

A Review of Musical Content Creativity in the Vocal Groove Community

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Article Details	ABSTRACT
Article History	This study aims to describe in depth the various stages of the creative process undertaken by Vocal Groove in creating music content, as well as to analyze creative solutions to overcome constraints in creating music content. This study uses qualitative methods, with data collection based on observation of Vocal Groove content on TikTok, in-depth interviews with members and the founder of the Vocal Groove community, and supporting documentation. This research examines the creative process of the Vocal Groove community in creating music content on TikTok, focusing on the case study " <i>Never Enough.</i> " This research uses Graham Wallas' four-stage theory of creativity, namely preparation, incubation, illumination, and verification. The results show that the creative process is iterative. Various obstacles, such as member absences, differences in understanding the song, and technical problems, are overcome through creative solutions such as role-sharing, independent practice, group practice, and team collaboration. Despite limitations, Vocal Groove is still able to produce engaging, high-quality music content through collective work and social media adaptation.
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1. INTRODUCTION

In this ever-evolving digital age, social media has become the primary medium for musicians to express themselves and promote their work through content. The term *content* refers to all forms of digital information, whether in text, images, audio, or video (Sayugi, 2018; Street, n.d.), disseminated through various digital platforms. Amidst the flood of information circulating every day, only content with high appeal can stand out from the rest (Bhandari & Bimo, 2022). One of the main characteristics of content that successfully attracts the audience's attention is creativity. Creative content effectively combines innovation, imagination, and visual and audio aesthetics to create experiences that are entertaining, educational, and even inspiring (U. Munandar, 1999; Tabrani, 2006). In this context, social media platforms like TikTok have become a popular medium for musicians and creators to present works that are not only aesthetically striking but also possess strong narrative power and are easily accessible.

Creativity is the ability to generate new, useful alternative ideas (B et al., 2023). Being creative is a trait that constantly seeks new things, while being innovative is a trait that applies creative solutions. Therefore, being creative but not innovative is a waste of time. Creativity arises from a combination of talent, individual character, and a structured training process. In the view of "*Creativity is a mental process by which an individual creates new ideas or products, or recombines existing ideas and products, in a fashion that is novel to him or her.*" This statement emphasizes that creativity is a mental process that enables individuals to generate new ideas or combine existing ones in unique ways. This aligns with the view that the creative process involves the ability to see new relationships among existing elements, then use them to create original and

relevant solutions (Rachmawati, 2012; Wallas, 1926). By understanding that creativity is a complex process comprising various stages, we can better appreciate how creative content, including music, is created, especially on social media platforms like TikTok.

TikTok is one of the most popular and rapidly growing social media platforms in recent years (Devi, 2022; Dinata & Aulia, 2022). This platform has significantly changed the way people interact, share information, and consume digital content (Kesuma & Tamburian, 2021). With video lengths ranging from 15 seconds to 10 minutes, TikTok allows its users to express themselves creatively across various genres and content formats (Vira et al., 2022; Xiuwen & Razali, 2021). As stated by TikTok in its official explanation, "*TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy.*" The platform provides a variety of features such as visual filters, sound effects, and an extensive music library, which support users in creating engaging content ranging from dance, tips and tricks, cooking tutorials, makeup, education, to music content such as song covers and new song creations (Felix et al., 2023). Since 2020, TikTok has increasingly demonstrated its role in Indonesia's digital culture (Fitri et al., 2021). Although it has been around since 2018, TikTok usage has increased dramatically over the last four years across various age groups, making it a new space for creative expression, including music content production and distribution (Doni, 2022; ISDWIYANTI, 2023). This phenomenon shows that TikTok is not just an entertainment platform but also a strategic tool for musicians to build personal branding and reach a wider audience (Zimmerer, T. W., & Norman, 1996).

2. METHOD

The research approach used in this study is qualitative research. Qualitative research produces descriptive words, and qualitative methods always start with a problem. The emergence of this problem must be resolved by obtaining data from informants through data collection (Sugiyono, 2020).

According to, qualitative research is a type of research that produces findings that are not easily obtained using statistical procedures or other qualitative methods. Qualitative research is an observational technique that produces descriptive words grounded in reality and begins with questions that arise and are then resolved by examining responses collected from sources. With a qualitative approach, this research provides a comprehensive explanation of the Review of Music Content Creativity in the Vocal Groove Community.

