 points. This positive coefficient indicates that the better the presentation, the greater the visitors' attraction. A significance value of 0.000 (less than 0.05) indicates that the presentation form variable has a significant effect on visitor attraction (Sudrajat, 2020). This indicates that elements such as musical instruments, costumes, makeup, music type, performance time and place, and supporting facilities presented by the band Soulface truly contribute significantly to increasing visitor interest in the cafe. When these aspects are packaged in an attractive, professional manner, they can create a lively, enjoyable atmosphere. This finding reinforces that the form of presentation is not merely an additional element but a strategic part consciously designed to increase entertainment value and become an important factor in attracting and maintaining visitor interest.

### The Impact of Music Presentation Form on Cafe Visitors

Impact results from social interaction and human activity. In general, impact refers to the influence or consequences of an action or event. This aligns with Hikam Arif's view that impact is everything that happens as a consequence of something (Armita, 2022). This impact can be either good (positive) or bad (negative). To analyze the impact of Band Soulface's music performances, the researcher used Mataras's (1997) theory of the impact of art, which states that participation in art can influence knowledge, emotions, behavior, and social

relationships. Although Matarasso does not directly divide it into specific categories, the terms cognitive, affective, behavioral, and social are used to facilitate understanding. In addition, according to Stern & Seifert (2009), participation in the arts produces symbolic impacts, including changes in meaning, values, and identity. In this study, the researcher adapted this framework, which helped the researcher analyze the impact of Soulface's music in a comprehensive and structured manner. To determine the impact of Soulface's musical performance on visitors to the Fameliza cafe, the researcher used a qualitative approach, conducting interviews with three selected visitors.

a. Cognitive Impact

The cognitive impact relates to how visitors understand and grasp the meaning of the songs performed. Based on the interview results, Soulface was considered capable of conveying the songs' messages and emotions in depth. Even though the songs performed were familiar, their presentation added a different nuance, making the audience feel the lyrics' meaning more strongly. Their soulful performances made each song feel fresh and more alive. This shows that the music was not only entertainment, but also a means to enrich understanding and provide a meaningful intellectual experience for visitors to the Fameliza cafe.

b. Affective Impact

Affective impact refers to the influence of music on visitors' feelings and emotions. The interview results show that Soulface's performance created a pleasant, energetic atmosphere. The music played evoked feelings of joy, enthusiasm, and comfort, making the time spent at the cafe more enjoyable. In fact, the music was considered to help relieve stress and fatigue after daily activities. Thus, Soulface's performance contributed significantly to creating a positive emotional atmosphere for visitors at Fameliza cafe.

c. Behavioral Impact

In terms of behavior, the music performed influenced visitors' actions and habits. Based on interviews, many visitors felt more comfortable and were encouraged to spend more time at the cafe. The music's comfortable atmosphere makes them more relaxed, even prompting them to order additional food or drinks. In addition, the interaction between the band and visitors, such as inviting them to sing along, encourages active involvement and creates a more enjoyable experience. This proves that music can also stimulate active participation and influence consumer behavior.

d. Social Impact

The social impact is evident in the quality of interaction between the band and the audience, as well as among visitors. Soulface is known for its friendly, open approach to communication, such as greeting and interacting casually during performances. This interaction creates a warm, familiar atmosphere, eliminating awkwardness and strengthening a sense of togetherness among visitors. Music also plays a role in triggering positive social relationships, creating a sense of comfort, and making the cafe a pleasant place to socialize.

e. Symbolic Impact

Symbolic impact is an influence that makes something have more meaning than just an ordinary thing for someone. In Soulface's performance at Fameliza cafe, this impact is evident in how their music builds the place's identity and uniqueness. *Soulface's* presence gives deeper meaning to Fameliza Cafe's identity. The music they perform is not only entertainment, but has become part of the cafe's unique character. From the interviews, it appears that many visitors associate the cafe's atmosphere and uniqueness with the band's performance. Soulface's musical performances have become a distinguishing feature that strengthens the cafe's image in visitors' eyes. In this way, Soulface helps create a lasting impression that strengthens the emotional connection between visitors and the cafe, and encourages loyalty and recommendations from visitors to others.

