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1 CREATIVITY IN PRESENTING MUSIC WITH AUDIO VISUAL MEDIA THROUGH THE YOUTUBE PLATFORM AT THE ORENJI MUSIC SCHOOL INSTITUTION

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1 Abstrak

Upaya yang dilakukan dalam kegiatan pembelajaran agar tetap berlangsung pada masa Covid – 19 salah satunya dengan tatap muka secara online. Salah satu lembaga kursus musik yang masih bertahan meski terkena dampak dari COVID-19 adalah lembaga kursus musik Orenji Music School. Penelitian ini bertujuan mendeskripsikan kreativitas penyajian musik musik melalui media audio visual melalui platform youtube di lembaga Orenji Music School. Teori yang digunakan dalam penelitian ini sekaligus dalam menyikapi kondisi Covid-19 melalui kreativitas dan media audio visual. Metode penelitian yang digunakan dengan pendekatan kualitatif deskriptif. Sumber data penelitian menggunakan data primer yang didapatkan secara langsung dari narasumber dan informan, sedangkan data sekunder diperoleh tidak secara langsung melainkan dari objek yang diamati melalui media Youtube secara online. Teknik pengumpulan data dilakukan melalui observasi objek secara online atau lisan, wawancara kemudian dokumentasi. Teknik analisis data dilakukan melalui tahapan reduksi data, penyajian data, verifikasi data. Keabsahan data penelitian menggunakan teknik triangulasi, yaitu dari sumber, teknik, dan proses waktu.

Kata kunci: Kreatifitas, Audio visual, Penyajian Musik.

Abstract 1

Efforts to respond for continuing to learning during the Covid-19 period which is online face-to-face meets. One of the music course institutions that still survive despites being impacted by COVID-19 is Orenji's Music School course. This research aims to describe the creativity of presenting music through audio-visual media by YouTube platform at the Orenji's Music School institution. The theory that used in this research also addresses the Covid-19 condition through creativity and audio-visual media. The research method that used is a descriptive qualitative. The research data source uses primary data obtained directly from sources and informants, while Secondary data is obtained not directly but from objects that observed via online YouTube media. Data collection techniques are carried out through online or verbal observation of objects, interviews and then documentations. Data analytic techniques are carried out through the stages of data reduction, data presentation, data verification. The validity of research data using triangulation techniques, namely from sources, techniques and time processes.

Keywords : Creativity, Audio visual, Music Presentation.

1. Introduction

The impact of the pandemic on the world of education is very large, causing face-to-face learning to not be carried out because of the need to stop the spread of the COVID-19 virus in order to protect the nation's next generation. There are many challenges faced in education during the pandemic, including the need for teachers to be more creative and innovative in presenting online learning so that children stay engaged and do not feel bored. The importance of ensuring children's understanding of the material taught by using interactive dialogue between teachers and students to achieve an optimal level of understanding. World institutions and countries today continue to struggle to defend themselves in the fight against the virus. The virus pandemic that spreads in every country has led to the issuance of various policies from extreme to lax. Since March 2020, Indonesia has been one of the countries affected by the spread of the COVID-19 virus, (Abdullah, I. 2020). Until now, efforts to reduce the death rate due to the virus continue to be diligently carried out by the Indonesian people. Social restrictions have not only impacted non-formal activities, such as trade and entertainment, but have also affected educational activities.

In addition to the impact felt on the party, from the smallest to the largest of the formal and informal are all affected. In the field of education, due to the pandemic, the portion of activities in the realm has been reduced. The solution is carried out in various interesting ways so that the transfer of material to students continues. One of the efforts made to keep learning activities going is by creating a learning method without having to be face-to-face or known as face-to-face online or online (in the network). When the pandemic conditions broke out like this, many educational institutions tried to create several concepts from the concepts of learning, media, and marketing to get new students and retain old students. Individual institutions or entities affected by the COVID-19 pandemic are music course institutions. Several music course institutions that are already trusted by the education system and music institutions that are just starting to start-up are all competing to retain and find new students. One of the music course institutions that still survives is Orenji Music School.

Orenji Music School is a music course institution in Surabaya that has 3 branches. The main branch is in Taman Puspa Raya Citraland, the 2nd branch is in Ruko San Antonio Pakuwon City and the third branch is in Ruko Soho Royal Residence. Orenji Music School is a non-formal music institution founded by Surya Pratama and Mega Laurensia, siblings who have completed their higher education in music in Tokyo, Japan. Orenji Music School was established on July 15, 2011. Orenji, which means orange, has a vision to be able to provide a warm, fresh and innovative atmosphere for music education in Indonesia. Orenji Music School has the tagline Growing Dreams which means dreams will continue to grow. Orenji Music School has a mission to make everyone's musical dreams come true.

Orenji Music School is a music course institution that has a fairly good institution management system, when compared to several other music institutions in Surabaya. This can be proven that during the Covid-19 pandemic until now, the music institution is still continuing to be creative in creating new methods of learning. Orenji Music School, a music course institution, stands out for its effective management, which aims to establish a system that supports the progress of the institution. In this case, the important role of music course institutions to teach students is to promote the progress and success of the institution through the achievements of their students in addition to responding to the Covid-19 condition.