The research location is a study process used to obtain solutions to problems in ongoing research (Darmadi, 2011). This research was conducted in two locations: the first at the Doko Stragi Housing Complex, blocks 1-15, Doko, Ngasem District, Kediri Regency, East Java 64182. This location is the residence of Elisabeth Nana, *founder, arranger, and vocal coach* of the Vocal Groove community. The research was conducted in mid-October 2024. This research will be conducted offline at Elisabeth Nana's residence and will be continued online via WhatsApp, flexibly adjusting to the time and situation of the informants. After obtaining data in the first study, the study will continue at the Vocal Groove location to conduct training and the creation of TikTok content. Located at GKKD Yogyakarta, Villa Seturan Indah, Gg. Apokat Blok D 10, Kledokan, Caturtunggal, Depok, Sleman Regency, Special Region of Yogyakarta 55281. The research was conducted in mid-November 2024.

After the data were collected, they were analyzed using data reduction. In this study, the researcher sorted the data into important and unimportant data related to the Review of Music Content Creativity in the Vocal Groove Community. After the data were sorted, they were presented in a scientific paper written by the researcher. The next step was to conclude. The conclusion drawn in this study was to identify the important points in the research results related to the Review of Music Content Creativity in the Vocal Groove Community.

3. RESULT

The creative process of creating music content for social media cannot be done instantly; some steps must be taken to achieve the purpose for which the content was created. The process of creating music content by the Vocal Groove community consists of four stages, according to the Theory of the Four Stages of Creativity (Wallas, 1926), namely preparation, incubation, illumination, and verification. The following explains the four stages, starting with the preparation stage. During the preparation stage, Vocal Groove selected the song "*Never Enough*" as the material for their practice and performance, which was then uploaded as their music content. The song selection for Vocal Groove's community performance was made carefully. One of the main reasons for choosing this song was that the arrangement had already been made before they performed at Chamber Music Space. During the incubation stage of the creative process, the Vocal Groove community began practicing individually using the song scores distributed beforehand. These rehearsals were not conducted together, but rather individually in a self-directed and reflective manner. The illumination stage in the creative process of the Vocal Groove community was marked by the growth of a collective understanding among the members of how the chosen song, *Never Enough*, could be performed in its entirety, in terms of harmony, lyrical expression, and musical interpretation. In this verification stage, the focus of the rehearsals

was not only on musical aspects such as pitch accuracy and harmonic cohesion, but also began to expand to include elements of choreography and song expression. The choreography included stage movements, standing positions, transitions between formations, and body gestures that supported the song's message. Meanwhile, the soul of the song lies in how the members express the emotions in the lyrics through facial expressions, vocal intonation, and voice dynamics. After identifying four creative process reviews, this study identified four sets of obstacles and solutions: Obstacles and Solutions in the Preparation Stage, Obstacles and Solutions in the Incubation Stage, Obstacles and Solutions in the Illumination Stage, and Obstacles and Solutions in the Verification Stage.

Discussion

The Creative Process Stages Undertaken by the Vocal Groove Community in the Creation of Music Content

Before discussing the research results further, an overview of the group's identity and the Vocal Groove TikTok account profile will be provided. Vocal Groove is a vocal group community based in Yogyakarta, Indonesia, and is the only one in the city. In 2014-2015, this vocal group was named The Dissonance. In 2016, several members of The Dissonance left, and the group changed its name to Viraj Gita in June 2022. On September 24, 2023, the vocal group finalized its name as Vocal Groove, which it has retained to this day.

As of July 2024, there are now only seven active members, namely Yosef as a singer, bass section, choreographer, and *co-founder*; Rebecca as a singer, soprano section, TikTok social media admin, and editor; Linda as a singer, soprano section, treasurer, and secretary; Peran as a singer, tenor section, and YouTube social media admin; Geo as a singer, tenor section, and choreographer, Mega as a singer, alto section, editor, and Instagram social media admin, Naura as a singer, soprano section. Vocal Groove became active on the TikTok platform in early 2024. The following is a profile picture from the @Vocal Groove TikTok account on the TikTok Vocal Groove platform:

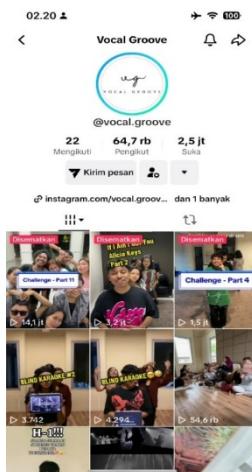


Figure 4.1 Vocal Groove TikTok Account Profile

(Source: Screenshot Doc. Adelya)

https://www.tiktok.com/@vocal.groove?_t=8sBPtGIHeN8&_r=1

Creating music content for social media cannot be done instantly; processes must be followed to achieve the content's purpose. The task is to record music, from the rehearsal process through music recording to mastering the musical work (Kristiandri et al., 2021). The music content creation process by the Vocal Groove community consists of four stages, according to the Four-Stage Theory of Creativity (Wallas, 1926), namely preparation, incubation, illumination, and verification. Here is an explanation of the four stages. The first stage is the preparation stage.

