

# Malang soundcloud community in strengthening the organization

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## ABSTRACT

This study discusses the Malang Soundcloud Community in strengthening its organization by using the Soundcloud social media application. The purpose of this research is to find out and understand the Soundcloud Malang community in strengthening and maintaining its organization which only comes from overseas students who have the same interest in audiomusic. The benefit of this research is insight into knowledge about community organization systems that arise only from a common interest. This study uses the Leavitts Diamond concept from Harold J. Leavitt, with an organizational change approach that has four components, namely goals, social structure, members, and technology owned by the Soundcloud Malang community to maintain its community among the more diverse communities in Malang. Based on findings in the field, the background of the Malang Soundcloud Community was previously the Malang Poetry Night Community. The social structure in the organization in this case is to discipline or emphasize the existing rules in the organization. Members of the Malang Soundcloud Community are actors who play a role or are involved in this community. The Soundcloud Malang community uses social media applications to more easily share their work. And they made Kedai Robara a technology that bridges online and offline meetings.

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## 1. INTRODUCTION

In this study, it uses previous research which functions as a comparison and enhances knowledge insight, in the research that will be carried out. With a related theme, the researcher used three previous studies, namely Underground online music communities exploring rules for membership 2011, Netnographic Study of Community Cohesiveness Related to Organizational Culture in the Wedhas Community Pop Art Portrait in the 2016 Facebook Group, and Virtual Communication in the Women's Online Shop Community Surabaya WOSCA in Surabaya 2017.

As a reference because, this research discusses communities that utilize online technology or social media. The first research, belongs to Jenine Beekhuyzen Team 2011 with the title Underground online music communities exploring rules for membership. This study discusses the communication process at the production level of messages that contain group identity values by utilizing online community media, where sharing or sharing files online is considered piracy.

This study aims to discuss the rules and procedures for joining community members, using Callon Latour's actor network theory about technology practices as a network between humans and actors. Using an ethnographic approach to community members, researchers conducted 120 days of in-depth observations and interviews with community members. The results of this study, the members of this community do not know if sharing files online is considered piracy behavior and there are also norms, regulations, and systematics that apply. And also they never get any knowledge or information about this. second research,

This research discusses the cohesiveness of an online community called the Wedhas Pop Art Portrait Community. The WPAP Community is an online community that contains native Indonesian pop art illustration technical activists. This community has members spread throughout Indonesia and is connected through a Facebook group called the Group. Learning WPAP, Come on This research aims to see the cohesiveness that occurs in the WPAP online community, by looking at the culture that occurs in the Community through the Netnographic method and using the cultural concept of Schein 2004. By looking at the cultural level that can be observed, namely artifacts and values, it is known that the cohesiveness that occurs in the WPAP Community is high.

By using a qualitative research approach with netnographic methods. Researchers conducted semi-structural interviews, participant observation, and documentation techniques which were carried out online considering the method used was netnography. The results of this study, the high cohesiveness that occurs within the WPAP Community is caused by, four things, namely the awareness that each member of the community has to achieve common goals, interpersonal interest between communities, administrators who keep the study group regulations running, high interactions that occur in study groups, as well as the existence of a shared identity that is used to build bonds between community members. And in the WPAP community face-to-face interaction is unnecessary as it has been replaced by intense interaction in online forums. The last research, belongs to Ulit Taufiqoh 2017 with the title Virtual Communication in the Women Online Shop Community Surabaya WOSCA Community in Surabaya. This research discusses communication that occurs in social media where this virtual communication is focused on a community, namely the Women Online Shop Community Surabaya WOSCA Community. The Women Online Shop Community Surabaya WOSCA Community is a community that consists of women who own online shops or other online businesses. WOSCA itself also provides a place for online shop owners to show their existence with various designed activities. Not just looking for money but also expanding networking and fostering a social spirit with charity activities and guaranteeing online shop consumers that members who are members of the Women Online Shop Community Surabaya WOSCA are sellers who can be trusted. Women Online Shop Community Surabaya WOSCA wants to establish high credibility. Buyers will get a description of their member number from WOSCA.

The WOSCA community uses social media as a tool for interaction, this is done because most of those who follow this community do not have time. It is different with an organization or other community where they communicate by holding meetings either once a week or twice in two weeks. However, the community that uses cyberspace as a communication tool only shares material, photos, or interacts only through cyberspace. They hold meetings only once every two weeks or even once a month, then the Women Online Shop Community Surabaya WOSCA also often holds events related to online business and other activities.