## Discussion

The Soulface band's musical performance at Fameliza cafe is a key element that distinguishes them from other musical performers. This performance includes several important aspects, such as musical instruments, costumes, makeup, musical genre, time and place of performance, and supporting facilities. Each aspect is carefully prepared to create a performance that is not only aurally appealing but also visually appealing and able to provide a comfortable, enjoyable atmosphere for visitors. The interview results show that the band Soulface is highly committed to delivering the best performance quality. They choose musical instruments that suit the character of the music they perform, carefully arrange the sound, and ensure optimal harmony between instruments during the performance. The costumes and makeup are chosen to suit the performers' ages and the cafe's atmosphere, creating a natural, comfortable look. In terms of music genre, the band tends to perform easy-listening pop, jazz, dangdut, and reggae, creating a relaxed yet classy atmosphere in line with the cafe's concept. The time and place of the performance are also strategically chosen, namely in the evening when

visitors want to relax while enjoying music. Supporting facilities such as lighting, stage design, and audio systems also contribute significantly to the performance's success.

Statistical analysis using simple linear regression reveals that Soulface's music presentation significantly influences the attractiveness of Fameliza cafe to visitors ( $p=0.000$ ), indicating a positive relationship between the two variables. Thus, it can be concluded that Soulface's musical presentation significantly contributes to attracting visitors.

The impact of this musical performance is also felt in various ways. Cognitively, visitors can grasp the deeper meaning of the songs through the band's performance. Affectively, the music evokes positive emotions such as happiness, relaxation, and enthusiasm, creating a comfortable atmosphere. Behaviorally, visitors tend to stay longer, make more purchases, and actively engage in the performance. Socially, the interaction between the band and visitors strengthens relationships and creates a sense of togetherness. Additionally, the presence of the Soulface band symbolically reinforces Fameliza Cafe's identity and image as a memorable, attractive place. Thus, the band Soulface's music not only serves as entertainment but also plays an important role in shaping a deep experience and impression for cafe visitors.

#### 4. CONCLUSION

Based on the research results, the objectives and problems stated in the introduction have been successfully achieved through comprehensive analysis and discussion in the Results and Discussion section. The band Soulface's musical performance at the Fameliza cafe demonstrated the flexibility and spontaneity that are characteristic of their performances. Their musical performance, which included mastery of instruments, songs, costume selection, makeup, and supporting elements such as stage layout, audio system, and lighting, created an enjoyable and memorable live music experience for visitors. The results of the statistical analysis also show that Soulface's musical performance significantly influences visitor interest. This is evidenced by a simple linear regression analysis, which yielded a significance value of 0.000. This value is below the 0.05 threshold, indicating that musical performance plays an important role in attracting visitors to enjoy the atmosphere at Fameliza cafe. This finding reinforces the strategic role of music as an element that can enhance an entertainment venue's competitiveness, particularly by creating a pleasant experience and boosting visitor loyalty. In addition, Soulface's music presentation has a positive impact on visitors, cognitively, affectively, behaviorally, socially, and symbolically. Cognitively, visitors find it easier to understand the message of the songs; affectively, the music evokes positive emotions such as happiness and relaxation; behaviorally, it makes visitors feel comfortable and more active; socially, it strengthens the interaction between the band and the audience; and symbolically, it shapes the identity and unique image of Fameliza Cafe. Music is not only entertainment, but also an important part of creating a meaningful experience at the cafe.

Based on the results and discussion, there are prospects for further research that can be used as a reference for future studies. Further research can explore Soulface's playing techniques and their influence on the audience's perception of the performance's quality. In addition, the band's visual aspects can be further studied to examine their role in enhancing the performance's aesthetics and their relationship to the type of music performed. Research can also focus on how Soulface's musical genre affects the audience's emotions and satisfaction. Finally, an in-depth study of the contribution of live music performances to the growth of local musicians is also a relevant topic for research.

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