1. The Preparation Stage

The preparation stage is the first step in the creative process. Vocal Groove's creative process begins with an in-depth exploration of ideas. This stage starts with gathering references and planning creative ideas. Vocal Groove members analyze the song *Never Enough* in terms of arrangement, harmony, vocal technique, and visual potential. Regular rehearsals are conducted to test the suitability of voice distribution and determine the

appropriate arrangement style. This preparation is in line with the view that "the creative process begins with gathering information and determining the direction of the concept. According to, thorough planning and determining the right method are the keys to the success of the creative process. The choice of TikTok as a distribution medium was considered from the outset, given the platform's algorithm, which supports the rapid dissemination of music content (Bhandari & Bimo, 2022; Devi, 2022).

During the preparation stage, the team or individuals involved begin gathering ideas and compiling themes for the music content to be created, seeking inspiration from various sources through social media, such as exploring information related to trends on TikTok, searching for popular songs, and looking for lists of content inspiration found on social media. After finding interesting ideas, all members conduct in-depth research to gather relevant references. Next, they discuss these ideas with all members of Vocal Groove to select the most interesting ones. This selection process involves an in-depth analysis of all ideas, including their potential for virality. After the ideas are selected, they create a list of content to be produced, complete with the songs they will perform and the concepts they will use (online interview via Instagram, December 24, 2024, with Alfis Mega).

During the preparation stage, Vocal Groove chose the song "*Never Enough*" as practice and performance material, which was then uploaded as their music content. The song selection for Vocal Groove's community performance was made carefully. One of the main reasons for choosing this song was that the arrangement had already been made before they performed at Chamber Music Space. In other words, the arrangement had been in place for a long time, so the song had a mature arrangement structure and did not need to be created from scratch. Their performance video was then uploaded to TikTok for repurposed content. The decision to use this song greatly helped overcome the main obstacle they faced: limited rehearsal time. Vocal Groove received an invitation to perform at the Chamber Music Space event on short notice, so they had only about a week to prepare. In addition, due to each member's busy schedules, the number of available rehearsal days was minimal. Their video content is often divided into several parts, uploaded one by one and then displayed in sequence, providing visual variety and allowing each member to perform with focus. This research can reveal various aspects, such as the popularity and trends of content, interactions and collaborations between users, vocal and visual interpretations and expressions, technical and production aspects of the videos, and audience responses to Vocal Groove's musical content. For example, when covering other songs, Vocal Groove will upload the video in several parts.

The process of creating Vocal Groove music content on TikTok takes place at GKKD Yogyakarta, Villa Seturan Indah Gg. Apokat Blok D 10, Kledokan, Caturtunggal, Depok, Sleman Regency, Special Region of Yogyakarta 55281. This location serves as Vocal Groove's recording studio and rehearsal space for creating their content. The reason for choosing this location is that the members of Vocal Groove are part of the church community. Additionally, the church is strategically located and comfortable for content creation, as it is spacious and equipped with adequate facilities for content production. The second location for video content production is at Barsa City Apartment in the Special Region of Yogyakarta. Vocal Groove also uses this location as a meeting and discussion space to plan future content. Furthermore, Vocal Groove frequently receives invitations to perform at various venues in Yogyakarta.

2. Incubation Stage

At this stage, team members take a break from direct creative work to allow ideas to develop subconsciously. Each member explores additional inspiration through other musical references and tries out harmonic variations outside of the formal rehearsal schedule. (Wallas, 1926) Explains that the incubation stage allows ideas to mature before they are implemented. External factors, such as music trends on TikTok, also trigger new ideas (Fitri et al., 2021; Kesuma & Tamburian, 2021). (Muhammad, 2003) adds that creative breaks are also beneficial for reducing pressure and encouraging fresh ideas. Vocal Groove also looks to other TikTok content for inspiration when creating video concepts. This aims to determine a unique way to present their music content, allowing ideas to emerge more naturally, selecting the songs to be performed, and studying the songs that Vocal Groove will eventually choose to perform as their music content on TikTok (online interview via Instagram, December 24, 2024, with Alfis Mega).

