THE EFFECTIVENESS OF USE OF SOUNDCLOUD APPLICATION AS SOCIAL MEDIA FOR PROMOTING POP PUNK INDIE BAND (Qualitative Descriptive Study on the Use of SoundCloud by Indie Band in Surabaya to Promote Pop Punk Songs and Music)

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ABSTRACT

This study aims to determine the effectiveness of using SoundCloud application by pop punk indie band as social media to promote pop punk songs and music. The method used is qualitative. Several theories were used: the theory of Computer Media Communication (CMC); Determination of Technology Theory; Communication Effectiveness. While the indicators used to measure the effectiveness of using SoundCloud is understanding, pleasure, influence on attitudes, improving social relationships and actions. Data were collected from research informants through indepth interview and questionnaire. Then to analyze the effectiveness of SoundCloud application using a Likert scale. The study concluded that SoundCloud is effectively used to promote pop punk songs and music by pop punk indie band to public. Evident from the results of measurements on all the indicators showed high effectiveness of using the SoundCloud.

Keywords: social media, soundcloud, communication effectiveness, pop punk, indie band.

INTRODUCTION

Communication in today's modern society causes the need for information is increasing. It makes significant progress in the field of technology. The increase in technology, information, and communication resulting in the world now knows no boundaries of space and time as well as distance. Communication can be done easily because the media is very important. And the most extensive network is the internet.

Currently, Internet users in Indonesia are dominated by teenagers because of the presence of some internet providers and internet package options at affordable cost. So internet access is no longer a costly activity. Even in the future, every home can access internet like now people have TV and Radio (Supriyanto, 2005).

Internet is able to make people who use it as if he could "hold the world". Because everything that is needed is available on the internet, both free and paid. Humans also can perform data communication such as: text, images, video, sound and even audio-visual communication directly (Supriyanto, 2005). Internet also allows a person to talk to many people across the globe, and do not cost as expensive as the phone.

Forms of communication technology are often used by the public is the communication by using an intermediary computer media or so-called Computer Mediated Communication (CMC), namely space indefinitely as a form of human interaction between two or more computer networks. Many existing studies involving internet-based social network that supported social software (Fidler, 2003).

Merging and combining telecommunications and computer technology into computer-based communication has certain consequences (Becker in Ess, 2002). It may have big consequences in comparison with phones and televisions because CMC has unique characteristics. First, lighten, produce, and distribute data. Second, CMC is not only limited to text, but it can also send pictures, sounds, and videos. Third, CMC is the first medium that can transmit from many to a few people and transmit information from one source to many people. Fourth, the CMC can synchronize communications.

Internet (interconnection networking) is a form of convergence of several key technologies such earlier computers, television, radio, and telephone (Bungin, 2006). The presence of the internet has brought a revolution and innovation in the way people communicate and obtain information. Internet managed to overcome distance limitations of space and time, so the internet helped change the shape of the global world community.

Technology could forms an individu how to think and behave in the community. Also leads people to move from one century of technology to the next century o technology (Pannabecker, 1991). There are several steps that should be noticed. First, the discovery of communication technology leads to changes in culture. Second, changes in the types of communication could shape and define human life. Third, as McLuhan said that "We build the equipment to communicate, and finally the equipment that we use to communicate eventually form or influence our own lives". Communication technologies provide the message and define our own behavior (Jeorges, 1990).

Internet presence encourages the creation of a variety of social media, which are crucial to people's lives. Various social media applied in mobile technology. Social media is a phase change where people discover, read and distribute news, information and content to others. Social media is a fusion of sociology and technology are changing monologues (one to many) and democratic information to change people for the world to connect online form relationships, politics and business events (Coursaris, 2008).

Social networking is a site where everyone can create a personal web page, and then connect with friends to share information and communicate. Among the other

largest social networking are Facebook, Myspace, and Twitter. Currently, the Internet and mobile phone technologies become more advanced, the social media, too, is growing rapidly. Now to access facebook and twitter for instance, can be done anywhere and at any time simply by using a mobile phone.