Music learning and production activities involve the active role of the Orenji Music School Music Course Institute in developing a creative forum for playing music for children. This can be seen from the achievements of various music events in the Surabaya area achieved by students at the Orenji Music School Music Course Institute. The success of the coaching carried out at the Orenji Music School Music Course Institute is a benchmark for the institution in providing learning and music concert output. Orenji Music School is one of the intermediaries in the search for competent music players in the Surabaya area. This can be seen from several

events held by the Orenji Music School Music Course institution such as Concert activities for students in which there are awards to the best participants in each of their music courses such as guitar, drums, piano and vocals. The existence of the Orenji Music School Music Course Institution, it is hoped that music can shape people to become skilled, able to develop themselves and be independent by developing music as a profession.

Music learning and music concerts by the Orenji Music School Music Course Institute are music ensembles, preparing exams for students and student concerts every year in several malls in Surabaya. However, in the last 2 years, Orenji Music School has had to be creative in managing its Music Course Institution due to the covid-19 pandemic. Originally, the learning process that could be done at the course had to be stopped due to the Covid-19 pandemic. The learning from home policy by the Indonesian government has a great influence on the learning process implemented by Orenji Music School in the previous time. Currently, Orenji Music School must be creative not only in the learning process, but also in terms of retaining old students who have previously studied music at Orenji Music School.

Orenji Music School created several concert concepts from home which they named Virtual Concert. Virtual Concert is a joint concert process that is made privately by students from home by making videos of singing and playing music. The concert material has been prepared by the institution, and edited by music production from Orenji Music School. Videos that have been edited will be published on social media or youtube platforms to give the impression that learning from home can be done effectively and can still be productive if the management system is structured and the teaching method is conceptualized according to the existing modules.

The website allows users to upload, watch, and share videos. YouTube, according to Miller (2009: 3), is a video-sharing community that means that YouTube users can upload and view all kinds of online video clips using any web browser. These videos can be tutorials, entertainment and so on. This site has become one of the most popular sites to watch videos today, used by people for various purposes such as looking for the latest news, information, to entertainment such as watching movies, listening to music, or following tutorials. YouTube is very popular among the younger generation and is widely used in their daily lives. The choice of social media to publish works in the form of audio visuals at Orenji Music School is YouTube. The youtube platform has several advantages that match the current concept in responding to the condition of Covid-19 as a medium used by Orenji Music School because it is a digitized platform and can be accessed quickly and easily to access information. Youtube also has a second characteristic, namely Interactivity. YouTube users can interact with others in the comments section of a video. Even Youtube has been able to broadcast Live Streaming which can be used for promotional media by Orenji Music School during the pandemic.

In addition to the Virtual Concert, which was conducted to retain students, Orenji Music School created creativity in the form of "Audio visual" student concert methods. According to Wina Sanjaya (2014:118) audio-visual media is a type of media that in addition to containing sound elements, it also contains image elements that can be seen, such as video recordings, various sizes of films, sound slides and so on. The concert method in question applies audio visual media at Orenji Music School. The music concert method is the creation of works that are carried out by a process involving one or many students who have completed the learning material. The results of the presentation of musical works are recorded and documented in the form of audio visuals (videos).

The choice of platform also greatly affects the marketing development of music schools. Through youtube and instagram, orenji is able to provide visual audio spectacle that attracts the enthusiasm of residents through digital media. Youtube is a platform for uploading media with a long duration while Instagram is for uploading promotional media that is classified as short duration. Shin Nakagawa (2000) explained that musical performance is a representation

of sound phenomena that are organized in the form of music with a certain level of quality. This show is designed to be heard and enjoyed by humans. The recording and documentation process has been prepared by the music production team. The implementation of recording and documentation by the institution is an effort to give awards to students who have completed music learning materials and have passed the exam from each grade or course level.

According to David Campbell (2004), creativity is the ability to produce works that are new, innovative, unprecedented, interesting, unusual, and have value that is beneficial to society. In this case, Orenji is creative in the form of music innovation through the YouTube platform. Creativity in making works in the form of Audio visual at Orenji Music School can contribute to retaining students and getting new students. Videos from students that have been produced by the music production team from Orenji Music School can provide a mutualism system that can provide benefits for music course institutions and students' parents. Parents of students have the ability to observe the progress of their child's development through the video clips that have been produced by the institution. The results of the concert portfolio can also be used by parents to publicize their children's talents through social media and YouTube. Similarly, music institutions can use student concert videos for promotional needs and content on social media or YouTube. Creativity efforts made in presenting music through audio-visual forms during this pandemic can affect the selection of new students and retain existing students. In fact, older students became more interested in presenting music even though it was not done directly or offline.

By referring to the context and phenomena observed in the field, the researcher formulated the research problem as follows:

1. How is the creativity of music presentation carried out at Orenji Music School?
2. How is the process of presenting music through audio visual media carried out at Orenji Music School?

This study aims to describe the creativity of music presentation through audio-visual media through the YouTube platform at Orenji Music School. The advantage in terms of theory of this research is to add insight or scientific treasures regarding creativity in making works in the form of Audio visuals. A method solution to retain students and expand the promotion of music courses during the pandemic through mainstream social media platforms. The practical benefit is that this research can be used as a reference for music practitioners in managing their music institutions. It is mainly intended for the output of online music learning and its marketing on social media platforms.

