

SONG CREATION ON RESILIENCE TO INCREASE SELF ESTEEM IN YOUNG ADULTS

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ABSTRACT

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People with low self-esteem tend to withdraw from trying because they simply feel they do not have the skill to do it. There are many cases of low self-esteem in the world including Indonesia. This project aims to improve self esteem in the audience through a song. The target audience of this project is for Young Adults. The project stages include pre-production, production and post-production. The song creation on Resilience has the title of “Remedy For My Soul”. The creator chose that topic because the song revolves around Resiliency. This song explains someone who has the courage to change and is willing to move on from their past experience. Change all the negative and toxic traits and twist the bad experience that caused the trauma that lead them to low self esteem with their major comeback of the best version of themselves full of confidence, acceptance, resiliency and higher self esteem. This song was written on October 5th 2021 by Ayesha. The making of this song took around 5 months to do, the lyrics and the guided guitar was made by the creator and was arranged together with the Suarasuku Studio Team from January 20th 2022 – end in the help of Suarasuku Studio. Tegi Merkuri mastered this song on May 19th 2022 and will be published on June 10th 2022 through 55 digital platforms.

Keywords: Resilience, Self-esteem, Song creation

1. INTRODUCTION

Communication is a process of delivering message from a person to another in a form of either verbal or non-verbal. Communication can be delivered in many ways and one of them is through artwork such as music, drawing, sculpture etc. Every day, humans have activities from waking up, studying, working, relaxing, until closing their eyes and resting to close their day. In that span of time, music became one thing that was almost inevitable. Starting from the ringing of the alarm in the morning, songs that are heard on the radio on the way to work or school, jingles that come from the convenience store during lunch breaks, background music heard from advertising billboards on the side of the road, to music that is accidentally heard from the street in front of the house. Music is so close to daily activities that music becomes one of the ideal way for communicating to public. Communication through music also automatically has psychological effects for humans, such as cognitive processes, perceptions, and also aspects of human behavior. This is because music is also a product of a person's mind. Music is created by a person based on their own thoughts, feelings and characteristics. The message through the music he creates will create stimuli for the listeners in the long term. Listening to music can affect a person's psychological condition. For example, the improves mood, excited, easier to concentrate, or the mind becomes calmer so that music can be used as therapy for treatment.

Self-esteem is the way how a person sees him/herself. According to Cascant (2020), self-esteem is “the evaluation of the information contained in the self-concept and the person's feelings towards it”. High self-esteem is one of the most important characters for every person to have to achieve success. People with high self-esteem will have the courage to try more and move to move forward since they can see themselves having the ability to achieve it. On the other hand, people with low self-esteem will tend to withdraw themselves from trying because they simply feel they do not have the skill to do it. People with low self-esteem feel inadequate or incompetent about themselves or unloved. There are



many cases of low self-esteem in the world. For example, DoSomething (2021) reported that 7 out of 10 respondent responded that they have a bad image about themselves, where they do not see themselves looking good enough, clever enough, or good enough in their relationships with family and friends. Study, also reveal that 8 out of 10 Indonesian teenagers have low self esteem. This is due to the high pressure of the environment which forms a 'demand' of ideal conditions (Bethesda, 2022). Riska and Risnatuti (2017) stated a similar thing that from 58 teenagers as respondents in ther study, 53% have low self-esteem. Moreover, they have low self-esteem, 75% of it was found to develop negative behavior such as smoking, drinking, bullying, cutting, and eating disorders. A similar statement was acknowledged by Cakar & Tagay (2017), who found that low self-esteem may also develop psychological difficulties such as substance abuse, pregnancy in teenagers, low academic achievement, criminal behavior, as well as aggression, and irresponsible sexual behaviors.

In career development, people with low self-esteem will also need to pay a high price. According to Alton (2017), people with low self-esteem will tend to earn less money and inability to start their own business. With such a negative impact, teenagers and young adults need to develop high esteem. Unfortunately, many events in a person's life do not always support the development of positive characters. Stressful experiences such as negative childhood where the close environment at home (like parents, family) and school (peers and teachers) were very critical, can be a strong source to develop low self-esteem (Bameo and Fabella, 2018). Compared with adults, children face fewer criminal charges, and the age range of "Young Adults" is somewhere in between. Therefore, it is very important for law enforcement agencies to understand how to deal with people in this area. But different states, counties and continents have different definitions of youth. In addition, various departments of the U.S. government have different definitions of young people. The Federal Interagency Forum on Child and Family Statistics describes that individuals that are considered as young adults are individuals that has an age range of 18-24 However, the United Nations defines "youth" as people between 15 and 24 years old. (Kessler, 2021).

