

CHAPTER I

INTRODUCTION

1.1 Background

Music is an element that is enjoyed by all walks of life. Musicians closely work with each other to continue to sharpen their skills, generate new ideas, and bring better musical experiences to the public. There are many benefits to collaborative music. A study done Hallam et al., (2012) shows that participants report making friends, feelings of belonging, and developing their musical skills. This in turn also boosts their self-esteem and improve their overall mood and health. Music is also believed to bring people together. A study done in 4 different cultures across the globe (Kenya, Philippines, New Zealand, and Germany) shows consistent results of tighter family and relationship bonds, as well as a positive impact on emotional wellbeing (Boer & Abubakar, 2014). A different study done by Schiavio et al., (2021) report that amateur musicians put in groups tend to influence one another and give direct feedback on each other's playing. Aside from personal and musical growth, collaborative music can also promote team building and creativity skills. A study done by Belitski & Herzig, (2018) drew comparisons between informal collaboration in jazz music, also known as "jamming", with group creativity and innovation in the workplace. According to Belitski, the same thought process a musician goes through when they "jam" with other musicians could be used to brainstorm new ideas within creative teams and workforces. This promotes growth and innovation within the company, as well as sharpen one's critical thinking skills. Practicing music together both directly and indirectly provides benefits towards the individual's musical skills as well as their overall wellbeing.

However, being a collaborative musician is not without hardships. A discussion done with 5 musicians age 20 to 29 highlighted problems with finding collaborative musicians that can match their schedule, playing style, and music preferences. These problems happen due workload in university and work, starting

a new phase in life, migrating to a new place that contributes to their falling out with their old music peers. This impacts their motivation and passion towards music as a whole negatively; some members saying they even have stopped playing music completely due to disinterest and lack of driving force.

Due to the problems above, a media that connects musicians is helpful to ignite the spark. An application that focuses on meeting local musicians according to an individual's skill level and schedule will help bring motivation and sharpen each other's skills, as well as reduce the exclusivity of music. Having a social group helps incentivize musicians by holding each other accountable to return the passion for music once more.

1.2 Research Questions

Based on the data provided, the problem statement is as follows: How to design an interactive media to meet musicians age 20-29 years old?

1.3 Scope of Problem

1.3.1 Demographic

Age	: 20-29 years old
Gender	: Any genders
Economy Class	: Aspiring Middle Class to Middle Class
Education	: Bachelors
Language	: English
Ethnic	: All ethnicity
Religion	: All religion

1.3.2 Geographic

Area : Tangerang and Jakarta

1.3.3 Psychographic

Young adult that have an affinity towards music and are interested in networking with other musicians.

1.4 Goal of End Year Project

To find a solution that allows musicians to network and meet with each other despite having no internal connections.

Making an application design that represents the solution to the music networking problem.

1.5 Benefit of End Year Project

The author hopes that this project will benefit in adding to the author's experience in designing an interactive media to help local musicians meet and network with each other.

The media designed is thought to benefit the public so that they are more exposed towards music and the cultures surrounding informal collaborative music, and hopefully inspire more people to either start or continue in their music journey.

Finally, the author hoped that this report will benefit in adding information to the university's repository. The author also hopes that the result will add creations to the work catalogue of Multimedia Nusantara University.

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