Social media users are increasing because everyone could have their own media. Anyone can access a network of social media with slow access to the Internet even though, without a great expense, without expensive tools and easily make edits, additions, modify either text, image, video, graphics, and various other content.

Social media has four following characteristics. First, the message is not only for one person but can control every aspect of people eg via short messages or the Internet. Second, messages are conveyed freely, without having to go through a gate-keeper. Third, messages are conveyed tends to be faster compared to other media. Fourth, recipient determines the time interaction.

Social media is an effective business promotional tool because it can be accessed by anyone, so the network could be more widespread promotion. Social media becoming an indispensable part of the marketing for many companies and is one of the best ways to reach your customers and clients. Social media such as SoundCloud has a number of benefits to the enterprises and faster than conventional media such as newspaper, radio, and TV.

One of the social media that is currently present and play an important role is SoundCloud, an application embedded on mobile devices and tablets. This application form online audio platform that allows users to collaborate, promote, and distribute the recorded songs, conversations, or MP3 (*MPEG-1 Audio Layer-3*, a type of technology that allows a music or audio file to be compressed down into a very small amount of space) made to the site SoundCloud.com.

SoundCloud originally made in Stockholm, Sweden, but started officially founded in Berlin, Germany in August 2007 by musical designer Alex Ljung and Eric Wahlfross. At the initial appearance SoundCloud allows musicians to share their songs with other users and then transformed into a tool to publish their full tracks. In May 2010, SoundCloud announced that it has had one million subscribers. On June 15, 2011, they have had 5 million registered users. On January 23, 2012, SoundCloud claimed to have 10 million registered users.

The main features of SoundCloud is allowing the artist/music producer to upload their music with typical URL. SoundCloud can be combined with Twitter and Facebook to let members reach their audiences better. SoundCloud distributes music using widgets and applications. Users can place the widget on their website or blog of their own, and then automatically tweet. SoundCloud will download any music or Track uploaded. (Allingtona, 2015)

SoundCloud has an API that allows other applications or smartphones to upload or download music and sound files. Application is available for iPhone, iPad, and Android platform and Symbian. Some other web services to integrate with the API, including Songkick and Foursquare.(https://www.ultimatedjacademy.com/wp-content/uploads/The-UDJ-Secret-Guide-To-Soundcloud. pdf)

SoundCloud provides audio graphic tracks as a waveform and allows users to comment on certain sections of track. There are few features and facilities like other social networking sites such as Facebook and Twitter (wall, comments, inbox, Like, Following, groups, and Followers) (www.engadget.com/2012/12/07/editorial-soundcloud-optimized-for-listeners/).

Other features on SoundCloud, among others: (1) *Your Like*, for like a song that users listen. (2) *Your Song* is a song that has been recorded and uploaded by users. (3) *Record*, is to record the user's voice Soundcloud. (4) *Search Song*, to find the songs that users want. (5) *Search Artist*, to search for artists that users want. (6) *Messages*, is the incoming messages from other accounts into own account. (7) *Upload*, to upload songs that have been recorded by the user. (8) *Who to Follows*, to reproduce fellow users Soundcloud. (9) *Playlists*, songs that are on the list of user accounts. (10) *Download*, to download a song that we want (www.startbyfinish.com/2014/03/soundcloud.html)
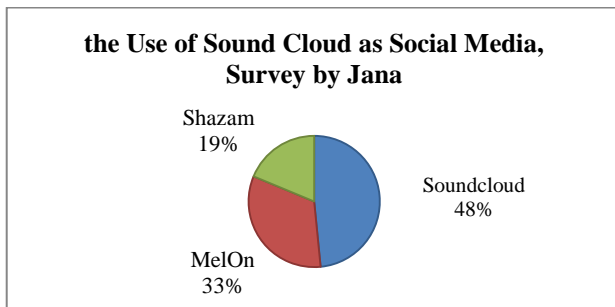
SoundCloud main benefit is that it allows the user to listen to a song desired at any time and can download it for free. Excess on SoundCloud, namely, (1) make it easier for users looking for their favorite songs, (2) can listen to a song without download it first. Losses on SoundCloud that if we already have the album (especially musicians artist) will be loss of material due to the work to be easily retrieved another user thereby reducing cash earnings album. (McKittrick, 2014)

