The Role of Music in Creating Social Spaces and Interactions in Cafes: A Case Study of a Local Music Community in Medan

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Abstract: This study aims to explore the role of music in creating social spaces and interactions in Black and White cafes and Bloum Cafes, focusing on case studies on local music communities, namely Soundmate Band and L'Mao Trio with three problems examined, namely first how members of the local music community in Medan use music to interact With café visitors?, secondly what is the influence of the type of music played in the café on the mood of visitors and social interaction in it?, and the third how is the role of music in creating atmosphere and supporting social interaction in the café. Which in this study the researchers conduct a qualitative approach and data collection through interviews, observation, and analysis of music content played in cafes, and is based on social interaction theory, use, and function theory, social psychology, and social identity theory. Through analysis of music preferences, genres, tempo, and other audio factors, this study will reveal that Music plays a role in creating social spaces and interactions in Black and White Cafes and Bloum Cafes. The Soundmate Band and L'Mao Trio can present an atmosphere that allows visitors to interact both with musicians and singers or fellow visitors present.

Keywords: Music, café, Interaction.

INTRODUCTION

In recent years, the phenomenon of local music communities has increasingly developed in various cities. This local music community consists of individuals who have an interest and passion in the world of music, whether as instrument players, singers, or music lovers. They often gather in cafes to share experiences, discuss, or even perform live.

Cafes are a popular place for people to relax, work or gather with friends. Apart from providing drinks and food, music is also often played in cafes as one of the elements that creates a comfortable atmosphere. Music has the power to influence a person's mood and emotions, and can be an effective tool in shaping social space and interaction between individuals.

Research on the role of music in creating social space and interaction in cafes has deep significance in the context of contemporary social and cultural dynamics. Music is not only an art form, but also an element that has strong potential in shaping atmosphere, emotions and interactions in social environments. Cafes, as places of meeting and social interaction, provide an interesting stage for understanding how music interacts with space and people to create meaningful experiences.

It is important to understand how music can contribute to creating inclusive, dynamic and interacting social spaces, especially in an era where digital technology often displaces face-to-face interactions. This research can provide insight into the ways music plays a role in connecting people, facilitating dialogue and enlivening the atmosphere in places such as cafes.

However, when considering the role of music in creating a social space and interaction in a cafe, factors such as music preference, genre, tempo, volume and audio quality also need to be taken into account. Several studies show that individual music preferences can influence social interactions and customer behavior in cafes. For example, when a local music community gathers in a cafe, the music selected should match the community members' preferences to create a sense of interconnectedness and mutual satisfaction.

Apart from that, physical aspects of the cafe, such as interior design, table arrangement and seating arrangements, can also influence social dynamics and interactions in the cafe. The right music can complement these elements by creating a coherent atmosphere and enhancing a sense of community among members of the local music community.

With a better understanding of the role of music in this context, cafe owners and managers of local music communities can harness the potential of music as an effective tool for building strong social relationships, increasing customer satisfaction, and creating memorable experiences

for members of the music community and visitors café.

There are several strong reasons for choosing the local music community in Medan as the focus of research:

a. Cultural and Musical Diversity: Medan is a city known for its cultural and musical diversity. Researching local music communities in Medan can provide insight into how various forms of local music are adapted and co-exist in creating social spaces in cafes. It can be seen from the various tribes and ethnicities that live in the city of Medan. Both the native ethnicities of the city of Medan, namely Malay and immigrant ethnicities such as Batak, Javanese, Indian, Chinese, Nias, Ambon and others. In this, the researchers took a research sample of music groups that can represent the cultural and musical diversity that exists in the city of Medan. Of the many existing musical groups, the researchers took samples from the Soundmate band and L'Mao Trio, which in each performance can represent the diversity of local culture and music that exists.

b. Influence on Local Identity: Music often reflects the identity of a region. Through this study, the researchers can explore how local music in the community contributes to Medan's cultural identity and how this identity is reflected in interactions in cafes. This can be seen from the various visitors who attended the Black and White Cafe and Bloum Cafe. On average, visitors who attend come from local ethnicities in the city of Medan. Toba, Karo, Mandailing, Simalungun, Javanese and Nias Batak tribes. When songs from certain tribes are sung, even most of the visitors sing along. This illustrates how local identity influences visitors' reactions when music is played.

