



Event and experience of Cherrypop 2023 as a multigenre music festival in Yogyakarta

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ABSTRACT

Keywords

Event
Experience
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Music festival is a prevalent activity with many people as a tool to communicate information through music by having various cultural forms, social interactions, and experiences at an event. This study aims to describe the event and experience strategies carried out by Cherrypop 2023 as an event with a creative arena with a youth sub-cultural ecosystem to correspond with each other, build discourse, and celebrate through a multi-genre music festival experience. The method used in this study is a qualitative method with descriptive analysis methods. The data is collected through literature and field studies (interviews, observation, and documentation). The results of this study show that Cherrypop conducts research before carrying out the event, designs related to creative ideas such as brainstorming and mind mapping, the planning process that involves the use of the laws of time, space, and tempo, coordination with communication efforts to cooperate with internal and external parties, and evaluation of all divisions to analyze whether the event was successful or not and correct mistakes this year in order to be better for future events. These essential steps made it easier for Cherrypop to realize the event and provide the experience that they wanted to achieve.

1. Introduction

The creative industry, especially events in the form of music festivals, is rampant after the pandemic. Music festivals are no longer something foreign to discuss; they are an organization of music events carried out by inviting many guest stars at one time and are massive so that they can bring in many visitors (Wibisono, 2016). Music festivals have various cultural and social interaction forms in celebrating meaningful celebrations. An event in the form of a music festival is also relevant to efforts to restore the community's economy, not only in the music industry but also for all parties involved, such as Small & Medium Enterprises, food and beverage vendors, transportation, accommodation, and other businesses in the vicinity.

Music performances, commonly called music festivals or concerts, have a long history and are usually organized according to the genre of the music. Music genres are groupings of music according to their similarities to each other. Genres are born from subcultures that grow out of society. Subcultures are groups that challenge the hegemonic consensus in spectacular ways. The opposition to hegemony is not issued directly by them but instead expressed stylistically (Hebdige, 2002). Subcultures build individual and group identities with meaningful activities for their members. Subcultures have distinctive structures, styles, concerns, attitudes, and feelings. The expressions displayed by subcultures are expressions of social opposition. The symbolization done by subcultures is read as a form of symbolic resistance, expressed as style.

The presence of concerts and music festivals in Indonesia is inseparable from the musicians who fill the musical elements of the festival itself. Since 2015-2016, many foreign and local musicians have been brought together in a festival focusing only on one genre. However, some cover many



genres, commonly called multigenre music festivals. For jazz music, we are all familiar with Java Jazz Festival and Prambanan Jazz Festival in Yogyakarta, which are held annually. For electronic dance music (EDM), you can visit Djakarta Warehouse Project (DWP) or Ultra Bali. Suppose you like loud, rocky music and want to do head-banging by enjoying the actions of top metal or rock musicians. In that case, there are Hammersonic and JogjaROCKFestival events, also held regularly yearly. If you like music with various genres, euphoria, and extraordinary experiences, you can visit Synchronize Festival, We The Fest (WTF), and The Sounds Project (Widiyanisari, 2018).

In Yogyakarta, since the 2000s, there have been many indie band performances/ gigs that are usually held in small-scale venues such as village auditoriums and cafes on weekends (Menus, 2017). Then, it gave birth to a forum for music activists to become more extensive in Yogyakarta with the scale of solo concerts to large festivals. As happened in 2009, a festival was born from the discourse of music actors and observers in Yogyakarta, called Lockstock Fest. This festival was successfully held by giving almost 100 musicians/ bands from Jogja the opportunity to perform on the big stage of Kridosono Stadium to get a lot of public attention and music observers. However, unfortunately, this festival did not last long, leaving a dark record in its second year in 2013 for the music and event industry in Yogyakarta (Izzudin, 2023). Since then, gigs, concerts, and music festivals organized by collectives, campus organizations, and small and large promoters in Jogja have been growing.