The theory applied in this study is creativity. According to Lumsdaine (2015:14), creativity is the ability to use imagination and variety gained from interactions with ideas, other people, and the environment to create new and significant relationships and outcomes. This means developing alternative thinking or possibilities in a variety of ways so that they can see things from different perspectives as long as the individual interacts with their environment, thus creating new ways to achieve more meaningful goals.

Presentation according to Djelantik (1999:17) is a way in which a work of art is conveyed to the audience, audience, observers, readers, or listeners. This process involves elements such as talents, skills, and the equipment or media used. From this explanation, it can be concluded that the presentation includes various aspects such as musical instruments, musical performers, music itself, costumes, audiences, and performance locations. Therefore, elements such as music, the formation of musicians, musical performers, performance venues, and audiences are integral to the presentation of Tumbuak Banyak's art. Audio visual, Audio in the Indonesian dictionary means audible, while visual means can be seen with the eye, while audio visual is visible and audible. From the description that has been explained, we can draw the conclusion that audio-visual media is a technology or a means of introducing messages that are sound and visual (something that can be seen). Meanwhile, in Djamara (2006: 124),

audio-visual media is a media that is able to stimulate the sense of sight and hearing together, because this media has elements of sound and image.

There are two main theories, namely the theory of creativity introduced by Schumpeter (1934), which is about how to create and implement a combination of ideas, transformed into ideas and ideas that have the opportunity to be sold. The second theory, namely the audiovisual theory put forward by Djamara (2006: 124), audiovisual media is a medium that is able to stimulate the sense of sight and the sense of hearing together. The above research is related to the creative process that the researcher will write, how the creative process in presenting music in the modern era creates innovative ideas and solutions and is not bound by conservative thinking that has a great opportunity to work, and new creativity in the creative industry in the postmodern era.

There is a study related to the concept of audio visual. One example of previous research is a research conducted by Ratahayu which is documented in the online journal Mitra Pendidikan Volume 2 Number 10 of 2018, entitled "Efforts to Improve Student Learning Achievement by Using Audio-Visual Media in Social Studies Lessons in Class VII-A SMP Negeri 2 Murung Satu Atap". The study aims to understand how the learning process takes place using audio-visual media, as well as to evaluate student learning outcomes when audio-visual media is used in class VII-A SMP Negeri 2 Murung Satu Atap in Bahitom Village. This research was conducted in the period from January to June 2017, with research subjects consisting of 22 students of class VII A, consisting of 14 male students and 8 female students. The difference between the study and this study is that the study focuses on testing the learning outcomes of social studies subjects, while this research focuses on the exploration of creativity in music presentation. However, the relevance between the study and this study lies in the use of audio-visual media in the context of learning and performance-based activities.

The next related journal is the research of Joni Purwono, Sri Yutmini, Sri Anitah on the journal of Education and learning technology Vol. 2 No. 2 pages 127-144 of 2014 "The Use of Audio-Visual Media in Natural Science Subjects at State Junior High School 1 Pacitan". The research aims to determine the influence of the use of audio-visual media on Natural Science subjects at SMP Negeri 1 Pacitan, both in planning, implementation of learning, skills in making and using, obstacles experienced and learning outcomes obtained. The research was carried out with a qualitative approach. The difference between this study and this study is that the study is used to determine the influence of the use of audio visual aids in science subjects, while this study is used to test the creativity of music presentation. The next related journal is the research of Joni Purwono, Sri Yutmini, Sri Anitah on the journal of Education and learning technology Vol. 2 No. 2 pages 127-144 of 2014 "The Use of Audio-Visual Media in Natural Science Subjects at State Junior High School 1 Pacitan". The research aims to determine the influence of the use of audio-visual media on Natural Science subjects at SMP Negeri 1 Pacitan, both in planning, implementation of learning, skills in making and using, obstacles experienced and learning outcomes obtained. The research was carried out with a qualitative approach. The difference between this study and this study is that the study is used to determine the influence of the use of audio visual aids in science subjects, while this study is used to test the creativity of music presentation. The relevance of the study to this study is the use of audio visual media using a qualitative approach.

2. Method

In this study, the researcher used a qualitative descriptive approach. According to Bogdan and Taylor quoted by Lexy.J. Moleong (2017:88), a qualitative approach is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behaviors. This qualitative approach aims to obtain information about "Creativity in Presenting Music with Audio Visual Media through the Youtube Platform at the Orenji Music School Institute". This research is a descriptive study with a qualitative approach. Sugiyono (2016:9) defines the qualitative descriptive method as a research method based on the

philosophy of postpositivism which is used to investigate the condition of objects naturally (in contrast to experiments), in which the researcher acts as a key instrument. Data collection techniques are carried out in triangulation, data analysis is inductive or qualitative, and qualitative research focuses more on understanding meaning than generalization. In qualitative research, humans become the main instrument of research, and the results of their research are expressed in the form of words or statements that reflect the actual situation. This descriptive qualitative approach aims to get complete information about "Creativity in Presenting Music with Audio Visual Media through the Youtube Platform at the Orenji Music School Institute".

