

PUBLIC PERCEPTION OF LIVE MUSIC CAFE LOVERS: A CASE STUDY OF CUSTOMERS OF BAMBU PURPLE RESTO MARELAN

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Abstract

The purpose of this study was to analyze the perception of the public who enjoy live music in cafes, a case study of customers of Bambu Ungu Resto Marelan. This research method is qualitative. The subjects of the study were customers of Bambu Ungu Resto Marelan. Data collection techniques were observation and interviews. Based on the results of the study through observation and data analysis of the theme of the music show according to the perceptions of visitors at the Bambu Ungu Resto cafe, it can be concluded that: 1. Visitors' perceptions of the theme of the music show are based on the choice of music from the management which has a significant impact on the customer experience in the cafe. Visitors to the Bambu Ungu Resto cafe tend to like relaxed and easy-listening music, such as pop music that creates a warm atmosphere. Artists whose songs have calming melodies and positive lyrics are favorites of visitors because they are able to create an atmosphere that matches their mood and needs at that time. 2. Knowing what music is popular can help the cafe stay relevant and attractive to visitors. The atmosphere of visitors during the music show is also considered quite supportive. Overall, the theme of the music show that suits visitors' preferences tends to increase their satisfaction and experience in the cafe, one of which is with the theme of pop music.

Keywords: *Music, Live Music, Public Perception.*

INTRODUCTION

The people of Medan City have diverse cultural backgrounds, with various tribes, races, religions, and social statuses. Some of the tribes that inhabit Medan City include Malay, Javanese, Karo, Toba, Simalungun, Minang, Pakpak, Tamil, Chinese. The people of Medan City still preserve their respective traditions. The mix of ethnicities in Medan City produces a rich social environment, with various elements of life such as cuisine, art, customs, and language. However, over time, the original culture of the Medan people has been increasingly displaced due to exposure to the richness of foreign cultures. The organization of live music in cafes in Medan is growing. Usually, cafes conceptualize the genre of music that is displayed to be enjoyed by cafe customers. Bambu Ungu Resto is one of the big cafes in Medan Marelan City with an aesthetic concept. In addition to being instagrammable, the Bambu Ungu Cafe concept also provides live music at night. So that customers can enjoy the appearance of the band presenting a musical performance. This is an urgency where Bambu Ungu Resto must adjust the music presented to global music preferences so that it can be enjoyed together so that visitors do not get bored.

Bambu Ungu Resto started operating in December 2020 – January 2021 as a result of Andry and Sutri's idea to present a place to eat with a natural, family, and Instagrammable concept in Medan Marelan. In a short time, this place has become one of the culinary hits destinations in Medan, especially because of its attractive design, family-friendly concept, live music, and varied menus and friendly prices. Bambu Ungu Resto is a type of modern cafe that is developing very rapidly, the presentation of the restaurant from food to entertainment is also very interesting. For entertainment, it is usually presented every 20.00 WIB until finished, where the band that performs is a Millennial band called Hellow Band which is still active locally. However, the band presents a lot of entertainment such as pop music, dangdut and regional pop songs.

Music preference is a person's tendency to like and often listen to a certain type of music. Music preference can be observed through a person's verbal or behavioral responses when listening to certain music. Literatures that contain the problem of musical taste tendencies in certain groups in particular (for example, the community) have not been found so far. However, Pierre Bourdieu's (Ayub, 2013) work entitled *Distinction: A Social Critique of the Judgement of Taste* (1984) contains factors that influence taste, including taste for art. Bourdieu also explained about the tendency of musical taste, and it turns out that musical preference is one of the identities of existing social classes. In other words, certain types of music are associated with certain social classes. This finding is what, among other things, raises the problems in this study. In addition, Bourdieu's writing is also useful for exploring the phenomenon of musical tendencies among teenagers who are the objects of this study. Bourdieu's writing mentioned above seems to still be the main reference in studies and triggers various questions or ideas related to musical taste. One of the books that re-examines the tendency of musical preferences in society and its relationship to social class is *Culture, Class, Distinction* (Bennett, 2009). The results of Bennet and his colleagues' study involving a number of respondents from various social strata, ethnicities, nations, and genders to see the tendency of musical taste. What is interesting is the finding of a tendency of heterogeneous musical taste in certain social categories. The tendency to consume various types of music by one particular social category is called musical omnivores. This raises the question, namely, is it true that musical preferences indicate certain social categories that have certain habitus.

