

VIRTUAL CONCERT AS THE NEW LIFESTYLE DURING COVID-19

Fitrinanda An Nur¹, Indah Wenerda², Nur Fatonah³, Yuana Palupi⁴

^{1,2,3,4} Universitas Ahmad Dahlan, Yogyakarta
Email: fitrinanda@comm.uad.ac.id

* corresponding author

ABSTRACT

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This study focuses on the virtual concert phenomenon as a new form of adaptation during the COVID-19 period. observe how media transitions affect communication processes and create new lifestyles. This pandemic era changed the order of human life in various social, cultural, and economic aspects. Humans must innovate in this era which then leads to the shift of humans in the use of communication and information technology. This research takes Prambanan Jazz as one of the biggest music concerts and has a cultural background. This international event is one of the biggest music concerts in Indonesia because it has cultural values as identity. Prambanan Jazz is now performing virtual concerts due to the pandemic. The year 2020 is the first year that Prambanan Jazz will perform its virtual concert. Therefore, it is necessary to examine the changes that occur in the communication process during this new model. This research is descriptive qualitative by using Convergence theory. Convergence sees that there is a shift and also the incorporation of old media into new media that can be accessed anywhere and anytime. Convergence offers easy access, and also brings new habits for people who can create new lifestyles. The results show that virtual concerts create a new lifestyle for people because of the transition from direct to indirect forms of communication. Virtual concerts change the direct to indirect communication style.

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1. Introduction

The pandemic has changed the order of human life, which has implications for various aspects, one of which is the entertainment industry. The entertainment industry, especially in Indonesia, has experienced drastic changes due to this pandemic, because the music ecosystem cannot be separated from physical gatherings that create human crowds during their events, including music concerts (Hastuti, 2020). This prevention reduces human interaction which causes a big problem in achieving entertainment needs (Herdiana, 2020).

COVID-19 creates a new lifestyle because it causes society to experience difficult times in terms of surviving. Therefore, this brings the emergence of innovations to maintain quality and efficiency in life (Sumarni, 2020). Internet users in the pandemic era also experienced an increase, especially in the entertainment sector, APJII data noted that online video was the largest access to entertainment with 49.3% which then changed the order of people's lives in terms of technology and human habits (Enlivena & Restia, 2021). The data shows that the level of internet use increased during the pandemic which was supported by a change in habits and also the communication process.

Therefore, there has been a change in habits, including Several activities including working, worshipping, and studying are performed at home to obey health protocols (Silitonga et al., 2021). Therefore, people easily get bored in this situation and need to be entertained through music. Music as an entertainment platform creates a happy atmosphere for society because it is used as a recreational medium to get rid of all kinds of fatigue in daily activities (Wiflihani, 2016). However, music actors need to find a means to make their industry enjoyable during this pandemic. Music gives an energetic and passionate feel to refresh one's mind. Therefore, this concert needs to be provided online because its performances bring entertainment to society.

This then creates a new culture in society, namely virtual concerts, the existence of virtual concerts is an opportunity and innovation for music industry players to survive and provide works to the audience. According (Septiyan, 2020) we can find that the condition of musicians is not far from the two things that must be canceled or postponed musical performances. If you want to keep it going, you have to change the culture of musical performances where there are no audiences. The alternative is to organize online music performances, where the audience is still present but through their respective gadget screens at home.

The existence of virtual concerts proves that the use of technology cannot be denied in this era. The transition from offline concerts to virtual concerts, of course, does not only change the pattern of the presentation method but also the communication process. Because music is a form of communication created to convey messages. In the field of communication, the transition and merging of media is inseparable from media convergence. Media convergence is the strategic, operational, product and cultural union of print, audio, video and interactive digital information services and organizations (Lawson-Borders, 2003). Economically, convergence also sees that there is a digitalization process in which media content is produced in a universal computer language so that it can be easily adapted for use in various mediums (Chakaveh & Bogen, 2007).