c. Alternative Spaces for Expression: Cafes are often places for local musicians to perform and interact with fans. This research can highlight how the local music community in Medan uses cafes as an alternative space for expression and performance. When conducting an interview with the owner of Hitam Putih (Bang Revi) and the manager of the Hitam Putih cafe (Bang Ivan) and also conducting an interview with the manager of Bloum Kafe (Kak Dina), they said that the cafe provides as much space as possible for the expression of existing local musicians. There are no

restrictions, anyone can perform, just according to the list of musicians who have previously filled in. Apart from that, the quality of the musicians who will perform is also considered to make the show even better. In other words, the cafe is an alternative space for expression for existing musicians.

d. Intercultural Encounters: Medan also has a variety of ethnic and cultural groups. This research can open insight into how music in this community plays a role in facilitating intercultural meetings and interactions in cafes. The researchers witnessed firsthand that cultural meetings can occur when there is social interaction between musicians and visitors. Visitors of course come from various ethnicities in the city of Medan. So Hotam Putih cafe and Bloum cafe are meeting places between ethnic groups in the city of Medan.

By choosing the local music community in Medan as the focus of the research, researchers can understand how music plays a role in shaping social space, influencing interactions between individuals, and creating unique and meaningful cultural dynamics in a place.

RESEARCH METHODOLOGY
Types of research
In the context of the researchers' research on the role of music in creating social space and interaction in cafes with a focus on local music communities in Medan, several types of research that may be relevant are:

a. Qualitative research methods.
This research is suitable for use because the research will explore individual experiences and perceptions as well as interaction dynamics in the context of local music communities and cafes in Medan. Qualitative research allows researchers to explore the subjective and complex aspects of this topic. their view. In the research carried out by the researchers, every Monday is usually not very crowded with visitors and also on Fridays to Sundays there are very busy visitors. So the researcher presented and directly observed the Soundmate Band and L'Mao Trio performing and interacting with the audience. That way, the researchers can feel how social interactions occur.

b. Descriptive Research:
The researchers could also use a descriptive approach to describe in detail the characteristics of the local music community, the type of music they produce, and how music is selected and integrated

in the cafe to create a social space and interaction. So the data obtained is truly valid because the researcher presented directly at the research location, in this case the Hotam Putih Cafe and Bloum Cafe, so the researchers were able to describe everything that was seen clearly.

c. Case study:

The case study approach will help the researchers to analyze more deeply the interactions between the local music community and cafe visitors in Medan. The researchers could choose several different cafes and focus on how music plays a role in creating the atmosphere and interaction in each cafe.

d. Combined Research (Mixed-Methods):

Writers can also combine qualitative and quantitative approaches. For example, when researchers may conduct surveys to collect quantitative data about music preferences and visitor interactions, while also conducting in-depth interviews to gain deeper insight into the experiences of music community members and cafe owners.

The researchers did this when the performance is in progress and in the midst of the noisy atmosphere, the voices of the visitors who will be interviewed will definitely not be heard, for this reason another method is needed, namely writing questions on paper so that visitors are not disturbed by enjoying the music while answering the questions asked by the researchers.

The researchers also carried out this joint research with sources. When meeting with speakers from Soundmate Band and L'Mao Trio at the end of the performance, of course the writer was not free to ask questions for too long because they also needed a break to continue to the next session. This happened many times, so the researchers decided to ask questions in the paper. By making an appointment so they can answer questions the next day. This has proven to be effective so it does not interfere with their appearance.

The researchers also had difficulty interviewing one by one face to face due to their work profession, so the researchers asked questions via WhatsApp and by telephone. This is effective because it does not interfere with the working hours of those who work as online motorcycle taxi drivers and as private employees. By conducting combined research, the researchers obtained more valid data.