Social networking sites that are in great demand by young people in Indonesia and also around the world, among others at this time, are Facebook, Instagram, Twitter and Soundcloud. Each of these social networking sites has superior advantages such as Soundcloud with audio sharing. Soundcloud began to be in demand by the Indonesian people in early 2013, especially young people. Soundcloud users worldwide reach 55 million users and Soundcloud users in Indonesia reach 600 thousand users. Ahmad, 2014 Soundcloud is a social media network designed and created in Stockhlom, Sweden which was founded in Berlin by, Alex Ljung who works as a sound designer and Eric Wahlforss who works as a musician in 2007.

With the aim of facilitating talented musicians or people in the audio field to record or compose songs and distribute their playlists or works. Finally, Soundcloud was recognized by the public in 2008, and its users increased in 2013. Nurhidayahti, 2016 The existence of the Soundcloud social network is not only in its home country, but has entered several countries in other parts of the world. Active Soundcloud users create communities in every city, including Malang.

The Malang Soundcloud Community was formed due to the similarity of vision and mission between its members which was formed from sharing their Soundcloud account on Twitter, over

time, this community has various activities such as gathering, jamming, and doing charity regularly. The results of the pre-observation that the researchers conducted on April 11 2017. The Malang Soundcloud Community was pioneered by its founder, who initially had another literature-based community, namely the Poetry Night Community, which was founded in 2013.

However, because the community is only based on literature, and lacks promotion on social media, the community does not develop and lacks enthusiasts. In addition, the Poetry Night Community also lacks a stage in Malang City because there are many other literary communities. In 2013, the founder of Soundcloud Malang, who at that time was still a member of the Poetry Night Community, met the Soundcloud Jogja Community at an event.

From that meeting, the founder of Soundcloud Malang, who used to be part of the Poetry Night Community, shared his complaints about finding a stage in Malang, and how difficult it was for him to grow in that community. Then, Soundcloud Jogja told about the advantages of creating a community using the Soundcloud name and using the Soundcloud platform. The advantage they offer is that it is easier to record and disseminate their work, which means that it is easier for them to find a platform to channel their talents in the fields of music, literature and audio. As well as the advantage of easier access to the stage and material benefits.

Pre-observation on April 11 2017, the researcher conducted an interview with the founder of the Malang Soundcloud Community at the gathering place, Kedai Robara. From the results of the interviews it can be observed that the purpose of the Soundcloud Malang community is to accommodate people who are domiciled in Malang who want to learn or channel their talents in the fields of music and audio. By teaching and also sharing about each other's experiences. As well as accommodating musicians who find it difficult to get a label for where they develop. The organizational structure of the Soundcloud Malang community was formed because of the similar vision, mission and hobbies in music.

The results of an interview with Ikanang, 11 April 2018 which stated that "yes, there are many communities that carry the name Soundcloud, but what makes us different is, for example, the Jogja and Surabaya Soundcloud Communities, the majority of them are local heroes, and most of us are students. who was studying here, then met via Twitter because of the Soundcloud account sharing activity, so we chatted via replies and direct messages, then finally agreed to meet, hold a gathering, then agreed to form a community, besides there was encouragement from the Jogja Soundcloud Community, but the factors wanted to be the same the same as learning about music and audio as well as the background"

This research is analyzed using Harold J. Leavitt's organizational change and development conceptual framework. With an organizational change approach that has four components, namely goals, social structure, members, and technology owned by the Soundcloud Malang community to maintain its community among the more diverse communities in Malang .

## 2. METHOD

This study uses qualitative research methods, because according to Denzin and Lincoln. Qualitative research is a locational activity that places the researcher in the world. Qualitative research consists of a set of material interpretive practices that make the world visible. These practices transform the world. They transform the world into a series of representations, which include field notes, interviews, conversations, photographs, recordings and personal notes.