SoundCloud is a groundbreaking social media that can share songs to other social networks. Not just uploaded, we can record the song on SoundCloud. SoundCloud gives freedom to the user free of charge. Free to record, upload, and repost the song. We can share our songs to Facebook, Twitter, Tumblr, Google+, Pinterest and Email. So it can be said that SoundCloud is a New Media that gives the user freedom in the field of music to continue working in the international arena. (www.clueciety.com/soundcloud-sebagai-media-promo).

The social impact of the success of SoundCloud is the number of musicians in the overseas and domestic with a low budget can leverage social media as a medium for the promotion of single or songs widely. SoundCloud can be accessed anywhere and anytime via the portal www.soundcloud.com. In addition, people can download this SoundCloud app on smartphones.

In Indonesia, 90% of respondents use apps on smartphones to listen to music with 48% of turns using the SoundCloud as the application of choice. While MelOn and Shazam, respectively with 33% and 19%. As seen on figure 1.

SoundCloud popularity in Indonesia is supported by the easiness of accessing, uploading, and recording. According to the Indonesian user's comments, SoundCloud is used by them as always being updated, have a good streaming quality, and can record and tweet (share) the songs their own (http://dailysocial.net/post/survei-jana-soundcloud-adalah-aplikasi-musik-paling-populer-di-indonesia).

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Figure-1. Jana Survey Table of respondents' who use social media Soundcloud in Indonesia

SoundCloud social media is also very influential and has impacts on individuals and society changes, one of which includes a change in a variety of sectors, for example, is a musical change. Characteristics of the music can be recognized from certain genres, such as rock n roll, metal, punk, rock, pop, reggae, rap, jazz, folks, Pop Punk, and so on. As an oral culture, music plays a role in expressing collective memory and association (Hiebner, 2015). In addition, as an oral culture, music always gives auditive experience to the audience. By doing so, the music is a kind of oral and auditive .

Music is able to reach a variety of ways and places of public life (Shapero, 2015). Punk, Punk-Rock, and Pop-Punk music are part of popular cultures (Bennet, 1963). The development of pop-punk genre quite rapidly throughout the world and are influenced by various factors, one of which is social media. The flow of pop-punk music is synonymous with the development of urban art culture. During its development, the pop-punk music genre gives positive influences in the development of urban culture such as skateboarding, local clothing industry and indie music industry in Indonesia. And that is current phenomenon of youth culture in Indonesia.

Pop punk music is a combination of pop music and the lyrics of the song containing punk politics, everyday life, religious, love sternly but enjoyablely heard. However, according to observers music, pop punk music appears when a sub-genre of alternative (grunge) started boring. Pop Punk music itself has a difference of label or indie (www.backstagewhips.com/pop-punk).

Indie bands are quite different with label bands. The indie bands are recording themselves use their own money, looking for their own show, production and distribution of the album itself. While the label bands are bands whose recording label can use their own money or from the label they joined. They can find show jobs by their own or by the label. They get promotion share from the link label, eg: magazines, radios and TVs. Production and distribution of the song or album are mostly done by the label.

Young people of Indonesia are much in love with pop punk music. With different genres ranging from punk rock, melodic, street punk, pop punk, hardcore, and so on. They compete through many media. SoundCloud is very important to promote demo songs, singles, albums of Pop Punk band. Through SoundCloud, they can be reposted, be liked, be added to playlist, be listened, be downloaded, and be shared through other social media.