Data Sources

In the researchers' research on the role of music in creating social space and interaction in cafes with a focus on the local music community in Medan, the researchers were able to collect data from various sources. The following are some examples of data and data sources that researchers can consider:

a. Deep interview:

The researchers were able to conduct in-depth interviews with members of the local music community, cafe owners and visitors to get their views on the role of music in creating interaction in cafes. These interviews can provide deep insight into their experiences. The researchers conducted interviews between their performances, or via WhatsApp while they are working so that their work time is not disturbed. There are times when the researchers asked questions by telephone when additional data is needed. So the interview that the researchers conducted was carried out well.

b. Participant Observation:

Among the various research methods that occur in the field of art, the observation method is one of the important methods. Where observation reveals a systematic picture of events, behavior, work or whatever happens. Where the use of observation is very useful for obtaining precise, accurate and accountable data (Art Research Methodology: p. 131) (Rohidi, 2018). The researchers made observations at cafes and local music community events directly and continuously so as to provide a direct understanding of how music influences interactions and the atmosphere in those places. In this case, the researchers spent almost a year starting from November 2022-November 2023. By seeing performances by Soundmate Band and L'Mao regularly, the researchers were able to be involved as a participatory visitor who was directly involved and felt the atmosphere of interaction between musicians and visitors.

c. Survey

Surveys can be used to collect quantitative data about cafe patrons' music preferences, their opinions about the impact of music on interactions, and their satisfaction with the cafe experience.

For surveys, the researchers wrote a list of questions and then gives the list of questions to visitors. The survey time was carried out before the music performance was held, namely around 19.00 WIB - 20.00 WIB before the performance took place. So the researchers can freely carry out

surveys. Sometimes in between performances, the researchers conduct surveys with visitors.

d. Documents and Records:
Writers can collect data from audio or video recordings of music performances in cafes as well as other documentation that can provide an overview of how music plays a role in creating social space and interaction. In obtaining this documentation data, the researchers sometimes himself or with the help of friends recorded all performances and visitor attendance. The researchers use a cellphone that can capture and record sound clearly. With a small recording device, the researchers can record without disturbing other visitors so that they are not intimidated by the presence of the researchers doing research.

e. Literary Documents:
Collecting literature surrounding the local music community in Medan, previous analysis of the role of music in cafes, and studies of social interactions in cafe environments can provide a basis for understanding the context of the researchers' research.

Technique of Data Collection
Data collection techniques will involve several techniques as follows:
a. In-depth interviews: In-depth interviews will be conducted with members of the local music community, cafe patrons and cafe owners. Questions related to their experiences of interaction through music, perceptions of the role of music in creating an atmosphere, and how music influences social interactions.

b. Participant Observation: Researchers will observe interactions in the cafe involving the music community and visitors. Observations will help get a more holistic picture of how music interacts with social situations.

c. Surveys: Administer surveys to cafe patrons to collect data on music preferences, their opinions about the effect of music on interactions, and their level of satisfaction with the cafe experience.

d. Document and Recording Analysis: Analyzing audio or video recordings of music performances in cafes, as well as documents such as reviews of cafes and previous music events, can provide concrete insight into the role of music in creating social spaces and interactions.

e. Content Analysis: Analyzing social media content, online reviews, or blogs related to the music and cafe community in Medan can provide insight into how music and interactions are appreciated by people.

Technique of Data Analysis
The collected data will be analyzed using a thematic approach. The following are the data analysis steps that will be used:
a. Data Coding: Data obtained from interviews, observations and document analysis will be described in smaller units of meaning (coding). Coding is carried out to identify general patterns and relevant information.

b. Theme Search: Data that has been coded will be grouped into interrelated themes. These themes may include the role of music in creating atmosphere, the dynamics of social interaction, and the community impact of music.

c. Theme Analysis: These themes will be explained in depth through a more critical and interpretive understanding. This involves an in-depth analysis of how these themes relate to each other and influence the role of music in creating social spaces and interactions in cafes. This analysis will help to link the findings to relevant theory and context.

d. Theme Verification: The themes and findings found will be validated through a triangulation process, namely comparing data from various sources and data collection techniques to ensure the accuracy and applicability of the findings.

e. Organizing Findings: Interpreted and verified findings will be organized into a coherent and cohesive narrative. This may involve summarizing findings based on key themes and supporting them with quotes or concrete examples from the data.

f. Connecting with the Literature: Finally, the findings will be connected to the relevant literature. The researcher will explain how the findings support or complement the concepts that have been explained in the existing literature.