The presence of researchers in qualitative research is a requirement, because qualitative research prioritizes observation findings on various existing phenomena as research instruments. Qualitative research will be able to follow and understand the flow of events chronologically, assess cause and effect, especially the researcher seeks to describe data on "creativity of the concept of music presentation during the pandemic in the form of "audio visual" in music institutions at Orenji Music School.

The Orenji music school institution is an institution that focuses on creativity efforts in presenting music during the Covid-19 pandemic located in Mojokerto Regency. Data type This study uses qualitative data types. Qualitative data is data that is collected in the form of words or pictures rather than numbers. The data includes interview transcripts, field notes, photographs, videotapes, personal documents, memos, and other official recordings. The data sources of this research include primary and secondary data sources which are a set of data obtained by researchers in the field through a series of data collection techniques. Data sources are obtained from several data sources, both primary and secondary data sources.

According to Sugiyono (2018:456), primary data is information obtained directly by data collectors from the source. This data is collected by the researcher himself from the original source or the place where the object of the study is located. The researcher obtained primary data through interviews with informants related to the research topic. The interview was conducted on April 17, 2022. However, due to the implementation of the Covid19 PSBB, researchers cannot conduct face-to-face interviews. Instead, researchers get information through interviews via WhatsApp messages and emails, which will be conducted several times during the research process. For post-covid research data collection, researchers will conduct direct interviews with umber naras and informants.

The data sources of this study are, first, primary data sources, namely data obtained directly. While secondary data sources are data obtained from books, literature, brochures and articles that have relevance to the object of this research. The primary data sources in this study are the main resource person Mega Laurensia as the owner of Orenji Music School, Danang as the Orenji Music School Production Team, Jacob as one of the students at Orenji Music School and Theresia as the parent of the students at Orenji Music School.

Then, the secondary data sources in this study are documentation of the process of making works in the form of audio visuals, reference books, music articles and also music journals. Due to the Covid-19 pandemic, (the researcher used the interview technique) the researcher did not meet directly with the resource person but the researcher used social media to communicate with the resource person. In addition, there are informants in this study, where the data obtained from informants is very important to complement the data that has been obtained by the researcher, as well as for the purpose of validity of the research data.

According to Sugiyono (2018:456), secondary data is a data source that does not directly provide data to data collectors, for example through other people or through documents. In this study, the secondary source of data is in accordance with the Manpower Law, books, journals,

articles related to research topics regarding the internal control system over payroll systems and procedures in an effort to support labor cost efficiency.

A. Data Collection Techniques

The data collection technique in this study uses observation, interviews and documentation. According to Widoyoko (2014:46), observation is the systematic observation and recording of elements that appear in a symptom in the object of research. In observation, the researcher uses frank and disguised observation, meaning that the researcher in collecting data states frankly that he will conduct research so that they as the object of research know from the beginning to the end about the research activity.

Table.1 Observation Schedule

No	Day/Date	Things to Observe	Location
1.	Saturday/ June 4, 2022	Observing the location of the Production site	<i>Orenji Music School,</i> Royal Residence
		Observing the physical environment and infrastructure	<i>Orenji Music School,</i> Royal Residence
2.	Saturday/ 18 June 2022	Observing the stages of the Production process	<i>Orenji Music School,</i> Royal Residence
		Observing the atmosphere of the production process	<i>Orenji Music School,</i> Royal Residence
3.	Saturday/ June 25, 2022	Observing the results and evaluating the production after it becomes an audio-visual format	<i>Orenji Music School,</i> Royal Residence

Next is the interview. In this study, the researcher used structured and unstructured interviews. The interviews in this study were conducted by the researcher to collect data from a number of data sources, both structured and unstructured. Structured interviews are conducted by preparing several topics in advance. The goal is to make the research questions more structured and not overlap, while the unstructured interview, namely the interview, which is conducted is not in a formal condition and the questions can be submitted according to the context of the situation at that time. The researcher has prepared a guideline in the form of questions and relies on interview guidelines that contain a list of questions. The interviews as seen in table 2 conducted by the researcher to the main speakers and informants are as follows:

Table.2 Interview Table

No.	Name	Date	Profession	Questions
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1.	Mega Laurensia (main speaker)	Sunday/10 July 2022	Owner	1. What is the learning process like during the pandemic? 2. The effectiveness of learning during the pandemic? How do you keep students in orenji during the pandemic? 3. What is the audio visual production process at Orenji?
2.	Danang (supporting speaker)	Sunday/18 July 2022	Tim Produksi <i>Orenji Music School</i>	1. The number of members of the production team? 2. What is the process of determining the students that will be produced by the orenji team? 3. What is the intensity of uploads on social media and youtube?
3.	Jacob (informant)	Tuesday/20 July 2022	Student	1. How is the teaching in orenji?

				2. How do teachers teach in orenji?
4.	Theresia (informant)	Tuesday/ 20 July 2022	Parents	1. How satisfying is learning music at orenji? 2. What are the media facilities provided by orenji?

In this research process, the researcher documented by taking data at each stage through audio recordings, especially during interviews with resource persons such as Mega Laurensia (owner of Orenji Music School), and Danang (a member of the Orenji Music School production team). In addition, to obtain information from other informants such as Jacob, a student, and Theresia, a parent of a student, interviews were also recorded for documentation purposes. Image documentation (photo documentation), and video documentation (audio-visual recording) are taken from the data of the music presentation displayed by Orenji Music School students. The application of documentation collection is that the researcher invites partners in data collection to assist in audio recording and photo and video capture during data collection.