From the above explanation, researcher interested in studying "how the effectiveness of the use SoundCloud as social media to promote songs and music by Pop Punk Indie Band in Surabaya?".

METHODOLOGY

This study used a qualitative method that aims to explain the phenomena that exist in society with deep through data collection. This study does not give priority to the number of respondents, however prioritizing completeness of the information and data acquired wealth. If the data collection has been profound and explains the phenomenon, it is enough to do the analysis.

Qualitative methods assume that the reality is the result of a mental construction of individuals. Every individual has the background and experience from different contexts thus individuals or groups can be seen as different and unique imagery, which can not be uniformed from one another. Results of this qualitative study can not be generalized (make conclusions generally applicable) or is universal, so it only applies to the situations and circumstances in accordance with the situation and the circumstances in which a similar study conducted (Kountur, 2007).

This study focuses on the effectiveness of using SoundCloud as social media to promote music and song by pop punk indie band in Surabaya. This research conducted in Surabaya, because of the existence of music Pop Punk increasing fastly and increasingly popping up various types of punk music.

Research Informants

Informants used are those that have the characteristics and requirements as follows, (1) members of the indie band Pop Punk, (2) users of social media Soundcloud, (3) citizen of Surabaya, (4) active to introduce pop punk music in SoundCloud.

Pleased with the aim of qualitative research, the most important step is to determine the key informants. Namely informants' broad and deep knowledge of the music pop punk has a vast network of friends and can provide valuable data or basic information required in the study. In qualitative research are not questioned by the number of informants used for, when the data gathering process has not found the variation information so researchers do not need to search for new informants and the information search process is considered complete (Biernacki, 1981). In this study, there is one key informant and 10 people as informants.

Data Collection Technique

Data collected through the two instruments, namely (1) in-depth interviews to obtain complete information about usage patterns Soundcloud and; (2) a structured questionnaire to measure the effectiveness of communication. These two tools are used to get two kinds of data at once, qualitative and quantitative. But in the end, the analysis using qualitative method (Vanderstoep: 2009).

Methods of data collection are done through:
a) In-depth Interviews, researchers ask questions as much as possible and as much detail as to obtain the

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expected information about the use SoundCloud. Researchers also have to pay attention to non-verbal language of the informant in an interview.
b) Questionnaires were made intended to obtain data on the effectiveness of using SoundCloud as social media.

Effective communication means that the aims and objectives contained in the information submitted by the communicator in a way can be fully understood by the recipients (Abbasi, 2011). In this case, the effectiveness of communication between the users via SoundCloud, both goals and means, are able to provide change for the better.

Stewart L. Tubbs (2012) suggested that communication can be said to be effective if there are five following indications:
1. Understanding
   Communications in SoundCloud foster understanding and understanding among users. So between pop punk indie bands as the sender of the song/music with their followers be mutual understanding.
2. Pleasure
   Communication in SoundCloud is also intended to cause pleasure (phatic communication). The existence of pop punk songs and music uploaded at Soundcloud cultivate pleasure and delight of followers.
3. Effect on attitude
   Communication in SoundCloud is done to influence others. This communication is often called a persuasive communication. Through songs and music, pop punk indie bands hoped that the lyrics could affect the critical attitude of their followers.
4. Improve Relationship.
   Communication in SoundCloud is also intended to foster good social relations. The relationship is one of the social needs is to generate closeness and warmth of the relationship between pop punk indie bands with their followers.
5. Actions
   The act of communication in SoundCloud used to influence persuasions, are also required to obtain a desired action. Pop punk indie bands try to generate action on their followers, has to convince their followers that the action is reasonable and able to maintain a harmonious relationship.

Data Analysis Technique

The process of analyzing the data is as follows: Categorize interview into sub-topics. Researchers collected data and sort out the transcript of an interview of each informant, and then unite with the data of other informants who have similar topics. In other words, these data are considered one by one.

