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Creativity and Characteristics of Ambyar Music form in Music One Indonesia Group.

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Abstract: This research aims to describe the form of ambyar music characteristics in the Music One Indonesia group. The object of this research is focused on the form and characteristics of the Music One Indonesia group's arrangements. The research method used is descriptive qualitative. Data is obtained through data collection techniques such as interviews and observations. The data sources used are sources, observation and literature. The results of this research show the form of melody with simple and luxurious motifs, harmony with diatonic scales and using simple chords, dynamic rhythm and arrangement structure of Music One Indonesia group that adjusts to the song to be arranged, the form of ambyar music in Music One Indonesia group is more modern, luxurious and has characteristics with the instrumentation of Banyuwangi drums. The conclusion of this research is that the ambyar genre in the current era is popular, becoming a new face of the dangdut genre. Music One Indonesia can prove that with the development of a typical Banyuwangi musical instrument that originally functioned for artistic events can now be combined with popular genres, namely the new dangdut genre or ambyar

Keywords: ambyar, characteristics, Banyuwangi drums.

1. INTRODUCTION

Music is a universal art form that allows everyone who hears to express themselves, emotions, ideas and stories through songs, rhythms, lyrics and tones. According to Edward Said "Music can be a tool for understanding identity and politics. It can show how music can reflect and shape culture and social relations" In music, of course, there are various types or what is commonly called genres or genres of music. Genre is a type or category used to categorize something based on certain characteristics.

Music genre is a grouping of music according to style, theme, criteria, context. There are many types of music genres, in Indonesia the most popular genres are pop, dangdut, rock, jazz, keroncong. Dangdut is one of the most popular music genres in Indonesia because its audience ranges from the young to the old. The beginning of dangdut's popularity was due to its strong Indian influence, starting from its harmonies and instruments.

The emergence of new genres in music is certainly the result of the creativity of musicians, songwriters, composers and other music artists. In fact, dangdut evolved in 2020. At that time, it coincided with the death of ambyar maestro Didi Kempot. Didi Kempot was a Javanese artist who created songs with the theme of heartbreak, earning the nickname Godfather of Broken Heart. His songs attracted the attention of young and old alike, earning him the nickname



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ambyar at the time. The music of the late Didi Kempot's era was fairly simple, with the campursari dangdut genre having a medium-slow tempo that was less appealing to the younger generation. When there was no successor to the late Didi Kempot, the idea arose from artists and musicians to create a new music genre for the songs that had been created by the late Didi Kempot so that they could attract the attention of all groups.

One of the ambyar genre bands is Music One Indonesia, founded by one of Banyuwangi's maestros, Wandra Restusiyana, which can be categorized as having an ambyar genre based on its characteristics, such as style, instruments and themes, instrument playing techniques, and context. Unlike other ambyar groups, this group has its own identity by adding the typical Banyuwangi kendang instrument, so that it becomes an attraction for the community, especially the Banyuwangi community. Music One Indonesia was established in 2020 under the leadership of PT Wanada Music Nusantara. Music One Indonesia music groups use more complete and diverse musical instruments, such as acoustic guitars, bass guitars, keyboards, drums, ketipung, banyuwangi drums, usually added with saxophone, ukulele and violin. The arrangements used differ between music groups because they are free, usually in one song there is an arrangement specifically for the audience to sing and sing along. Music One Indonesia music group performances are usually to enliven various community activities such as at wedding receptions, circumcisions. In addition, there are also music concert events held by an organization, and at formal events held by the local government such as the Banyuwangi Regency Education and Culture Office in commemoration of the Anniversary of Banyuwangi Regency and several other festivals in Banyuwangi.

Referring to Edward Said, research into the ambyar genre can reflect and shape culture and social relations, and can reveal how the genre contributes to the cultural identity of Indonesian society. Overall, ambyar music has an impact on society, from creating cultural identity to functioning as a tool for social change. With the emergence of Music One Indonesia, a group that combines traditional and modern elements, research can explore how innovations in arrangement and the use of new instruments can attract the younger generation. Research on ethnic music in Banyuwangi and its role in the ambyar genre can provide insight into the importance of local wisdom in music development, as well as how these ethnic instruments can contribute to innovation in modern genres ambyar at the time. The music of the late Didi Kempot's era was fairly simple, with the campursari dangdut genre having a medium-slow tempo that was less appealing to the younger generation. When there was no successor to the late Didi Kempot, the idea arose from artists and musicians to create a new music genre for the songs that had been created by the late Didi Kempot so that they could attract the attention of all groups.