Nine factors are influencing the development of self-esteem, which are parental influence, personality, life experience, age, health, thoughts, social situation, the reaction of others, comparing self to others (Ackerman in Zangmo et al, 2021). Among all parental and environment influence self-esteem the most. However, there is a possibility that a person can increase self-esteem through resilience. Resilience has a close relationship with self-esteem (Tian et al, 2018) and may help to increase self-esteem. AlHamdani (2020, pg 2) defined resilience as "the power or ability to recover readily from illness, depression, adversity, or the like; buoyancy". While Laipenicks (2020, pg 1) defined resilience as "an ability to recover from or adjust easily to misfortune or change". Based on the definition above, resilience is the ability to quickly bounce back after experiencing an unpleasant event. In terms of building resilience, it is critically important that an individual can uplift oneself through various forms of media communication and one of them is through the creation of a song.

Every living people communicate every day with each other. Communication is known to be the way to give a message to other people and vice versa.

Communication is defined by Kapusuz (2020, pg 88) as "a process of transferring information from a sender to a recipient". While Minarni et al (2020, pg 193) defined communication as "a process of delivering messages from the source to the recipient of the message to influence the recipient of the message". On the other hand, Altun (2020, pg 47) defined communication as "the interchanging of information between two or even more individuals". Based on this information communication transfers information to influence the recipient.

There are two types of communication: verbal and non-verbal communication (Shilina, 2020). Verbal communication expresses feelings, ideas, and opinions through oral communication, whereas non-verbal communication gives a message to others through body language. Delivering ideas through verbal messages can be carried out in various ways and one of them is through music. Music or a song can become a powerful tool to communicate and influence people. Sutton et al (2021) asserted that songs and music were proven to be an effective tool to reduce stress and improve resilience in a

population impacted by disaster. Similarly, Yusecan & Sendurur (2018) also acknowledged the importance of music in therapy which can increase the self-esteem level.

Music is used to communicate with simple basic human emotions. It is believed that the ability to perceive emotions in music begins to develop and improve life. This skill is used to read emotions in any musical structure. Speed is generally considered the most important structural aspect of emotion in music, but other factors, such as pattern, volume, and melody, also affect the emotion (lyrics) written in music. The audience can also influence their perception of music. Listeners use their own personal and social identities to explain what they hear. These characteristics include their personality, age, their personal knowledge of music, and what motivated them to listen in the first place. Throughout human history and culture, music has been used to communicate in various ways. It is one of our oldest and most common communication methods.

According to Droke (2020) "Digital Devices Have Just Become The Most Common Method Of Listening To Music". A study by Edison Research, the pandemic blockade has led to a major change in the way people listen to music. Edison Research began to record numbers in 2014. Their last report found that 55% of the total time listening to music in the United States every day is done on traditional devices such as radios, turntables, CD players, and TV channels. But after the pandemic began, the statistics changed. Now, 53% of the total daily listening time is done on digital devices such as mobile phones, laptops, the Internet, and smart speakers (Droke, 2020).

It is generally believed that music can nourish the soul because it can soothe and relax your soul. Music has always been the best source of expressing feelings and emotions. Among all popular music genres, popular music has become the most popular music genre since it was first introduced (Jeanmfp, 2020).

The word "Pop" itself comes from popular. It is so named because it has become so popular after its launch. As an independent genre, popular music is composed of simple patterns and rhythms. It turns out that the human brain likes patterns, and patterns that are easy to remember are more attractive than patterns that are hard to remember. Modes make music more attractive and attractive. Simple and simple modes are easy to choose, which is why our brains prefer them.

In addition, the pattern increases the rhythm of the song and its music, and the rhythm takes us away. Rhythm allows us to sing and dance with the lyrics and beats of the music. All this makes popular music a popular genre (Jeanmfp, 2020)

Music observer Adib Hidayat revealed that pop music is still the type of music demanded by many domestic consumers in Indonesia and around the world because people want to hear an interesting, simple, and relaxing songs. According to him, the Covid-19 pandemic in Indonesia and the world has hit the entire domestic and international music industry. However, some Indonesian musicians maintain their productivity by creating many works. He revealed that the domestic epidemic has also led many musicians to use digital platforms such as YouTube to carry out music activities (Supriyanto, 2020).