Convergence in its transformation is simply related to all aspects of people's lives. Both economically and socially and culturally as one of them is a lifestyle. Virtual concert is a new lifestyle for people to enjoy music during COVID-19. Therefore, Anas Alimi used the Prambanan Jazz which is now held for seven years in Prambanan Temple where great Indonesian and abroad artists were presented. The main reason for holding this international event is because the spectators have high enthusiasm (Putri, 2020). Furthermore, the virtual concert such as Synchronize Festival and We The Fest: Virtual Home Edition was held due to this Prambanan Jazz.

The transition between offline and online affect the societal atmosphere because the media plays an important role in the success of the virtual concert. Prambanan Jazz virtual concert was first held in 2020 because it serves as a promotion and digital channel that

connects with various people. Therefore, this study aims to observe how the transition from offline to online led to a new lifestyle for society. This study also explains how virtual concerts have become a new habit for people in the era of the Covid-19 pandemic. The urgency in this research is that there is something new that happens in society which then has an impact on lifestyle and also new habits which are certainly related to the realm of development communication which leads to the process of communication between humans.

2.Method

This study focuses on how the media transition led to the virtual concert during COVID-19 and the participants selected were the Prambanan Jazz. Data were collected by observing the new model, its communication form and processes, as well as the aspects that changed during the transition from offline to online. Moreover, the interviews with Rahmidyah Suciyantri Secretary of Rajawali Indonesia who oversees the Prambanan Jazz concert. The interview was conducted through a virtual room, and only used one resource person representing the Prambanan Jazz committee. This study is descriptive and qualitative in nature because data was analyzed using Convergence Theory. Data collection is done by interview, observation and literature study.

3.Results and Discussion

a. Virtual Concert As A Form Of Media Convergence

The massive nature of conventional telecommunications technology has been able to be combined with interactive computer technology. The analog system was replaced by a digital system, which gave rise to a new phenomenon, namely convergence (Khumairoh, 2021). Convergence is a combination of traditional telecommunications media with the internet at once. The key to convergence is digitization. Since the information sent is in a digital format, convergence leads to the creation of applicable products capable of performing both audiovisual and computational functions.

The rapid development of technology is characterized by the transition from conventional to digital media. Meanwhile, the digital is closely related to online which connects users to one space without minding the impression and geography that physically separates them. This online transition becomes the meeting point between information development and communication technology, as well as to create media convergence. Furthermore, the transitional phenomenon as the components of the revolution era produces unheard changes. The existence of virtual concerts as an alternative option tends to be a breakthrough and become a new culture due to the pandemic. Recently, people are familiar with the internet because it provides an opportunity to turn something that was originally a problem into a solution (Zamroni, 2021). Convergence as the merging of various forms of traditional media (old media) with new media (new media) based on computers and the internet so as to give birth to media with new formats, structures, and cultures (Gushevinalti et al., 2020).

Furthermore, the Prambanan Jazz is one of the music concerts that was previously performed offline at the Prambanan Temple to be a readiness for the pandemic. This concert is also held because society as consumers need entertainment during COVID-19. (Suciyantri, 2021) said “the public's enthusiasm for the Prambanan Jazz virtual concert was quite high. Although many things changed when this concert was held. Such as the process of buying tickets, venues, performers, and others”. The transition from offline to online concerts changes the order of the concert itself. Music concerts that are held now

are not face-to-face directly, the feedback is automatically classified as indirect. Because there is an intermediary between the communicator and the audience. This process of change can be seen from the media convergence theory.



Figure 1. Prambanan Jazz 2020 Virtual Concert Poster



Figure 2. Prambanan Jazz offline concert



Figure 3. Prambanan Jazz Online Concert

The picture explains that there is a difference between virtual concerts and real concerts. It can be seen that there was no audience at the concert, this confirms that there has been a significant change in the visual performance of the concert. Therefore, the study of (Meikle & Young, 2012) showed that convergence theory is a process of becoming one or similar due to digitization. Therefore, physical characteristics that distinguish media include production, processing, and transmission. This convergence theory has been used as an argument for media

deregulation because most regulatory regimes are linked to specific technologies such as printing, broadcasting, cable, projection, and others. The analysis results showed that the transition from offline to online created several changes to music during the pandemic. Therefore, virtual concerts become a demand for changing the portrayed contents and messages.

