

PROMOTION OF INDONESIAN WOMEN JAZZ MUSICIANS WITH E-ZINES: STRATEGIES AND BEST PRACTICES

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ABSTRACT

Apart from being an education city, Malang City is famous for educational tourism. The city of Malang has an interesting place that can be a reference for studying the history, development and variety of music in the country, namely the Indonesian Music Museum (MMI) which is located which holds a collection of more than 26,000 musical works. This museum is the only music museum in the country. The obstacle encountered by MMI as a service partner is the limited museum promotional content uploaded on digital platforms. So far, the content usually produced is limited to museum collections, such as collections of cassettes, vinyl, and books about musicians as well as photos of activities. This paper explores the use of e-zines as a strategic tool for promoting Indonesian women jazz musicians, focusing on effective strategies and best practices for maximizing their impact. The study examines how e-zines, leveraging their multimedia capabilities and interactive features, can provide a dynamic platform for showcasing the talent and achievements of these artists. By analyzing various case studies and successful examples, the paper identifies key strategies such as engaging storytelling, high-quality content production, and targeted audience outreach. These strategies are crucial for enhancing visibility, building a dedicated fan base, and fostering greater appreciation for Indonesian women in the jazz genre. In addition to outlining effective promotional tactics, the paper delves into best practices for e-zine development and distribution. It emphasizes the importance of consistent content updates, professional presentation, and integration with social media channels to maximize reach and engagement. The findings offer valuable insights for e-zine creators, music promoters, and the artists themselves, providing a comprehensive framework for leveraging digital platforms to support and elevate the profiles of Indonesian women jazz musicians. This approach not only aids in the individual advancement of these artists but also contributes to the broader recognition and growth of Indonesia's jazz scene on the global stage.

Keywords: indonesian music museum, e-zines, promotion tools, women jazz musicians

INTRODUCTION

The 1980s witnessed a pivotal moment in Indonesian music history with the introduction of Western music. The subsequent collaboration and fusion of Indonesian and Western musical elements resulted in a rich tapestry of musical genres, among which Jazz stands out as a prominent example. The 1980s witnessed a golden age for Indonesian jazz, giving rise to renowned male jazz musicians such as Jack Lesmana, Bubi Chen, and Dian Pramana Poetra. However, the contributions of female jazz musicians like January Christy and Ermy Kulit tend to be overlooked. Jazz continues to enjoy a dedicated following in cities like Malang, indicating a substantial potential audience for this genre. A survey conducted by the author revealed that while a significant portion of Indonesian respondents still listen to jazz, there is a notable lack of awareness regarding female jazz musicians from the 1980s. These findings suggest that the talents and contributions of these pioneering female artists remain underappreciated by contemporary audiences. The findings suggest a gender disparity in the recognition and appreciation of Indonesian jazz musicians, with the achievements of female artists often overlooked. The contributions of Indonesian female jazz musicians to the nation's musical landscape during the 1980s have been consistently undervalued. These pioneering artists not only enriched the jazz genre but also played a pivotal role in shaping the broader musical culture of the time. To rectify this historical oversight, it is imperative to not only acknowledge their achievements but also to actively engage in preserving their musical legacy. By creating a dedicated platform that showcases their works, it can ensure that their contributions continue to inspire and educate future generations of music enthusiasts, scholars, and aspiring musicians. This initiative will not only honor the legacy of these talented women but also foster a deeper appreciation for the complexities and diversity of Indonesian music.

To address these, a zine created as a medium of information. A zine is a self-published printed work that is not driven by commercial interests. It can contain text, images, or a combination of both, and its content can range from drawings and poetry to personal narratives and comics. Zines offer a unique platform for self-expression and exploration. Given its freedom and experimental nature, zines can offer a unique and engaging way to share information. Additionally, zines can give a sense of physical connection and sustained interest among readers. While zines have the potential to gain popularity in Malang especially for the young audience, they have yet to be widely recognized. Zines can also become valuable collectibles, providing a tangible and enduring form of content. Therefore, the author has chosen to focus on Indonesian female jazz musicians of the 1980s as a subject for a zine, aiming to create a unique and informative resource.