B. Data Analytics

Data analysis includes qualitative data analysis, there are three stages, namely data reduction, data presentation, and conclusion drawn. Data reduction is carried out by collecting data from various sources that describe informants and sources and later all of this information will be collected. After that, it is sorted, selected and also focused according to the discussion of the scientific article to be written. After reducing the data, the next step is to present the data. Data analysis in this study uses stages including data reduction, data presentation and conclusion drawn.

Data reduction is part of the analysis. Data reduction is a form of analysis that sharpens, classifies, directs, discards the unnecessary, and organizes data in such a way that the final conclusions can be drawn and verified. Data reduction in this study is carried out through the stages of collection, sorting of the data obtained, then grouping according to the needs of the research data used to discuss the creativity of music presentation and the process of music presentation through audio visual media carried out at the Orenji Music School institution.

The presentation of data in this study presents data from observations related to the location of the Orenji Music School Institute, the creative process of presenting audio visuals through youtube carried out by the production team, students, and supporting complements at the Orenji Music School Institute. As well as data from interviews with several resource persons and documentation results at the Orenji Music School Institute. From all the data obtained, it is understood and then summarized and interpreted according to the formulation of the existing problem. The conclusion drawn in this study is carried out by adjusting the substance of the data that has been analyzed according to the problem. The conclusion is the presentation of a description that answers problems related to material objects and formal objects/research studies.

C. Data Validity

Validity is the accuracy and precision of the instrument in carrying out its measurement function. This means that the validity shows that the instrument is able to accurately and carefully reveal data about the attributes that are designed to measure it. Validity is related to

the purpose of measurement, so each scale can only produce valid data for one specific measurement purpose (Azwar, 2016:10).

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The validity of the data in this study uses source triangulation, technique triangulation, and time triangulation. The triangulation of sources in this study is that the researcher asks the same question and is aimed at different sources. The data produced is then analyzed, then valid data results will be obtained. The triangulation of techniques in this study is carried out through interview techniques will be checked again with observation techniques and documentation related to the object of research on the creativity of music presentation carried out by Orenji Music School students and the audio visual used in the presentation of the music. Similarly, observation techniques and documentation are cross-checked with each other. Time triangulation, in this study, the researcher was carried out by collecting data from sources and informants in the Orenji Music School music institution with different times. Operationally, data was obtained from interviews with the Orenji Music School production team through online media, WhatsApp, and directly or offline at different times.

A. Results and Discussion

Orenji Music School is a music course institution in Surabaya that has 2 branches, one of which is in Citraland, West Surabaya. Orenji Music School is an informal music institution founded by Surya Pratama and Mega Laurensia, a pair of siblings who have completed their higher level of music education in Tokyo, Japan. Orenji Music School was established on July 15, 2011. With the meaning of "Orange" in Japanese, Orenji has the goal of creating a warm, fresh and innovative atmosphere in music education in Indonesia. With the tagline "Growing Dreams" which indicates that dreams will continue to grow, Orenji Music School has a goal to make musical dreams come true for all individuals. Any course institution that develops certainly has a way to strive for good management of course institutions. One of the management methods used is by optimizing the system that supports the progress of each institution. A good management system in a course institution contributes an important role to the progress and success of the course institution.

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Orenji Music School has an important role in the process of introducing music, especially for students in the Surabaya area. In this case, it can be seen that the positive role produced by the Orenji Music School Music Course Institute is as a forum for developing children's creativity, especially in terms of playing music. This can be seen from the achievements obtained by students by the Orenji Music School Music Course Institute from various music events in the Surabaya area. The success of the Orenji Music School Music Course Institute in fostering its students is a benchmark for the role of the Orenji Music School Music Course Institute in the Surabaya area.

The Orenji Music School institution continues to hold performances during the pandemic, namely by producing music performances through audio visuals that will be displayed and shared on social media, especially YouTube. This is a form of Orenji's creative efforts in striving for the sustainability of the music course, namely: music learning, output in the form of recording music productions, performances packaged in the form of audio visuals, and shared on social media YouTube. Thus students can get creative experience, namely experiencing the creative process of playing music, especially being involved in music recording for music production used for the youtube audio visual platform.

B. Creativity of Music Presentation by the Orenji Music School institution in responding to the Covid-19 pandemic.

According to Lumsdaine (2015: 14), creativity is using imagination and the various potentials that arise from interaction with ideas, individuals, and the environment to generate new and meaningful ideas. This means developing a variety of alternative thoughts or potentials in different ways so that it is possible to see things from different perspectives in the interaction between the individual and his environment, which in turn creates new ways to

achieve more meaningful goals. Orenji Music School is able to apply the theory of Lumsdaine in seeing the interaction with ideas or ideas, other people and the environment to make new and meaningful connections and results. Seeing the development of digital technology as an opportunity to be more practical and instant creativity for the community at large by presenting music concerts through several social media such as Instagram and Youtube. There are two sides of creativity that can be observed, including the presentation of music concert creativity by Orenji Music School through the media, namely the digital platforms Instagram and Youtube, then the use of digital platforms as a medium in responding to pandemic conditions. The presentation through this media is said to be practical and instant because all people get access to observe the form of Orenji's concert audio-visual through social media anywhere and anytime.

