

Viewing Indonesian Traditional Music through Nada Nusantara

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Abstract. The Nada Nusantara performs to preserve traditional music through various activities, such as education and training, performances and festivals, research and documentation, and learning media development. The aim of study is to explore the intervention that the Nada Nusantara project does to preserve Indonesian traditional music. The study uses a qualitative approach with a literature review. The findings show that the Nada Nusantara is attracting public interest, especially the younger generation, to preserve Indonesian traditional music. This is evidenced by the public participation in various Nada Nusantara activities, and the development of understanding, love, and pride for Indonesian traditional music. Furthermore, some limitations emerge such as uneven coverage of the project.

Keywords: Nada Nusantara, Preservation, Traditional Music

1 Introduction

Preserving traditional musical instruments is a form of appreciation and respect for the predecessors who have created traditional musical instruments as the identity of each region. Striving to preserve traditional musical instruments is a step to maintain Indonesian culture during the current era of globalization. Although traditional musical instruments have their historical value and uniqueness, interest in the introduction and understanding of traditional musical instruments still often decreases among the younger generation (Megantara & Utami, 2023). From the thunderous gamelan ensembles of Java and Bali to the haunting melodies of Sape' from Kalimantan and the soulful angklung from Sunda, each region has a unique musical heritage that reflects different traditions and customs.

However, the contemporary landscape presents significant challenges to the preservation of this vibrant musical tapestry. Accelerated globalization exposes Indonesian society to an influx of foreign cultural influences. Modernization often prioritizes efficiency and convenience, potentially overlooking the intrinsic value of traditional practices. In addition, evolving lifestyles, especially among the younger generation, can lead to declining interest and participation in traditional forms of music.

The combination of these factors threatens the essence of Indonesia's musical heritage, potentially leading to the erosion of the cultural values and historical narratives embedded in these artistic expressions. The loss of these traditions will not

only diminish Indonesia's cultural identity but also deprive future generations of a source of artistic inspiration and a window into the past. Therefore, ensuring the survival of Indonesia's musical traditions requires a collaborative approach. Communities or organizations, as custodians of this heritage, play an important role in its preservation through their dedication to performance, education and research. Local musicians, ensembles and cultural practitioners actively keep these traditions alive by organizing performances, workshops and educational programs. The government and the ATSANTI foundation run a cultural program called 'Nada Nusantara'. Their efforts not only ensure the continuation of artistic practices but also to foster a sense of cultural pride and identity in each region.

With support provided by the government, it can take many forms, one of which is to attract the interest of the wider community, especially the younger generation. The preservation of Indonesia's musical traditions requires a synergistic approach that utilizes the dedication of the community alongside a supportive framework from the government. By working together, these stakeholders can ensure the continuity of this rich cultural heritage, preserving its intrinsic value for future generations. This is because looking at the increasingly modern times with a variety of cultures entering Indonesia, making our culture more easily displaced or left behind. As said by Barger in (Education et al., n.d.) which explains that globalization is a global economic, social, cultural and political relationship that increasingly leads to various parts of the world which also penetrates into our consciousness. This means that the various cultures that enter from outside are also influenced by the extent to which these connections affect each individual in our country. Many changes are felt by the community regarding the cultural shifts that occur, starting from the presence of K-Pop (Korean Pop), Korean drama series (drakor), food, and other cultures that are loved by Indonesians of various ages, ranging from children to adults. The rise of Korean culture globally is often referred to as the Korean Wave or Korean fever (Kompasiana, 2023).

Currently, this issue is something that is often discussed by some people. However, not a few also think that the way Korean culture as an example in marketing or introducing its culture to the world community is very slick. Believe it or not they are able to calculate the market to be able to recognize their culture, and it is right on target. However, the challenge for our country Indonesia is that all forms of our diverse culture are slowly being displaced. One of the most obvious is traditional music. Many young people today tend not to preserve traditional music in each region. And one of the causes is the lack of a sense of belonging which in the end traditional music in each region is lost or less noticed anymore.

2 Methods

This research uses qualitative research methods using purposive sampling techniques, with data collection techniques using semi-structured interviews and literature reviews. A literature review is the process of selecting available relevant documents/research

(both published and unpublished) based on a research question, topic, or phenomenon of interest to fulfill a specific purpose by identifying, evaluating, and interpreting the selected research (Hart, 2018). The literature review will allow one to further identify gaps that occur between theory and its relevance in the field or a study (Rowley & Slack, 2004). The criteria used to select informants were having been involved in the Nada Nusantara project, having interest and knowledge related to traditional music, or the Nada Nusantara project.

3 Result and Discussion

3.1 Efforts to Preserve Indonesian Music

One form of traditional music preservation is to conduct training and performances so that it can be recognized by the wider community (Supriatna & Supriatna, 2023). The form of preservation here is an output effort from training to the wider community, this is in line with the discussion presented by Seyawati that the framework of public awareness that observes and appreciates (Efratama et al., 2023). Now the preservation effort is being worked on by the government in collaboration with one of the communities in the Central Java area, namely the collaboration between the Ministry of Education and Culture (Kemendikbud) and the Atma Nusantara Jati Foundation (ATSANTI). Both are working on a project that has been running since 2022. This project is called Nada Nusantara. The Nada Nusantara project is an effort to preserve, inspire, and regenerate traditional music through various activities, such as education and training, performances and festivals, research and documentation, and the development of learning media (See Figure 1).



Figure 1. One of the Nada Nusantara Documentary Films

Source: liputan6.com

Reporting from liputan6.com (Alfiyyah, 2022), the Nada Nusantara project has produced a cultural concert in Yogyakarta in September 2022, namely three documentary films, three video clips, and three learning videos. The efforts made between the government and Nada Nusantara this time certainly provide a breath of fresh air for local musicians and music maestros as well as the younger generation to continue to learn the culture of the past, especially to preserve and use traditional

musical instruments.

