ROCK MUSIC IN FORMATION OF FAN BEHAVIOR
(A CASE STUDY OF SLANK FANS CLUB CENTER)

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ABSTRACT

Music is a work of art that exists and develops in society, in its development music gave birth to many diverse genres/types, one of which is the rock music genre. Rock music, which is one of the popular music genres globally, certainly has many fans whose behavior is shaped by rock music so researchers are interested in researching rock music. The purpose of this study is to find out how rock music impacts the formation of rock fan behavior and to find out what fan behavior is formed from rock music. This study uses a qualitative descriptive research approach with case study methods. Data was collected by conducting interviews, documentation and literature studies. The results obtained through this research is that music is a form of mass communication, and mass communication is one of the places to carry out persuasive communication activities. Rock music impacts fan behavior through various elements in music, but the elements that have an essential influence are lyrics and arrangement. Lyrics have a significant impact in shaping behavior because they are considered honest and represent the fans who want freedom. This freedom is voiced by rock music so that fans experience a sense of justification for being naughty. Rock music arrangements that are difficult to hum but have much aesthetic meaning bring fans deeper into rock music because of the uniqueness of the arrangement. In rock music, the messages mainly conveyed represent various life problems and conflicts. Fans feel represented to absorb persuasive messages in rock songs and practice them in life. The behavior of fans formed is an attitude to appreciate a work, mature nature and have the freedom to dress.

Keywords: Rock music, behavior, slank fans, persuasion

1.   PREFACE

Music is one of the works of art favored by the public, in its development, music grows and is divided into several *genres* such as music *pop, jazz, reggae, hip-hop, rock* and others. Along with the times, music from one decade to decade certainly has different characteristics. Due to the many genres in music that make people's musical tastes vary, Rock music is one type of *anti-mainstream music* that some people like with mellow lyrics accompanied by guitar distortion and fast drum beats with passionate enthusiasm. Music cannot be separated from the role of its fans, rock music fans have different characteristics from other music fans, wearing black clothes with dark make-up that seem "violent" supported by the use of quirky accessories such as earrings, bracelets and necklaces, giving new views to the public. about the behavior of fans because of rock music. Behavior is a person's response to something that causes someone to behave and has a specific purpose. [1] Even though it has rabid fans who have unique behavior, rock music seems to be sinking in society. However, it is undeniable that many people still enjoy and enjoy rock music, one of which is the Central Slank Fans Club Community.

Our contribution

The academic benefits of this research are can provide benefits for readers and observers of music in Indonesia related to the impact of rock music on the formation of rock fan behavior in Indonesia. While the practical benefits The benefits in the world of Communication Studies,

especially in Public Relations, are to find out how the public perceives the image of rock music fans and is expected to change the bad image given to rock music fans by the public.

Persuasive communication

According to Hajarriah, persuasive communication is a process in which a communicator conveys a message that invites, persuades and influences the communicant. With the existence of persuasive communication, people will do what the communicator wants as if he did it on the basis of his own will. [2]

Elaboration Likelihood Model (ELM)

The *Elaboration Likelihood* Theory is a theory developed from persuasive communication theory. This theory describes how individuals process a persuasive message in different ways to ultimately produce a different attitude. In this theory, there are two pathways for processing persuasion messages experienced by individuals: the central and peripheral pathways. The central line is a state when someone processes a persuasive message in detail and thoroughly, while the peripheral line is the opposite, this path is called a peripheral line because the processing of persuasive messages does not come from a deep and thorough thought process on the content of the message. [3]

2. RESEARCH METHODS

This research approach uses a descriptive qualitative research approach. Muri Yusuf stated that qualitative research aims to find meaning, understanding, and understanding of an event by being involved either directly or indirectly. Qualitative research is carried out by collecting data through stages and the meaning is concluded during the research process from the beginning to the end of the activity. [4]

This research uses the case study research method. According to Susilo Rahardjo & Gudnanto, a case study is a method for understanding individuals that is carried out in an integrative and comprehensive manner in order to gain an in-depth understanding of the individual and the problems he faces so that the purpose of the problem can be resolved and obtain good self-development.

According to Muhammad Idrus in Rahmadi, research subjects can be individuals, objects, or organisms that can be used as sources of information needed by researchers in collecting research data. [5] The subjects in this study were rock music fans (Members of the Central Slank Fans Club). According to Sugiyono, the object of research is determined by the researcher to be studied to obtain information about the matter, then finally draw conclusions. [6] The object of this research is the role of rock music in forming its fans' character.

According to Sutrisno Hadi in Alfani, the observation technique is a systematic observation and recording of the phenomenon under study. [7] Observation has three types: Participant Observation, Non-participant Observation, and Perfect Observation. [8] The observation technique used in this research is the non-participant observation technique, the researcher observes closely the community being studied but is not directly involved in life in the community, positioning himself as an independent observer.

