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E-ISSN on progress

Submitted date : 2024-07-06

Revised date : 2024-07-08

Accepted date : 2024-07-25

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## Management of the Gambus El-Hubb Music Group in Madiun Regency

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**Abstract:** The Gambus El-Hubb music group in Madiun Regency has been established since January 16 2016. The existence of the Gambus El-Hubb music group has received attention from the public and several institutions in Madiun Regency. The music group Gambus El-Hubb has an attraction with the characteristics of the group. This research aims to describe the management stages of the Gambus El-Hubb music group in Madiun Regency, as well as describe the obstacles and solutions for the Gambus El-Hubb music group in Madiun Regency. The method used in this research is qualitative research, because the data obtained and presented will be in descriptive form. Data sources were obtained from several data presented by sources, as well as other information, and in the form of documents. Data collection techniques were carried out using observation, interviews and documentation studies. Data validity is carried out using triangulation or merging techniques and comparing the results of the data obtained. The data analysis technique goes through the stages of data reduction, data presentation, and drawing conclusions. Based on the research results obtained, the management of the Gambus El-Hubb music group includes elements of well-organized management, and carries out management functions effectively and efficiently. However, there are several management practices that must be improved. Obstacles and solutions, obstacles that must be corrected by managing several unstructured group management. The solution for the Gambus El-Hubb music group is to maintain group management and create a more structured work program.

**Keywords:** Management, Group, Music Gambus El-Hubb

### 1. INTRODUCTION

Music is a work of art in the form of sound that produces songs and has musical elements which include: rhythm, melody, harmony, form and structure of songs along with expressions that contain a unity (Jamalus, 1988: 1) Music is a form of expression or outpouring of someone who makes it happen. in the form of a beautiful song so that listeners can enjoy it. Music will be conveyed to listeners when it has meaning, so that the message in the music can be conveyed.

The existence of gambus music is supported by the existence and formation of a group, namely the Gambus El-Hubb music group in Madiun Regency. The management of the Gambus El-Hubb music group involves management within a group. Management in the Gambus El-Hubb music group in Madiun Regency is important to achieve a group's goals.

The Gambus El-Hubb music group is a gambus music group that has the management of an organization. The Gambus El-Hubb music group was founded initially with a request for gambus music by one of the people in Madiun Regency. Starting from the marawis music group



Hubbun Nabi but over time it changed to the gambus music group. The Gambus El-Hubb music group was founded on January 16 2016. Gambus El-Hubb's music in its performances uses more complex and varied musical instruments. There are 11 instruments or musical instruments used, such as: gambus (oud) marawis guitar, tambourine, darbuka, riq, tam-tam, keyboard 1, keyboard 2, bass guitar, drums and violin. There is a combination of original gambus music with modern music so that it seems more interesting.

The music group Gambus El-Hubb is a group whose existence is supported by several people in Madiun Regency. The music group Gambus El-Hubb usually performs at several events such as weddings, circumcision celebrations, aqiqah, and several Islamic Religious Day events and events held by the Madiun Regency Education and Culture Office.

The music group Gambus El-Hubb also collaborated with the Ronggo Jumeno Orchestra and Madiun Orchestra. There were several performance activities involving the Ronggo Jumeno Orchestra and the Madiun Orchestra. Based on the background that has been stated, interest arose in researching more deeply about the management of the Gambus El-Hubb music group in Madiun Regency, which includes: 1) elements of the management of the Gambus El-Hubb music group in Madiun Regency; 2) the management function of the Gambus El-Hubb music group in Madiun Regency; 3) constraints and solutions to the management of the Gambus El-Hubb music group in Madiun Regency.

According to Hasibuan (in Handayani, 2018: 7) the term management comes from the English word to manage, which means to organize, manage, control something. Management is an effort to achieve predetermined goals by carrying out a series of activities that can be realized through the involvement of other people in their implementation.

The management functions include: 1) planning, 2) organizing, 3) actuating, and 4) monitoring (Jazuli, 2001: 34-40). Apart from the four management functions above, it is also supported by management elements which are usually referred to as 6M, which include: 1) man (human) means the workforce or workers in the organization, both executive and operative workers; 2) money as capital in management and control in planning in a performance organization; 3) methods, (methods) are the methods used in efforts to achieve goals; 4) materials, namely materials needed for the smooth management of the Show; 5) machines, namely the tools needed to achieve goals smoothly; and 6) market, which means selling output and services or resulting from performing arts (Murgiyanto, 1985:26-32).

