



Emotion Analysis in Narcotics Video MINORIS Music on Public Service Advertisement Video Provincial Prosecutor's Office Kepulauan Riau

Yusuf Rizky Nur Cahyono¹, Happy Yugo Prasetya², Chairael Adam³, Aldino Saputra⁴

^{1,2,3,4}Politeknik Negeri Batam, Batam, Indonesia

Correspondence: Email: Yusufrizky153@polibatam.ac.id

ABSTRACT

Minoris music is a musical composition created as a means of conveying messages to viewers who see a public service advertisement video with the title narcotics video. Minoris music is music that aims to make the audience feel the message that the narcotics video wants to convey. Minoris' music is an accompaniment to a socialisation video with a narcotics theme that is socialisation in nature. This socialisation is more specifically targeted at the world of education from elementary, middle, high school, to university levels. In the application of a method, the research used is, using a qualitative way The use of research in a qualitative way is a research concept that aims as a process of understanding the subjects to be obtained from research. For example behaviour, motivation, action and perception. The method is carried out thoroughly and uses the description method, in determining the right words and language according to the natural context. In revealing the context aspect in the application of the analysis of Minoris Music, the author uses the basis of the analysis of Music Cultures of The Pacific, The Near East and Asia, which includes aspects of time, and also the theory of tone, tempo as a reference that minoris music is able to play emotions in the socialisation video of public service advertisements. The result of the research is that minoris music can bring emotions in the public service advertisement video of the Riau Islands Provincial Prosecutor's Office using DAW Studio One. In its application is the application of Tempo and Minor Basic Tone used in the manufacturing process. In its application, the author will only analyse the musical relationships that cause influence in the aspect of Minoris music in the application of the Socialisation Video with the theme of narcotics.

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1. INTRODUCTION

The KEPRI Provincial Prosecutor's Office is a state institution that focuses on legal supervision and legal action. In its development, the KEPRI Provincial Prosecutor's Office wants to socialise and educate the public. The general public still does not know the types of public services provided by the Riau Islands Provincial Prosecutor's Office. Today, the Riau Islands Provincial Prosecutor's Office is making efforts to get closer to the community, so that they know the functions and services provided to the community, so that they are not afraid to convey or report things that violate the law, or something that violates the 1945 Constitution in Indonesia. Services and information related to the Attorney General's Office of the Republic of Indonesia are very complete and can be accessed on the Attorney General's website. All reporting, complaints, and prosecutor's services are centralised on the website pelayanan.kejaksaan.go.id all people in Indonesia can report through the page to then be forwarded to the Provincial Prosecutor's Office in each province and the district attorney's office in the district or city. People who need services from the prosecutor's office are certainly very facilitated by this facility. However, not everyone needs services from the Provincial Prosecutor's Office, a mass communication is needed that can convey and provide awareness that the Provincial Prosecutor's Office is present in the midst of society and is ready to provide excellent service for people in need.

This paper will produce a product in the form of a public service advertisement that can convey the presence of the Provincial Prosecutor's Office in the community, especially in the Riau Islands. Providing socialisation related to the forms of services and complaints provided by the prosecutor's office, so that people can feel the presence of the prosecutor's office in their midst, and when there are needs related to services and complaints to the prosecutor's office they can report quickly and easily.

This socialization is more specifically targeted at the world of education from elementary, middle, high school, to university levels. This program is called Prosecutors Enter School, a socialisation program related to law, as an early prevention of violations of the law in Indonesia. In its implementation, the JMS material is delivered through software slides for presentations. The Riau Islands Provincial Prosecutor's Office feels that it must make innovations in delivering its socialisation. In this case, it will be presented in the form of a combination of live action and animation videos.

In this paper the author will raise how the Minoris music in a narcotics-themed video is made based on Music analysis. In order to provide a sense of intensity that creates emotions in a video spectacle as a form of information counselling. Minoris music is not just a sound that has no function, form and pattern, but a sound that is processed with a musical composition that gives influence to the audience in the form of ensemble music that accompanies a drug-themed public service advertisement video.

2. RESEARC METHODS

2.1. Research

In applying a method, the research used is, using a qualitative way based on writing with an analytical descriptive concept. The use of research in a qualitative way is a research concept that aims as a process of understanding the subjects to be obtained from research.

For example, behavior, motivation, action and perception. The method is carried out thoroughly and uses the description method, in determining the right words and language according to the natural context (Moelang, 2005, 6). The leatherative method used in this research aims to be a tool to help the author analyse related to the harminu function theory that will be used. In the process of analysing and applying the theory, it can produce goals in the analysis in terms of the concept of music, especially about the influence of music and socialisation videos in the formation of minoris music works.

3. RESULTS AND DISCUSSION

Minoris music is made to convey messages to the audience related to the suanan that will be conveyed in the form of melody, rhythm and tone. In the process of making Minoris music using DAW (Digital Audio Workspace) Studio one. The application is a tool used to perform the recording process from acoustic media to digital. The process is carried out as a stage in the making of Minoris music. The process of making Minoris music uses musical principles in order to create the sauna that you want to convey and will be synchronised with the narcotics socialisation video. After the creation of Minoris music, an analysis process is carried out which is useful as a form of providing understanding related to that music has an important role in human history and almost all music is made to convey emotions.

The analysis that will be used uses weighted scale theory which will describe the melody as a support for analysing the form of melody used. The melodic aspects include the weighted scale which includes (1) the scale/tone; (2) Pitch centre/base note; (3) range/tone region; (4) frequency of notes/number of notes used; (5) prevalent intervals/number of intervals; (6) cadence patterns; (7) melodic formulas; and (8) contour (P. Malm, 1967). The classification of the musical elements mentioned is not absolute or all of them can be analysed one by one.