Bourdieu (1984:1) put forward the opinion that a person's preference for literary works, paintings, or music, is closely related to their level of education and social origin. However, Bourdieu's view seems to ignore that an object (for example literary works, paintings, or music) has power in itself. The musical preferences of the Medan Marelan community reflect a rich tapestry of cultural influences and social dynamics. Traditional music, particularly among the Toba Batak community, remains significant, but contemporary genres are increasingly being embraced, showcasing a blend of heritage and modernity. This review will explore key aspects of musical preferences in Medan, including traditional influences, youth trends, and the impact of social identity. Based on the author's observations as an artist, the music preferences of the Medan Marelan community are very diverse due to the influx of culture from each individual.

Where if we find people in the corners of the city such as Medan Marelan District that are identical to Javanese, Batak and Malay cultures. So that the music preferences that are of interest to the community tend to be Javanese, Malay and Batak songs. Not only that, some individuals also show interest in Pop, Western, Korean songs and other music genres. In the past, music consumption depended on physical media such as cassettes, CDs, and radio. Currently, streaming platforms such as Spotify, Apple Music, YouTube Music, and application-based services are dominant. In contrast, the preference for classical music and ballet among Chinese families in Medan indicates the pursuit of high social status and cultural differences, illustrating how music can also function as a marker of class identity (Nainggolan & Zuska, 2010).

Music is a medium to overcome stress, improve mood, or remember a certain moment. Music is often used as a means of communication and unification between communities. The phenomenon that occurs among the community is that many people still consume local music as part of their cultural identity, regional and traditional songs still exist at certain events. Global music trends, such as K-pop, Hip-hop, or EDM, are increasingly dominating, especially among young people. The research gap in this study is Ayub's (2013) study that this study found that although interest in pop music is ranked at the top, they also 'consume' other types of music. The tendency to choose pop music as a preference among teenagers is based on several factors, namely the objective value of pop music itself, the ability of pop music to represent conditions experienced by teenagers, and the meaning of the music for teenagers. For this reason, the author is very interested in discussing "Music Preferences of Live Music Cafe Enthusiasts: A Case Study of Customers of Bambu Ungu Resto Marelan" is an interesting topic to explore, especially because Medan Marelan is a multicultural city with people from various ethnic, cultural, and religious backgrounds.

METHOD

This study uses a qualitative method. According to Yusuf (2019) qualitative research is a strategy that emphasizes the search for meaning, understanding, concepts, symbols, characteristics, descriptions or symptoms for a phenomenon; is natural and holistic; focused and multi-method; uses several techniques, prioritizes quality, and the data is presented in descriptive or narrative form. The purpose of qualitative research is to find answers to a phenomenon or statement with systematic scientific procedures using a qualitative approach. This study tries to understand the meaning of an event or incident by interacting with people in that situation or phenomenon.

This research will be conducted in Medan City, Medan Marelan District, focusing on Bambu Ungu Resto. The selection of this location is based on the consideration that Bambu Ungu Resto is one of the cafes that is quite large and crowded so that it is quite easy to get respondents. The research period is planned to last for 2 months, from February to April. This duration was chosen to allow researchers to observe activities at Bambu Ungu Resto which provides live music on certain days. The subjects in this study were customers of Bambu Ungu Resto. Qualitative data is in-depth and detailed, so it is also long-winded. Data obtained by researchers directly from the community who enjoy live music at Bambu Ungu Resto, for example through interviews, observations, or filling out questionnaires. Primary data is usually specific because it is adjusted to the needs of researchers, namely; 1) interviews, 2) observations, and 3) documentation. Several stages of the Miles and Herberman interactive analysis model (Lexy J., 2018: 245) go through four stages, namely data collection, data reduction, data presentation and drawing conclusions. In order to determine the validity (Trustworthiness) of data, an examination technique is needed. The implementation of the examination technique is based on a number of specific criteria. These criteria are the degree of trustworthiness, transferability, dependability, and certainty (confirmability).

RESULTS AND DISCUSSION

1. Music Perception of Purple Bamboo Customers at Marelan Resto

The perception of music of Bambu Ungu Resto Marelan customers is based on the music presented by the Resto. Based on an interview with one of the visitors named Ayu, she said:

"Our perception of the music presentation at Bambu Ungu Resto is good, but we can indeed request the singers, but they only provide the available songs and of course the management of Bambu Ungu Resto manages this." This means that the presentation of music at Bambu Ungu Resto Marelan has been arranged by the management of Bambu Ungu Resto, even though there are customers who can sing along and request songs, the songs are still arranged by the restaurant.

Another thing that strengthens this is the interview with Anton, one of the customers of Bambu Ungu Resto Marelan:

"If asked about my perception, I agree that the music presentation here is good, because the sound is also good, and the songs also follow the current hits. We, the audience, are really relaxed, especially the aesthetic atmosphere of Bambu Ungu Resto, so it's comfortable here." Another customer perception is that the music presentation at Bambu Ungu Resto is good, supported by a comfortable environment, making customers feel at home. The perception of music by live music cafe enthusiasts, especially among Bambu Ungu customers at Resto Marelan, can be understood through various dimensions of the impact of live music on customer satisfaction and attraction. The study shows that live music significantly enhances customer experience, influencing their preferences and overall satisfaction in a cafe setting.