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2. METHOD

This research is a field research or case study. Therefore, in the process it uses qualitative research methods. "A series of studies that ultimately produces descriptive data in the form of written or spoken words from people and actors that can be observed" (Moleong 2001: 3). The qualitative descriptive approach model is a research approach model that aims to determine, describe, reveal and solve problems systematically, factually and accurately. In general, this approach is in the form of words and pictures as data. The author chose a qualitative descriptive approach because he believes that this approach model is the most appropriate and effective to dissect and examine the form of the ambyar genre in the creativity of the Music One Indonesia music group.

Data sources are obtained directly from someone who can provide information in the form of answers through interviews. This collection and research was carried out by interviewing the leader, Wandra Restusiyana, the talent manager, Widi, and two members of the Music One Indonesia music group, Suci and Sandi. Place data sources were carried out by visiting the training ground and observing at the One Nada studio located in Cempokosari hamlet, Sraten Village, Cluring District, Banyuwangi Regency, visiting and observing the Music One Indonesia music group performance venue. Paper data sources are obtained in the form of images and documents belonging to the Music One Indonesia music group.

3. RESULTS AND DISCUSSION

The form of ambyar music in the Music One Indonesia music group is more modern, luxurious and has characteristics with the instrument of the banyuwangi drum instrument. The results of the interview with Wandra as the founder and Widi as the talent manager explained that the reason they added the banyuwangi drum instrument was to highlight the ethnicity of Banyuwangi, because the Music One Indonesia music group's domicile is in Banyuwangi, they wanted to introduce to the public one of the typical Banyuwangi musical instruments that could play a role in the characteristics and creativity of the Music One Indonesia music group. Unlike other ambyar music groups such as DC music owned by Denny Caknan and Guyon Waton. Philip Tagg's "Musemes" concept is an approach to music analysis that focuses on identifying and analyzing musical elements that have certain meanings in cultural and social contexts. The difference in characteristics and creativity lies in one of the instruments, the Banyuwangi drum. Dc music also uses traditional drums but with a jaipongan beat. The Guyon Waton group only uses jandhut or ketipung drums and electric drums.

The definition of the term form is an idea or idea contained in the arrangement of musical elements such as melody, rhythm, harmony and dynamics. Of the 3 songs used as research targets, based on the results of the analysis of the melodic form can be explained as follows: 1) Using simple and luxurious motifs. The melody in the Music One Indonesia group actually depends on the theme of the song to be arranged. In the song Jalan Datar on One Nada's Youtube page, the melody form seems luxurious, different from the song Rungkad which is simple and easy to remember. This motif is usually repeated in various parts of the song, so the audience can easily remember it. 2) Clear melodic phrases. It usually consists of two to four bars and is clearly known. This section provides space for the listener to contemplate the melody before entering the next song structure. 3) A prominent theme. The theme in the arrangement is certainly determined from the song first so that it is easy to recognize and adjust to the atmosphere of the song structure. 4) Verse-chorus structure. In the verse and chorus there are different arrangements, the chorus is more catchy and emotional, so the chorus is the peak for singing along. 5) Melodic variations. Variations in the Music One Indonesia group are often used as a characteristic. In addition, to attract the audience. Variations are found in rhythm, tone and harmony that give a new feel to the song. 6) A satisfying ending. The melodic structure used by the Music One Indonesia group ends satisfactorily, giving a sense of closure to the song in the form of a repetition of the main theme or a gentle drop in pitch.