Based on the background stated above, this project will focus on giving an option for young adult that has dealt with self-esteem issues. Realizing how crucial it is to develop high self-esteem as an individual, it is important to create a tool that can improve self-esteem. Also, considering that words as a verbal communication tool, integrated with music in a form of a song, can be utilized as a therapeutic instrument to increase self-esteem level. Therefore, this project is developed to create a song with a resiliency theme to influence and motivate other people which can increase their self-esteem. The main goal of this song is to bring back the positive spirit of young adults to feel like they're heard and accepted, and not having to live up to society's expectations. The song on resilience is entitled "Remedy For My Soul".

The aim of this project consist is to create a song creation on "resilience" as a tool to influence the young adults and help them increase their self esteem. The academic significance of the song "Remedy For My Soul" to increase self-esteem in young adults are to develop and gain experience in making lyrical pop music, where the creator combines the theory of music and practice of communication science in the field of music, which is then adapted into a song. Furthermore this project

aims to put theory into practice by creating a song based on theoretical analysis, and to create a therapeutic tool to improve self-esteem in young adults.

2. METHOD

The steps that the creator of the song will use to meet the needs of song creation on resilience include:

1. Pre-Production

These are the following procedures that are in the process of the pre-production song creation on resilience :

- Find references on what type of genre the creator would like to use for the song on resilience
At this stage, the creator will finalize ideas and determine the purpose of making the song, so the song will not go out of topic.
- Determining the Target Audience
At this stage of this process, the creator has to make sure that the presentation of the song will be in line with the target audience that has been chosen, which is for young adults in the age range of 18-24 years old.
- Create a timetable for all activities for the whole production
The purpose of making a timetable is so that the song can be mastered based on a deadline. Therefore, can run smoothly according to the time without any rush, so the use of time management in carrying out activities related to the song making must be written down.
- Create song lyrics based on resilience
At this stage, the creator will write lyrics based on an incident/experience that can help inspire the youth/young adults to be able to bounce back
- Create soft arrangements
Creator will create a soft melody for what the song will sound like.
- Find a studio team to work with
- Create a budget plan
By making a budget plan, the creator can determine the range of funds that the creator will use.

2. Production

The creator and the team will carry out all forms of activities to prepare the song, from songwriting to music arrangements, rehearsals, recording, and mastering, until the release.

3. Post-Production

The Post-Production will be counted from the mixing and mastering until the release on June 10th 2022, then it will be continued with the making of the final report and evaluation of the song as well as the completion of the administration used in the music production.

3. RESULT AND DISCUSSION

The song creation on Resilience has the title of “Remedy For My Soul”. The creator chose that topic because the song revolves around Resiliency. We as human beings make remedies for ourselves to clear out the negative & toxic traits and impacts to calm the mind and soul. This song is based on the creators experience combined with the research of young adults with the age range of 18-24 years old that are facing low self esteem. The main goal of this song is to bring back the positive spirit of young adults to feel like they’re heard and accepted, and not having to live up to society’s expectation.

This song explains about someone who has the courage to change and is willing to move on from their past experience. Change all the negative and toxic traits and twist the bad experience that caused the trauma that lead them to a low self esteem with their major comeback of the best version of themselves full of confidence, acceptance, resiliency and a higher self esteem. The best version themselves persicley. This song was written on October 5th 2021 by Ayesha.

In accordance with what has been discussed in the work steps this song carried out by the creator of the work includes Pre-Production, Production, and Post-Production.

Pre-Production

Pre-production is the stage where the creator makes preparations before entering the production stage. Where the preparations are made to support the production process itself. In this case, the creator made preparations for the production of the song creation on resilience entitled "Remedy For My Soul" before releasing it which contains everything explained in the Pre-production, production and post production.

