

MIMBAR

Jurnal Sosial dan Pembangunan

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Construction of Self-Identity and Social Identity of Koes Plus Music Fans

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Abstract. This research discusses about the construction of self and social identity of music fans community, Study on Community of Koes Fans Club-Jiwa Nusantara, intended to understand self-identity, and social identity, that develops inside the music fans community. The objective of this research is to find how member of musical group fans construct self-identity and social identity in the community. The research method is a qualitative with phenomenology tradition. As for the subjects of this study are the member of Koes Music Fans Club- Jiwa Nusantara that are domiciled in several cities, including Medan, Jakarta, Bogor, Bekasi, Karawang, Tangerang, Cimahi, Padalarang, Tegal, Banyumas, and Surabaya. The research results found that members of music fans community are constructing self-identity and social identity inseparable from the existence and activity of the community as well as the figure of their favorite musical group. Communication behavior that develops between individuals who are members of music fans community takes places in the context of togetherness as members of the community by developing typical symbols which only understood by fellow members of the community and leads to the preservation of musical group creations that became their idol.

Keywords: Self-identity, Social identity, Construction, Community, Koes Plus

Introduction

For their fans, Koes Plus/Koes Brothers are not just a band of entertainers but have already positioned as a legendary band, in which all the works related to them are worth to be maintained and preserved. In Semarang, Central Java, Koes Plus name is immortalized as the name of an alley, Koes Plus Alley, wherein every anniversary of Indonesian Independence Day it would look particularly lively with the singing event of Koes Plus/Koes Brothers songs held by its residents. In Bantul, Yogyakarta, in the area of Guntur Street, there is a village called "Kampoeng Koes" (Harian Kompas/Kompas Daily, 30 June 2010).

In Beran Village, Tirtonirmolo Administrative Village, Kasihan Sub-District, Bantul District, Special Region of Yogyakarta, there is a Koes Plus/Koes Brothers fans community named BR Plus (BR stands for Beran). Since 2002, the villagers have dominated the Purawisata Amusement Park of Yogyakarta, where Koes Plus event is held

every Friday. Eko BR -now is a Chairman of BR Plus- says that: "Every Friday night the village becomes quiet. We are about a hundred people flocked to Purawisata to play Koes Plus. Many villagers were indeed a connoisseur of Koes songs. They even have a pilgrimage agenda to the grave of Koes frontman, Tony Koeswoyo, in Tanah Kusir, Jakarta (Harian Kompas/Kompas Daily, June 30, 2010).

Koes Plus Alley in Semarang or Koes Village in Bantul is only part of the community of Koes song keepers throughout the country. Such groups also thrive in Solo, Sragen, Pacitan, Jepara, Kudus, Magelang, Yogyakarta, Kulon Progo, Semarang, Surabaya, Malang, Banyumas, Cirebon, Tegal, Denpasar, Bekasi, Bogor, Depok, Bandung, Jakarta, and other areas.

Koes Plus/Koes Brothers is not the only Indonesian band able to muster a huge number of fans. There is also a group of bands or other musicians (singers) who has a number of fans which is almost equivalent