Here are the elements of the rhythm structure used by the Music One Indonesia group as follows: 1) Dynamic rhythm. The rhythm in the Music One Indonesia group has a dynamic rhythm, which can use fast and slow tempo variations. This can create an energetic and interesting atmosphere. 2) Use of drums. Drums have an important role in creating and maintaining rhythm. The Music One Indonesia group uses two types of drums alternately according to the sequence. The beating of the drums gives a strong tirmis and sets the tempo. 3) Variation in tempo. Can

strong tirmiscreate a contrast between energetic and emotional parts. For example, the chorus has a fast tempo, in contrast to the verse. 4) Syncopation. Is an emphasis on unexpected beats. Can be found in the arrangement of the song Jalan Flat on One Nada's Youtube page, which is led by a drum or drum instrument.

Based on the results of the analysis of the form and structure of harmony can be explained as follows: 1) The tones used are diatonic (major/minor). 2) Using simple chords, repetition of chords. 3) Using 4/4 time. 4) The number of beats and sentences of song lyrics in one form ranges from 32bar-80 new. 5) Generally sung 1.5 times in the order verse1, verse2, chorus, bridge back to verse 2, chorus, outor.

3.1 Instrument Characteristics

The form of ambyar in the Music One Indonesia music group is certainly different from other groups. There are several musical instruments in the group, namely keyboards, drums, acoustic guitars, bass guitars, jandhut drums, banyuwangi drums, usually added with violins, ukuleles or saxophones.

For instruments that become ambyar music creativity in the Music One Indonesia music group, almost all instruments, the most prominent is the improvisation of arrangements from keyboards, drums and Banyuwangi drum instruments.

3.1.1 Keyboard

The keyboard instrument in Music One Indonesia sounds more luxurious than other ambyar music groups. Keyboard instruments in this ambyar genre play an important role in organizing melodies, tones and rhythms. In the current era many music groups add by using two keyboard players, in the Music One Indonesia music group sometimes uses two keyboard players. The type of keyboard used is free, but can adjust the agreed form of arrangement. The form of keyboard instruments in the ambyar genre in the Music One Indonesia music group is almost similar to orchestral music that seems luxurious. The shape of the keyboard instrument is very prominent in the intro section, the intro in the song structure is the beginning of the song, before the vocals enter, first the intro to prepare the singer to start entering the song lyrics.

In certain parts, keyboards use sound effects such as trumpets or others. Sound effects provide an attraction to be more creative. The form of keyboard instruments is certainly a lot of improvisation, maybe many people do not expect that the Music One Indonesia music group can create arrangements with different improvisations, so that it becomes a characteristic of the Music One Indonesia music group. The keyboard arrangement that stands out in one of the videos on the official Youtube page of One Nada Record Official's account with the following link https://youtu.be/n_6rZDrpDsk?si=5IvcFEIAkqQmz-y1 is found in the intro at 0:10, in the interlude at 3:05 accompanied by acoustic guitar, and in the ending at 5:46.

Here is the keyboard form in the intro of the song Jalan Datar on the Youtube page One Nada Record:



Image 1. Birama 1-11 (source personal documents)

Table 1. keyboard arrangement pattern on the song Jalan Datar

The Song Jalan Datar - Abida Laila							
Intro	Verse 1	Verse 2	Chorus	Interlude	Verse 2	Chorus	Chorus
Rhythm Staccato	Improvisation	Melody Acord	Acord basic	Rhythm staccato	Melody acord	Acord basic	Acord basic

3.1.2 Drum

Drums are a type of membranophone rhythmic musical instrument that has no melody. The function of the drum is to set the tempo almost the same as the drum, but to hit the drum you need to use a drum stick. There are also electric drums, the Music One Indonesia music group sometimes also uses electric drums. Installation of electric drums seems easier so that it can be carried anywhere because it does not take up much space. The type of drum used can be electric or regular.

The form of drumming in the Music One Indonesia music group is very diverse, can form pop, jazz and orchestral genres. The function of the drums is also to mark the entry of structures in the song, for example from the interlude to enter the chorus is usually marked by drums. All drum parts are used, especially the hi-hat cymbal, senare drum and cymbal. This is because Music One Indonesia does not

have cymbals and tambourines, which are common in Malay dangdut orchestras. When the drums come in, the drums still play but only on hi-hat cymbal, senare drum and cymbal. Drums are usually only used in the pop genre, but in Music One Indonesia, they can be played from the beginning to the end of the song, even though they are accompanied by drums.

