

Student Empowerment in Local Music Multimedia Production for Preparation of Digital Economy-Based Jobs

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ABSTRACT

The background of this research is the unfamiliarity of Indonesian folk songs by the younger generation of Indonesia. In fact, the younger generation is more familiar with foreign songs, especially K-Pop. Even based on a survey of 83 Indonesian teenagers, 13% want to become South Korean citizens because they love K-Pop. For the research team produces folk songs in the form of video clips with good quality to attract attention of Indonesian youth.

In this study, 20 video clips of regional songs were produced, which consisted of 3 Kalimantan regional songs South, 3 Belitung regional songs, 3 North Sulawesi regional songs, 3 East Javanese songs, 7 regional songs Central Java/DIY, and 1 Maluku regional song. The process includes: 1) Identifying folk songs, by choosing folk songs for which there are no good quality video clips; 2) Develop a video concept clip; 3) Determining talent; 4) arrange regional musical accompaniment; 5) practice appropriate regional musical accompaniment arrangement; 6) Record musical accompaniment; 7) record vocals; 8) Survey of image recording locations; 9) image recording; 10) Editing; 11) Mixing; 12) Management of Copyrights to Netrilis; and 13) Publication on Youtube; 14) Management IPR.

The research results obtained from this research are 1) 20 video clips of folk songs, 2) 6 copyrights from Netrilis, 3) 15 MBKM students, 4) one student got a job, 5) Draft of reference book, 6) Article journals that have been submitted in the journal Q1.

This program uses a matching fund of Rp. 511,893,000, from the College of Rp. 120,000,000, and from partners 471,000,000. This research partner is Ruang Media Indonesia with involving 15 undergraduate students, as MBKM participants, and doctoral and postgraduate students who were involved as Field Assistants and Research Assistants totaling 25 students.

Obstacles faced are the changing provisions in implementing matching funds, especially in terms of SPJan especially related to the honorarium of researchers because there is different information from Inspector General. Likewise related to the clarity of information related to implementation reporting procedures research activities. Researchers could not communicate directly with the matching fund so the research team can not report the actual process in the field. Another obstacle, access to the tavern system is not can be done at any time, even though all reporting communications go through the system, so the researcher's report is not optimally accepted by matching funds. However, research activities can be completed with on time

Kata Kunci: *Student' empowerment, Local musik song production, digital economy*