During the incubation stage of the creative process, the Vocal Groove community began practicing individually using the previously distributed song scores. These rehearsals are not conducted together, but rather as private, independent, and reflective practice sessions. Incubation provides space for ideas to develop without pressure. Members who are already proficient in reading musical notation immediately begin practicing

independently, starting with understanding the score's structure, recognizing the harmonies used, and preparing the solo vocal parts they will perform.

This individual practice is an important phase in the incubation stage because it allows each member to understand the song material at their own pace and according to their own abilities. With this approach, members can build a stronger understanding of their own parts before joining in collective practice. This personal approach also helps accelerate individual technical readiness, which is crucial given the limited time for joint practice before the performance.

3. Illumination Phase

The Illumination stage is the stage where specific ideas and solutions emerge. The Illumination Stage for Vocal Groove involves how ideas emerge from more mature incubation or take shape, such as when deciding which songs to perform. One of the selected songs is titled "Sialan-Juicy Lucy." After choosing the songs, Vocal Groove also determines the concept it will use for content creation. Additionally, Vocal Groove sets the content creation schedule.

Furthermore, when shooting videos, they will not forget to add visual elements to make the content more interesting. By following trends and inspiration for content creation on TikTok, Vocal Groove's content will attract a lot of attention from viewers. This is done by one member briefly explaining the technicalities of content creation to the other members (online interview via Instagram, December 24, 2024, with Alfis Mega).

After mastering the notation and structure of the song, the rehearsal process continues to the stage of singing the entire song using the lyrics. The focus of practice is no longer just on pitch accuracy, but also on soulfulness, vocal dynamics, and the unification of voices among members. This is important for creating cohesive harmony and a song interpretation that matches the character of the community. This inspiration is also driven by interactions among members who give each other creative feedback.

At this stage, more specific vocal roles are assigned, such as determining who will perform the solo parts and background vocals for certain sections of the song. These assignments are based on the technical readiness of the members and the suitability of their vocal tones to the characteristics of the song sections they will perform. Thus, the assignment of roles takes into account not only technical aspects but also artistic value to create a balanced, high-quality performance.

A thorough understanding of the song's structure, harmonic cohesion, and lyrical clarity indicates that the illumination stage has been reached. Each member begins to understand their role in the overall arrangement and how their individual contributions can enhance the expressive power of the group's performance. This process is more efficient because the song *Never Enough* is already familiar to the members. This moment occurs during joint rehearsals, when members discover new harmonic patterns that are more emotionally powerful. This inspiration is also driven by interactions among members who provide one another with creative input. In line with this, Ratri (2023) emphasizes that spontaneous collaboration can trigger innovation that is difficult to achieve through formal planning, leading to ideas that emerge at this stage to have high emotional power and originality.

4. Verification Stage

The Verification Stage is the final stage that involves testing and refining ideas to ensure that the resulting video content is engaging and high-quality. The verification stage at Vocal Groove comes after they have succeeded. The verification stage involves testing and evaluating the selected ideas. In this process, Vocal Groove records, edits, and publishes content on TikTok, then monitors audience *engagement* and comments to assess the concept's success. (Emphasizes that verification not only measures technical quality but also public acceptance.) According to (S, 1988) and (Sujarweni, 2014), after determining the song and an interesting concept to present in their TikTok content, the next step is to prepare equipment such as a *smartphone or iPad*, a *tripod*, a *reflector*, a *speaker*, and music. Once the required equipment is available, they record the content and then evaluate the content they have created. If the video is deemed insufficient, they will re-record the video. Then, they re-evaluate the video. Once it is satisfactory, the next step in the process is video editing by the assigned members, such as adding text or captions to the video if necessary, and editing the audio to ensure good sound quality. The editing process is then complete. Editing is the process of replacing, cutting, and completing certain parts to achieve the perfect form. In the digital world, the editing process is carried out using audio editing software (Kristiandri et al., 2021). Once all elements are confirmed optimal, the final result is recorded and uploaded to TikTok using

audio-trend-based promotion techniques and hashtags. (Online interview via Instagram platform, December 24, 2024, with Alfis Mega).

The verification stage in the Vocal Groove community's creative process is the final phase before the work is presented to the public. At this stage, all the results of previous rehearsals are consolidated and harmonized into a complete whole. This means that every element that has been prepared separately, from vocals, harmonies, role assignments, to song interpretation, is reviewed and combined through comprehensive joint rehearsals. The main objective of this stage is to ensure that all technical and artistic aspects are ready for performance and support one another.