Cherry pop in Yogyakarta was held for the first time in 2022 on June 25 at Alfa Bravo Jl. Parangtritis KM 5, named 'Cherry pop Fun', is an event that summarizes all social interaction activities based on subcultures and popular culture. Cherry pop was born with a discourse to target Indonesian subcultures and the music scene. Cherry pop became a forum for music communication media from various genres that are not limited to one genre of music but more broadly by featuring well-known musicians and musicians who are only famous in the Indonesian underground music scene, especially Yogyakarta, which was born with a variety of music genres such as pop, rock, punk, dangdut, alternative, hip-hop, and traditional music. Cherry pop also recognizes the presence of local Indonesian musicians who are already popular, not yet widespread, and predicted to be popular. As a festival that promotes local musicians in the music scene and industry, Cherry pop is characterized by not featuring line-ups that have previously attended the first Cherry pop event to perform again within the next year at the next event in order to introduce the diversity of music genres and subcultures that exist in Indonesia. Also, through this festival, many youth subculture actors, besides musicians from various disciplines, artists, archivists, filmmakers, culinary activists, and so on, create an ecosystem of youth subculture to correspond with each other, build discourse, and celebrate at Cherry pop.

After successfully organizing Cherry pop Fun for the first time in 2022, Cherry pop was held again in 2023, becoming a larger music event in the form of a festival event by changing its name to Cherry pop Festival in collaboration with Mojok.co with the big theme 'Swasembada Musik'. The event was held for two consecutive days on August 19-20, 2023, at Asram Edupark, Yogyakarta. Through this theme, the event organizers wanted to invite visitors to be able to survive in facing life. The word 'Musik' at the end of the word 'Swasembada' also reinforces the statement that with music, our lives will undoubtedly improve, taking off to face life.

Figure 1. Cherry pop Logo

Source: Cherry pop.id



This year's event is the second time Cherrypop has been held. Last year, the event presented several programs, ranging from music stages, workshops, exhibitions, pop-up stores to screening some music documentaries. In this second year, these programs are still featured again with the addition of several activation programs in full collaboration with Mojok.co. These programs include Kelas Menyambal, Bedah Buku, PutCast Live, Kelas Bungkus Daun, Stand Up Comedy, Jasa Skets Wajah, and various other activities. Based on this, Cherrypop Festival 2023 provides an experience in each activation program that has been presented so that visitors can experience moments that can only be enjoyed during the festival. Furthermore, if the festival is over, visitors cannot get the experience of the festival (Getz, 1997).

Previous research on events and experiences conducted by Juenva Adelia Bastari and Satya focused on managing the Indonesia Mods Mayday event, namely preserving the Mods subculture in Bandung. The research discussed the stages of research, design, program planning, and coordination at the Mods Mayday event. The results of this study show that Indonesia Mods Mayday event management conducts event management in five stages: research, design, planning, coordination, and evaluation. In the research stage, the Indonesia Mods Mayday event looks at the early history of the event and then looks at the wants and needs of the participants. In the design stage, this is done by choosing the event theme, which is themed with mods. After that, the committee considered funding and location issues by relying on sponsors because this event did not use a ticket system. At the planning stage, the committee started with an inspection of the event's location. Coordination is done with communication efforts in working together to find out how the Indonesia Mods Mayday event is developing. Moreover, each committee was evaluated according to the division and based on participants who attended the event (Bastari et al., 2022).

Based on the background of the problem, the problem formulation in this research is: How Cherrypop creates an event so visitors can experience a multi-genre music festival in Yogyakarta.

2. Method

This research is included in qualitative descriptive research. Qualitative descriptive research produces data from written or spoken words from people and observable behavior (Zuchri, 2021). Qualitative research explores and understands the meaning of individuals or groups ascribed to social or human problems (Raco, 2018). This research focuses on the event and experience strategies carried out by Cherrypop Festival as a multi-genre music festival.

In this study, researchers used in-depth interviews and documentation to discover the event and experience strategies carried out by Cherrypop Festival 2023 to create a multi-genre music festival. Then, to determine the informants to be interviewed, researchers used purposive sampling techniques by taking samples according to the researchers' careful consideration based on the research aims and objectives.

The data analysis technique used is qualitative; the researcher conducts data reduction, namely summarizing, selecting the main and important things, and focusing on predetermined themes and patterns. The data that has been reduced will provide a clear picture in the form of writing and images to facilitate the research results obtained, and the last is the conclusion.