METHOD

Based on the situation analysis that has been previously formulated, the problems faced by partners have been identified and need to be completed through a service program. This community is expected to improve the welfare of service partners. The methods used are lectures and discussions, as well as simulations in the form of training.

1. Lecture and Discussion Method.

This community service activity begins with giving lectures and counseling to administrators who are partners in this activity. The material that will be provided is related to the following matters:

- Counseling regarding the importance of product photography in supporting e-catalogs for marketing soy sauce products.
- Counseling regarding the importance of digital marketing in marketing soy sauce products using various platforms including creating marketing content.

The discussion method in this activity is carried out as an effort to better understand the problems faced by partners and it is hoped that solutions can be found for these problems together.

2. Training Method

Demonstration and training activities are follow-up activities carried out by implementer of community service related to lecture and discussion activities done before. In this activity the learning and training materials include as follows:

- Product photography training using simple equipment
- Training on using Canva to create social media content

These two training activities are very useful for Tugu Jawa Soy Sauce business actors who are partners in this community service activity if they want to increase the marketing reach of soy sauce.

RESULTS AND DISCUSSION

Based on an interview with Musa Widjanarka, a jazz musician based in Malang, the 1980s was a distinctive era in music. Female jazz musicians have been less numerous and have received less publicity compared to the male musicians. Subsequently, on an interview with Marconi Djoko Waluyo, a music critic affiliated with the Museum Musik Indonesia, during the 1980s, Indonesian jazz flourished with the emergence of many talented Indonesian jazz musicians and vocalists. There are five musicians : Januari Christy, Ermy Kullit, Luluk Purwanto, Cici Sumiati, and Nunung Wardiman. The unequal distribution of publications between female and male jazz musicians is rooted in the widespread belief that men are the primary agents in music-making. Additionally, the dominance of male producers in the jazz industry likely contributed to the underrepresentation of female jazz musicians in publications. The author also obtained data from Azzah Salwaa, a graphic designer and zinester, suggesting that a zine is a medium that covers one or more types of information, focusing on a single theme, and is not limited in terms of visual style. Based on questionnaire that has been conducted on Generation Z based in Malang, while a majority of respondents reported enjoying jazz music, a significant proportion was unfamiliar with female Indonesian jazz musicians of the 1980s.

Based on the collected data, the following zine design was developed specifically for Generation Z especially based in Malang. The design adopts a modern, playful, and cool design with cartoony illustrations and eye-catching color palette. The zine is divided into four main topics: definition of Jazz music, the history of jazz music and its development in Indonesia, female jazz musicians in the 1980s (inform about musician's profile, songs discography, fun fact), and jazz songs and fashion recommendation.

In selecting typefaces, the design aimed for playful and modern tone. Gabi Sans Irregular and MGPixel, a decorative font, was chosen for its aesthetic, while MADE Tommy Soft Medium, a sans serif font, was selected to achieve legibility. The color palette consists of neutral colors : black and white, plus two contrasting colors : blue and pink for

evoke youthful and playfulness. The zine is designed as a 17.5 x 17.5 cm square, mirroring the shape of a classic vinyl record album to align with its musical subject matter. The 92-page interior is printed on glossy 150 g art paper, encased within a durable hard cover to provide a modern look and feel.