Seeing the rapid development of media, especially in the field of broadcasting, therefore Orenji Music School utilizes social media as effectively as possible because currently social media is one of the most effective and cheap product promotion media. By combining audio and visual concepts with attractive packaging and content content, Orenji Music School believes that its products will be more on target by utilizing the promotion feature on Instagram where the content can be applied and focused in a certain area and can also be applied to how many thousands of people are broadcast in one content, this promotional feature on Instagram is used by Orenji Music School as a promo media that is felt to be right on target for promoting music schools in addition to offline promotions such as making concerts in malls, schools, institutions and other crowded places.

C. Virtual concert creation with audio-visual format

Audio visual, Audio in the Indonesian dictionary means audible, while visual means can be seen with the eye, while audiovisual is visible and audible. From the description that has been explained, it can be ascertained that audiovisual media is a technology or a means of introducing messages that are sound and visual (something that can be seen). Meanwhile, in Djamara (2006: 124), audio-visual media is a media that is able to stimulate the sense of sight and hearing together, because this media has elements of sound and image. Based on Djamara's opinion, audio-visual media can provide solutions in the need and use of audio-visual. One form of reality today is that more and more content is created by the wider community which is presented audio-visually through many social media platforms, both content in terms of music, content that contains current trends, political content and others such as culinary or cultural tourism in tandem with the advancement of digital technology.

This relates to Landside's opinion, by using imagination and the possibilities gained from interaction with ideas or ideas, other people and the environment to make new and meaningful connections and outcomes. This is very used by Orenji to obtain and make interactions with the wider community, both personally and with agencies and labels such as the Orenji Music School Music Course Institute. In its implementation, Orenji Musik School also distributes music concerts audiovisually through social media platforms that are easier and more practical and can be accessed by various groups. This method was developed and applied to manage institutions in maintaining and expanding the promotion of music courses during the Pandemic through social media platforms in tandem with the current advancement of digital technology.

In the process of developing methods and creativity for its students, Orenji Music School created an audio-visual concept which is an opportunity in digital music development. The development of digital media, especially in the audio-visual format carried out by Orenji Music School, provides opportunities for the expansion of music to be more creative in presenting its students' music concerts on the YouTube digital platform. The presentation of music by Orenji Musik School students in the form of audio visuals provides motivation for students to learn

and be skilled in playing music. This also has an impact on students' parents to follow the development of their children's musical skills more through video media.

Music fans can not only enjoy the works of Orenji Music School in concert events, but also have the ability to enjoy their music anytime and anywhere without having to wait for an official concert or performance organized by Orenji Music School. Not only performing classical works/repertoire but also modern songs arranged in the form of a guitar quartet. In addition, in expressing the musical works of its students, Orenji Music School not only uses a performance hall or recital building, but also uses social media such as "YouTube" and "Instagram". Orenji Music School uses YouTube as a performance stage in the presentation of music performances by its students. Usually the performance hall can be used as a place for art performances, but during the covid period, Orenji Music School students can present music performances on YouTube social media without having to come to the performance hall.

D. Creativity in Presenting Orenji Music's Music Concert Through Social Media.

The use of social media carried out by Orenji Musik School can expand the market and make it easier for institutions to disseminate information related to the products offered. In addition to being easy and efficient to use, social media owners can ask or fill social media with interesting information so that consumers will be curious and visit social media pages. Creativity according to Lumsdaine (2015: 14) is the use of imagination and various possibilities obtained from interaction with ideas or ideas, other people and the environment to make new and meaningful connections and results.

Orenji Music School is able to apply the theory of Lumsdaine in seeing the interaction with ideas or ideas, other people and the environment to make new and meaningful connections and results. Seeing the development of digital technology as an opportunity to be more practical and instant creativity for the community at large by presenting music concerts through several social media such as Instagram and Youtube. The use of promotion through social media carried out by Orenji Music School is an appropriate and targeted marketing technique. The use of media and content is very interactive and interesting, for example, the Instagram media used by Orenji to attract the interest of the wider community, one of which is to follow the operational trend program on the platform or it can be called FYP (For Your Page). This Instagram FYP will have a great effect on the audience, which generates better attention from the public than uploading content that is always related to music. One of those creativity made Orenji survive and develop from the past pandemic. Based on an interview conducted by the researcher with Danang Sandy (Creative Team and Teacher Orenji), several points in developing the creativity of music presentation through the use of social media are as follows:

a. Building interest and attracting public interest is a smart choice by using social media as a promotional tool, because social media has the ability to build and attract public interest. For entrepreneurs, such as Orenji, this provides an advantage because it can easily attract public interest in the products or services offered by Orenji through social media. However, this success will be easier to achieve if the content presented is interesting and in accordance with the target audience.

b. Assist in finding consumers and expanding the scope of promotion. Social media such as Facebook and Instagram help small entrepreneurs to find potential consumers, Facebook and Instagram are a combination of one source of management within the platform, promotions on Instagram will be in sync with Facebook and vice versa. If Orenji wants to expand its promotional targets, using social media as its platform is a very effective option. Orenji can find potential consumers who are close to its business location and take advantage of the location feature to reach potential consumers. Orenji can also use hashtags related to its efforts to find potential similar customers.