Result and Discussion

3.1. Event and Experience Cherrypop 2023 as a Multigenre Music Festival in Yogyakarta

Cherrypop is an event in the form of a music festival held annually in Yogyakarta. Cherrypop involves youth sub-cultural actors from various disciplines: musicians, artists, archivists, filmmakers, culinary activists, etc. In addition to the creative arena, through Cherrypop, the youth sub-culture ecosystem is expected to correspond with each other, build discourse, and celebrate. An event itself is an activity carried out by a group of people to meet with a specific purpose, goal, and theme (Zitta, 2011). Organizing an event is a form of product/service where consumers can directly experience the products offered. Experience has happened, experienced, lived, and felt long ago, and what has just happened (Mapp in Saparwati in Marga Karyasih, 2019). According to Lovetlock and Wirtz, three

components must be considered in offering the value proposition of a service product (Lovelock et al., 2010), namely:

a. Core Product

CherryPop Festival 2023 provides a core product in the form of a music stage consisting of 3 stages: Cherry Stage, the primary and most significant stage at CherryPop 2023, with large stands and spacious viewing areas. The audience can sit sweetly in the stands or join the crowd in front of the stage. Next is the Yayapa Stage, the most minor stage among the others. Despite being the smallest, the Yayapa Stage is the most intimate, with no barricades so that the gap between the musicians and the audience is almost nonexistent. Lastly, the Nanaba Stage, a collaboration with Mojok.co, hence the name Mojokstage. Nanaba Stage is located at the end of CherryPop Festival 2023. The curation of musicians performing on the stage is also based on the choice of CherryPop organizers and Mojok.co.

In the core product, of course, the musicians featured during CherryPop Festival 2023 are the highlight of this event, as more than 40 musicians are performing on each of the CherryPop stages. The line-up was presented from across genres and generations, ranging from those who existed in the 90s to those who have just entered the music scene in recent years. The festival also invited local Jogja-national bands across genres, such as The Kick, NonaRia, Krowbar, and DOM65. CherryPop 2023 also features bands labeled as 'mythical' such as Seek Six Sick, Southern Beach Terror, and MELBI, now known as Majelis Lidah Berduri—even Jenny, who finally performed again after disbanding in 2011.

Figure 2. Jenny at Day 2 of CherryPop Festival 2023
Source: CherryPop.id



b. Supplementary Service Program

Based on additional services to strengthen the core product's value and provide an overall visitor experience, CherryPop Festival 2023 went beyond just providing a music stage as entertainment at the festival. CherryPop Festival 2023 presents the Community Corner and Rekam Skena Documentary Screening. The Community Corner is a place to screen the documentary film Rekam Skena and a gathering center for collective friends and communities from various regions to interact and connect. In addition, CherryPop Festival 2023 also presents a new program, Penaskena, a workshop activation that invites young writers to experience journalism firsthand, especially in the context of music. CherryPop 2023 also presents Pasar Popular as a pop-up market curated by Flea Market. Here, visitors can explore a variety of trinkets and clothing that match the style of today's youth. There is also a wide variety of culinary delights, from traditional food to today's contemporary food and drinks. CherryPop 2023 even provided free mineral water refill facilities for visitors who brought their tumblers at several points. The goal is to reduce the use of plastic bottles and minimize environmental impact. The presence of the physical releases store and Jogja Records Store Club became an attractive additional service in this year's CherryPop Festival. Both collaborated to allow festivalgoers to understand how critical physical releases are in supporting the independence of a band/musician.

Figure 3. Cherrypop Festival 2023 Art Exhibition, by Ahmad Oka a.k.a Wirosatan
Source: Stage2stage (Photographer)



Finally, in its second year, the festival included Ahmad Oka, a.k.a Wirosatan, as the person in charge of all visuals at Cherrypop Festival 2023. Ahmad Oka specifically created an agrarian visual work with an approach to the theme of Cherrypop Festival 2023. Oka's visuals for the Cherrypop Festival 2023 artworks are everyday visuals that Oka sees around his home in the mountains of Sumowono, Semarang. Oka's solo exhibition at the front of the Cherrypop Festival 2023 area, Flour But Oka, became one of the most popular spots for visitors.

c. The Role-Delivery Process

Cherrypop Festival 2023 gave visitors a hands-on experience through the programs available at the festival, held at Asram Edu Park. The event occurred over two consecutive days, from August 19-20, 2023. The event started at 14.00 WIB and ended at 00.00 WIB. This event is included in the Major Event scale, where visitors are residents of Yogyakarta and its surroundings, to a national scale outside Yogyakarta. Cherrypop Festival 2023 also invited national and local music media in Yogyakarta.