Figure 1. Zine Cover Design and Preface Page



Figure 2. Chapter 1: Definition of Jazz Music



Figure 3. Chapter 2: Jazz History In Indonesia

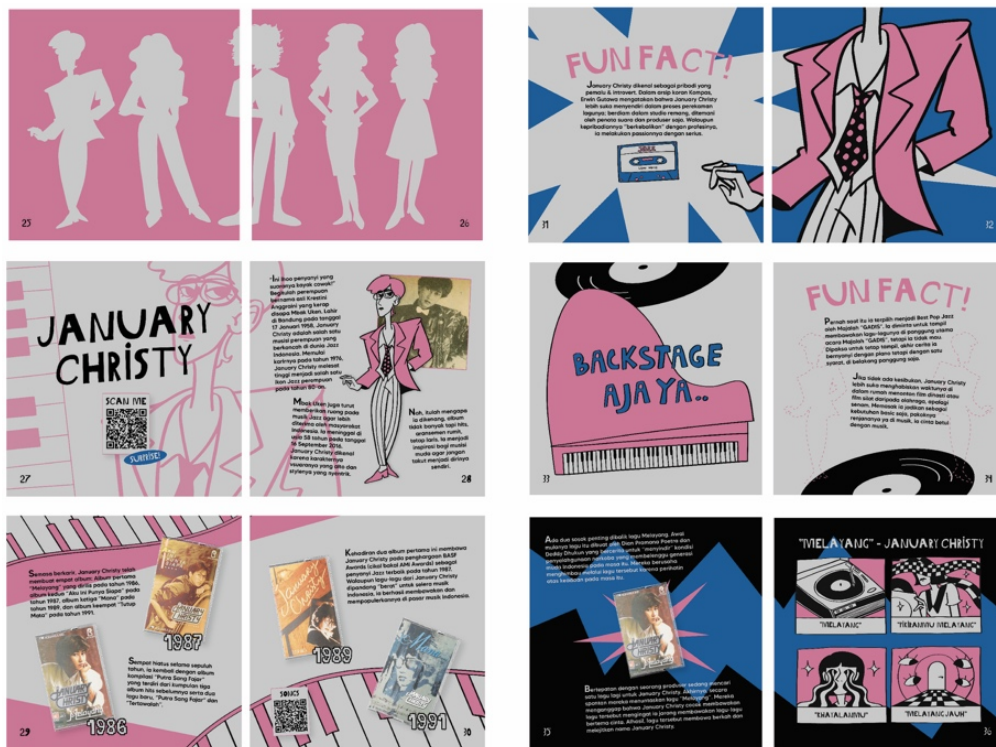


Figure 4. Chapter 3: Female Jazz Musicians Indonesia In The 80s



Figure 5. Chapter 4: Recommendation



Figure 6. References List

During the testing phase, the author conducted interviews with three participants and administered questionnaire. Zine JAZZ GIRLS can enhance readers' understanding of jazz music in Indonesia and its female musicians who were active in the 80s. Respondents and interviewees reported a deeper understanding of Indonesian jazz music and its female musicians of the 1980s after engaging with the zine. The JAZZ GIRLS zine is engaging and readable. A majority of respondents reported increased knowledge about Indonesian jazz music and its female musicians of the 1980s after reading the zine. Suggestions for improvement include adding photo albums as filler sections for each featured musician to further engage readers. Overall, respondents expressed a renewed interest in 1980s Indonesian female jazz musicians after reading the zine.

CONCLUSION

The 1980s witnessed a pivotal moment in Indonesian music history with the introduction of Western music including Jazz. during the 1980s, Indonesian jazz flourished with the emergence of many talented Indonesian jazz musicians and vocalists. Female jazz musicians have been less numerous and have received less publicity compared to the male musicians. It is imperative to not only acknowledge their achievements but also to actively engage in preserving their musical legacy by creating a dedicated platform that showcases their works. This zine will not only honor the legacy of these talented women but also foster a deeper appreciation for the complexities and diversity of Indonesian music. The design process involved a comprehensive literature review, interviews, and a survey. The resulting zine has been well-received by participants, who reported have better understanding on female jazz musicians Indonesia in the 80s.

In conclusion, promoting Indonesian women jazz musicians through e-zines presents a unique opportunity to elevate their visibility and celebrate their contributions to the music industry. By leveraging the digital format of e-zines, which allows for rich multimedia content and interactive features, these musicians can reach a broader audience and showcase their talent in innovative ways. Implementing strategies such as highlighting individual profiles, featuring live performance videos, and offering behind-the-scenes insights can effectively engage readers and build a strong

following. Furthermore, e-zines provide a platform for creating a community around these artists, fostering greater appreciation and support for their work.

Ultimately, adopting best practices in e-zine creation, such as maintaining high editorial standards, ensuring regular and consistent content updates, and utilizing social media for distribution, will be key to the success of this promotional strategy. By focusing on these elements, the e-zine can become a powerful tool for advancing the careers of Indonesian women jazz musicians, amplifying their voices on both national and international stages. This approach not only promotes individual artists but also contributes to the broader recognition of Indonesia’s vibrant jazz scene, paving the way for future growth and opportunities within the industry.

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