## 2. METHODS

The type used for this research is qualitative using a qualitative descriptive approach. According to Bogdan Taylor as quoted by Moleong in the book *Qualitative Research Methodology* (2012:4), qualitative research uses research procedures that break down descriptive data into written and spoken words. This research on the Management of the Gambus El-Hubb Music Group in Madiun Regency seeks data which will ultimately be presented and described descriptively through qualitative research procedures according to the circumstances and facts.

The object of this research is the Gambus El-Hubb music group in Madiun Regency. The sources for this research were several group and community members. The research location is in Nglongko Hamlet, RT/RW: 21/04, Balerejo Village, Kebonsari District, Madiun Regency as the gathering headquarters and practice place for the Gambus El-Hubb music group. Supported by several performance venues for the Gambus El-Hubb music group, such as in Nglandung Village, Geger District, Madiun Regency.

A data source is a subject or source from which data is obtained whose origin is clear and can be accounted for. Data sources according to (Arikunto, 2006) group data sources into 3, namely person, place, paper. Person was carried out by looking for data sources in the form of interviews with group members and members of the Gambus El-Hubb music art community. Place is done by looking for data sources such as arriving at the group's headquarters and practice area and participating in several stage activities. The paper was carried out looking for documentation data sources such as photos or videos and several archival documents owned by the music group Gambus El-Hubb.

Data collection techniques were carried out using observation, interviews and documentation studies. Observations were carried out by observing and inspecting directly at the research location. Observations were carried out by attending practice activities held at the headquarters of the Gambus El-Hubb music group, namely at Dadang's house, then observing several stage activities of the Gambus El-Hubb music group, such as at weddings in Madiun and Ponorogo. An interview is an oral question and answer activity to obtain information. Interviews were conducted with several group members, responders, and viewers. Study documentation as material to add information. The documentation study was carried out by taking photos during rehearsals or performances, interview photos, and several documents owned by the music group Gambus El-Hubb.

Data validity is carried out to test the level of data validity or validity of the data using triangulation of sources, methods and time. Source triangulation was carried out by interviewing other sources with the same discussion to obtain valid data. Method triangulation was carried out by observing the rehearsals and performances of the Gambus El-Hubb music group, interviews with group members, responders and spectators, as well as documentation by recording or taking pictures when observations and interviews were carried out. Time triangulation was carried out by conducting repeated interviews with the music group Gambus El-Hubb to obtain valid data.

After the data is collected, the next step is data analysis. Data analysis according to Miles and Huberman (in Sugiyono, 2017) analysis consists of data reduction, data presentation, and drawing conclusions. Data reduction is carried out by summarizing the data obtained and focusing on important things. Data presentation was carried out by compiling narrative text from data from the music group Gambus El-Hubb. Conclusions are drawn to find the meaning of the data that has been collected and compiled.

### 3. RESULTS AND DISCUSSION

This research is based on the data obtained, results and discussion can be obtained regarding the management of the Gambus El-Hubb music group in Madiun Regency which includes: 1)

description of the Gambus El-Hubb music group in Madiun Regency; 2) management elements of the Gambus El-Hubb music group in Madiun Regency; 3) the management function of the Gambus El-Hubb music group in Madiun Regency; 4) obstacles and solutions. The discussion is explained as follows.

### **3.1 Description of the Gambus El-Hubb Music Group in Madiun Regency**

The Gambus El-Hubb music group was founded on January 16 2016. The formation of the Gambus El-Hubb music group in Madiun Regency began with the Hubbun Nabi marawis group which was founded by Jufron. Jufron is a marawis artist who graduated from the Tahfidzul Qur'an Al-Hasan Ponorogo Islamic Boarding School. As time went by, stage requests to add keyboard instruments. Stage activities to display marawis ensembles in collaboration with keyboard instruments are performed upon request. After completing his fans' performance orders, Jufron invited Dadang to join his marawis group. With Dadang's entry as a member of the Hubbun Nabi marawis group, it turned out that the music genre he managed had an influence on developing from marawis to shifting to gambus music. The music group Gambus El-Hubb has meaning has the meaning of love, love here has a broad meaning such as love for God, love for humans, or love for nature.