By using a qualitative approach and various data collection methods, this research is expected to produce an in-depth understanding of the role of music in creating social space and interaction in cafes with a focus on the local music community in Medan.

Technique of Data Presentation
After the researchers have carried out data analysis, the next step is to present the results of the analysis clearly and interestingly. The purpose

of data presentation techniques is so that readers can easily understand the researchers' findings and gain relevant insights. The following are several data presentation techniques that researchers can use:

a. Qualitative Data Excerpt:
Include direct quotes from interviews or observations to support the researchers' findings. These quotes provide direct context and feelings from the research participants.

b. Physical Space Visualization:
Where relevant, the researchers will include sketches or diagrams of the cafe space to show how music is positioned in the room and how visitors interact with the environment.

RESULTS AND DISCUSSION

A. Communication Strategy for Community Members Through Music

Music, as a medium that transcends the boundaries of words, becomes a language that weaves social ties in various communities. In the context of cafes in Medan, the role of music is central in creating an experience that is not only limited to melody and harmony, but also unique social relationships. This chapter invites us to explore the complexity of interactions between members of the local music community in Medan and cafe visitors through this magical medium.

Before delving into the dynamics of interaction, it is necessary to understand the context of the local music community in Medan. With its cultural diversity and musicality, this community is a stage for various artistic expressions and musical identities. How this diversity creates a rich foundation for social interaction generated by the music produced.

Cafes are not just a place to enjoy coffee, but also a stage for musical performances and social interaction. The comfort of the cafe creates a space for the local music community to collaborate and interact with visitors. The extent to which this comfort plays an important role in facilitating social relationships.

This research aims to explore more deeply the strategies, dynamics and impact of the use of music by members of the local music community in Medan in interacting with cafe visitors. By understanding the essence of this relationship, the researchers can open the door to understanding how music is a bridge that connects two worlds:

the world of music artists and the world of cafe visitors.

This section will be divided into several sub-chapters that discuss key aspects. The first subchapter will explore community members' communication strategies through music, including repertoire selection and presentation style. The second subchapter will analyze the influence of music on mood and social interaction in cafes. The third subchapter will discuss the role of music in creating an atmosphere and supporting social interaction. Each sub-chapter will provide in-depth insight into how music is a catalyst in creating dynamic social spaces in cafes.

B. The Effect of Music Type on Mood and Social Interaction

1. Analyzing the Types of Music Played in Cafes
The influence of the type of music on visitors' moods and social interaction at the Black and White Cafe and Bloum Cafe is the researchers' main focus in this research. Where the researchers analyze the type of music played which makes the audience sing along. According to the researchers' observations and the results of interviews with Soundmate Band personnel, they sing cheerful songs to raise the mood of visitors and mellow/sad songs to lift the mood. Such as popular songs and also regional songs that can be accepted by visitors.

According to Soedarsono, that music can be a means of personal entertainment, in this case visitors entertain themselves which ultimately can give rise to their own feelings and emotions through the songs played by the soundmate band and L'Mao Trio. When the song is familiar and can arouse the emotions of the visitors present, they will naturally sing along with the musicians present. For further clarity, the researchers will provide samples of happy song titles that lift visitors' moods as well as mellow/sad songs that lift the mood.

2. Case Study of How Different Music Genres Influence the Mood and Level of Interaction at Black and White Cafe and Bloum Cafe
In this case, according to the researchers' observations and also the results of interviews, the pop and rock music genres can make visitors' mood happy. Meanwhile, slow tempo types of pop music and traditional music make the mood sad or melancholy.

