

# COMMUNICATION PATTERNS OF SCENE GROUPS THROUGH MUSIC IN DIGITAL CULTURE

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## Abstract

**Background** - Music has become one of the unifying elements for the scene group, music serves as a tool to build the identity of the scene group in the digital era. The influence of increasingly sophisticated digital culture is a driving factor why music has become an identity tool for the scene group. The rapid spread through content creators, social media, music and other platforms has made the existence of scene groups so well known. For the scene group, some things such as clothing style and musical taste are the main ones and are labeled as characteristics of the scene itself. Each individual who belongs to the scene group can be from different generations and their way of communicating is usually through the intermediary of music or fashion taste. Digital culture factors also affect the way the group communication pattern of the current music scene, if in the past there was jazz music, hip hop to be a tool to build a group identity, now the development of digital culture affects music culture to create a new musical art stream called indie. The beginning of the invention of this indie music genre brought a different concept from other music genres because this indie music is free of musical style and creates musical notes that are usually new tones concepts.

**Purpose** - This article was created so that readers know how a group communicates in different concepts. Readers are presented with material that emphasizes on the part of music knowledge and trends that bring influence to the scope of the scene group. This can later be observed more deeply about a group in society that also plays a role in the progress of the development of communication facilities in the digital world.

**methodology** - This research method uses the concept of literature study and participatory observation because the study of this article collects existing data and directly observes the value of attitudes, behaviors, and genres of the "Scene" group's music. With these two methods, the discussion related to how the communication pattern of the "Scene" group is presented theoretically, data and also direct observation.

**Findings** - Music is included in digital media, and digital media is included in the context of digital culture. The interconnectedness of these things creates every individual or group of people depending on the progress of today's digital culture. Each individual has a different purpose in using the role of digital culture, such as the group of scenes is known to use music media to be a container for their expression. If we examine in detail how the communication patterns of the scene group are, it can be concluded that digital culture has a great influence on developments in the field of communication. Thanks to the advancement of digital culture now, communication has become more varied and not always based on oral communication and written communication. Because through simple media can create a new form of communication. For example, the form of communication is established when through music, usually done when holding small music concerts or "gigs" that display their original works. The messages they want to convey can be channeled through lyrics in music. However, with the development of digital culture that has advanced like today, the way they communicate through music does not always have to happen face-to-face. They can communicate through music platforms such as Spotify, YoutubeMusic, Joox, and even through social media such as Instagram. These online platforms have become the main pioneers for some people who use their functions to create communication patterns.

**Originality** - The advantage of this article is to bring up a different concept from another skena topic. Because in these articles discuss skena group communication patterns through music, for example through music gigs. If skena is generally limited to a small scope, then the contents of this article explain that many contributing factors for a perfect communication pattern. Supported by current social media platforms and music, the main contributors to the process of communication patterns in the skena group.

Keywords: Communication, Scene, Music, and Digital Culture

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