The music group Gambus El-Hubb is recruiting members by adding members of the marawis group Hubbun Nabi with several new members. The instruments used by the Gambus El-Hubb music group in Madiun Regency in 2016 were not as complete as now, some of these instruments include: tambourine, cymbals, darbuka, tam-tam, hajir, 6 marawis, keyboard and bass guitar, equipped with 2 male vocals. As time went by, the membership of the music group Gambus El-Hubb at the beginning of 2016 was not yet solid with group membership coming in and out.

In 2018 the membership of the music group Gambus El-Hubb started to solidify with members consisting of 11 people consisting of: 2 vocals (male), 1 gambus guitar (oud), 1 person playing bass guitar, 2 people playing keyboard, 3 people played marawis, 1 person played darbuka and riq, 1 person played tambourine and tam-tam. Membership of the El-Hubb gambus music group in 2022 is already solid with the addition of female vocals, drum instruments and violin instruments.

### **3.2 Management Elements of the Gambus Music Group in Madiun Regency**

According to Hasibuan (in Handayani, 2018: 7) the term management comes from English to manage, which means management organizes, manages and controls something. Management is a stage to achieve goals by carrying out predetermined activities followed by other people involved. Management is carried out to obtain common goals.

Management is supported by management elements which are usually referred to as 6M which include: 1) man (human) which means members of an organization, both executive and operative workers; 2) money as capital in management and as control in planning within the organization; 3) method is a method or strategy used by an organization to achieve its goals; 4) materials are materials used to

support the running of an organization; 5) machines are tools used or needed to support the organization's activities to achieve its goals; 6) market is a place to sell services or results from performing arts. The application of management elements is as follows.

#### 3.2.1 Man (human)

Man is a human resource that is most decisive in management activities. Man means people involved in the organization of the music group Gambus El-Hubb. At the beginning of its establishment, these people were recruited to become members and players of the music group Gambus El-Hubb. During its journey, the music group Gambus El-Hubb was formed on January 16 2016. The members of the music group Gambus El-Hubb were taken from several members of the marawis group which was formed before the formation of the music group Gambus El-Hubb.

In 2022, the music group Gambus El-Hubb will experience additional group members due to demand. Additional members include female vocalists, drummers and violinists. The members of the music group Gambus El-Hubb in 2022 will be 14 people.

#### 3.2.2 Money (money)

Money or finance is something related to money as capital to achieve goals. The capital of the Gambus El-Hubb music group was obtained from the performing activities they carried out. Finances are managed by the treasurer with equal distribution for all members with 5% -10% set aside for group cash. This cash will later be used to purchase equipment, sound systems and costumes for the music group Gambus El-Hubb. Apart from that, cash is also used for social purposes such as visiting group members if someone is sick.

The Gambus El-Hubb music group also manages price lists. The 3 price lists that the Gambus El-Hubb music group has prepared for the public consist of: silver category with a price of IDR 3,500,000.00, gold category with a price of IDR 4,500,000.00, and premium category with a price of IDR 15,000,000.00. What is offered from the 3 price lists is a silver category using musical instruments which includes: 2 keyboards, harp guitar (oud), bass guitar, darbuka, tam-tam, riq and cymbals, marawis. The gold category uses musical instruments which include: 2 keyboards, harp guitar (oud), bass guitar, drums, violin, darbuka, tam-tam, riq and cymbals, marawis. The premium category uses musical instruments which include: 2 keyboards, harp guitar (oud), bass guitar, drums, violin 1, violin 2, alto violin, cello, flute, darbuka, tam-tam, riq and cymbals, and marawis. Premium price list by offering free requests for costumes and stage settings.

#### 3.2.3 Methods (methods)

Methods is a strategy used to achieve goals. The strategy used by the Gambus El-Hubb music group is practice and frequent performances. The Gambus El-Hubb music group's strategy when practicing is to provide song material to learn at home and when there is a practice schedule, they will only combine the results of the practice. Another strategy is to maintain the characteristics of gambus music with a variety of instruments used, including gambus music with several electronic musical instruments or collaborating with an orchestra. The El-Hubb gambus music group also has a strategy of frequently performing at community events such as weddings, circumcision celebrations, aqiqah, and several Islamic religious commemorations. Apart from performing in the community, the Gambus El-Hubb music group also performs at Madiun Regency



Education and Culture Office events. The music group Gambus El-Hubb also took part in the National Javanese Sholawat Festival in Yogyakarta.