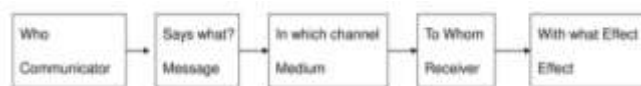


Figure 4. Lasswell's model of communications theory

According to convergence theory, virtual concert produces new and collaborative changes in the media because the organizers provide access links for buyers to listen to music virtually. Therefore, this phenomenon does not change the elements of communication but only the message channeling the media. This is related to Harold Lasswell Communication Theory "Who, Says What, In Which Channel, To Whom, With What Effect" (West & Turner, 2008). The communication process cannot be separated from the sender and recipient of the message. The existence of a communication element (who, says what, in which channel, to whom, with what effect) makes the purpose of communication well conveyed. Media intermediaries certainly have significant obstacles in the communication process. The media becomes an intermediary and causes no direct feedback. When a message is delayed for feedback, there is also a message delay. This delay can occur due to interference from the media itself, for example signal interference.

Suci said "The most significant difference is the issue of licensing and reduction of income, as well as the absence of incoming sponsors. Furthermore, virtual concert is not to fade the offline transition euphoria, but to answer the situation urgency" (Suciyantri R. , 2021) . This is a form of media convergence that overcomes the pressure of spearhead and boredom to enable people to get entertained. Therefore, the virtual concert is considered capable of adjusting to the situation.

Prambanan Jazz is one of the music concerts that experienced a transition from offline to online. In the past, this concert is unique because it was held regularly every year at the Prambanan Temple. According to Rahmadiyah Suciyantri the Secretary of Rajawali Indonesia (2021), this new model directs people to buy tickets through the internet. Furthermore, these tickets are sent via e-mail and the spectators are allowed to directly access the link through cellphone, laptops, or websites.

Therefore, the transition that occurs is significantly different because the communication is one-way and people's response is limited. The feedback in virtual concerts is delayed but in face-to-face direct communication, the spectators are appreciative by clapping, cheering, and singing along. Furthermore, the new model creates a different lifestyle because of the transition that occurs from offline to online.

Convergence is not a necessity, convergence is a combination of technologies that change aspects of human life. The use of the internet and the network of audiences are things that refer to a lifestyle. Its interactivity goes beyond the potential of feedback. Convergence is also changing the relationship between technology, industry, markets, lifestyles and audiences.

b. Pandemic Era Lifestyle

Convergence makes life more diverse, simpler, easier and much more interactive. But on the other hand, convergence also has implications for the social, cultural, and economic order of society. From a social perspective, the transition from offline to online raises various problems, including the absence of social activities or physical meetings. In terms of culture in terms of relation to virtual concerts and in general there is a change in communication. In the past, communication that was used without intermediaries now has an intermediary, namely the media, so that the culture of face-to-face communication is lost and replaced by the media. On the other hand, (Anto, 2021) convergence can also be seen in terms of development communication because in it there are cultural aspects such as the use of language, values, and norms.

Changes in society are implemented by physical distancing that is limited to human activities. According to the SARS-CoV-2 outbreak, it is undeniable that all industries from various sectors have been greatly affected by COVID-19. The main problem is how to survive this pandemic which causes boredom and stress for the people. Therefore, society switches to the virtual concert to generate the latest ideas and entertain themselves. According to (Muslim, 2020) this new model plays an important role in social life during the pandemic.

Furthermore, this new model helps to create a different lifestyle that people are required to adapt. Lifestyle is used to represent one's social status and class because it is an elastic that runs and develops in line with the progress of the times. According to Chaney (1996), this new habit is also referred to as modernity because it is a symbol of a modern world (Duhigg, 1996). This symbol is used by people living in society to describe societal actions. Also, Chaney defined lifestyle as a distinctive form of life because it is used by social groups and is recognized through certain gestures to distinguish one another.

