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### Research Summary

Music concerts are an alternative entertainment that is popular with music lovers in Indonesia. According to Harisnanda et al., (2023) watching a music concert can raise the spirits of the audience because of the atmosphere created while watching the concert. This enthusiasm arises from feeling satisfied about meeting idols and getting a positive atmosphere from meeting other viewers. The first music concert was held in Indonesia in 1975, and the concert performers were the band Deep Purple from abroad at the Gelora Bung Karno Stadium (VOI, 2024). This first music concert was warmly welcomed by the audience because it was their first experience watching a music performance with other audience members. In the 70s, dangdut also became a genre that was popular among young people. Then, in the 90s, various musical genres and many musicians began to emerge. In this era, the music genre that is popular with Indonesian people is the Malay Pop genre. Apart from that, the 90s era was also called The Golden Age in the world of music in Indonesia. This is because the music is quality, starting from the sound quality to the musicality, which is quite good. Next, we entered the 2000s era, which was characterized by the shine of bands with various genres, one of which was the pop genre.

Before the concert starts, the organizer usually prepares everything that needs to be prepared. Starting from the location of the event, guest stars or musicians, time, and also the name of the concert or event. Apart from naming an interesting music concert, promotion is also important so that the concert can take place. One of the most frequently carried out promotions is by making posters. According to Massey & Seago (2018), in their book entitled "Pop Art and Design," a poster is a work of art related to art, design, and popular culture that is created using science and technological developments. In the beginning, posters were not made like today, which were uploaded to social media or printed in the form of writing and images. However, in the 1970s, posters were made by making graffiti on walls or even using chalk as a drawing tool and making designs on the sidewalk. As time went by, developments in science and technology also made graphic design practices take advantage of this novelty, so that many posters began to be made by printing them.

Music concert posters play an important role as a promotional tool because they attract the attention of the audience and provide information about being able to watch the concert. Music concert posters contain information in the form of the name of the concert, performers or musicians who will appear, date and time of the event, entrance ticket price, contact number, etc. This information makes it easier for readers to take part in watching concerts that are only read about on a poster. Usually there are additional words or sentences that also function as information or invitations. For example, free, join us, limited, and others. Promotion of music concerts using poster media has been used from the 90s until now, namely the 2020s.

The important thing in naming the title of a music concert poster is the use of appropriate language that is easy for readers to understand. Language is used to act as

a link between the recipient (receiver) and the sender (sender). The easier the language is understood by other people, the message conveyed will be conveyed well according to its aims and objectives. In this case, using language that suits the target readership in a music concert poster will make it easier for readers to receive the invitation message to participate in watching the music concert that will be held. In most music concert posters in the 2020s, music concert posters mostly use foreign languages, such as English, to be used as the language of written communication on the poster or a mixture of Indonesian. For example, free, join us, special performance, guest star, and so on. This is due to the influence of foreign culture entering Indonesia, resulting in foreign languages being widely used in Indonesia.

Foreign languages can easily enter Indonesia because they are influenced by the era of globalization. The era of globalization has resulted in global changes occurring in the world that are influenced by the sophistication of technology. This results in the use of foreign languages, which are used as the basis for being able to face the era of globalization. These factors make Indonesian people start learning foreign languages, one of which is English. English is the language taught from kindergarten to high school/vocational school levels. In fact, currently there are many foreign language courses in Indonesia. In music concert posters from the 90s, the use of English words or sentences is different from the 2020s. An example is in the 90s using the words present or featuring to provide information on the performers or musicians who will appear. In 2020s music concert posters, use the phrase special performances to provide information about the musicians who will be performing.

Apart from the field of morphology, this research was also carried out in terms of syntax. Morphology and syntax are the basic sciences for this research. In morphology, this research is carried out to find out how a new word can be formed, and this is discussed in the theory of types of word formation. Furthermore, in the science of syntax, this research looks at syntactic characteristics through their distribution in structures, namely phrases. In fact, it can be identified morpho syntactically, which is a combination or intersection between morphology and syntax. The theory used to analyze language patterns of word formation is the theory of Yule (2006) and Morley (2000). The data source that is the problem is the difference in language patterns on music concert posters from the 80s to the 2020s, which is caused by quite a large time difference, resulting in quite different cultural developments. In this case, Yule's theory is used to identify language patterns used on music concert posters from the 80s to the 2020s, while Morley's theory is used to identify phrases used in naming the titles of music concert posters from the 80s to the 2020s.

The results of the research are that the differences in language formation patterns on music concert posters from the 80s to the 2020s are not very significant. In the 80s, the most frequently encountered types of word formation were borrowing and etymology. In the 90s, the most frequently encountered were borrowing and clipping. In the 2000s, the most frequently encountered were borrowing and coinage. In the 2010s, the most frequently encountered were borrowing and coinage. In the 2020s, the most frequently encountered are borrowing and clipping. Then, the phrase that is

often used from the 80s to the 2020s is the Nomina Phrase. The differences in language formation patterns in each era are due to language contact increasing so that the use and application of language in naming music concert posters becomes more diverse and different in each era.

# Lampiran

## Gambar Poster Konser Musik Era 80-an



1)





DEMO CONCERT

Hari/Tgl.: Sabtu, 19 April 1986

Jam : 19.30 - 21.30

Tempat : Gedung RRI Nusantara II

Jl. Gejayan - Demangan,
Yogyakarta

Undangan GRATIS

dapat diambil di :

Penyalur Tunggal di DIY:

Toko Musik SRIWIJAYA

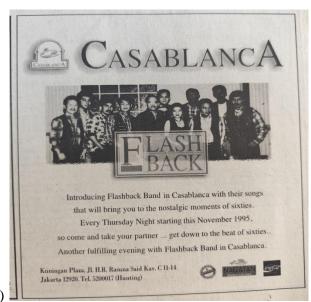
JL. KEMETIKAN KIDUL 23, IPRAPATAN DAGEN, KEBARAT 20 MI

TELP. S342 - YOGYAKARTA

TELP. S342 - YOGYAKARTA



Gambar Poster Konser Musik Era 90-an





Ajang kumpul
para penggemar Jazz
Suasananya
benar-benar enjoy

Buthar 25 Sept '98 Pkl. 20.00
PASAR SENI

J. Lodan Timur No.7 Jakarta 1450. Tolg (021) 661511 6406677. Fax. (021) 680502

2)



4)



## Gambar Poster Konser Musik Era 2000-an





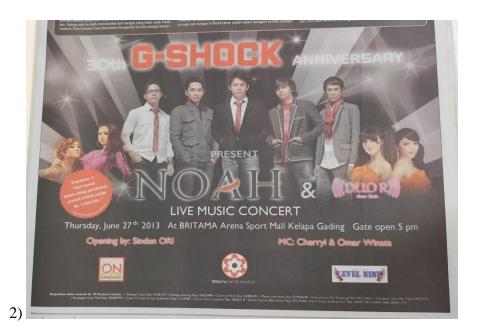






## Gambar Poster Konser Musik Era 2010-an





SUMMARECON MAI SERPONG the 9th

ORIGINAL SERVING THE 9th

ORIGINAL SER





### Gambar Poster Konser Musik Era 2020-an







WORO WIDOWATI | NDARBOY GENK
GUYON WATON | HAPPY ASMARA
GUYON WATON | HAPPY ASMARA
DARA AYU | PULUNG AGUSTANTO | NDX A K.A | EVAN LOSS
NABILA MAHARANI
JOGJA HIP HOP FOUNDATION | NABILA MAHARANI
#INDONESIABUTUHJOGET !!!