#### 3.2.4 Materials (ingredients)

Materials, is material that supports a group to achieving goals. The material used by the Gambus El-Hubb music group is in the form of songs performed on stage. Some of the songs performed when the Gambus El-Hubb music group performed were arranged by Dadang as the music producer. There are several songs that are usually sung in song categories, namely Arabic, sholawat and Malay songs. Arabic songs that are often performed by the Gambus El-Hubb music group include the songs Ib, Ad, Ghanilli, Lakal Basyaroh, and others. Sholawat songs that are often sung by the Gambus El-Hubb music group include the songs Magadir, Ya Badi'il Jamal, Ya Rasulallah, Ya Badrotim, Ya Robbi Sholli, and others. The Malay songs that are often sung by the Gambus El-Hubb music group are Pantun Budi, Pantun Nasehat, Nirmala, Turi Putih, Return Home, Tasbih Hadiningrat, Heaven at Mother's Feet, and others.

#### 3.2.5 Machines (machines)

Machines, is a tool that supports or supports the activities of the Gambus El-Hubb music group. The machines or tools used include musical instruments and sound systems. Some of the musical instruments used by the Gambus El-Hubb music group are as follows.

- Gambus Guitar (Oud)



**Figure 1.** Gambus guitar (oud) owned by the music group Gambus El-Hubb.

(data source: Devy photo 2024)

The gambus guitar (oud) in the gambus music group is used to play melody and rhythm so that it supports the vocals. The gambus guitar (oud) has 12 strings that do not have frets with tuning, namely strings 1 and 2 with C notes, strings 3 and 4 with G notes, strings 5 and 6 with D notes, strings 7 and 8 with A notes, strings 9 and 10 with F notes, strings 11 and 12 notes C

- Keyboards 1



**Figure 2.** Keyboard 1 belongs to the music group Gambus El-Hubb

(data source: Devy photo 2024)

The keyboard 1 used by the music group Gambus El-Hubb is the Korg PA 50 SD. The Korg PA 50 SD keyboard has the advantage of having a thick string sound and in the keyboard program it has a setting to lower one note or what is called *sikah* so that one lowered note becomes slightly false. Keyboard 1 is used to support gambus music melodies.

- Keyboards 2



**Figure 3.** Keyboard 2 belongs to the music group Gambus El-Hubb

(data source: Devy photo 2024)

The second keyboard used by the music group Gambus El-Hubb is the Korg Micro Arranger. The Korg Micro Arranger keyboard is used to play with voices including: piano, kanoun, mizmar, and flute. The voice or sounds produced give the impression of real sound to support gambus music. Keyboard 2 is used to support gambus music melodies

- Bass Guitar



**Figure 4.** Bass guitar belonging to the music group Gambus El-Hubb

(data source: Devy photo 2024)

The bass guitar used by the Gambus El-Hubb music group is the Squier Affinity Jazz 4 String Bass Rwb Fb Black. The bass guitar has 4 strings with tuning which includes: 1 note G string, 2 note D string, 3 note A string, 4 note E string. The bass guitar in harp music is used to pick up low sounds and set the tempo.

- Darbuka



**Figure 5.** Darbuka belongs to the music group Gambus El-Hubb (data source: Devy photo 2024)

The darbuka used by the Gambus El-Hubb music group is made from ceramic stone made in Egypt so that the sound characteristics produced appear louder. Darbuka has the main sounds, namely dung, tak, and pak. Darbuka is used as a rhythmic instrument used from the beginning to the end of the song. Darbuka is a percussion instrument.

- Marawis



**Figure 6.** Marawis belongs to the music group Gambus El-Hubb (data source: Devy photo 2024)

Marawis is a percussion musical instrument shaped like a drum made from wood bark and goat skin. The marawis used by the music group Gambus El-Hubb have a diameter of 17 cm with a height of 12 cm. There are 3 marawis used for performances. The rhythm used when marawis plays is the zafin rhythm. The zafin rhythm is a mandatory rhythm with the marawis musical instrument, while the sarah and zaife rhythms of the marawis game must be present in certain parts. Marawis on baladi rhythms are not played.

- Riq



**Figure 7.** Riq belongs to the music group Gambus El-Hubb (data source: Devy photo 2024)

Riq is music used in traditional Arabic music in the form of a tambourine. Riq is used as a shaker musical instrument. In gambus music, the riq instrument is more often used to accompany baladi rhythms. The riq musical instrument is the main musical instrument in the



baladi rhythm. This riq musical instrument is similar to the tambourine musical instrument.

