

Music in "Gobuk Melayu" Ritual Tradition: Study of Performance Aspects, Forms and Structures

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This study aims to analyze the form, structure, aspects of performances in the healing rituals of the Gobuk Melayu Dance on Bedagai Coast. The research methods used in this study is a qualitative method. The qualitative approach in this study consisted of two main methods - primary and secondary methods. The primary method is all information collected by the researchers first hand. In this study, data collection come from interviews, participant observation, and video recording. Whereas the secondary method is information obtained from books, journals, articles, conference papers, published dissertations, and other sources that support the study topic. The results showed that Gobuk is a ritual tradition of treatment that was built and developed in the Malay community on the coast of Bedagai, Serdang Bedagai Regency, North Sumatra. The musical instrument used is a percussion and blowing music instrument consisting of rhythmic and melodic music instruments, there are: 1) gubano drum, 2) tambourine, 3) talempong, (4) gong. The form of the Gobuk ritual performance begins with Vocal music in the form of Malay humming as an expression of the spells sung by Bomo or the ritual leader Shaman. After the humming vocal part is finished, it is immediately greeted with instrumental music by the two drums, sarunai, and gongs. Structurally, this instrumental part consists of 3 main structures there are Hontak Kudo, Magic, and Perang with changes in rhythm and tempo of each part.

Keywords: *Music; Ritual; Gobuk*

Visual Study of Local Coffee Brand Packaging and Its Effect on Consumerism (Case Study: Coffee Brands in Jakarta)

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Indonesian coffee has good quality, so this coffee is imported by many other countries. But in Indonesia, local coffee has only been in great demand in recent years. Seen from the proliferation of local coffee shop in Indonesia, especially in the capital, Jakarta. In addition to the delicious taste of coffee, this coffee shop also offers an identity for consumers. Through well-designed visuals, ranging from places to packaging, this coffee shop is able to make coffee consumer feel proud to consume them and even share its photos on their private social networks. With so many photos of local coffee scattered on social networks and cyberspace, the level of consumerism is certainly increasing, coupled with the price of these coffees that are very affordable. This phenomenon gave rise to a new term namely, *kekinian* coffee. Today's local products open new markets, especially in Jakarta, which has a dense population. Considering a new market with a high level of consumerism, this study examines the visual packaging used by contemporary coffee outlets in Jakarta. Regarding the taste, Indonesian coffee no longer needs to be asked, but the biggest question is why now local Indonesian coffee is in great demand. This research uses 2 theories namely color psychology and perception psychology, aiming to study the effect of visual packaging on the level of consumerism, it is hoped that later it will be the basis for designing other visual marketing products.

Keywords: *visual, packaging, coffee, consumerism, Jakarta*