In the pre-production, the creator of "Remedy For My Soul" has composed, written down the lyrics before making the music and vocal guide with the team. During the process of the pre-production, the creator has:

- Written down the final draft of the lyrics
- Composed the final music so the arrangers know how the song goes
- Make Vocal and Music Guide with the team
- Search for Music References
- Decide and compare between genres (POP and RnB)
- Vocal rehearsals with the vocal director before the recording

Production

Production is the stage where 'the creator' creates the creation that they are working on into realization. In this case, in the process of the Production stage was :

- Changing song arrangements and make a few drafts of how the creator want song will sound like
- Evaluating what instruments needs to be changed
- Evaluating what instruments should be added
- Music and Vocal Recording
- Song arranging until the final draft of the song before mixing and mastering
- Vocal editing

Post-production

Post-production is the stage is where the creator finalizes the Creation. In this case, the process of the post production was :

- Vocal editing
- Mixing and mastering of the vocal and music so it can be combined well as one
- Evaluation of the vocals and music before the final and mastering
- Photoshoots for the Cover Art and Photo editing
- Sign a contract with the aggregator, distributor and publisher
- Wait for the release date and song release

Situation Analysis

Situation Analysis is a search for data or information related to the existing topic or discussion. In order to achieve the desired results, the creator of the work conducts research. This research includes determining the source of the story for the song in line with the target audience. In this work, the creator conducted research in the form of reasearch through books, journals, and official websites.

The moral story of the song "Remedy for my soul" is to wake the young adults up and persuade them to let go, surrender and move on from bad experiences from the past and come back to their best versions of themselves.

This song was inspired by the true life event of the creator and a research of self esteem issues explained in chapter 1. The creator wants to make the song an awereness for young adults to keep striving, and come back up to the best versions of themselves.

Segmentation, Targeting and Positioning

Remedy for my soul is a song based on the creator's true life event. Therefore, it is in line with the target audience of this research which is young adults with the age range of 18-24 year old. In this work, the Target Audience that is aimed for young adults with all levels of social stratas who are considered as young adults (18-24 years old). The target audience has been determined by the creator of the work through STP (Segmentation, Targeting, and Positioning) as following:

I. Psychology and Geography Segmentation

Demographics : Jabodetabek (Jakarta, Bogor , Depok, Tangerang, Bekasi) & Central Java with the age range of 18-24 years old

Education : Year 12 (High School) – Bachelor students

Gender : All genders

Behaviour Interest : Young Adults who are interested in moving on from the past and is willing to come back to their best versions of themselves.

II. Targeting

Remedy for my soul is aimed for all the young adults who are facing low self esteem. So therefore, the creator of the work has determined the targeting by making a selection based on the available segmentation as following :

Age range : 18-24 years old

Job : Students & All Professions

Gender : All genders

Reigion : Jabodetabek (Jakarta, Bogor , Depok, Tangerang, Bekasi) & Central Java

III. Positioning

The creator of the work represents the communication of music through this song on resilience, "Remedy for my soul" with the aim of spreading awareness of resilliency for young adults.

The creator of the work determines the Target Audience so that messages about resilience can be delivered properly, and can be more relatable with the situation that is created.

Project Evaluation

The process of making Remedy For My Soul is divided into 3 stages, which are the pre-production, production, and post-production. In the pre-production stage, the creator of the work makes preparations before entering the production stage. Where, the creator of the work carries out the research process, determines the target audience, looks for story sources through online research and mixes it with the original experience of the creator. After that, the creators make a timeline and do the final draft of the song before entering the first meeting process with the team, rough arrangement for the recording, vocal and music guides, vocal rehearsals, recording, the mixing and mastering until the release of the song. In addition, the creators also arranged a team for the production of the song Remedy For My Soul and made song arrangements & recording processes schedules and deadlines, also planned a photoshoot for the cover art of the single "Remedy For My Soul" to that will be used in the released song on digital platforms.

At the production stage, the creator of the work executes all the preparations that has been made in the pre-production stage. Where the creator ensures that the arrangements and vocals are ready so that the production stage runs effectively. After that, the creator enters the editing, mixing & mastering stage, until the final revision before final release the song on digital platforms such as Spotify, Apple Music, Youtube Music, Joox, etc. on June 10, 2022. In addition, the creators will also distribute questionnaires to the audience to find out whether the message of the song was delivered properly.

The creators wishes that through this song, it can inspire the young adults with the age range of 18-24 years old to keep going in life and that it can boost their self-esteem if they listen to it whenever they are feeling down or happy. It can make them bounce back and comeback to the best version of themselves. In addition, the creator hopes that the community can well receive the message of this work.

