

CHAPTER I

INTRODUCTION

1.1 Background

Heavy metal is a genre of music that emerged and developed in the 1970s until now. This music was conceived by Steppenwolf's 60s Hard Rock Band, in their song entitled Born To Be Wild. But the term was not used properly until 1970 when Black Sabbath released their debut album titled Black Sabbath. From the 1960s or it could be called Blues Rock like Led Zeppelin, AC / DC Classic metal and around the 60s to 70s or Classic Rock like Black Sabbath, Blue Oyster Cult, Deep Purple, Alice Cooper. Heavy Metal is characterized by very strong Guitar distortion, long guitar solos, fast beats, both in all musical instruments. The lyrics are generally related to masculinity and frontal.

In the early '70s, heavy metal fronted by bands such as Led Zeppelin, Black Sabbath, and Deep Purple, was still influenced by a very thick element of the Blues. Judas Priest is the one who developed this genre by eliminating blues elements and relying more on distortion, faster beat, and harmony. In the late '70s came the New Wave of British Heavy Metal pioneered by Motorhead combining Punk and Heavy Metal. These bands are Iron Maiden, Saxon, Venom, Diamond Head, etc. Heavy Metal finally collided with Pop music in the 1980s. This led to a genre called Glam Metal, Glam Metal managed to break through the top charts. This caused Heavy Metal to spread more rapidly throughout the world.

From 1980 to 2000, thrash metal which was also part of metal music was growing rapidly which was popularized by Metallica, Megadeth, Slayer, and Anthrax nicknamed the Big four of Thrash. This music is played with a very fast tempo, down stroke and aggressive guitar playing, and the lyrics that raise the theme of social in rough language. In Europe, this style was carried by three German bands, namely Kreator, Sodom, and Destruction. Then there are other bands such as Testament and Exodus from San Francisco, Overkill from New Jersey and Sepultura from Brazil.

Black metal was started by Venom in 1982 through an album called Black Metal. Then it was followed by bands like Bathory, Mayhem, Mercyfull Fate, Hellhammer / Celtic Frost. All of these bands were influenced by Venom. Black metal bands still tend to play Thrash metal. In the early 80s and 90s, Black metal was very developed in Scandinavia by the band above. The famous band of this type of music is Dimmu Borgir, Cradle of Filth, Dark Funeral, Emperor and Immortal. Nuances of miserly, demonic reminiscent of torture, and this has become the standard of Black Metal bands. The lyrics often take satanic words, idolatry, ancient gods, occult themes that condemn Christianity (Antichrist). The lyrics are also themed in war, cold air, darkness, forest, and natural environment in Europe. Drinking fresh blood makes the sound more hoarse or just as an attribute of the music flow. The average band wants to look as horrible as possible. Most bands paint their faces like corpses (Corpse Paint)

Finally, heavy metal music entered a more extreme stage in the 1990s, namely Death Metal. Some of his characteristics are song lyrics with the theme of

violence or death, and down tuned rhythm guitars. Vocals are usually sung with death grunt, guttural growl or death growls. Death metal was further developed by bands such as Cannibal Corpse, Morbid Angel, Entombed, God Macabre, Carnage, and Grave.

In the 1990s, the Grunge music trend emerged which was a mixture of Heavy Metal and Post-Punk and even sometimes, Hardcore. These bands have sprung up in Seattle, and tend to be Alternative Metal. Examples of Grunge bands from Seattle include Nirvana, Soundgarden, Pearl Jam, and Alice in Chains. Before the bands were formed, there were streams of pure grunge based on punk with bands that carried them such as Malfunkshun, Green River, Mad Season's Temple of the Dog, Mudhoney and Melvins. After Kurt Cobain's death, his Grunge music began to diminish in popularity, but it was still heard played by bands such as Skin Yard and PJ Harvey.

Finally, from 2000 to the present after experiencing enormous evolution and differences. In a sense, this music has been mixed with various other music. Some of these streams are Nu Metal, Symphonic Metal, Deathcore, Metalcore, Melodic Death Metal, Folk Metal and so on.

The entry of metal music in Indonesia is the result of the evolution of 70s era rockers such as God Bless, Gypsy, Giant Step, Super Kid, Terncem, AKA / SAS, Rawe Rontek, etc. According to some sources, the term underground in Indonesia has existed since the 70-80s, which was made to describe the wild stage at that time. After the emergence of bands embryo metal music in the 70s then rock music in

Indonesia began to develop this subculture towards the industry in the 80s. And the emergence of a figure who overshadowed and provided a forum for rock music at the time, namely Log Zhelebour, a former disco rental businessman from Surabaya, who with his determination made a breakthrough by covering rock bands at that time. The log makes Indonesian Rock Festival sponsored by well-known cigarette companies held in Surabaya. Since then many mass media have argued that Surabaya is a barometer of Indonesian rock music. Since the Indonesian Rock Festival was held in 1984, Indonesian rock bands such as Elpamas, Power metal and others have emerged. Log also made the first rock record label in Indonesia, Logiss Records. The first product of this label was the album "Semut Hitam" The 3rd album from God Bless which was released in 1988 and sold up to 400,000 records throughout Indonesia.