The form of genre produced in arranging music is certainly seen from the type of song, such as the language and tone that is more suitable for improvisation. Drum arrangement in Music One Indonesia on Youtube link https://youtube.be/n_6rZDrpDsk?si=0o6uXLROil0EWT-D In the following link the drum instrument is used to start the song, for example the variation is at 1:52 which is also found at 2:21, at 4:11, 4:40, 5:01 and 5:25, different from the previous minutes because from 3:36 the Banyuwangi drum instrument starts to enter, so the drum variation is less clear because there are two types of rhythmic instruments playing.



Image 2. Drum non elektrik



image 2. Drum elektrik

Table 2. drum arrangement pattern on the song Jalan Datar
Drums on the song Jalan Datar - Abida Laila

Intro	Verse 1	Verse2	chorus	Interlude	Verse2	Chorus	Chorus
Basic 4/4 + simple improve	Slow basic	basic + simple improve	ritme basic	basic 4/4 ritme	Basic slow + improve	basic slow	basic ritme

3.1.3 Banyuwangi Drums

One of the characteristics of the ambyar music genre in Music One Indonesia that stands out and is most different from other ambyar music groups is Banyuwangi drumming. The character of the traditional drums used in Denny Caknan's DC Musik is certainly different from the traditional drums of the Music One Indonesia group. The difference is in the way it is hit and the sound. The rhythms produced by the Banyuwangi drums are more varied than the jandut drums. There are many variations of strokes or improvisations. The way the Banyuwangi drums are hit in the Music One Indonesia music group is certainly different from the way they are hit to accompany typical Banyuwangi dances and music. There are several kinds of Banyuwangi drumming techniques. The basic drumming technique involves using the palm of the hand to produce "tak" and "dhut" sounds. The "dhut" sound is produced by striking the center of the left drum, while the

"tak" sound is produced by striking the edge of the right drum.

The Banyuwangi drums instrument has more power to perform certain variations or improvisations. Music One Indonesia managed to unite this traditional instrument with other instruments that can be considered strange but turned out to be very characterful and creative, so it's no wonder that many young people who initially did not like the dangdut genre or Banyuwangi folk songs became more found of the ambyar genre. Because with this Banyuwangi kendang can provide new colors or new music and new concepts that make people become many choices to listen to the nuances of music.

Banyuwangi drumming techniques on Music One Indonesia on Youtube One Nada Record official with link https://youtube.be/n_6rZDrpDsk?si=0o6uXLROil0EWT-D at minute 3:36 with the following pattern :

Intro : (bp) pp b t p b t b (bp) b (bp) b (bp) b b

pattern 1 : p b tt p b (bp) b (pb) b b b p b b

pattern 2 : p b p b (bp) tt p b (pb) b (pb) b b b p b b

Description : t = tung (section drums)

p = plak (right side drums, smaller diameter)

b = dong (left side drums, larger diameter)

2 letters in brackets (bp)/(pb)= hit tohetger

2 letters close together pp/tt = hit one tempo



Image 4. Banyuwangi Drums Instrument

Table 3. Banyuwangi drums arrangement pattern on the song Jalan Datar

Banyuwangi Drums on the song Jalan Datar - Abida Laila							
Intro	Verse1	Verse2	Chorus	Interlude	Verse2	Chorus	Chorus
-	-	tung	-	-	Intro pattern + pattern1	Pattern 2	Pattern 1 & pattern 2 rhythmic

3.1.4 Ambyar Creativity

The characteristics of ambyar music can be said to be free but still pleasant to hear and enjoy because there is room for experimentation and innovation in arrangements, improvisation and genre combinations. This perception can arise because the music performed is not fixed and the ambyar music group has its own innovations without a certain standard. Although ambyar musicians are free to innovate, they generally follow the basic conventions of song structure, lyrical themes about heartbreak and do not skimp on common instruments. If a group is new, it is also free to create and innovate on its own without being the same as other ambyar music groups. Because they are free to innovate, it can be said that each ambyar music group has its own characteristics. This free concept can be linked to play theory in music, which emphasizes the importance of exploration, experimentation and improvisation in the creative process (Schwartz, 2005).