3.2. Model of Event Management Stages carried out by Cherrypop Festival 2023 as a Multi-genre Music Festival in Yogyakarta

The success of an event depends on the preparation for the event; this is also what the organizers of Cherrypop Festival 2023 pay attention to. Before carrying out the Cherrypop Festival 2023, the organizers have several stages that must be carried out efficiently and effectively, from the research/data and information collection process, event design, event planning, coordination, and evaluation when the activity has ended. This aims to realize the event's success by providing an optimal experience and increasing visitor satisfaction (Goldblatt, 2014).

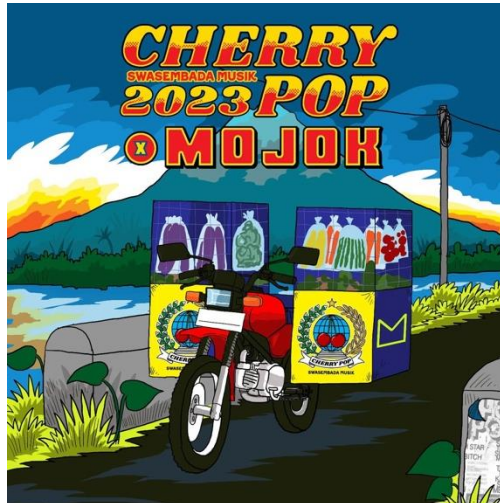
a. Research

At the research stage, the implementation of the Cherrypop Festival 2023 event is to determine the target market for this festival. The target audience determined by Cherrypop is men and women aged 17-45 who like music with various genres like to explore, and like music culture. Cherrypop created a concept by inviting bands that are unfamiliar and played at other festivals, so this festival often features several mythical bands at each event. In the second year, the festival researched by developing a new system that did not exist in the previous year, namely collaborating with Mojok.co as a unique collaboration between festivals and media that is rarely done. Based on Ahmad Asob's statement as Director of Cherrypop 2023 Festival, he saw the intersection between Cherrypop's audience segment and Mojok's readers. This aligns with the stages of event information research that can be taken from the event's location or organizations with relationships and similarities in organizing events (Noor, 2017).

b. Design

At this stage, design is an idea that can help event activities follow the event's objectives. This is done by brainstorming and mind mapping about ideas, finances, and other essential aspects (Goldblatt, 2014). The Cherrypop Festival 2023 team determined the idea and concept of the event by collaborating with Mojok.co, a youth media that carries the theme 'Swasembada Musik'. The word

Figure 4. Cherrypop 2023 x Mojok.co Poster
Source: Mojok.co



'Swasembada' is closely related to self-sufficiency in food needs. Hence, the organizers felt it was suitable to describe the lifestyle of today's youth who tend to relax, 'take it easy' to be more active in living independently. Meanwhile, the word 'Musik' further strengthens the statement that with music, our lives will undoubtedly get better as we take off to face life.

By the theme of the event, 'Swasembada Musik', Cherrypop Festival 2023 creates interconnected decorations and visual designs that strengthen the concept because music and visuals are inseparable. This year's Cherrypop visuals have an agrarian feel in collaboration with artist Ahmad Oka (Wirosatan); the visuals also show the downstream of food security activities to go upstream to the excitement of a self-sufficient music lifestyle ecosystem.

Consideration of Asram Edu Park, as the location of the Cherrypop 2023 festival, is considered to follow the theme of Cherrypop Festival 2023. Because the place is one of the essential points that must be considered to provide special meaning for visitors and will affect the impression of visitors to the event (Noor, 2017). Asram Edu Park has an atmosphere like a forest and rocks, a flowing river, surrounded by villages. This event also helps the community's economy because the community around Asram is involved in helping secure parking and provide motorcycle taxis for the Cherrypop 2023 audience.

c. Planning

The Cherrypop Festival 2023 team did it at the planning stage based on previous research and design. In the event planning phase, they have thought about several things, such as when the event is held, the venue, performers, committee, publications, and so on (Goldblatt, 2014). The agenda for meetings and discussions is carried out in the office because, after all, the core organizers behind Cherrypop Festival 2023 have a background as an event organizers accustomed to creating small to large-scale events. However, the organizers do not deny the need to plan to minimize errors during the event. People behind the scenes other than this party are also selected based on their abilities and criteria as needed. Cherrypop Festival 2023 also involved many external parties outside the core parties (in-house), such as calling freelance and interns involved in the Cherrypop Festival 2023 series. However, the people involved behind the scenes or the committee will later work according to their respective duties and functions, so competent and qualified resources are needed to implement the event to facilitate event operations (Noor, 2017).

