

Persepsi audience Indonesia terhadap musik heavy metal rock asal Amerika metallica = Perceptions of Indonesian audience toward American music metallica

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Abstrak

[ABSTRAK

Tesis ini adalah tentang persepsi audience terhadap sebuah produk budaya Amerika. Fokus penelitian ini adalah audience Indonesia, yakni sekelompok penggemar musik heavy metal rock Metallica. Audience dipilih berdasarkan suatu kesamaan yakni memiliki ketertarikan menonton Metallica. Masalah yang diangkat dalam penelitian ini adalah tentang bagaimana persepsi para penggemar musik cadas ini berdasarkan teori resepsi. Maka yang diteliti adalah pendapat audience Indonesia terhadap Metallica serta yang dirasakan oleh kelompok ini ketika menonton konser Metallica di Indonesia, khususnya Jakarta. Pengambilan data dilakukan melalui wawancara terhadap informan penggemar Metallica. Pengolahan data menggunakan teknik coding, yakni open coding, axial coding dan selective coding. Dari penelitian ini dapat disimpulkan bahwa seluruh informan mendapat pengaruh dan energi positif dari musik populer Amerika Metallica. Musik cadas yang begitu kental dengan bayang- bayang kebrutalan, narkoba, urakan dan musik keras ternyata tidak terjadi dalam persepsi audience Indonesia. Mereka justru menikmati musik Metallica sebagai pengaruh positif bagi kehidupan masing- masing informan, meskipun bidang yang ditekuni berbeda- beda. Audience lebih memandang Metallica dari kualitas bermusik baik secara fisik ataupun dari efek perasaan yang ditimbulkan dari karya- karya Metallica.

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ABSTRACT

This thesis describes the perceptions of an Indonesian audience toward a product of American culture. The focus of this research is on, which is a group of heavy metal rock music enthusiasts of the band Metallica. The researcher has chosen an audience based on their interests toward Metallica's concert and their fanaticism toward Metallica's music. Formulation of the problem in this research is about how the perception of the audience of rock music is observed, based on the theory of reception. This research discusses the opinions of a group of Indonesians about hard rock band Metallica and about this audience's feelings and experience of Metallica's concert in Indonesia, especially in Jakarta. Data were collected through interviews with this audience. The researcher analyzes the data using coding techniques, namely open coding, axial coding and selective coding. From this research, it can be concluded that all participants got a positive energy and

influence from Metallica, an American popular band. Metal rock music is so thick with shadows of brutality, narcotics, sloppy, and loud music. But this does not occur in the perception of the Indonesian audience. They enjoy the music of Metallica as a positive influence on their lives. They like the musical quality of Metallica and enjoy Metallica's album.; This thesis describes the perceptions of an Indonesian audience toward a product

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