c. Make it easier to receive feedback directly. Using social media as a marketing tool gives Orenji access to receive feedback from consumers, both positive and negative, which is

invaluable for future evaluation. When Orenji launches a new product, potential consumers can provide exclusive opinions about the products offered, which is a great advantage for business actors.

d. Assist in setting target markets and competing with competitors. By using social media, Orenji can obtain important information about competitors so that it can improve its marketing strategy. In this way, Orenji can analyze the techniques used by competitors and strive to do better. Orenji can also use this opportunity to find out the strengths and weaknesses of competitors and create a better marketing strategy.

e. Increase the number of sales of services. The most important benefit of marketing through social media is the increase in sales of Orenji products. Marketing through social media makes it easier for Orenji to find consumers and provide interesting information for potential consumers, so that potential consumers are interested in buying Orenji products.

E. The process of presenting music through audio-visual media at Orenji Music School

Presentation is how the art is presented to those who witness it, the audience, the observers, readers, listeners, the public in general, Djelantik (1999:73) The several stages of the presentation through audiovisual are carried out, including:

1. Repertoire (song)

At this stage, the process of determining the song to be produced is to adjust the song that has been used as material before, or the song that has become a reference piece (Songs are mandatory for tutoring material). In the process of compiling songs or repertoire for audio-visual presentations, there are several stages of selection that must be carried out, including: (1) Selection of songs that have entertainment elements and lyrics that do not contain negative content, (2) Selection of popular songs that have an audience or audience on platforms such as YouTube around 100,000 or more. (3) the selection of popular songs from previous musicians that have the potential to continue to attract the attention of song connoisseurs (audiences) for a long period of time. In essence, the selection of songs is not too fixated on the curriculum material in the classroom because in addition to showing students' abilities in content, in this case, the content is also intended to be a promotional medium for music schools. The selection of songs is not too standard because popular songs will always change, especially on social media. Determining which songs will be used as content for now can be researched by directly accessing songs or instrumental music through songs that are popular on Instagram, spotify and youtube.

2. Song accompaniment arrangement

In another sense, arrangement is the rewriting of a composition with instruments different from the original work, which can be said to be transcription (transfer/copy) (Ammer, 1972:1 2). Before the songs are performed and published on social media, each song that has been selected will first be transcribed into musical notation using Sibelius software according to the material created, then the adjustment of the musical instruments into the Sibelius software and manual writing. The work on the music arrangement for each song is also adjusted to the preferences of the audience on social media in the modern era. This aims to avoid copyright or claims from the original singer.

The arrangement process here also adjusts to the music concept used by Orenji Music School as material for promotion on social media with the selection of instruments adjusted to what instrument courses are available at Orenji Music School so that if it is played live for a concert or other performance, the production team already has arrangements and song scores that are ready for students to play in participating in concerts. Basically, the selection of this instrument is adjusted to the course classes at Orenji, in addition to promotion on social media in audio-visual format, if later this song is played in a live performance, the score data is ready to be played by Orenji Music School students.

3. Audio Recording and Mixing

After the song arrangement process is complete, the next process is to record vocal audio with accompaniment that has been produced first. Some of the production tools that need to be prepared are:

1. Laptop Samsung Vaio
2. Soundcard Eksternal
3. Mic ISK BM800
4. Standmic
5. Pop Filter
6. Headphone ISK MH8000
7. Kabel Mic XLR
8. Sound Floor Behringer

The audio recording process is carried out first before taking the picture (take the video), the audio recording process is carried out first not at the same time as the shooting. This is done so that the audio produced is maximized and shortens production time. So if the talent makes a mistake in the audio recording process, there is no need to repeat from the beginning again, just repeat from a few previous beats.

The next process after the audio recording is the audio editing and mixing process. The definition of mixing itself is the process of combining several instruments into one harmonious unit by combining several instruments and vocals into one audio output. Audio that has been recorded into one with accompanying audio will be edited using DAW Reaper software and made into one audio output in MP3 format.

With the mixing process, the resulting audio will be more harmonious and balanced between vocals and accompaniment. Some of the software used in the mixing process are:

1. DAW Reaper (Digital Audio Workstation)
2. Fab Filter EQ, Reverb, Compresion
3. Waves
4. Echoes Analog
5. Izotope Neutron
6. Izotope Ozone 9
4. Proses Pengambilan Video

Video recording is done after the audio recording and processing process is completed through mixing and mastering steps using Reaper software. The video recording process is carried out using audio that has been recorded as a guide. After the video recording was completed by Ernaz Ahmad as DOP (Director of Photography), the next step was video editing carried out by Danang Sandy. Some of the video capture production tools that have been prepared are:

1. Sony A6500 camera
2. Sandisk Memory 128GB
3. Tripot Camera
4. Camera Slider
5. Sony Fix 35mm Lens
6. Sony 16-55mm lens
7. Godox Lighing and Softbox

4. Editing Process

After the shooting process is complete, the next process is video editing. This process is the last production stage process that is carried out on the spot, then the editing process can be done at home or at the music production studio in Orenji. Himawan Pratista (2017:169) explained that video editing is a process of taking pictures that have been completed, after

which the production enters the editing stage. In this stage, the shots that have been taken, selected, processed and assembled into a series of complete sequences.