Lifestyle help to spell out the reason why people do things and how those things are important to them and others in society. It also affects one's behavior to determine consumption options including clothing, speech, leisure time entertainment, and belief systems (Kemenkes RI, 2020). These options help to create a lifestyle and form an ideology of people's social class. According to (Blyton et al., 2009) these new habit patterns are characterized into 3 elements including (1) one spending time with whom and activities engaged in, (2) the meaning, value, and importance of the activity, and (3) consumed object. Based on an interview with Suci, "one of the reasons the Prambanan Jazz concert was held is because of the enthusiasm of the people who still want the concert to be held. Audiences place entertainment as another need that must be met. This need is another thing from the fulfillment of leisure time forms and habits become habits in seeking entertainment".

This study aims to discuss the new model that requires humans to adapt to different lifestyles during the pandemic. The emergence of COVID-19 has a big role in changing people's habits and one of the factors for this change is the reduction in activities that require physical contact. Therefore, innovations and new creations emerged as an adaptation to survive in this situation. The existence of the internet as technological advancement is used in creating a new lifestyle. Moreover, virtual concert helps to create new habits from offline to online with an internet connection.

According to (Kesehatan, 2020), several things in life change and force humans to reduce social interactions in public spaces, shopping transactions, and others. These lifestyles help society to participate in switching from offline to online. Meanwhile, the Prambanan Jazz allows people to spend their free time through virtual concert. This concert creates a new lifestyle for the people such as buying tickets online which refers to an indirect form of communication. The statement of (Suciyantri R. , 2021), showed that visitor interest is reduced by 60% during the pandemic. However, many viewers regularly watch Prambanan Jazz every year because it has become a culture and entertainment that they look forward to.

The convergence theory is one of the factors used to create a revolution in dealing with COVID-19. In 2014, Prambanan Jazz was first used by Anas Alimi (Rajawali Commissioner), and Bakar Wibowo. However, the desire is to create a big Festival concert in Yogyakarta and allow it to be interesting. For instance, the chosen location such as Mandala Krida needs to contain a lot of mass not to cause any damage. The results showed that Prambanan Jazz is now held for seven years in the Prambanan Temple. This international event is a big music concert under Rajawali Indonesia that has some product knowledge including Jogja Rockarta, Batik Music Festival, MocoSik that are held annually. However, the Prambanan Jazz and Jogja Rockarta are the highlights and targets of society. The entertainment sector such as music that tends not to be separated from the spectator is affected by the pandemic. In 2020, Prambanan Jazz which was previously held live at the Prambanan Temple tourist complex was changed to a virtual concert. Meanwhile, offline media is easy without any limitations in terms of spectator capacity, human power, line-up to many, and varied artists, while there are a lot of changes in the online one (Suciyantri, 2021)

The study of (Septiyan, 2020), showed that the change allows cultural impact such as making appreciators. Therefore, humans are unable to interact with one another because they spend more of their time appreciating music performances online. This is in line with this pandemic era where people are not only adapting to things related to health protocols but also moving from offline to online media. The new lifestyle is also indicated on how people perform several activities by familiarizing themselves with the network. This includes virtual concerts that do not only change the order of musical culture but also the existing communication process or flow. Moreover, this new model leads people to a different lifestyle because society uses the internet for entertainment.

In the end, we can see that the presence of new media creates diversity. Aspects such as social, cultural, and economic in development communication can also be seen from here. Development communication believes that in a development there are social, cultural, and economic factors that affect the standard of human life. Virtual concerts change this by eventually becoming a new lifestyle and habit for the community. Although the euphoria of the concert may be constrained because it is mediated by the internet.

4. Conclusion

In Indonesia, Prambanan Jazz is one of the biggest music concerts because it displays cultural elements including the selection of Prambanan Temple as the location. This international event regularly performs live music and this concert lead to the transition from offline to online during the pandemic. Therefore, society is affected because it switches from direct to indirect forms of communication. The virtual concert creates a

new lifestyle because people do not directly respond and receive messages from the communicator. Prambanan Jazz allows people to spend their free time through this new model. Furthermore, this international event has become an activity that is normally accepted by society.

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