Questionnaire Result

The questionnaire was distributed through google forms and have collected 50 responses as shown in Figures below:

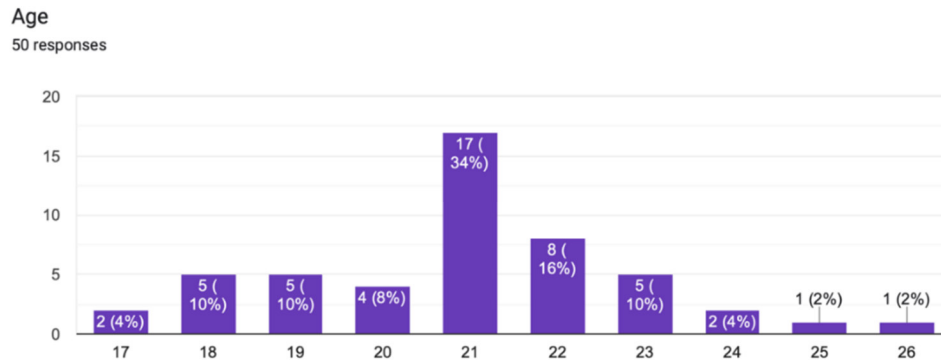


Figure 1. Respondents age range

The figure show that the age range of respondents that participate in the survey is 17-26 years old with the majority (34%) respondents were 21 years old and followed by 22 years old (16%). The figure indicate that the respondents were in the age range that were initially targeted.

The gender however, also vary as shown in the following Figure:

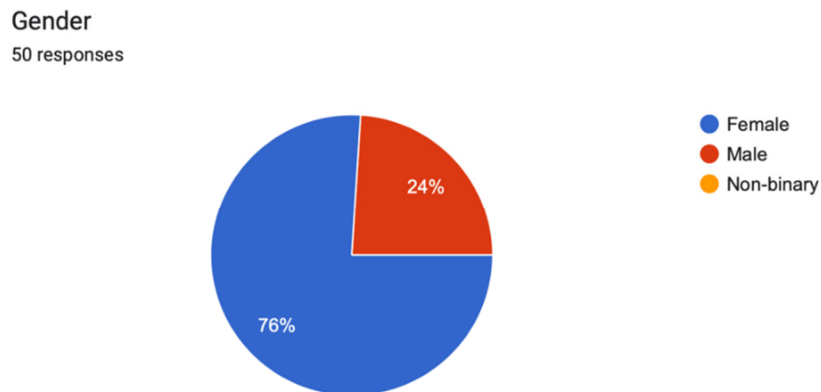


Figure 2. Respondents gender

Based on the above figure, it shos that respondents were dominated by female (76%) and only 24% of male respondents.

The respondents opinion when was asked about the song, lyrics and music arrangement are shown in the figure below.

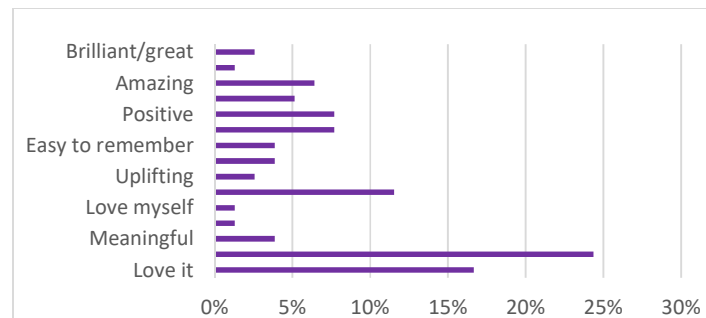


Figure 3. Respondent's opinion on the song Remedy for My Soul

The result shows that most respondents (24%) think that the song is relatable to their current situation in their life. This was followed by the opinion that respondents love the song (17%) and that the song is inspiring to them (12%). Other opinion include that respondents feel the song give positive vibes, motivating and amazing (7-8%).

What digital platform did you use to stream Remedy For My Soul?
50 responses

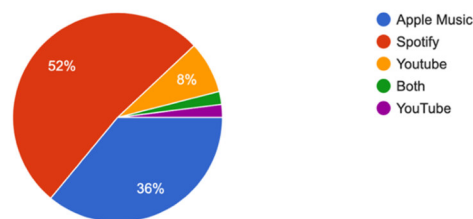


Figure 4. Digital platform used by respondents

Most respondents streamed the song 'Remedy for My Soul' from Spotify (52%), followed by Apple music (36%). Other digital platforms used to stream the song was Youtube (8%).