Melody and other aspects of the weighted scale theory help in the analysis, that Minoris Music can add to the impression of the narcotics video presented in the Public Service Advertisement. In its application, the author will explain how the function of weighted scale theory, namely the formation of basic tones and emotions, can form Minoris music to convey emotions in narcotics socialisation videos.

3.1. Tempo

Situations that occur and can be found in a musical presentation, be it instrumental or singing, sometimes we can feel that the presentation is felt slow, medium and fast which indirectly affects the dynamics of the loudness of a song. The term we commonly use to describe the speed of a song is tempo.

Tempo in western music already has a complete standard written in the score to mention fast, medium or slow. The application of tempo in Minorist music uses a tempo of 110Bpm with 4/4 time. The application of tempo in the understanding of Leonardo B. Mayer, that the medium tempo provides stability and calmness. Listeners can feel a sense of comfort and calm with a moderate tempo, not formulating a theory that exclusively focuses on tempo and emotions. However, his theory of how musical elements, including tempo, contribute to the formation of listeners' emotional expectations and responses can be broken down into

several key components (Leonard B. Meyer, 1957).



Figure 1. Score notasi 1

In the Notation Work the blue circle colour shows that the beat used is 4/4 with a tempo of 110Bpm. With the notation punctuation mark that uses the beam note, it can be taken that the music minoris uses the tempo theory that produces the tempo minoris can be as a carrier of the atmosphere of the Public Service Announcement video of the Riau Islands Provincial Prosecutor's Office.

When associated with narcotics socialization videos, minoris music also makes a connection between tempo and the process of influencing the audience. The process of influencing is taken from the point of view of communication. According to Lasswell, communication is a process of delivering messages carried out by communicators through the media to communicators who cause certain effects. There are five components in the communication process; communicator, message, media, communicant, and effect (Laswell, 1948). In the process of making music, Minoris applies the concept of influence conveyed by Laswell. By communicating, a person can influence other people to think, feel, or behave as he or she expects. In line with Effendi's statement that one of the functions of communication is 'to influence' or influence others. By conveying ideas, notions, or what we think to others, we can persuade someone to have the attitudes and behaviours that we expect and provide direction regarding the attitudes or behaviours that must be followed. Thus, Minoris Music uses a tempo of 110Bpm which aims to make the socialisation video that will be disseminated to the public can be enjoyed by the hope of stability and calmness obtained by the audience of the socialisation video.

3.2. Basic Tone Analysis

A basic tone is a sound that has a certain vibration or frequency that produces sounds or sounds that are different in height and low. The formation of high and low tones usually uses symbols in music known as notes or titi laras, both in the form of beam notation and number notation. The notes are then arranged to form notation and given certain symbols in order to produce different high and low sounds. Tone is closely related to the creation of melody in a presentation of musical composition and vocals or poetry. The following notation shows that the music minoris uses the tone C=Do with a blue mark on the circle using block notation.

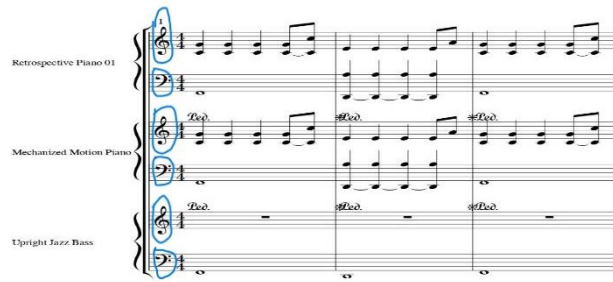


Figure 2. Score notasi 2

High and low sound in tone is no less important is the length and shortness of the tone which is very related to time. Thus, each note is given a symbol to distinguish notes that are worth a whole, half, quarter, and so on. The basic tone formed in the music of the minoris is C=DO and followed by the composition of the pitch shift to Bminor and G#minor. In the form of harmony, the composition of the tone is formed as follows which is the complete notation of Minoris Music made in the application / (DAW) Studio one:



Figure 3. score notasi 3



Figure 4. Score Notasi 4

In relation to Minoris Music as an accompaniment to narcotics videos in the analysis of its musical form using weight scale theory, it creates emotions of calm and stability in its application. In the analysis that has been done, the author identifies that Minoris Music is Music that can bring an emotional atmosphere to the audience in accompanying the KEJATI KEPRI public service advertisement narcotics video.

4. CONCLUSION

Minoris' music was created to convey an emotional message to the audience through melody, rhythm and tone. The creation process uses DAW Studio One to record acoustic media into digital form. Musical principles were applied to create an atmosphere in harmony with the drug socialisation video. After the Minoris music was completed, it was analysed using weighted scale theory to explain the melody used. This analysis involved melodic aspects such as scales, pitches, pitch regions, pitch frequencies, number of intervals, cadence patterns, melodic formulas, and contours, all of which helped to show how Minoris' music could add impact to the drug socialization video.

Tempo also plays an important role in music, where the 110 BPM tempo used in Minoris' music provides stability and calmness, in accordance with Leonard B. Meyer's theory. Meyer's theory. This moderate tempo contributes to the formation of listeners' expectations and emotional responses. Minoris' music, with the base notes switching from C=DO to B minor and G# minor, produces a calming and stable harmony. In the context of a drug socialisation video, this music serves to influence the audience, in accordance with Lasswell's communication theory, which states that communication can influence thoughts, feelings and behaviour. As such, Minoris' music helps to convey the message of the drug socialisation video, it plays an important role in the drug socialisation video, helping to convey the message by creating the desired atmosphere.

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