Event planning is the longest stage because many things must be prepared and planned; the timeline needed to prepare this event alone is approximately 8-10 months. The selection of the theme and concept of the event must also be carried out well so that it has appeal among the community. The selection of guest stars/ musicians is also a crucial stage in the planning section; the selection of this line-up is adjusted to Cherrypop's branding, which always involves musicians who are considered 'mythical' to be present on the music stage. Then, musicians/ bands from outside Jogja and within Jogja who are in great demand but rarely perform in Jogja, to new local bands Jogja curated directly by Koloni Gigs because Cherrypop also works with Koloni Gigs. These stages include the preparation of the rundown, performers other than musicians, activations such as Penaskena, Rekam Skena, Community Corner, Pasar Populer, Record store, to Weekend Pop Tour as a series of events leading to Cherrypop Festival 2023, and others also arranged at the planning stage. This is to provide beautiful memories and charm for visitors to Cherrypop Festival 2023.

Figure 5. Content Plan for Cherrypop Festival 2023 by Koloni Gigs



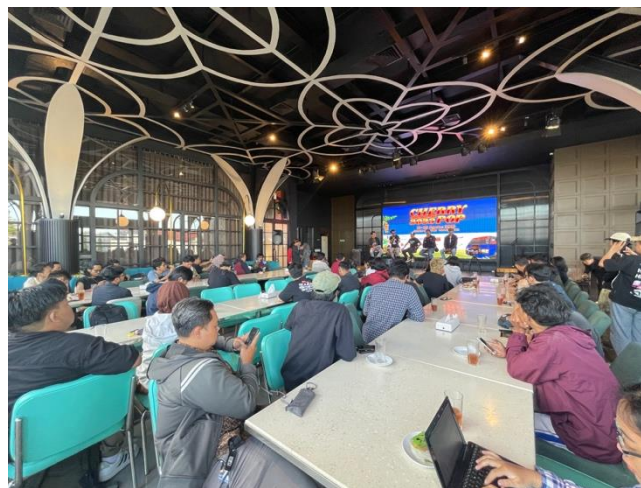
According to Nisberg, publication is essential for marketing and disseminating information to show, introduce, and maintain the name and honor of a person/ group/ organization to the audience in a particular context through the media to create audience appeal (Liliweri, 2011). Publications disseminating information about Cherrypop Festival 2023 use social media, such as Instagram and Twitter, billboards, banners, and posters distributed at various strategic points. Cherrypop Festival 2023 also works with media partners such as online media, media buzzers, and radio that provide ad-libs. These media were chosen based on criteria by Cherrypop 2023, one of which is media that often discusses concerts, festivals, and music. Durianto explained that one of the considerations in using media is effectiveness, where each media has its characteristics tailored to the type of information you want to publish (Durianto, 2003).

d. Coordination

In the implementation of Cherrypop Festival 2023, the coordination stage is carried out to maximize the application of event planning by coordinating and communicating between one division and another. According to Awaluddin Djamin, coordination is a cooperative effort between bodies, agencies, and units to implement specific tasks so that they can complement, help, and complement each other (Hasibuan, 2011). The coordination stage carried out by Cherrypop 2023 is divided into two types: coordination in event preparation and coordination in event implementation. Coordination during event preparation is carried out to unite views on the implementation of the event. The first time coordination was carried out was by holding a committee meeting, in which the meeting