The example that the researchers use is the song Arjuna from the Dewa Music Group. When this

song is played and played often, most of the visitors present sing at the same time. According to the researchers' observations, singers can interact well by inviting visitors to sing so that it adds to the lightness/joy of the atmosphere when Arjuna's song is sung. Due to the behavior of the visitors, some of the visitors were dancing and also smiling when singing, which was a reflection of the hearts of some of the visitors who were still single so they were carried away by the atmosphere of the songs being sung.

The visitors' moods were mixed with Arjuna's song, which could be seen from the screams and singing that were heard. When the atmosphere became more cheerful, the singer did not hesitate to point the microphone at the visitors, which further increased the screams among the visitors present while singing. By looking at this, there is interaction that flows between musicians and visitors, where musicians can have good interactions with visitors.

The next pop song that can raise the mood of visitors is the song Tua-Tua Keladi. There is an interesting thing that happens in the researchers' observation when the song Tua-Tua Keladi is sung. When the refrain of the song "... confesses to being a bachelor to every woman, it turns out she has a ton of grandchildren" then without being commanded, everyone simultaneously points to the person on either side of them while laughing. When the researchers invited his friends to accompany him, he also got carried away and pointed at each other. The atmosphere created by the Tua-Tua Keladi song is felt by visitors. Even though the song Tua-Tua Keladi was created in the 90s, students and visitors under the age of forty know all the lyrics by heart and can sing it well. To add to the cheerful atmosphere, the singer balanced it with the right tone so that the audience seemed to be lost in the song.

Table 1: Song entitled Tua-Tua Keladi by Anggun C. Sasmi

Capo di fret 4 [Intro] D ... C G D Kata-katanya selangit D Tersenyum penuh misteri D Matanya membikin ngeri D Semua gadis-gadis remaja A G D C G Gaya lelaki katanya selalu begitu D Dia bilang aku cantik D Diapun mengaku menarik D Dia bilang body ku asik D Hingga dada ini deg degan A G D Mulut lelaki katanya selalu begitu A G Apa lagikah yang masih suka A D dengan gadis remaja G A D C#m Bm	[Chorus] D mengaku bujangan A Kepada setiap wanita G A D Ternyata cucunya segudang [Interlude] D A G A D D A G A D G A D C#m Bm Engkau lupakan anak cucumu G A D Hanya demi kenikmatan G A D C#m Bm Harga dirimu bahkan terbuang E A Yang ada hanya rayuan.. woo.. [Chorus] D mengaku bujangan A Kepada setiap wanita G A D C G Ternyata cucunya segudang D mengaku bujangan A Kepada setiap wanita G A D C G Ternyata cucunya segudang

Engkau lupakan anak cucumu G A D Hanya demi kenikmatan G A D C#m Bm Harga dirimu bahkan terbuang E A Yang ada hanya rayuan, woo..	D mengaku bujangan A Kepada setiap wanita G A D Ternyata cucunya segudang, wo..

3. Visitors' Preferences for Certain Types of Music and Their Impact on the Atmosphere at Black and White Cafe and Bloum Café

By choosing the right song, the atmosphere will be filled with enthusiasm from the visitors. Visitors feel at home spending time in the cafe while enjoying the food and drinks provided by the Black and White Cafe and Bloum Cafe. With more and more food and drink orders, the economic value is beneficial for the Black and White Cafe and Bloum Cafe.

During observations in the period November 2022-November 2023, the researchers saw that visitors could follow the songs sung by Soundmate Band and L'Mao Trio due to the selection of the right songs that visitors could follow, namely by singing together. This creates a social space between visitors and musicians. Each of them can communicate with each other through the songs they sing. All visitors present can unite and mingle in the cafe when the Soundmate Band and L'Mao Trio perform songs.

C. The Link between Music and Local Culture
1. How Local Music Types Reflect the Cultural Identity of Medan City

The Big Indonesian Dictionary (KBBI) defines the words identity and social as follows: identity is: a person's special characteristics or circumstances; identity". Meanwhile, the word "social" is defined as "concerning society". Thus, the word social identity is a characteristic or condition of a certain group of people. Identity denotes the ways in which individuals and collectivities are differentiated in relation to other individuals and collectivities (Jenkins, 2008).

