

ABSTRAKSI

Di kota-kota besar seperti di Jakarta, kehadiran penyanyi jalanan bukanlah hal yang asing lagi, Meski keberadaannya tak terlepas dari persepsi negatif masyarakat, tanpa dipungkiri penyanyi jalanan menjadi bagian dari keseharian kehidupan perkotaan. Namun, maraknya penyanyi jalanan yang memasuki industri musik belakangan ini tampaknya mulai mengubah pendapat skeptis masyarakat. Potensi dan musikalitas para penyanyi jalanan pun mulai menjadi sorotan publik.

Sayangnya, menjalani karir di industri musik tidaklah mudah. Banyak penyanyi pendatang baru yang namanya pudar dengan cepat, termasuk para penyanyi jalanan pemenang kontes. Kurangnya arahan dan sistem manajemen, menyebabkan pendeknya keberlangsungan karir di industri musik.

Demikianlah proyek Warung Musik Jalanan ini hadir atas pemahaman akan dibutuhkannya suatu fasilitas kreatif yang mewadahi dan mengembangkan potensi musik penyanyi jalanan serta penyalurannya untuk memasuki dan berkarir di industri musik Indonesia.

Kata kunci: penyanyi jalanan, musik, industri musik

ABSTRACT

In a big city such as Jakarta, the presence of street singers is not a strange view anymore. Even when their presence is attached with public's negative perception, street singers have undeniably become the part of urban life. However, the phenomena which street singers stepped into the music industry seemed to change the public's skeptic opinion. People have becoming aware of their real potential and pure musicality.

Unfortunately, having career in music industry is not as easy as it seemed to be. Numerous newcomers have their names fade away so fast in the business. The lack of guidance and management system is the reason behind the very short period of career in the music industry.

Nevertheless, the Street Music Café project was emerged through the understanding of the requirement for a creative facility which not only accommodate and develop the street singers' musical potential, but also help channeling them into the music industry and actually survive in the business.

Keywords: street singer, music, music industry