One of the free characteristics of the Music One Indonesia music group is the presence of Banyuwangi drum instruments, arrangements and songs performed. The arrangements made by the Music One Indonesia music group are not only based on 1 (one) arrangement, but adjust the type and theme of the song to be arranged. For example, when performing a Javanese song, it will be more suitable if an orchestra is made in the verse or bridge structure of the song. If you are performing an Indonesian lyric song, it will be more varied if the verse and intro are made in the jazz genre. Different again with Banyuwangi regional songs, it will be more beautiful if the intro is given a Banyuwangi drum instrument. For the next arrangement, it can adjust the mutual agreement. However, there are also songs that are not changed into koplo or ambyar arrangements. One example of this is a song by Indonesia's dangdut king, Rhoma Irama and his Soneta group. Rhoma Irama's music is not allowed to change its arrangement or packaging into koplo. This was conveyed directly by Rhoma Irama. Therefore, koplo musicians must be able to choose and sort out the songs that will be arranged.

One example of Music One Indonesia's arrangement of a Javanese lyric song on Youtube One Nada Record Official <https://youtu.be/d8NZNkOgcFs?si=zHPhCL92VV5sWRz> Before the intro music there is a chorus as one of the styles of ambyar music to invite the audience to sing along, after which the sequence in the music is in accordance with the original.

Examples of other Music One Indonesia arrangements with Indonesian lyrics songs on Youtube at link https://youtube.be/n_6rZDrpDsk?si=0o6uXLROil0EWT-D. An example of Music One Indonesia's arrangement of the osing song is on the Youtube page with the following link <https://youtu.be/gTM16YF4P6Q?si=u9PLD7vONcS9XgvZ> Before the intro music, there is a chorus to invite the audience to sing and sing along. The arrangements of some of these songs are free, so there is no requirement to arrange songs with different themes and languages.

Table 4. Instrument in the song Jalan datar

Group	<i>Music One Indonesia</i>
Singer	Abida Laila
Song	Jalan Datar
	Instrumen
Intro	Drum, keyboard, acoustic guitar, bass guitar, melody guitar
Verse 1	Drum, keyboard, acoustic guitar, bass guitar,
Verse 2	Drum, keyboard, acoustic guitar, bass guitar, jandut drums
Chorus	Drum, keyboard, acoustic guitar, bass guitar, jandut drums, melody guitar
Interlude	Drum, keyboard, acoustic guitar, bass guitar, melody guitar
Verse 2	Banyuwangi drums, keyboard, acoustic guitar, bass guitar, drum
Chorus	Banyuwangi drums, keyboard, acoustic guitar, bass guitar, drum, melody guitar
Chorus	Banyuwangi drums, keyboard, acoustic guitar, bass guitar, drum, melody guitar

4. CONCLUSION

From this article, it can be concluded that the form and structure of ambyar music in Music One Indonesia shows the use of simple yet interesting melodies, dynamic rhythms and memorable harmonies. The ambyar genre in the current era is gaining popularity, becoming the new face of the dangdut genre. This can be seen from its distinctive characteristics that are different from previous forms of dangdut. Overall, the development of ambyar music reflects the dynamics of a changing musical identity, where traditional and modern elements intertwine to create a unique and relevant musical experience for today's society.

Because of its free nature, the conclusion of this thesis highlights the unique and innovative characteristics of ambyar music presented by the Music One Indonesia group. With the instrumentation of Banyuwangi drums, the group succeeds in highlighting the ethnic identity of the Banyuwangi region, while giving a luxurious and modern feel to the musical arrangements. Through interviews with the founder and talent manager, it was revealed that their goal is to introduce Banyuwangi's distinctive music to the public.

The Music One Indonesia group showed flexibility in arrangements that were tailored to the theme and type of song being performed. Overall, Music One Indonesia not only succeeded in creating interesting ambyar music, but also enriched the regional music treasury with distinctive and innovative characteristics. As such, the Music One Indonesia group plays an important role in preserving and promoting Banyuwangi's musical culture while making it relevant in the modern era. With that, Banyuwangi dangdut and kendang music is getting more varied and enthusiastic from all walks of life, making dangdut music lovers not easily bored.

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