Once each member has memorized all parts of the song, rehearsals focus on bringing all the elements together in a complete run-through. This session is crucial for synchronizing tempo, dynamics, and interaction between members during the performance. This process also serves as a final evaluation to assess whether each part is at the optimal level of readiness before going on stage.

Although this stage is crucial, one of the main challenges faced is time constraints. Because rehearsals are conducted in a short, intense period, the team must strategize to maximize all aspects, including vocal technique, choreography, and expression, within the time available. To overcome this, the coach and members systematically developed a training plan, prioritizing the most fundamental elements first, namely mastery of the musical material. Once the vocal and musical aspects were deemed sufficiently strong, training shifted to the visual and expressive aspects, such as choreography and soulfulness. This approach allowed the verification process to run more structured and efficiently, while maintaining the overall quality of the performance.

Creative Solutions to Overcome Music Content

1. Challenges and Solutions in the Preparation Stage

The obstacles faced by Vocal Groove in the content creation process included the absence of one team member, which delayed content creation, and some team members' lack of understanding of the songs to be used in TikTok content. The solutions to these problems were to prepare backup content or songs that could be used even if the team was incomplete, and to study the selected songs before starting video production. On the other hand, the location and equipment used for video content creation did not pose a significant obstacle to creating Vocal Groove's music content videos on TikTok.

2. Challenges and Solutions in the Incubation Stage

The second stage is incubation, where ideas emerge but are not yet fully developed. The obstacle Vocal Groove faces at this stage is selecting songs to perform in their TikTok content. The uneven understanding of songs among members, as discussed earlier, was also an important trigger for returning to the preparation stage. If, during incubation, it was found that not all members had mastered the previously selected song, Vocal Groove needed to return to the preparation stage to select another song that was better suited to the abilities and understanding of all members. This process of selecting new songs once again involves gathering information and determining initial objectives, which are characteristics of the preparation stage. Thus, returning to the preparation stage after incubation is not a failure but rather a natural part of an adaptive creative process that allows Vocal Groove to produce higher-quality content.

3. Challenges and Solutions in the Illumination Stage

The third stage is illumination, where specific ideas emerge in the form of songs and predetermined, agreed-upon concepts. At this stage, the obstacles encountered are not very significant, and there are always solutions to overcome them. In this stage, the obstacle for Vocal Groove was the time required to learn the songs, which was quite long, leading to delays in the scheduled content creation. This was due to activities outside the group that each member had to attend, such as busy personal and college schedules and other commitments, which prevented them from thoroughly learning the predetermined songs. The solution to overcome this challenge is to set a deadline and emphasize it to all Vocal Groove members to ensure the video production process is not delayed.

4. Verification Stage Challenges and Solutions

During this process, they encountered several obstacles, such as technical difficulties. Technical difficulties are obstacles or problems arising from technical factors in a process or system. The obstacle Vocal Groove encountered at this stage was that the personal device scheduled to edit the video content encountered an error during the editing process, delaying the video upload. The solution to this problem is to upload the raw video to

the group chat so that all Vocal Groove members can help each other when the member scheduled to edit the video encounters obstacles during the editing process.

4. CONCLUSION

Research findings on the creativity of Vocal Groove music content on the TikTok platform show that the creative process is achieved through the stages of creativity described by the, namely, preparation, incubation, illumination, and verification. This process is an iterative cycle in which each stage influences and repeats itself to produce optimal work (Arikunto, 2001; Muhammad, 2003). During the preparation stage, Vocal Groove collects references, identifies arrangement needs, and assigns roles based on its members' abilities. The incubation stage occurs when these ideas are processed through practice and discussion, giving rise to new ideas in the illumination stage. According to Ratri (2023), it is this spontaneous collaboration that can trigger innovation difficult to achieve through formal planning. Next, the verification stage involves evaluating the arrangement results, improving technical quality, and testing the publication on TikTok to gauge audience response (Sujarweni, 2014).

In facing obstacles at every stage, from limited resources and creative challenges to technical issues, Vocal Groove was able to find creative solutions. In the song *Never Enough*, the strategies employed included clear role division, gradual exploration of arrangements (Kesuma & Tamburian, 2021), improvisation during rehearsals, and the use of social media for publication (Faisal, 1990; Iv, 2012). This proves that obstacles can be turned into opportunities to create high-quality, engaging music content. Thus, this study confirms that creativity in the production of Vocal Groove music content is an adaptive, collaborative process, in which a combination of planning, improvisation, and evaluation continues to play a role in creating works that are relevant to social media trends (Titze, 1994).

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