In the early 80s the influence of bands was like Slayer, Metallica, Exodus, Megadeth, Kreator, Sodom, Anthrax to Sepultura made the music world shake. Thrash metal is the type of music stretched by these bands that has made rock music lovers in this part of the world addicted to thrash music. Indonesian people also have fever with this evolutionary type of music from heavy metal. Big cities like Jakarta, Bandung, Surabaya, Jogja, Bali, etc. began to emerge underground scenes of this type of music. Jakarta began in 1988, the first time the metal community appeared in the public. They hang out at Pid Pub, a small pub in the shopping district of Pondok Indah, South Jakarta. According to Krisna Sucker Head, they were given a stage every night by the owner of the pub, Mrs. Esther, every Saturday night in front of the pub. And emerging new bands continued to carry metal music that performed at the

venue. These bands include Roxx with "Metallica & Anthrax", Sucker Head "Creator & Sepultura", Commotion Of Resources "Exodus", Painfull Death, Rotor "Creator", Razzle "GNR", Parau "DRI & MOD" , Jenazah, Mortus, Alien Scream "Obituary". These bands are indeed still a band that only covers songs from outside bands.

Among all of them, only Roxx was lucky to be recorded for their first single, Rock Bergema. This happened because they were one of the finalists of the fifth Indonesian Rock Festival. Getting a record label contract at that time was quite impossible, because of how difficult it was to penetrate the label with the type of extream music at that time. So the target of sending a radio demonstration becomes an alternative. At that time the radio that often played demonstrations was Bahamas radio, Metro Jaya radio, SK radio, and Mustang radio. Of the several radio stations the most dominant is Mustang radio. Due to they have a program called Rock N Rhythm every Wednesday night from 19.00 21.00 WIB. Mustang Radio was even raided by metal ministers from Brazil Sepultura, when they came to Jakarta in June 1992. Besides radio, the media that often reviews rock / metal news at that time was only HAI Magazine, Citra Musik Tabloid and Vista Magazine.

The development of metal music in the 90s was also supported by concerts of two world metal bands in Indonesia, Sepultura (1992) and Metallica (1993). The concert contributed significantly to the development of metal bands in Indonesia. After Sepultura successfully burned Jakarta and Surabaya, Roxx released their self-titled debut album under the Blackboard label. This album became one of the classic Indonesian speed metal albums of the '90s. Luck also approached the aging metal

band Rotor after successfully opening Metallica's phenomenal concert for two consecutive days at Lebak Bulus Stadium. Capitalizing on recommendations from Metallica's tour manager and a salary of 30 million rupiahs, the two opening Metallica Rotor concerts released their first major label thrash metal album. in Indonesia, Behind The 8th Ball (AIRO). In the 90s metal / underground music began to develop Jakarta metal community at that time was centered in Blok M around the beginning of 1995. Their activities besides hang out were to exchange information about local bands, barter CDs, buy metal t-shirts to planning a concert.

At that time the type of metal music loved was a subgenre that was increasingly extreme like death metal, brutal death metal, grindcore, black metal to gothic / doom metal. Some of the bands that have increasingly shiny names in this era are Grausig, Trauma, Aaarghhh, Tengkorak, Delirium Tremens, Corporation of Bleeding, Adapters, Betrayer, Sadists, Godzilla and so on. In 1996 Skull became the band which first released an independent mini album in Jakarta with the title 'Its A Proud To Vomit Him. This album was professionally recorded at Studio Triple M, Jakarta with sound engineer Harry Widodo (previously handling Roxx, Rotor, Koil, Puppen and PAS albums). This year also appeared the first time the media for the maniacs of the first underground music in Jakarta, Brainwashed zine. The first edition of Brainwashed was published 24 pages by displaying the cover of Grausig and profile of the band Trauma, Betrayer and Delirium Tremens. Similar media which are more consistently published in Jakarta include Morbid Noise zines, Guerrilla zines, Rottrevore zines, Cosmic zines and so on.

September 29, 1996 became a new history of the development of metal music in Jakarta. Indie music was held for the first time at Poster Caf. The program is called Underground Session. This event is held every two weeks on weekdays. This legendary Caf owned by the aging rocker Ahmad Albar gave birth to many and raised the new indie music scene that plays different and more varied musical genres.

Until now metal music in Indonesia has been highly developed, even many of them appear on the international scene such as Deadsquad, Burgerkill, and Jasad. The evolution of Metal music within 10 years in Padang, West Sumatera, Indonesia, is an interesting phenomenon which occurs in this conservative considered area. This commonly known as an Islamic area still generated lots of Metal band during a decade. Thus, from 2009 not a single band who applied a basic concept of being a proper part of musical industry. For instance, the comprehension of how vital is the production and promotion could affect the advancement of a band. This fact which usually ignored by most of the bands later on create the fact that these music practitioner have not shown any significant changes during this period.

Yet, Raze, a newly formed Metal band on October 2017 in Talawi, Sawahlunto, which later on moved to Padang and started to produce their music in 2018 has come to break the negative stigma. Akbar Nicholas, founder of the band, uses the benefit of his background in working on tourism field to conduct the international affiliation. Through this affiliation Raze finally able to work with photographer, videographer, and being reviewed and promoted by producer and reviewers from foreign countries such as Spain, Greece, America, and Hong Kong.