The effectiveness of using SoundCloud is measured by summing the ratings of the informants' opinion. Communication effectiveness is measured by the five proposed indications that are: understanding; pleasure; influence on attitudes; improve relationship; and action. Measurement using a Likert scale where respondents expressed approval or disapproval level tiered 5 regarding various behavioral statements, objects, people or events.

Scoring in this study is as follows, (1) strongly disagree (SDA) score 1, (2) disagree (DA) score 2, (3) agree (A) score 3, (4) strongly agree (SA) score of 4.

For the analysis of the communications, It uses this formula:

$$\text{Mean} = \sum_N^{fx}$$

Annotation: fx = number of whole numbers
N = the number of units of these numbers

As for the total value of the indicator

$$\frac{\sum fx}{N} = \frac{fx1+fx2+fx3+fx4+fx5}{N}$$

Determination of the effectiveness of the use of soundcloudnya as follows (Simamora, 2004):
1. For grades 1 to 1.74 is said to be very effective
2. To a value above 1.75 to 2.49 is said to be ineffective
3. For the value of 2.50 to 3.24 is said to be effective
4. To a value above 3.25-4 is said to be very effective

RESULT AND DISCUSSION
The Development of the Genre Pop Punk Music

Pop Punk can be categorized as one of the sub-genre of rock that emerged due to the changing times in the world of art. A mix of genres with pop punk music is synonymous with street style appearance, skateboarders. Their songs tell about our everyday life and social environment with political elements surroundings. The music is upbeat but still can be enjoyed, and in accordance with the style of an attractive young people.

Pop punk popularized by bands such as the Ramones, Buzzcocks, The Jam, The Nada, and Bad Religion. Then developed with the presence of Pop Punk bands familiar among young people: Greenday, Sum41, Simple Plan, New Found Glory, Blink 182, and Yellowcard. Pop punk music that is currently developing, doing a fusion with metalcore music genre popularized by A Day to Remember, Tonight Alive, Set Your Goals, Forever the Sickness, Cobra Starship (http://hai-online.com/Feature/ Music/Jenis-Jenis-Pop-Punk/).

In Indonesia pop punk music is synonymous with street style skateboarders and this culture can easily be accepted by young people in Indonesia. Pop punk music in Indonesia was popularized by Close Head band in 1996, next was Rocket Rockers band in 1998. Later in the 2000s, among other things: My Pet Sally, Neutral, Micha, Rosemary, Pee Wee Gaskins (www.deathrockstar.club).

The development of pop punk music in Surabaya was popularized by Dindaphobia band in 1996. Beginning in 2000 appeared regeneration with pop punk indie bands like Frantic, Silly Voice, Nonanoskins, Give Me Mona, The Flintstones, My Friends Superstar, Zombies Daylight, Ping Pong Dash and others. Until now the pop punk music one of the sub-genre that is preferred by many young people in Surabaya, this can be seen from the large audience of teenagers who are present at the event shows or live performances of pop punk indie band in Surabaya. (www.ronasent.biz/pop-punk).

SoundCloud is the Best Media to promote Songs and Music

SoundCloud is enough to help the informants to introduce or promote songs, music and name of their band. SoundCloud is considered as the most efficient and effective social media. SoundCloud become the preferred social media in Indonesia, besides due to the good quality of sound produced is also ease the process of uploading and downloading.

SoundCloud as Online Communications Media

According to CMC theory perspective, communication through SoundCloud with two or more easily handled by computer a drift distances and time differences. With the audio posts and comments, audience might be easily understood and acted as the intentions and expectations of communicators.

Therefore using SoundCloud is not only to introduce and to promote indie bands, but also to interact with pop punk music lovers.

Online promotion is prioritizes attitude in the face of the listener. The motto "the more often and the more active we promote, pop punk indie bands will more often get a chance to perform on stages" also applies to this online promotion.