Identity is divided into three parts, namely: cultural identity, identity, social and self or personal identity.

1) Cultural Identity
Cultural identity is a characteristic that arises because a person is a member of a certain ethnic or tribal group, which includes learning about and accepting traditions, language, religion, innate characteristics, and descent from a culture.

2) Social Identity
The definition of identity must be based on an understanding of human action in its social context. Social identity is similarities and differences, personal and social matters, matters of what is shared with some people and what is different from others.

3) Self-Identity
Identity is generally understood as an awareness of personal unity and continuity, a unique unity; unity and continuity that integrates all self-images (Barker, 2008). According to the researchers' observations in watching the Soundmate Band and L'Mao Trio performances, the songs sung had been thought through deeply by the leaders of the two musical groups. The songs sung certainly accommodate visitors' wishes regarding the music they like. Where Medan's cultural identity is inherent in all visitors who attend.

Soundmate Band always performs popular songs and also performs songs that reflect local culture in the city of Medan. Especially singing songs from the Batak Toba, Karo, Simalungun and Mandailing tribes. Meanwhile, L'Mao Trio mostly performs regional songs from the city of Medan, such as Toba Batak, Karo, Simalungun and Mandailing songs predominantly.

When regional songs are sung, most of the visitors sing along because they memorize and understand the lyrics of the song. Thus it can be said that the types of songs played reflect the local culture in the city of Medan.

The choice of this song was taken into account by Soundmate Band and L'Mao Trio. When conducting interviews with Soundmate Band and L'Mao Trio personnel, the majority of visitors liked regional songs such as Batak Toba, Simalungun, Karo and Mandailing. Meanwhile, another factor is that all the musicians who performed from both the Soundmate Band and L' Mao Trio came from tribes that live in the city of Medan. In this way, the process of memorizing the lyrics is easier.

2. The Influence of Choosing a Type of Local Music on the Sense of Togetherness and Social Interaction

This certainly happens, where the influence of local music selection creates togetherness and creates social interaction between musicians and visitors. This can be proven, when the Soundmate Band and L'Mao Trio performed the song Tarpaima, almost all the visitors sang together even though not all the visitors were Toba Batak ethnic. This sense of togetherness arises from everyone singing the Tarpaima song. Even though most people don't understand the meaning of the Tarpaima song, by hearing this song often, over time visitors from other ethnic groups can memorize the lyrics of the song.

This creates a sense of togetherness and ultimately social interaction between visitors. Visitors who come from other tribes will eventually ask their friends who come from the Toba Batak tribe, what is the meaning and purpose of the lyrics of the song Tarpaima, which will cause interaction between them as long as the song is played.

The researchers' experience is also the same, when there is a song from another tribe, the researchers will ask friends in the cafe. By providing an explanation of the song being sung, the writer can better understand the meaning of the song being played.

The social identity inherent in each visitor will continue to be carried even though they are in the cafe. When the songs played come from their own tribe, of course it will be easier for visitors to follow and sing together with the singer on stage.

This togetherness and social interaction between visitors is what Soundmate Band and La'Mao Trio always strive for, with social interaction occurring throughout their performance, the songs played are successful because they can satisfy the visitors present.

CONCLUSION

Finally, the researchers come to a conclusion that music plays a role in creating social space and interaction in the Black and White Cafe and Bloum Cafe, where Soundmate Band and L'Mao Trio musicians can create an atmosphere that allows visitors to interact, both with musicians and singers or fellow visitors who are present.

The role of music, musicians and the type of music chosen is what can ultimately create social interaction between musicians and visitors who attend the Black and White Cafe and Bloum Cafe. In this case, the foresight of the Soundmate Band Leader and L'Mao Trio in concocting or selecting the songs to be performed is very necessary. By selecting good songs, the atmosphere and emotions of visitors can be aroused, thereby creating interaction during the musical performance.

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