The project initiated by Linda Ochy began with her passion for writing in magazines related to culture and traveling around Indonesia. While traveling around Indonesia, she learned many things, until the activities of traveling around Indonesia were known by one of Indonesia's famous musicians named Glen. When Mr. Glen found out about this, one thing that was questioned was that of all the discussions discussed, why not discuss music. In the end, their conversation continued until the idea of the project concept was born. From this conversation, a plan was born, namely, Linda and Mr. Glen would go to Ambon to find out whether Ambon was worthy of being a *city of music*. However, the first research trip was stopped due to a disaster that befell Glen. Not stopping there, Linda finally tried to rewrite how music in the country grew, until finally in 2020 the concept of 'Nada Nusantara' was born. The Nada Nusantara team faced various obstacles, especially in convincing the government that this project is feasible to be disseminated to the public, especially in every Indonesian school. Even so, the Nada Nusantara team did not just give up, because the ultimate goal of this initiated project is as simple as wanting to make anyone know that making music is fun and can be done anywhere with the closest colleagues. Through the efforts of the Nada Nusantara project, Linda and her team wanted to prove that Indonesian traditional music is very special and it would be a shame if it became extinct. Therefore, Linda and the team packaged it in the form of a documentary film with the hope that Indonesians can realize the specialty of traditional musical instruments in each region as well as being able to apply it someday, whether it's making the instrument or knowing how to play it.

3.2 Traditional Music Preservation through Nada Nusantara

The Nada Nusantara project came about because of the ATSANTI Foundation's concerns with the Ministry of Education and Culture, which had held a traditional musical instrument competition in 2020, but one of the conditions stated that the age allowed to participate was 35 years and under. From there the two of them had the anxiety that maestros only existed at the age of 40 years and over, maybe even 50 years and over. Through this anxiety, it seemed to be heard by the universe, which then brought together ATSANTI who wanted to make a documentary entitled "Nusantara in Nada" to preserve traditional musical instruments with Linda Ochy, as a director who also wanted to make a movie with the same title theme, namely "Nada Nusantara" (Priyambodo, 2022). Despite the anxiety experienced by the ATSANTI Foundation and the Ministry of Education and Culture, it was Linda Ochy and Glen who initiated the concept of the idea. Linda and the Nada Nusantara team's first selected location research as the location for the filming process and introduction of traditional tools took place at 8 points. In the process, the team had to do research, read books, meet several musicians from traditional to contemporary musicians in the music industry. During the research process, the Nada Nusantara team assumed that there are a lot of musical instruments and they are different, but when narrowed down

it turns out that popular genre music is never on the same stage as traditional music. A traditional music performance will take place if it is in a performance or welcoming something. Unlike popular music which can be found easily anywhere.

Therefore, through these concerns and survey results here Nada Nusantara comes with various strategies to achieve its goals, such as through documentation and revitalization of traditional music, education and socialization to the community, fostering young traditional musicians, and utilizing digital technology. Through this digital concept, the Nada Nusantara team thinks that it can be one of the strategies that can be done, because in addition to being a preservation step, this project can be a stepping stone for the government in reviving traditional musical instruments that were extinct or almost extinct. Therefore, here Nada Nusantara continues to strive so that the three documentary films can be broadcast in every school. Generally, every school has only studied a few musical instruments such as gamelan, flute, keyboard, guitar, or angklung. However, they forget to learn traditional musical instruments from their own region. To answer this, Nada Nusantara wants to strive so that traditional musical instruments are preserved, especially in the region itself.

3.3 Impact of Traditional Music Preservation through Nada Nusantara

One of the efforts that has shown positive results to achieve the goal of Nada Nusantara is the increasing number of people who recognize and appreciate traditional music. One example comes from Anak Agung Gede Krisna Dwipayanan or often called Gung Krisna, who still survives and can make a musical instrument called 'important' in Karangasem, Bali. Through his story reported in nationalgeographic.com (Priyambodo, 2022), states that through the Nada Nusantara project promoted by the Ministry of Education and Culture and ATSANTI, Gung Krisna was finally able to produce a stringed instrument that has a sapta tone and a shape that resembles Taisho Koto, a musical instrument from Japan (See Figure 2).



Evidence of 'Essential' Musical Instruments

Source: nationalgeographic.com

This is evidenced by the increasing public awareness of the importance of traditional music, encouraging the regeneration of traditional musicians, preserving local culture, stimulating the creative economy, and strengthening national identity. This is evidenced by Gung Krisna who has taught how to make 'important' musical instruments to 10 young people, and now there are at least 11 people who can make these instruments (Priyambodo, 2022). Of course, the efforts made by Nada Nusantara need to be appreciated and supported by all parties. By preserving traditional music, we can enrich the nation's culture and strengthen national identity.

4 Conclusion

Indonesian traditional music is a national cultural heritage that needs to be preserved. The Nada Nusantara project exists as one of the efforts to preserve, inspire, and regenerate traditional music through various activities, such as education and training, performances and festivals, research and documentation, and development of learning media. This research aims to explore the interventions made by the Nada Nusantara project in preserving Indonesian traditional music, using a qualitative and case study approach.

The research findings show that the Nada Nusantara project has successfully attracted public interest, especially the younger generation, to preserve Indonesian traditional music. This is evidenced by high public participation in various project activities, as well as the development of understanding, love and pride for Indonesian traditional music among the public. However, there are some limitations, such as the uneven coverage of the project in all regions. Preserving Indonesia's musical traditions requires a synergistic approach that involves the dedication of the community, as well as a supportive framework from the government. Thus, this rich cultural heritage can be preserved and passed on to future generations.

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