- Tambourine



**Figure 8.** Tambourine belongs to the music group Gambus El-Hubb

(data source: Devy photo 2024)

Tambourine is a percussion musical instrument made of metal in a circular shape. The tinkling sound is produced by the rhythm of the tambourine. The tambourine musical instrument is played using one hand by hitting it. The tambourine is always played in 4 rhythms, namely the sarah, zafin, zaife and baladi rhythms.

- Tam-tam



**Figure 9.** Tam-tam belongs to the music group Gambus El-Hubb

(data source: Devy photo 2024)

Tam-tam is a percussion musical instrument that is played by hitting it. The tam-tam musical instrument is made from a bronze gong which has 2 levels with different diameters. This tam-tam game functions to balance darbuka games such as question and answer which are played to the rhythm of sarah, zaife, zafin, and baladi.

- Drum



**Figure 10.** Drums belonging to members of the music group Gambus El-Hubb

(data source: Devy photo 2024)

The drums used by the Gambus El-Hubb music group are in the form of a drum set, which is a percussion instrument. The drum set in gambus music is used to regulate the

tempo and back up the darbuka musical instruments so that the bass guitar instruments can play together and blend into the gambus music.

- Violin



**Figure 11.** A violin belonging to a member of the music group Gambus El-Hubb

(data source: Devy photo 2024)

The violin is a stringed instrument. The violin has strings, namely the G, D, A, E strings. The violin, like the psaltery guitar (oud), does not have frets. In harp music, the violin is used to fill the melody.

#### 3.2.6 Market (market)

Market is a market for selling goods or services produced. The Gambus El-Hubb music group has services in the form of gambus music entertainment services. Gambus music entertainment services are usually used at several stage events such as: wedding receptions, circumcisions, aqiqah, events commemorating Islamic religious holidays and several events organized by the general public and institutions of the Madiun Regency Education and Culture Service. Apart from selling the services of the music group, Gambus El-Hubb also introduces his group to the public. The promotion carried out was carrying a banner containing a contact person if the public wanted to invite the music group Gambus El-Hubb to enliven their event. This is for branding the music group Gambus El-Hubb. Apart from using banners, the music group Gambus El-Hubb carries out promotions by creating social media on Instagram and YouTube.

### 3.3 Management Functions of the Gambus El-Hubb Music Group

In terms of stages, the management function has 4 stages that are carried out in an activity. The management functions include: 1) planning, 2) organizing, 3) actuating, and 4) monitoring (Jazuli, 2001: 34-40).

#### 3.3.1 Planning

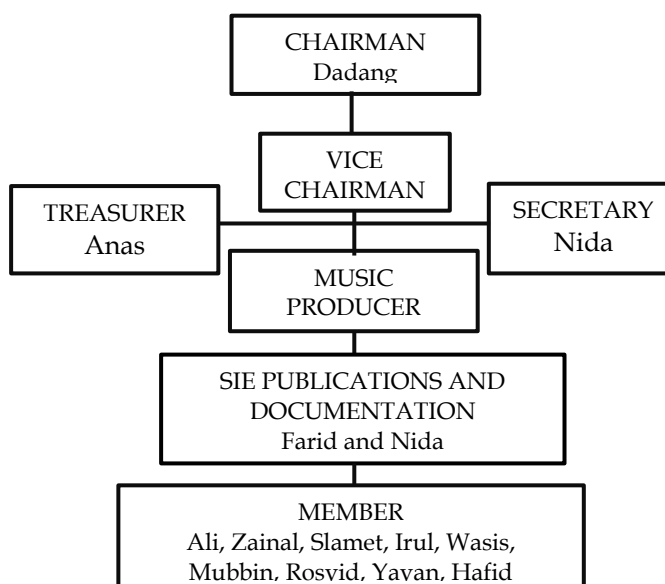
Planning within a group is the initial stage carried out to determine several activities to be achieved. The planning for the Gambus El-Hubb music group was carried out by drawing up a work program that would be implemented. The music group Gambus El-Hubb is a forum for

The work program was prepared to support the activities of the Gambus El-Hubb music group. The work program for the Gambus El-Hubb music group includes: a monthly work program and an incidental work program. The monthly work program includes: regular training, evaluation, managing social media, and making cover videos. Incidental work programs are programs that are not planned in the preparation of the work program. The incidental work program

includes: performing activities, purchasing costumes, procuring musical instruments and sound systems.

