

ABSTRAK

Pergeseran konsep buzzer mempengaruhi praktik dan peran buzzer. Yogyakarta Weekend adalah buzzer musik pertama di Yogyakarta, dengan jumlah followers Instagram 13.936. Tujuan dari penelitian ini untuk mengetahui dan mendeskripsikan bagaimana peranan buzzer Yogyakarta Weekend terhadap opini musik masyarakat di Yogyakarta. Rumusan masalah dalam penelitian ini adalah bagaimana peranan buzzer Yogyakarta Weekend terhadap opini musik masyarakat di Yogyakarta. Penelitian ini menggunakan teori konstruksi sosial oleh Peter L. Berger dan Thomas Luckmann dan menggunakan metode kualitatif deskriptif. Hasil penelitian menunjukkan bahwa buzzer memiliki peran dalam mendorong proses terbentuknya stigma masyarakat tentang musik lokal. Peneliti menemukan 2 hal unik yaitu terbentuknya stigma masyarakat didorong oleh keaktifan buzzer dengan pendekatan yang lebih personal pada ekosistem musik di Yogyakarta dan buzzer juga menjadi pusat informasi seputar rilisan (*music launching*) musik dan event.

Kata kunci: Buzzer, Musik, Yogyakarta Weekend (YKVVKND)

ABSTRACT

The shift in the buzzer concept affects the role of a buzzer in practice. Yogyakarta Weekend is the first music buzzer in Yogyakarta, with 13.936 Instagram followers. This study aims to find out and describe how the role of the Yogyakarta Weekend buzzer on public music opinion in Yogyakarta. The problem in this study is how the role of the Yogyakarta Weekend buzzer on public music opinion in Yogyakarta. The theory used in research is the social construction theory by Peter L. Berger and Thomas Luckmann and uses a descriptive qualitative approach. Research data were collected through interviews, observations, and documentation of researchers in the field and literature studies that examine the buzzer phenomenon in Indonesia. The results showed that the buzzer has a role in encouraging the process of forming community stigma about local music. Researchers found two unique things, the formation of community stigma influenced by buzzer activity with a more personal approach to the music ecosystem in Yogyakarta and Yogyakarta Weekend was also a center for information about music releases and events in Yogyakarta.

Keyword: Buzzer, Music, Yogyakarta Weekend (YKVVKND)