Which of the Remedy For My Soul lyrics can you most relate to?
50 responses

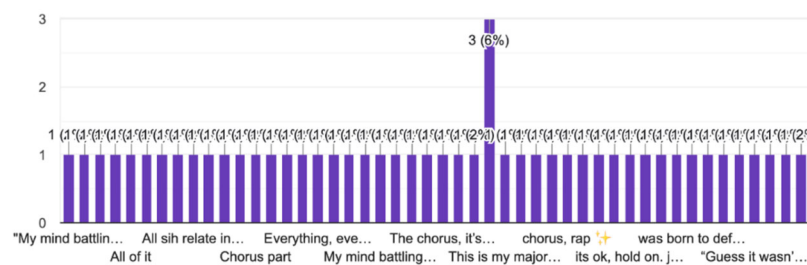


Figure 5. Most relatable lyrics

Based on the above result, the most relatable lyrics vary from one respondents to the other. Meanwhile 6% of respondents confirm to find the same lyrics that are relatable to them.

Have you ever felt insecure because something/someone made you feel a certain way?
50 responses

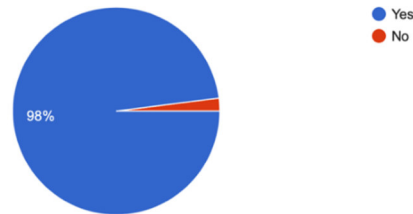


Figure 6. Response on insecurities

When asked about whether the respondents ever felt insecure, approximately 98% of respondents answered yes, while only 2% answered no. This indicate that most respondents experience a stage in their life when other people in their surroundings have made them feel down.

The next question, respondents was asked if they are currently in a stage of trying to let go of the past, the result is shown in the Figure below:

Are you at the stage/phase in life of letting go of your past?
50 responses

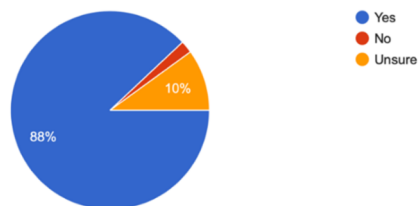


Figure 7. Response on letting go of the past

The result from questionnaire of whether respondents are currently struggling to let go some parts of their life, 88% answered yes, while 10% was unsure and 2% answered no.

Does listening to the song Remedy For My Soul help you to get up on your feet and face the world again?
50 responses

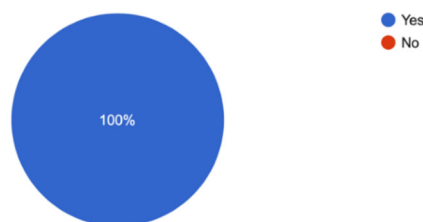


Figure 8. Effect of Remedy for My Soul

Based on the result, it shows that 100% of the respondents answered that the song has helped them to overcome their insecurities and is ready to come back in the best versions of themselves filled with confidence.

Which part of the song do you like most? Why?
50 responses

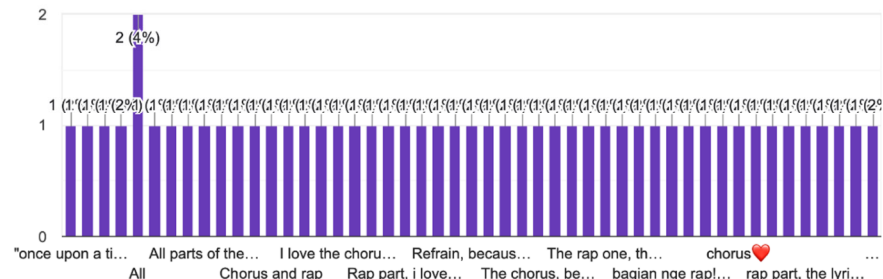


Figure 9. Respondents favourite part of the song

Based on the result, 4% of the respondents liked the whole part of the song, while others like different parts of the song such as the chorus, the rap, the bridge and the verse.

4. CONCLUSION

The creator of the song creation on resilience to develop self esteem in young adults chose the song to be entitled "Remedy For My Soul" because the word 'Remedy' refers to a remedial of life and added 'For My Soul' to elaborate that the Remedy is aimed to calm the mind and soul by accepting themselves and be resilient about life.

The creator aims for this song to be a place for the creator to communicate verbally with the target audience. Remedy For My Soul was based on a the creator's experience and a research of self esteem issues with young adults with the age range of 18-24 year olds. In this case, the creator hopes that this song will be delivered and received well and can be an inspiration for the young adults.

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