### 3.3.2 Organizing

Organizing is the grouping of people and the division of tasks and authority so that they can achieve goals. The Gambus El-Hubb music group manages a group organizational structure consisting of: chairman, deputy chairman, secretary, treasurer, music producer, publication and documentation section, and members. The following are several people who are members of the management of the music group Gambus El-Hubb.



**Chart 1.**Management structure of the music group Gambus El-Hubb

The management structure above has its respective duties in the Gambus El-Hubb music group. The organizational structure of the Gambus El-Hubb music group is managed to facilitate the group's performance. The duties in managing the Gambus El-Hubb music group include: 1) the chairman has the task of organizing and being responsible for the performance or work program of the group he manages; 2) the deputy chairman has the task of assisting the chairman in managing a work program that has been formed; 3) the secretary has the task of being group admin and managing the stage schedule; 4) the treasurer is in charge of managing finances starting from those given to members and those that become cash for the Gambus El-Hubb music group; 5) music producers have the task of managing music form, song material and gambus music arrangements; 6) the publication and documentation section has the task of uploading the performance and practice activities of the Gambus El-Hubb music group, and immortalizing in the form of photos or videos the activities carried out by the Gambus El-Hubb music group; 6) members have the task of helping with the work program

that has been prepared by the Gambus El-Hubb music group and are involved in several scheduled activities.

### 3.3.3 Drive

Mobilization is an action that makes an organization run, so that a group can work in the direction it wants to go according to the targets according to the plans that have been prepared.

The movement in the management of the Gambus El-Hubb music group begins with the process of recruiting members of the Gambus El-Hubb music group. Routine training is carried out in accordance with the initial planning, namely training is carried out at least 1 to 2 times a month. The material is given to be studied alone at home and when practicing together the players have mastered the song material. Evaluation by the Gambus El-Hubb music group is carried out when they have finished practicing and finished performing activities. Promotion and publication activities are carried out by managing social media and making cover videos. The procurement of musical instruments and sound systems was carried out at the beginning after the Gambus El-Hubb music group was founded. The performance activities of the Gambus El-Hubb music group were carried out with preparation. There are several performance and festival activities carried out by the Gambus El-Hubb music group as follows.

- Performance at the 451st Sepasma and Madiun Regency Anniversary event on July 22 2019 at Mejayan Square, Madiun Regency, held by the Madiun Regency Education and Culture Office. The music group Gambus El-Hubb collaborated with the Ronggo Jumeno Orchestra.
- During the Covid19 pandemic, the music group Gambus El-Hubb continued to perform by holding virtual performances. The performance was held in the framework of Regional Culture Week with the theme "Harmony of Islamic Grace of the Archipelago which was held by the Madiun Regency Education and Culture Office on December 12 2021.
- Performing at the wedding ceremony of the younger brother of the Minister of Religion, Gus Yaquut Cholil Qoumas, in Rembang on May 17 2023. The event was held during the wedding of Gus Aim and Ning Adella's in-laws.
- Apart from performing, the Gambus El-Hubb music group also took part in the National Sholawat Festival which was held in Yogyakarta in 2018. The Gambus El-Hubb music group collaborated with the Ronggo Jumeno Orchestra. In this festival, the music group Gambus El-Hubb won 2nd place at the National Level.

### 3.3.4 Supervision

Supervision is an activity to identify obstacles, errors and failures in the activities carried out. Supervision is carried out by the chairman, namely by observing directly the rehearsal process up to the performance of the Gambus El-Hubb music group. Supervision is also carried out by looking at the preparations of the Gambus El-Hubb music group in terms of the song material that will be performed. The preparation of musical instruments is also supervised by the chairman. Having the stages of planning, organizing, mobilizing and monitoring

well is one of the factors that makes the Gambus El-Hubb music group able to carry out the gambus music production process smoothly.

### **3.4 Obstacles and Solutions**

A group experiencing a situation of difficulty in managing management is a complex matter. In management, management experienced periods of ups and downs. The existence of these obstacles means there needs to be a solution to solve a problem. An obstacle and solution requires a SWOT analysis which includes: strengths, weaknesses, opportunities and threats.