conveyed the duties and work of each field, the extent to which the task had been carried out, and what obstacles or assistance were needed in carrying out the task. In addition, at this stage, coordination during the event preparation is also carried out with other parties/externals who help and participate in the Cherrypop Festival 2023, such as the collaboration team with Mojok.co, media partners, sponsors, performers, sub-cultural actors, musicians, artists, archivists, filmmakers, culinary activists, the vendor section, etc. "To make it simple and easy to communicate, we created a WhatsApp group before the event so that if there are any obstacles or things needed, we can chat directly there. However, we still chat and meet in our office, the other party's office, or just a meeting while hanging out at a coffee shop. After all, communication online can be constrained in terms of interpretation of meaning. However, if that is not possible, we can also meet via zoom / google meets. All of this is done with all internal and external parties because Cherrypop also collaborates with here and there." (Source: interview with Bayu as Social Media Officer on October 12, 2023). Therefore, during event preparation, coordination is carried out through direct face-to-face communication, organizing meetings directly in the office or meeting at a coffee shop, to online communication, such as creating Whatsapp groups and conducting online meetings via Zoom/ Google Meets.

Figure 6. Coordination during Presscon with media partner (H-1 Cherrypop Festival 2023)



The subsequent coordination occurs during the event, carried out between divisions and other parties. Coordination was carried out using chat applications such as WhatsApp, meeting in person, or HT media, which was chosen because it was easy to use and the information was quickly received. During the event, coordination is continuously monitored to minimize errors and make the event a success so that visitors who come to the festival feel happy, safe, peaceful, and not worried about many disturbances. The event itself is organized to create a relaxed and happy mood so that the audience can easily accept the persuasion message conveyed in the event (Goldblatt, 2014).

e. Evaluation

Evaluation is the final stage, where this stage takes an outline of the success of an event and how much conformity is in the implementation of the event with the planning that has been made. According to Wang and Brown, evaluation refers to the act or process of determining the value of something (Wang & Brown, 1977). At this stage, the Cherrypop Festival 2023 team only evaluated by gathering the core team rather than involving all internal and external parties. The results of the evaluation of the implementation of Cherrypop Festival 2023 are related to technical matters such as venues that turned out to be dusty and could not be resolved immediately, the miss communication between the organizers and residents, which resulted in the lack of maximization of certain aspects when Cherrypop Festival 2023 took place and the lack of maximum ticket box capacity which turned out to be chaotic on the first day of the festival.

However, the positive feedback obtained by this festival was also given directly by visitors, with the hope that Cherrypop Festival will continue to take place every year by bringing many programs and even more extraordinary musicians. This positive feedback was widely posted on visitors' social media accounts and media partners who reported this event on online media website portals. This

feedback even made social media audiences who had never been to Cherrypop Festival want to attend the following year's event.

3. Conclusion

Based on the discussion that has been described to answer the research question entitled "Event and Experience of Cherrypop 2023 as a Multi-genre Music Festival in Yogyakarta". Cherrypop Festival 2023 uses the event management stage model by Goldblatt as a stage in implementing the Cherrypop Festival 2023 event to realize event success in providing optimal experience and satisfaction for visitors. Based on the research findings, the Cherrypop team conducted research in the first stage by determining the target audience, namely young people who like music and pop culture, then determining a new concept that matches Cherrypop's branding to research in collaboration with online media, namely Mojok.co. Then carry out the design stage by determining the theme, namely 'Swasembada Musik', determining the venue at Asram Edu Park, decoration, and creating a visual design that illustrates food security, even collaborating with artist Ahmad Oka to create visual assets and solo exhibitions during the event.

The third stage was the longest stage because it was in the form of planning by doing a lot of event preparation, starting from the selection of the line-up consisting of mythical musicians, popular nationals who rarely come to Jogja, to well-known local Jogja musicians who are just emerging in the music scene, preparing the event rundown, activation programs during the event, such as Penaskena, Rekamskena, Weekend Pop Tour, Pasar Populer, Screen Printing, and so on, up to preparing event publications that spearhead the event in ticket sales and event promotion activities. The next stage is coordination, which is the key to communication during the event; this stage is also divided into coordination stages during event preparation and the event. At this stage, coordination is needed to minimize miscommunication with various divisions. The last stage is evaluation, which, unfortunately, is only done with Cherrypop's core parties and only involves some parties involved. The evaluation stage is essential as a reference for the festival in the next year. Nevertheless, the enthusiasm of visitors was extraordinary to look forward to the Cherrypop Festival in 2024 so that it could cover up the shortcomings that occurred at the Cherrypop Festival 2023.

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