Live music contributes around 58.3% to customer satisfaction in cafes, as evidenced by a study conducted in a similar environment (Nabila & Pratama, 2022). Customers often associate live music with a unique atmosphere, enhancing their overall experience and encouraging repeat visits (Ballato et al., 2023). The presence of live music can double the average number of visitors, especially attracting a younger demographic. For example, one study showed that attendance increased from 30 to 70 visitors during a live performance (Ballato et al., 2023)]. Preferences vary, with the majority of customers (70%) expressing enjoyment of live music, indicating its role in attracting customers to the café (Rey et al., 2022). Live music serves as a branding tool, fostering customer loyalty and enhancing the café's image. Companies that incorporate live music effectively can create a strong brand identity, leading to increased customer retention (Rizki et al., 2024). Conversely, while live music is a major draw, some customers may prioritise the quality of food and drink over the music offering, suggesting a need for balance in the café experience. This highlights the complexity of consumer preferences in live music settings.

2. Types and Genres of Music of Bambu Ungu Resto Marelan Customers

The type and genre of music of Bambu Ungu Resto Marelan customers can be said to be Pop music. where the band that performed was a Millennial band called Hellow Band which is still active locally. However, the band presents a lot of entertainment such as pop music, dangdut and regional pop songs. The following are the results of an interview with one of Bambu Ungu Resto Marelan's customers named Tasya:

"In my opinion, the music genre here is more pop. Because I haven't only been here once, it's more like 5 times. And what I'm really looking forward to is the evening because it's outdoors and we can enjoy live music. Here it's more

PUBLIC PERCEPTION OF LIVE MUSIC CAFE LOVERS: A CASE STUDY OF CUSTOMERS OF BAMBU PURPLE RESTO MARELAN

Riki Andika et al

pop and the latest song trends are like Mardua Holong, a must-have song." Based on the interview results above, it can be concluded that the type and genre of music of Bambu Ungu Resto Marelan customers is pop. Because there are indeed many customers who like pop songs and trending songs.,The type of music played in a cafe significantly influences customer behavior and satisfaction, with different genres influencing overall ambiance and purchase intentions. Research shows that different styles of music, such as classical, jazz, and popular, create different environments that can enhance customer experiences and influence spending patterns. An exploration of survey types and pop music genres among cafe customers reveals significant insights into consumer behavior and satisfaction. Studies have shown that the type of music played in a cafe can influence customer perceptions, moods, and purchase intentions. These responses will outline the impact of different music genres, the methodology used in the survey, and implications for cafe management.

Studies have shown that pop music can enhance the atmosphere in a café, leading to increased customer satisfaction and longer stays (Maciel et al., 2012) (Mandila & Gerogiannis, 2016). Associated with higher willingness to pay, classical music has been shown to positively influence sales in commercial settings (North & Hargreaves, 1998). The presence of live music performances significantly increases customer satisfaction and enhances the overall café experience (Asmara et al., 2023) (Roziq et al., 2024). Cafe owners should consider strategically using music genres to create a desired atmosphere that resonates with their target demographic (North & Hargreaves, 1998) (Mandila & Gerogiannis, 2016). Emphasizing live music and customized playlists can increase customer retention and satisfaction (Asmara et al., 2023) (Roziq et al., 2024). Conversely, while music can enhance the cafe experience, some studies suggest that overall satisfaction may depend not only on music but also on factors such as service quality and ambiance, suggesting a more complex interaction of elements influencing customer behavior.

CONCLUSION

Based on the results of the study through observation and data analysis of the theme of the music show according to the perception of visitors at the Bambu Ungu Resto cafe, it can be concluded that: 1. Visitors' perception of the theme of the music show is based on the choice of music from the management which has a significant impact on the customer experience in the cafe. Visitors to the Bambu Ungu Resto cafe tend to like relaxed and easy-listening music, such as pop music that creates a warm atmosphere. Artists whose songs have calming melodies and positive lyrics are favorites of visitors because they are able to create an atmosphere that matches their mood and needs at that time. 2. Knowing what music is popular can help the cafe stay relevant and attractive to visitors. The atmosphere of visitors during the music show is also considered quite supportive. Overall, the theme of the music show that suits visitors' preferences tends to increase their satisfaction and experience in the cafe, one of which is with the theme of pop music.

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PUBLIC PERCEPTION OF LIVE MUSIC CAFE LOVERS: A CASE STUDY OF CUSTOMERS OF BAMBU PURPLE RESTO MARELAN

Riki Andika et al

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