In this case qualitative research involves a naturalistic interpretive approach to the world. This means that qualitative researchers study things in their natural environment, seeking to make sense of or interpreting phenomena in terms of the meanings assigned to them by society. Creswell, 2015 And furthermore, qualitative research begins with the assumptions and use of the interpretive and theoretical or influencing the study of research problems related to the meanings assigned by individuals or groups to a social or human problem. To study these issues, qualitative researchers use state-of-the-art qualitative approaches to research, collecting data in natural settings that are sensitive to people and research sites, (Nazir, 2003) From the results of an explanation of the descriptive qualitative research method, the reason the researcher chose this type of approach, is because the researcher has a particular interest in a community that is formed from a common vision and mission that meet online on soundcloud social media, and eventually becomes a audio community with location This research was conducted in Malang City at the meeting point of the

Soundcloud Malang community at a tavern in Malang City called Robara, where the Soundcloud Malang community carries out its daily activities such as: gathering, holding meetings, jamming, and also gathering. And apart from the Robara Shop, the researcher also conducted research in places where the informants agreed.

Most of them were invited by friends to join this community to channel their hobbies and talents in the field of music and audio. That is, this community consists of overseas students from various areas outside Malang who decided to join this community because of the similarity of hobbies. Primary data was obtained from interviews and direct observation to research locations and also informants to gather information about the Soundcloud Malang community organization system.

In this study, the data obtained from the results of interviews conducted were matters related to the way the Soundcloud Malang community did in strengthening its organization. What was observed were interactions (behaviors) and conversations that occurred between research subjects (Kriyantono, 2007). The initial pre-observation activity was carried out on December 10, 2016, with the aim of seeing the uniqueness of the Malang Soundcloud Community. During this pre-observation period, the researcher made direct observations to find out the activities of the Malang Soundcloud community. In this pre-observation the researcher saw directly the activities carried out by this community, namely playing music together as seen from their activities when they gathered.

Even though this activity seemed to take a long time, because the researcher was waiting for the time agreed upon by the informant, during his spare time, the researcher also took the time to directly observe the activities of the Soundcloud Malang Community at Kedai Robara. The researcher conducted interviews during the pre-observation on April 11 2017, with Mas Ikanang, the founder of the Malang Soundcloud Community. Then, during the observation conducted on February 26 2018, the researcher conducted an interview according to the previous agreement with Zidni, a member of the Malang Poetry Night Community & knows the Soundcloud Malang community because of a circle of friends.

On March 4 2018, the researcher conducted an interview with Himsa, as an additional informant who is a member of the Malang Soundcloud Community. On March 12 2018, the researcher conducted an interview with an additional informant, Sabeq, who is a member of the Malang Poetry Night Community. Because of that, the researcher positioned Ikanang as the key informant Main informant The main informant in this study, the researcher chose members who were members of the organizational structure of the Soundcloud Malang community, such as the Chairperson of the Soundcloud Malang Community, and the Community Relations division of the Soundcloud Malang Community.

### 3. RESULTS AND DISCUSSION

In From the results of the interviews and observations conducted by the researchers on February 27 2018, the Soundcloud Malang Community was pioneered by its founder, who initially had another literature-based community, namely the Poetry Night Community. To describe the results of this research, the researcher will divide into several sub-chapters that tell and explain, the Malang Poetry Night Community as the former community of the Malang Soundcloud Community, as well as the organizational environment of the Malang Soundcloud Community and also the community's efforts, in strengthening and maintaining its community. To interpret the data that the researcher got, the researcher will describe the data, according to Harold J.'s Organizational System concept.

#### 3.1 Malang Soundcloud Community Activities

Activities from the Soundcloud Malang community itself include jamming, gathering, and hanging out together at Kedai Robara. Jamming itself is a routine weekly activity, to bond fellow members by playing music and singing together at Kedai Robara and the purpose of this jamming itself is a gathering place for all members of Soundcloud Malang, from the old, the new, and those who are just about to join this community. , so that we can hang out together later, with the intention and purpose to become more intimate in the future, because the most important activity is after jamming, which will be more activities that require more cohesiveness from this jamming event.

This gathering activity was actually more or less the same as a jamming activity, but the number of participants who came was more, such as all members of the Malang Soundcloud community who were still active and also the "alumi" from this community who were also present. The Malang Soundcloud Community also has social programs such as charity, where indeed the proceeds from their gigs are set aside for this program.

This social program has indeed been prepared by the Soundcloud Community to be routinely carried out every year, this program does not only provide donations, but they also entertain grandparents at the Nursing Home, and also teach music knowledge to children at the Orphanage and Boarding school.

