

**KOMODIFIKASI, STANDARDISASI, DAN MASIFIKASI DALAM
PRODUKSI MUSIK POP INDONESIA:
PERSPEKTIF PEKERJA KREATIF DI INDUSTRI MUSIK**

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ABSTRAK

Di tengah perkembangan industri musik digital, musik pop Indonesia mengalami perubahan signifikan dalam proses produksinya. Dominasi platform digital dan tekanan pasar mendorong musik diarahkan pada aspek komersial, yang memunculkan praktik komodifikasi, standarisasi, dan masifikasi. Hal ini menimbulkan kekhawatiran atas berkurangnya kebebasan artistik, keragaman, dan kedalaman makna dalam musik pop. Sementara sejumlah penelitian telah menyoroti dampak digitalisasi terhadap pola konsumsi musik, masih terbatas kajian yang menelaah bagaimana pelaku industri seperti musisi, produser, dan manajer. Menghadapi tekanan pasar dari sisi proses kreatif. Penelitian ini bertujuan untuk mengeksplorasi pandangan para pekerja kreatif mengenai pengaruh logika industri terhadap kebebasan berekspresi dan keberagaman musikal. Menggunakan pendekatan kualitatif dan metode wawancara mendalam, hasil penelitian menunjukkan bahwa musik pop kerap diproduksi mengikuti formula pasar dan disebarluaskan secara masif melalui media digital berbasis algoritma. Dampaknya adalah homogenisasi musik serta tantangan dalam mempertahankan nilai budaya lokal. Meski begitu, pelaku industri tetap berupaya menjaga keseimbangan antara ekspresi kreatif dan tuntutan pasar. Penelitian ini menekankan pentingnya mendorong keberagaman, perlindungan hak cipta, pemanfaatan teknologi secara bijak, serta sistem distribusi yang lebih adil demi terciptanya ekosistem musik yang berkelanjutan.

Kata Kunci: Komodifikasi, Standarisasi, Masifikasi, Musik Pop Indonesia, Industri Musik, Pekerja Kreatif

**COMMODIFICATION, STANDARDIZATION, AND MASSIFICATION IN
INDONESIAN POP MUSIC PRODUCTION:
THE PERSPECTIVE OF CREATIVE WORKERS IN THE MUSIC
INDUSTRY**

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ABSTRACT

In recent years, the digital music industry in Indonesia has grown rapidly and significantly transformed the way pop music is produced. The dominance of digital platforms and market-driven demands has pushed music production to prioritize commercial aspects, resulting in practices such as commodification, standardization, and massification. These trends raise concerns about the decline of artistic freedom, diversity, and depth in pop music. While previous studies have mostly focused on the effects of digitalization on music consumption, there is still a lack of research on how industry players, such as musicians, producers, and managers experience and respond to these pressures during the creative process. This study aims to explore the perspectives of creative workers in the Indonesian pop music industry on how industrial logic affects artistic freedom and musical variety. Using a qualitative approach and in-depth interviews, the findings show that pop music is often created based on proven market formulas and distributed widely through algorithm-driven digital media. This leads to musical homogenization and challenges in preserving local cultural values. However, industry actors continue to strive for a balance between creative expression and market orientation. The study highlights the need for diversity, copyright protection, mindful use of technology, and fair distribution systems to build a more inclusive and sustainable music ecosystem.

Keywords: Commodification, Standardization, Massification, Indonesian Pop Music, Music Industry, Creative Workers