Strength mis a situation or condition that an organization or group currently has that requires more advanced technology or quality so that this becomes a strength. The strengths in the management of the Gambus El-Hubb music group in managing the management are: the gambus El-Hubb music group in its management has strength in the form of music that is performed when performing. The forms of music performed are varied, with gambus music compositions with the addition of electric and orchestral music in El-Hubb's gambus music. The El-Hubb gambus music group, apart from performing, is able to manage its own management by involving its group members. Marketing for the Gambus El-Hubb music group is managed by providing price lists and promotional media such as Instagram and YouTube. There is a collaborative relationship with the Ronggo Jumeno Orchestra and Madiun Orchestra to collaborate. Once won 2nd place at the National Javanese Sholawat Festival.

Weakness mis an obstacle that hinders an organization or company. Constraints in SWOT analysis include weaknesses. The weaknesses of the Gambus El-Hubb music group include: routine practice is still not structured enough in terms of scheduling because the group members themselves already have jobs so the management of routine practice is still not on the agenda. The music group Gambus El-Hubb's social media still lacks content to fill posts on social media.

Opportunities mis an organization's opportunity to achieve its goals. The opportunities that the Gambus El-Hubb music group has are: being able to collaborate with the Ronggo Jumeno Orchestra and Madiun Orchestra so that the Gambus El-Hubb music group looks different from the other musical aspects. There is a relationship with the Madiun Regency Education and Culture Office and Madiun Regency PCNU so that they can perform at events held by them. Media managed by making cover videos in collaboration with the Madiun Orchestra.

Threatsis a threat to an organization or company. The threat of the Gambus El-Hubb music group is that some members of the Gambus El-Hubb music group follow other gambus groups, just like vocals, sometimes they join the performances of other gambus groups.

## **4. CONCLUSION**

Based on the results described by the researcher, there is management of the Gambus El-Hubb music group, which includes management elements and management functions. Management elements include: 1) man, human resources here, namely members of the music group Gambus El-Hubb and art lovers; 2) money, there is distribution of funds to all members and some funds are set aside for group cash; 3) methods, strategies carried out by the El-Hubb Gambus music group include training activities supported by material for



individuals to study first, regular practice at least once a month, maintaining the characteristics of gambus music with the instruments used varying between gambus music and several electronic musical instruments or collaborating with an orchestra. ; 4) machines, the material for the music group Gambus El-Hubb, namely the songs performed during the performance include: sholawatan songs, Arabic songs and Malay songs; 5) materials, there are 11 musical instruments used such as: gambus guitar (oud), 2 keyboards, bass guitar, darbuka, marawis, riq, tambourine, tam-tam, drum, violin, and sound system used for practice 6) market , marketing of the Gambus El-Hubb music group in the form of gambus music entertainment service products and managed social media such as YouTube and Instagram. In management, management elements are well organized and organized.

The management function of the Gambus El-Hubb music group has been managed well through planning, organizing, mobilizing, supervising. There are several management functions that have not been implemented optimally and must be addressed in relation to routine training activities and preparation of work programs. Social media still lacks structured content.

Obstacles and solutionsThe music group Gambus El-Hubb carried out a SWOT analysis which included: strengths, weaknesses, opportunities, threats. The problem with the Gambus El-Hubb music group lies in the fact that routine practice is still not structured enough in terms of scheduling because the group members themselves already have jobs so managing routine practice is still not on the agenda. The solution for the Gambus El-Hubb music group is maintaining the management of the Gambus El-Hubb music group by creating a more structured work program.

## AUTHOR CONTRIBUTIONS

Author 1 Devy Indah Oktavia Sari is a student in the S1 Sendratasik Education study program at Surabaya State University who is currently teaching a thesis course. This writing must be completed as followsrequirements for graduation, of course this article provides ideas and ideas.

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## THANK-YOU NOTE

In writing this, of course there is support from those closest to you so that you can complete the writing with enthusiasm. Thank you to God Almighty who has given me the strength and patience to be able to do this writing. Thank you Dr. Eko Wahyuni Rahayu who has guided this writing as wellgave encouragement, support and time during this writing. Thanks to Alm. Sunarto, Mrs. Jumirah, Mas Dedy, Mbak Rosita, and Kinar have provided a comfortable place to go home and complain and my mother is the best donor. Thanks are also given to Moch. Balya Firjon Barlamman who was willing to accompany me in doing this writing and gave me support. Don't forget to give thanks to Rosa, Dinda, Fika, along with all members of Sobat Amoh who worked together to complete the final writing obligation.

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