Researchers have conducted interviews to obtain primary data. According to Esterberg in (Sugiyono, 2015), an interview is a meeting conducted by two people to exchange information and an idea by means of question and answer, so that in the end, it can be reduced to a

conclusion or meaning in a particular topic. [9] Researchers will conduct interviews with rock music fans who already have certain classifications in collecting data. The interview technique used is a semi-structured interview technique so that researchers can find more open problems, and the informants can express their opinions and ideas.

According to Sugiyono, literature study is a theoretical study, references and other scientific literature related to culture, values and norms that develop in the social situation to be studied. [6]

According to Rahmadi, documentation is a data collection technique that is carried out by documenting several information, both written and recorded documents. Written documents can be in the form of notes, archives, memorials, collections of letters, autobiographies, clippings, and so on. [5]

Data processing techniques in research of course, refer to the approach of the research carried out. Because this research uses a qualitative approach, the data processing technique is carried out by describing the data obtained in an orderly, systematic, logical, and effective manner so that it can be easily understood. In describing the data, there are several stages, namely data reduction, data presentation and data verification. According to Sugiyono, Data reduction is summarizing, choosing the main things, focusing on important things that are following the research topic, looking for themes and patterns, ultimately providing a clearer picture and making it easier to carry out further data collection. [6] According to Miles & Huberman in (Rijali, 2018). Data presentation is an activity carried out by researchers when a set of information is compiled to allow researchers to draw conclusions followed by taking action. [10] Data verification is the stage of concluding all data that has been obtained in the study, drawing conclusions is an activity that is carried out continuously during research in the field.

3. RESULT AND DISCUSSION

After the researchers researched the Central Slank Fans Club using the methods of observation, interviews, and literature and documentation studies. Interviews were conducted using semi-structured interview techniques to several *key* informants or resource persons. The resource persons interviewed by the researcher were Agus Sucipto as the Central Board of Slank Fans Club, Ivan Kurnia Arifin as the *bassist of* Slank and Mellisa Florentina S.Psi, M.Si. as a Lecturer in Communication Science (Communication Psychology). The interview process was carried out directly and through the Chat, Voice Note (VN) feature of the Whatsapp and Instagram applications, due to some sources who did not have the opportunity or were unable to attend the interview. The data revealed through interviews are also supplemented with data generated from the observation process of the Central Slank Fans Club community, observations made between August and November. In an effort to strengthen the substance of the results of interviews, observations and literature studies, the researchers carried out a documentation process intended to display the results of interviews, observations and literature studies.

Persuasive communications process

Communication is a process in which communicators convey messages that are inviting, persuading and influencing the communicant. With persuasive communication, people will do what the communicator wants and it is as if the communicant is carrying out communication messages of his own free will. [2] Through the findings that researchers have met through observation, interviews, documentation and literature studies, researchers found that rock fans,

namely members of the Central Slank Fans Club, are familiar with rock music because the development of music has spawned many new types/genres of music. Besides that, rock music at that time was popular music loved by many young people looking for identity. The young people who liked rock music then experienced the absorption of persuasive communication processes.

In every music, of course, there is a message that the maker (communicant) wants to convey to the listeners (communicator). In rock music, the messages conveyed mostly represent various kinds of problems and conflicts of life. Fans feel themselves represented so that they can absorb persuasive messages in rock songs and practice them in life, as expressed by *Key* Informant 1 below:

> *"All songs, surely the song you like must be persuasive to you, what's different is whether the song invites peace, does it inspire you, if it's a persuasive problem, I have been unemployed for 2 years. there's a slank song called grab it, the point is that the lyrics don't have a smooth road in the struggle, then I realized that if I just complain, it won't end, this is a problem, so I get up, there are many songs that make me excited, from a bad mood into a good mood"* - Agus Sucipto

From a musician's perspective, *Key* Informant 2 said that he did not compose songs just to persuade his fans, but made songs out of personal anxiety about something so that it has the nature of protest and rebellion. As the following says:

> *"Earlier, it was about rock music to actually influence it, didn't it actually start because there was an anxiety about a certain condition, for example, we said that during the New Order era, we had anxiety, there was a feeling of being shackled, that the freedom of thinking and speaking was not like it is now, that's why At that time, our lyrics were more about what it was like, protest and rebellion."* - Ivan Slank

In rock music, especially Slank, as an idol who has the power to influence his fans. The message of persuasion that they create in a song is based on an anxiety that arises from the perspective of an ordinary people who want their basic rights as citizens to be free, this meaning of free consists in various meanings.

The process of elaborating possibilities
Petty and Cacioppo (1986), stated that the central pathway involves careful consideration of the content and ideas of a message. [3]

Key Informant 1 admits that he is a fan who analyzes music, the most important thing is that the music represents it.