### **3.2 Soundcloud Malang Community Structure.**

The activities of the Soundcloud Malang community itself include jamming, gathering, and hanging out together at Kedai Robara. Jamming itself is a weekly routine activity, to bond fellow members by playing music and singing together at Kedai Robara and the purpose of this jam itself is a place for all to gather Soundcloud Malang members, from the old, the new, and the new ones want to join this community, so they can hang out together later, with the intention and purpose to become more intimate in the future, because the important activity is after jamming, which will be more activities that require more cohesiveness than this jamming event.

This gathering activity was actually more or less the same as a jamming activity, but the number of participants who came was more, such as all members of the Malang Soundcloud community who were still active and also the "alumi" from this community who were also present. For hanging out activities, it's usually done at the Robara Shop, because it's a coincidence that the founder and also the coach of the Soundcloud community is also the owner of the Robara Shop.

This activity is also usually carried out almost every day, apart from filling free time or just getting rid of fatigue, this activity is also sometimes used to exchange ideas about music and other things, with the intention of maintaining emotional intimacy among members and also as a means of gaining knowledge. The Malang Soundcloud Community also has social programs such as charity, where indeed the proceeds from their gigs are set aside for this program. This social program has indeed been prepared by the Soundcloud Community to be routinely carried out every year, this program does not only provide donations, but they also entertain grandparents at the Nursing Home, and also teach music knowledge to children at the Orphanage and Boarding school.

The organizational structure of the Soundcloud Malang community was formed because of the similar vision, mission and hobbies in music, and each member has their own jobdesk such as; chairman, public relations, documentation, logistics, events, and supervised by the supervisor. They also have a commitment not to leave the community at will, it would be better if there were problems that could be accounted for first or properly discussed. The owner of this Robara Shop is Ikanang, the founder of the Soundcloud Malang Community, who has operational hours from 16 o'clock and indeed the target market for this Robara Shop is students who like to spend their time chatting accompanied by snacks. Ikanang Ikanang Dwianto, who is usually called Kanang, is 26 years old as the key informant of this study. He works as the owner of Kedai Robara, which is a gathering place for the Malang Soundcloud community.

He himself was a key informant in this study because he was an early member of the Malang Poetry Malang community, but he was not very active in routine activities in the middle of the Malang Poetry Evening community was still active, because he had to focus more on solving his lecture problems. Even so, he still came when the Malang Poetry Night community was holding an event or activity and when the Malang Poetry Night community was starting to fade, he was one of the people who sparked the idea to try to create a Soundcloud Malang community, and in the end he became the founder. from the Malang Soundcloud community.

### **3.3 Malang Soundcloud Community Technology**

This chapter discusses the findings and research data on the influence of the regime model on road infrastructure governance in Mijen Semarang City, with the sub-topic regarding the Public Private Partnership (PPP) and its influence on road allocation in the city. PPP is a form of cooperation between the government, construction companies and civil society in the implementation of infrastructure development. PPP implementation can have both positive and negative impacts, depending on the quality of implementation. The auction must meet the deadline. If you don't make it to the deadline, your allowance won't be cut by 5%, said the Head of Service. Even though the withdrawal was not because of us, but because of the auction committee. If you don't meet the deadline, the impact will be everywhere. It could be an increase in the budget, and others. So we use the auction time as effectively as possible who will win the auction and we will cooperate by signing a contract of understanding. (Interview, Transiska, 21 May 2019).

PPPs must follow a clear legal framework to avoid negative impacts. Contractual agreements should include sharing of responsibilities and incentives. The involvement of the private sector helps

the government function in development and creates a clean government system. The government must control the implementation of development to reduce the profits of construction entrepreneurs which are detrimental to development. The need for supervision and time restrictions. Informants as legislatures of the City of Semarang agree with this.

Not only with applications or Soundcloud social media and other online-based social media, the Malang Soundcloud Community also uses Kedai Robara as their technology to maintain good community. Collectivism groups state that individuals are subject to organizational rules so that organizations can force individuals to comply with organizational rules, including forcing them to achieve organizational goals (Scott, 2003). : "Hopefully there will be more and more invitations to perform and fill in events" (Interview with Himsa, 04 March 2018)

In this sub-chapter, the researcher will discuss the organizational changes from the Malang Poetry Night Community to the Malang Soundcloud Community, by looking at the differences in structure, members, technology, and objectives of the two communities.

From the results of the interviews that the researchers obtained, the activities of this community are mostly hanging out, but while hanging out they share experiences, while reading books, and usually they also collect ideas to plan a routine performance every month.

