

ABSTRAK

Febri Andri Tua Simalango, Makna Bermusik dalam Mendukung Kehidupan Mahasiswa (Studi Kasus Fenomenologi Tentang Ekonomi Kreatif Pada Mahasiswa Yang terlibat Dalam Industri Musik. Dibawah bimbingan Dr. Ambariyanto, S.E., M.Si.

Penelitian ini bertujuan untuk mengeksplorasi makna bermusik bagi mahasiswa yang terlibat dalam industri kreatif melalui pendekatan fenomenologi. Hasil penelitian menunjukkan bahwa keterlibatan mahasiswa didorong oleh minat pribadi dan pengaruh lingkungan (*because-motive*), serta target kemandirian finansial dan pengembangan jaringan karir (*in-order-to-motive*). Selain sebagai sumber penghasilan, aktivitas bermusik berfungsi sebagai mekanisme coping stres akademik dan sarana aktualisasi diri. Untuk menjaga keseimbangan peran ganda tersebut, mahasiswa menerapkan strategi adaptasi melalui manajemen waktu yang ketat agar performa akademik tetap terjaga di tengah tuntutan profesionalitas di industri musik.

Kata Kunci: Ekonomi Kreatif, Industri Musik, Mahasiswa, Fenomenologi, Manajemen Peran Ganda

ABSTRACT

Febri Andri Tua Simalango, The Meaning of Music in Supporting Student Life (A Phenomenological Case Study of the Creative Economy for Students Involved in the Music Industry). Under the guidance of Dr. Ambariyanto, S.E., M.Si.

This study aims to explore the meaning of music for students involved in the creative industry through a phenomenological approach. The results indicate that student involvement is driven by personal interests and environmental influences (because-motive), as well as the goal of financial independence and career network development (in-order-to-motive). In addition to being a source of income, musical activities serve as a coping mechanism for academic stress and a means of self-actualization. To maintain balance between these dual roles, students implement adaptive strategies through strict time management to maintain academic performance amidst the demands of professionalism in the music industry.

Keywords: Creative Economy, Music Industry, Students, Phenomenology, Dual Role Management