> *"Representing it, surely the song that represents it is easy to enter the brain, the important thing is that it relates to me, if you don't relate to us, it's difficult, sir, so it's like saying that relates to us, it's easy to enter, Yes (Analyzing), but now it's related to age. maybe not, I've been listening to songs that are straightforward and easy to digest, and then I found the current lyrics, I found lyrics whose language is difficult, it's empty, isn't it."* - Agus Sucipto

Meanwhile, according to *Key* Informant 2 as a musician, he does not have a special way of exploring the message in rock music, in making music, he makes a work spontaneously according to various problems of people's lives.

> *"Actually, there are no specific tips (to deepen the message), we will definitely make a song that, if it's bothering us, it's definitely something that we always think about,*

and this can't be allowed to finally come out through that song. (in making songs)." - Ivan Slank

Rock music can have a comfortable place in the hearts of fans because this music can represent those who want freedom, when fans absorb messages in rock songs, in the theory of Elaboration Likelihood Model these fans include people who receive persuasive messages on track. central. They are people who analyze the messages expressed in rock songs and then apply them to their lives.

Music elements in giving persuasive messages to fans

In music there are elements that make it up, according to (Jamalus, 1998). the main elements in music include: [11] (a) Rhythm / Rhythm; (b) Melody; (c) Harmony; (d) Song Structure.

In addition, there are several other elements to form a music, elements such as: (a) Lyrics / Poetry; (b) Expression; (c) Arrangement.

In capturing persuasive messages in rock music, fans must see various aspects of the music, such as lyrics, arrangement, stage action, and style. rock musicians. As stated by Key Informant 1 below:

> *"According to me, the most important thing in my brain is the arrangement, you must have cried listening to an instrument, but you rarely cry when you hear someone who writes poetry, for example, if the instrument is sad, you are dragged to the lowest point, so in the end you get help with the lyrics, the lyrics as a driving force that supports you sad. In my opinion, the weapons are in the arrangement." -* Agus Sucipto

According to an interview with *Key* Informant 2, he is of the opinion that lyrics and arrangement are one aspect of persuasion in rock music.

> *"In the lyrics and the rebellion, without us realizing it, people who hear them feel that we represent their voices and they agree with what we are talking about or what we are saying in the lyrics, finally when they feel they agree and their voices are represented, right? means that we become friends of one mind, friends in arms, so we are with our fans in that position, we are friends of one struggle, friends of one mind." -* Ivan Slank

In processing persuasive messages in rock music, all aspects of music play an important role in channeling persuasive messages to fans, but the elements of music that play an important role in channeling persuasive messages are lyrics and arrangements. Lyrics play an important role in channeling persuasive messages because many contain rebellion and dissatisfaction with life problems experienced by fans such as the lack of freedom to think, freedom to speak and freedom to dress so that many represent their feelings. Rock music arrangements that are difficult to hum but have a lot of aesthetic meaning bring fans deeper into rock music because of the uniqueness of the arrangement.

Function of music to rock fans

According to (Budhisantoso, 2004), Merriam (A.P., 1968), and (Merrit, 2003). Music as a branch of art is a universal need, its existence cannot be separated in human life with various functions such as: [12] [13] (a) Provide aesthetic pleasure; (b) Provide relaxation and entertainment; (c) As a medium of self-expression; (d) Symbolic representation; (e) Physical response; (f) Therapeutic media (healing); (g) As a means of unifying people in crisis; (h) Strengthening conformity to

social norms; (i) Validating social institutions and religious rituals; (j) Maintaining cultural continuity and stability; (k) As a medium of education and learning.

In rock fans, they feel the function of music as an aesthetic pleasure, because when they listen to rock music, of course, the fans will feel satisfaction in themselves, besides that rock music also provides relaxation and entertainment to fans to improve their mood. media for the expression of fans who feel represented after listening to rock music. Besides that, the function of music as validation of social institutions is also felt by rock fans who are furious with the treatment of social institutions that were not good at that time.

Formation of behavior
After listening to rock music, which has characteristics among other music, such as the lyrics, which seem difficult to understand, such as discussing rebellion, anxiety about the government's work system, freedom of speech and thought that are shackled so that the character of fans is formed because they like rock music. Starting from nature, the way of speaking, the way of thinking, and the way of dressing. As stated by *Key* Informant 1 below:

> *"As I said earlier, yes, at first I liked the teeth (band), yes, it can be seen from the clothes, high school uniform if you still listen to teeth, riutami, MJ (Michael Jackson), men put my clothes on. But after listening to slank watching Menteng children, I feel like I'm more free, I'm not constrained by one rule because it's possible if what I say is a justification for me to be naughty, back to the music, yes, for me to be free and representative, the lyrics represent Yes, if lifestyle becomes a justification for me being a rebel." - Agus Sucipto.*

In addition, one key informant also added that:

> *"I used to be picky about glasses, after I got to know Slank, I was in a band. I don't want to wear glasses hahaha, and at that time I felt really cool, there's nothing else that music can do that much, you know, it can affect a lot of people in terms of clothes, how to talk, and, of course, how to dress." - Agus Sucipto*

It can be concluded from this statement that before *Key* informant 1 liked rock music, he felt freer and not constrained by a regulation, meaning he felt more comfortable in dressing after liking rock music, he did not have to dress neatly like most people, but could be himself. because rock music according to him is a justification for dressing freely, not in accordance with the dress code in general.