From the interview data conducted by the researcher, the researcher can conclude that the organizational differences between the Malang Poetry Night Community and the Malang Soundcloud Community are very clear. As said by Ikanang below; "The Soundcloud community has more members, and the structure is also richer. For a poetry night, the structure is just like that, because we are not targeted.

People in the Malang Poetry Night Community have shorter ages in Malang, while in the Malang Soundcloud Community it is longer, because on this Poetry Night most of them were final year students, and their minds were not only thinking about Poetry Night, but there were thoughts that others" (Interview with Ikanang, 27 February 2018) From the results of Ikanang's narrative, it is clear that the Malang Poetry Night Community at that time did not have an organizational structure, and its members did not have long.

That's why at the Malang Soundcloud Community, Ikanang designed a community organizational structure, using a functional organizational structure, so that the division of labor and communication between members can run better." (Interview with Nathan, 03 April 2018) And Nathan also said that each of their activities was very influential in maintaining relations among its members.

**Table 1.** Differences between the Malang Poetry Night Community and the Soundcloud Community Poor

	Malang Poetry Night	Soundcloud Malang
Structure	Does not have an Organizational Structure	When viewed from the organizational structure, it can be seen more organized
Member	Interest in literature Non-routine face-to-face activities Members are not bound-	Interest in audio and music Have regular activities The age of the members living in Malang is longer There is re-generation
Technology	Mouth to mouth Twitter	Mouth to mouth tweetwe soundcloud
Goals & Objectives	A place for literature lovers to channel their hobbies	Internal strengthening and developing the community. As well as being able to collaborate with other musicians.

The daily life of the Malang Soundcloud Community, from previously only interacting on Twitter by sharing Soundcloud accounts. This activity is intended to familiarize each member, by playing music together. Sometimes it is also filled with a coaching clinic which is open for anyone who wants to play music. Apart from these activities, almost every day several members of the Malang Soundcloud Community always come to Kedai Robara. The activities they usually do, are just hanging out together, sharing about anything, to planning activities. They don't just talk about music, but they can also just joke, and relieve fatigue.

Charity activities are social activities owned by the Malang Soundcloud Community. They give the proceeds from the sales of this album entirely to the OpaOmas. The second charity activity, they also made a copy album. In this compilation album, they try to create their own songs with children's themes. Also on this album, they collaborated with Malang musicians, such as Stefani BPM and

Christabel Annora. The Soundcloud Malang community also networked with Malang musicians. Where in this way they can collaborate together to create a compilation album. Usually this community gets invitations to fill in events, and during the event there are also many other performers, one of which is the Malang musicians. For how to recruit members, they don't do open registration. And also, when they share about their activities on social media, later someone will come to the place where they are holding the event.

Of these activities, usually many are interested in this community and join in. Almost all of the activities and activities of the Malang Soundcloud Community are carried out at Kedai Robara. The role of Kedai Robara itself is not only as a place to carry out their activities, but as a technology that as a bridge for them to maintain communication between members. Because, even though there are no activities, there are always members of the Malang Soundcloud Community who are present at Kedai Robara. They make Kedai Robara their second home, where they can talk about anything here, and this is also recognized by Nathan as the Head of the Malang Soundcloud Community.

#### 4. CONCLUSION

The results of this study indicate that organizational change and development have indeed been seen in the Malang Soundcloud Community. Leavitt, to see how the Soundcloud Malang community strengthens its group organization, considering that the Soundcloud community only comes from overseas students who have the same interest in audiomusic, as how the Soundcloud Malang community maintains and develops its community.

Leavitt's concept of organizational change and development discusses, an organization has four influencing factors, to see whether or not an organization is strong. Where this social structure becomes a tool, to make existing rules work properly, to the community This avoids conflict. This can be seen from the differences in organizational structure, where the Soundcloud Malang Community has a more organized organizational structure compared to the Malang Poetry Night Community as the previous community. Members of the Malang Soundcloud Community, are actors who play a role or are involved in this community, who have the same goal in this community, they have an interest in developing and seeking existence in this community.

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Based on research results, the Soundcloud Malang community uses Soundcloud social media and Twitter to share their work, and they make Kedai Robara a technology that bridges online and offline meetings. Therefore the researcher suggests that the SoundCloud Malang community participate in events created by other parties, which will further promote their activities.

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