## Impact of Promotion Pop Punk Songs and Music through SoundCloud

SoundCloud has attracted the attention of the majority of internet users in Indonesia; this is evidenced by the very large number of users. As the music industry, informants would consider the important things for the advancement of their band.

They choose SoundCloud as its online media promotion because the features SoundCloud assessed potential as a tool of promotion and campaign. In addition, audiences as SoundCloud users were used as a crawler extensive relationship, so that audience characteristics can be determined.

By evaluating online promotion through their SoundCloud account, the informants felt its positive impact, on the development of the band. Starting with limited costs, Soundcloud provide features to facilitate pop punk music promotions. Evidenced by the growing of show schedule, get the endorsement, has a great album with an indie label and the ever-expanding their network by using social media SoundCloud.

Marketing and Promotion Flow of Pop Punk Indie Band through SoundCloud

Pop punk indie bands transmit audio music through SoundCloud to promote their band's name, songs and music to the wider community. Pop punk indie band at no charge using SoundCloud social media to promote their band to a large number of public, and obtain optimal results. Marketing and promotion through SoundCloud will be succed in introducing pop punk indie band, when supported by the resources, the technology and the constant process.
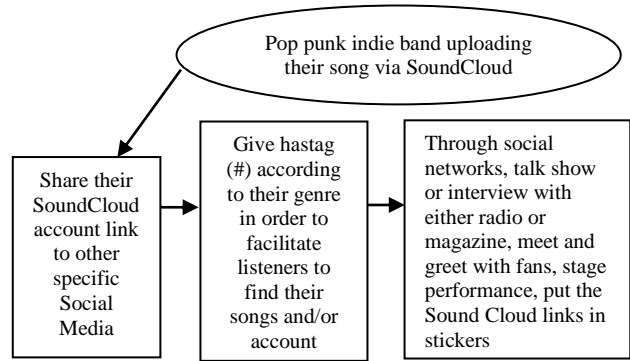
Figure-2. Stage and Flow of Marketing and Promotions of Pop punk indie band Using Soundcloud.

Effectiveness Analysis of SoundCloud

The analysis was performed by calculating the mean (average value of each variable) with the results in the table below.

Table-1. Mean of Effectiveness

No	Variables	Question Item	Mean per Question	Mean per variable
1	Understandings	P1	3,09	2,73 (effective)
		P2	2,60	
		P3	2,50	
2	Pleasure	P4	2,72	2,87 (effective)
		P5	2,99	
		P6	2,91	
3	Effect on Attitude	P7	2,58	2.45 (not effective)
		P8	2,39	
		P9	2,39	
4	Improve Relationships	P10	2,94	2,80 (effective)
		P11	2,56	
		P12	2,91	
5	Actions	P13	2,65	2,58 (effective)
		P14	2,55	
		P15	2,55	
	Mean of Effectiveness			2,68 (effective)

CONCLUSIONS

Some of the conclusions derived from the results of the data analysis, is as follows:

- SoundCloud plays an important role as a medium of online promotion. It is seen by many feedbacks from audio post at SoundCloud account.
- SoundCloud also serves as a communication medium of online marketing. It can be seen from the easiness to promote songs, singles, and albums. And also easy to find, to listen, to download and to share through other social media.
- SoundCloud is rated as the best medium to promote pop punk songs and music. It has many advantages: effective and efficient in the use of time, space, energy and cost.
- SoundCloud also instrumental in giving effect to the results of the promotion, this is because the extent of Soundcloud listeners. Any profits they get are not only a benefit financially, but also gain wider network and reach music lovers. Those indie bands then get

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endorsement of clothings, apparels, tools, music instruments and shows.

- With an average value of 2.68 of all the variables in measuring the effectiveness of communication, it means that the use of SoundCloud as social media for promoting songs and Pop Punk music has been said to be effective.

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