In the nature of appreciating music, rock music fans do not feel there is a genre supremacy in him, rock fans do not think that rock is the best type of music among other types of music, on the contrary, they really appreciate other types of music, even *Key* Informant 1 admits that he knows music. rock because it is bridged by a combination of music, between the types of hip-hop and metal music, namely hip-metal.

> *"No, I hate men, they (slank) are already at the top with a lot of genres, punk makes, dangdut makes, disco makes, they used to say the genre was blue, didn't say blues, didn't say rock, I don't like it like that Men, fanatics like that, think rock is better, although I agree, yes, but no. I don't think it's actually a bridge to rock from hip-metal like limp bizkit, korn. Yes, actually my basic is rap. - Agus Sucipto*

This opinion is supported by *Key* Informant 2 who argues that he does not like to limit various types of music, he also admits that Slank is not only based on rock music, but is filled with various genres of music.

> *"Actually, I personally am not one of those people who divide music or genres. I'm one of those people who like all genres, not just rock, yes, I play pop music, Malayu and reggae, before I even had a group called Imanez, I participated in the production of the second album, which was spontaneous, that was I played music professional playing reggae music"* - Ivan Slank

The process of becoming more mature was felt by *Key* Informant 1 after liking rock music, this was motivated by a strong sense of friendship in the rock music fan community. In their community (Slank Fans Club Center) the members are people who are mature in thinking.

> *"Well, Alhamdulillah, why do I know rock, mostly people who like rock are adults and like coachman debates, but they don't take it to heart, just come here and then it's over. It was the maturity in the rock community that amazed me apart from the solidarity, so I grew up quickly because of this rock community, in high school I have learned to earn money, I sell slank clothes, what I saw before, these rock fans are mature, calm, more to enjoy not too complicated people.* - Agus Sucipto

Behavior is a small part of character. Behavior is a person's response to something that causes them to behave and basically has a specific purpose. [1] Learning character building can certainly create, maintain and increase self-motivation. [1] Individuals who have a teenager and became a fan of rock music affected their behavior formation by environmental influences, based on interviews with sources, behavior is established, among others:

(a) The nature of the Critical Thinking. With lyrics that speak about honest criticism based on discontent with the government, rock fans will certainly be more critical in their mindset. They do not view an event from one perspective but are more critical in analyzing the event and then interpreting it based on their views;

(b) Attitude to appreciate a work of others. Music supremacy is an attitude that considers that their favorite music genre is the best genre. After becoming a rock fan, this attitude of music supremacy is not found in them. In the rock-music community they learn to appreciate other musical works even though they have different types of music. This attitude of respect is carried away by itself due to the large number of community members who have the same attitude;

(c) Adult Nature. Juvenile delinquency that has been experienced by rock fans makes them aware of these bad qualities. After going through various kinds of delinquency, of course, fans will form an adult nature which is also influenced by community members who have the same nature;

(d) Freedom in dress. In dressing sometimes individuals are obedient to the image and good rules in society to dress neatly, after liking rock music the fans find more freedom to dress and express themselves according to their wishes. Fans feel freer to grow their hair, use earrings, necklaces and various accessories that their idols wear because they feel represented by rock music.

4. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of Observations, Interviews, Literature Studies and Documentation that researchers have done regarding Rock music on the formation of fan behavior in the Central

Slank Fans Club, the researchers conclude the following, Rock music is one of the popular music preferred by the public, especially teenagers. These teenagers know rock music because of the influence of their environment and their familiar friendship with rock music, which makes them like rock music. Rock fans are people who study and analyze messages in rock music. Rock music impacts the behavior of fans through all elements of music. However, the most important elements in the formation are the lyrics and the arrangement. The lyrics were important in shaping because they are considered honest and represent the fans who want freedom, this freedom is voiced by rock music so that fans experience a sense of justification for being naughty. Rock music arrangements that are difficult to hum but have a lot of aesthetic meaning bring fans deeper into rock music because of its uniqueness. The behavior of fans that are formed after liking rock music, among others, is critical in thinking, attitudes to appreciate a work, mature nature, and the freedom to dress.

Acknowledgement

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