

Live Music Performance During The Covid-19 Pandemic: Virtual Concert = Pertunjukan Live Music Selama Pandemi Covid-19: Konser Virtual

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Abstrak

Makalah ini mengkaji kinerja industri live music serta pro & kontra dari konser virtual selama pandemi Covid-19. Pendapatan industri live music di seluruh dunia turun secara signifikan dari AU\$40,5 (2019) menjadi A\$10,38 (2020). Dengan semua industri merasakan dampak pandemi Covid-19, hal itu juga sangat memengaruhi para musisi dan artis yang terhambat untuk tampil secara live dikarenakan adanya peraturan social distancing dan lockdown. Di awal Covid-19, konser virtual mulai bermunculan dan menjadi semakin populer. Terdapat banyak musisi dan artis yang berhasil beradaptasi dengan situasi ini dan telah mendapatkan lonjakan pendapatan dari mulai dari 50% hingga 100% ataupun lebih. Namun, banyak penonton yang sering merasa kecewa karena tidak bisa menyaksikan 'hal yang nyata' seperti dalam konser live tatap muka. Perkembangan konser virtual di industri live music selama pandemi Covid-19 telah mengubah cara bisnis beroperasi. Namun, para pelaku industri telah berencana untuk kembali melakukan pertunjukan tatap muka ketika situasi kembali normal.

.....This paper assesses the live music industry performance and the pros & cons of virtual concerts during the Covid-19 pandemic. The live music industry revenue worldwide plummeted from A\$40.5 (2019) to A\$10.38 (2020). As all industries were feeling the effects of the Covid-19 pandemic, it had indeed affected musicians and artists who were hampered from performing live due to social distancing and lockdown regulations. In the beginning of the Covid-19, virtual concerts emerged and grew in popularity. A lot of artists who adapted to this situation had reportedly been receiving a spike in income from 50% up to 100% and more. However, many of the audience were frequently followed by disappointment of their inability to witness the 'real thing' as in physical live concerts. The development of virtual concerts in the live music industry during the Covid-19 pandemic has changed how the business operates. Nevertheless, industry players have planned to go back to doing face-to-face gigs when things go back to normal.