The software used for video editing is Adobe Premier Pro 2019. Advantages This software has many professional features that are commonly used for professional video clip making. The disadvantage of this software is that it requires quite high-end computer specs, especially in the Grapich Card. Some of the stages that are carried out during editing are:

1. Synchronization between Audio and Video
2. Cutting Video (Adjusting the camera angle with lyrics and music to make it look attractive)
3. Colour Grading (The process of coloring an image to make a video look attractive and aesthetic)
4. Insert Bumper and Logo Orenji Music School
5. Video Rendering that is tailored to the format that has been determined by Social Media.

5. Publish and Monetize Videos on YouTube

After all the stages of production have been completed, the next step is to publish to the social media needed. Sadiman (2002:6), media is everything that can be used to channel messages from the sender to the receiver so that it can stimulate students' thoughts, feelings, attention and interest in such a way that the learning process occurs. Some of the social media that are usually used as a place to market audio visual works from Orenji Music School are YouTube and Instagram.

Several video collections are rendered on Compact Disc to be given to students' parents, so that the students also benefit from the process of presenting works through this audio visual. Especially for parents who want to see developments in the learning process at Orenji Music School. From Orenji itself, the existence of works in the form of audio visuals can help develop music schools in terms of digital marketing so that when many people see students who are professionally produced with good videos, they will be interested and see the page board on Orenji Music School's website and social media.

Some of the advantages that can be obtained are not only in terms of marketing, videos that have been uploaded on YouTube also have more benefits, especially the advantage of additional income for Orenji through monetization carried out on YouTube through viewers (youtube viewers). If the videos on YouTube Orenji have a lot of viewers, the income they get will also increase. This is a good ecosystem of the concept of audio visual presentation that is carried out.

However, there are several conditions to get to the monetization process or benefit from the YouTube Channel. Not only that, monetization can also be done on other accounts such as blogs, Instagram, and Facebook. Monetization is based on the interaction of four parties: the platform, advertisers, creators and viewers. Payments originate from advertisers and are distributed between channel owners and the YouTube platform for any interaction between viewers and creatives such as clicks, site visits, video views. Especially for YouTube monetization, there are several characteristics that need to be understood. YouTube has its own monetization program for creators, called the YouTube Partner program. To monetize a YouTube account, your channel must be a verified YouTube partner. One of the requirements for monetization is that the YouTube channel must be watched for 4000 hours and Orenji has passed that stage. So for now Orenji has been able to monetize his own Youtube channel.

There is no exact number that can be used as a benchmark for monetization and the amount of earnings, but based on observations, it typically ranges from \$5 to \$15 for every

1000 impressions (viewers). But, before that, there are several things to note regarding earning Profit from Youtube:

- a. Creating an AdSense account Although the Youtube partner program is separate from the AdSense program, the income is consolidated together with the AdSense account, which is why we must have an approved AdSense account to receive payments. We can apply for an AdSense account directly from Youtube after our channel uploads several videos.
- b. Upload videos regularly Just like in the blogging world, consistency in updating video content is also important on the YouTube platform. YouTube prioritizes long-term collaboration with its creators, and they value consistency in uploading new videos regularly.

While starting a YouTube channel requires a bit of patience in building an audience, it's common for new channels to struggle to gain subscribers or subscriptions. However, by uploading videos regularly, the increase in the number of viewers and subscriptions will occur directly. Once the number of subscriptions reaches 1000, it is possible to reduce the frequency of video uploads to 1 to 2 times a week. If a channel doesn't update a video within a certain time frame, YouTube will send you an email alert, asking about the channel's activity. In addition, it can also limit the revenue earned from the channel.

3. Conclusion and Suggestions

The creativity of presenting music in audio visual for promotion on social media carried out by Orenji Music School is to present music for its students using a different way than what has been done. The difference in music presentation refers to the technical implementation that was previously held directly or offline (live), because of the pandemic situation, it was held online, forcing to make an innovation in the form of creativity in music presentation to create an audio-visual concept where they saw opportunities in the growing music education industry. Orenji Music School increased creativity by organizing concerts for its students in YouTube digital platform in audio-visual format, thus allowing pupils and parents to see their children's progress through more formal and structured videos. Audio visual is one of the objects in developing creativity by orenji music school for the use of social media and youtube platforms. Videos from students that have been produced by the music production team of Orenji Music School can provide a mutualism system from the music course institution and the student's parents. Parents of students will still be able to see the development of their children through the Video Clips that have been produced. So that it can be a concert prototype for children if they want to publish their talents through music on their Social Media and Youtube.

The process of presenting music carried out by Orenji Music School is divided into several processes. The first process is to determine and arrange the songs to be produced, the second is to record the sounds of the instruments or musical instruments that will be produced, the third is to process and edit the songs that have been produced, the fourth is to take pictures with camera talent from students who participate in the creative process, the fifth is to process and edit the video and synchronize with the audio that has been taken previously. After the process is complete, the video is exported in mp4 format and can be uploaded on social media or youtube in order to contribute to developing creativity as well as helping the marketing and promotion process of Orenji Music School.

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