This international affiliation concept has been implemented by Raze in term of both production and promotion. Within production progress, Raze synergized with Bellyfire Production, a company whom also being a contributor to CNN and NBC in America. This company provides some footage from Colombia which later on being used on Raze music video entitled Evoke that has been uploaded via Youtube platform. Another person who also contributed within the production progress is Adriana Dominguez, a photographer and journalist for El Periodico Magazine which based in Barcelona, Spain. She provides one of her photos to use as a cover of Raze first mini album.

In term of promotion, Gem City Studio, a music label from Tennessee, USA, has been willingly reviewed Raze's music along with Eat This Metal, a web stream music radio from Greece and Unite Asia, an online music promotion from Hong Kong also streamed and promoted the band. With their efficiency on the workflow and determination also by the applying the concept of international affiliation, Raze has proved the significant changes within roughly one and half year as the one and the fastest band in Padang in term of improvement and productivity. For instance, album, music video, being promoted national and international, and being constantly performed in almost all kind of stages.

“HEAVY METAL GENRE IN PADANG CITY: HOW TO PROMOTE?”

1.2 Research Problem

Based on the background of the study, there are several main problems that we have found in this study those as follows:

1. How to promote metal music in the city of Padang through SWOT analysis?
2. What is the strategy to overcome the threats that will prevent the band from internal or external?

1.3 Research Objectives

This study focused to a great extent on the heavy metal genre itself, on its current standing in the music industry field, on its attributions, growth, decline and industrial practices. By defining the key points in the history of heavy metal music and its sub-genres, as well as determining how the past has influenced the present of the genre.

1. How can the current state of modern heavy metal music be described in terms of markets and culture?
2. What impact do ongoing changes in the music industry have on the development of heavy metal music?

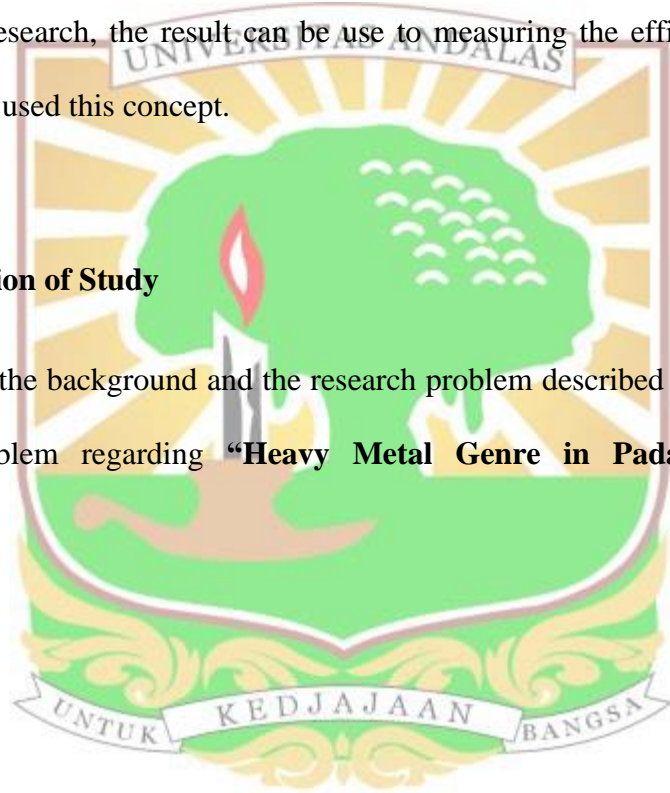
1.4 Research Advantages

This study result will over several advantages to several users:

1. For musician, in order to understand the importance of public relation towards their musical career development.
2. For the reader is expected to understand that there are steps in making and distributing the music.
3. For the investor is expected to provide an investment considering the effectiveness of a band whom applied the concept international affiliation.
4. For research, the result can be use to measuring the efficiency of a band whos used this concept.

1.5 Limitation of Study

Based on the background and the research problem described above, the author limits the problem regarding **“Heavy Metal Genre in Padang City: Why Refused?”**



1.6 Writing System

The systematics of writing this thesis consists of five chapters, including the following:

Chapter 1 : Introduction

In this chapter includes background of research why choose this topic, the main problem, the main objective, research advantage, and research hypothesis in this study.

Chapter 2 : Theoretical Basis

In this chapter, general theories and specific theories which are the opinions of the theoreticians can be used to provide a clear understanding and deeper analysis of this research.

Chapter 3 : Methodology and Interview Results

This chapter describes the research area, data and data sources, collection methods and analytical methods used in the study.

Chapter 4 : General Review

This chapter describes the description of heavy metal music in general in the city of Padang.

Chapter 5 : Results

Discuss the general description of the place of research (description of the research object), the results of the research and discussion from the results of the research.

Chapter 6 : Conclusion

This chapter is the concluding chapter of all the chapters contained in this paper. Furthermore, there are also conclusions and suggestions

