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Indonesian Indie: Spotify Perspective

Cecilia Novita
Amsterdam – Team 4



Indonesian Music Landscape

Indonesian Made Music Genre Popularity on Spotify



● Pop 55%

A genre of popular music characterized by catchy melodies, accessible lyrics, and broad appeal to a wide audience.

● Indie 24%

Short for independent, it refers to a diverse range of non-mainstream music produced independently of major record labels, often associated with a DIY (do-it-yourself) ethos.

● Folk 7%

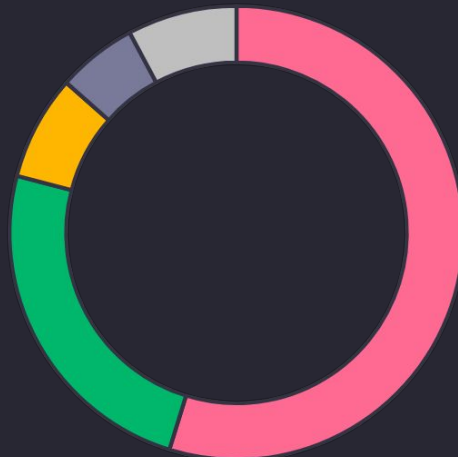
Folk music in Indonesia, reflecting the rich cultural diversity of the archipelago through traditional instruments, regional melodies, and storytelling elements.

● Jazz 6%

Genre of music originating in the US, known for its improvisational and rhythmic elements, often featuring complex harmonies and diverse instrumentation.

● Others 8%

Consist of Indonesian Alt. Rock, HipHop, RnB, City pop, Emo, etc



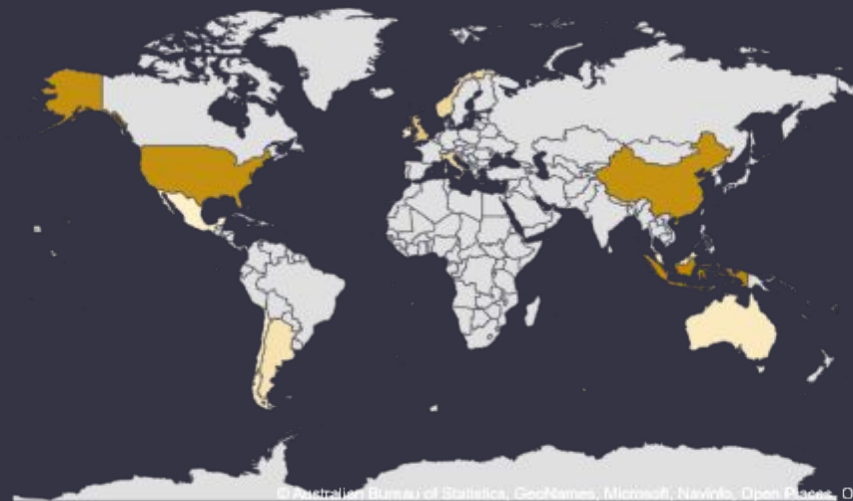


Indonesian Indie on the Global Stage

Popularity

141,279

1,942,421



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Indonesia is the **1st Place** on Popularity in indie Music, followed by US & China





Popularity Analysis - Indonesian Indie vs. Pop

Factors Influencing Popularity in Indonesian Music



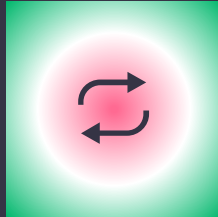
Factors	All Genres	Indonesian Pop	Indonesian Indie
Energy	✓	✗	✗
Mode	✓	✓	✗
Acoustics	✓	✗	✗
Duration	✓	✗	✗
Released Before 2017	✗	✗	✓
Album	✗	✗	✓
Top 10	✓	✓	✓
Top 50	✓	✓	✓

Highlights:

- In Indonesia, both pop and indie genres are heavily influenced by their rankings in the Top 10 and Top 50 charts.
- Securing a spot on these charts is crucial for achieving widespread popularity in the country.
- For indie music, additional factors come into play:
 - Songs released within albums tend to be more popular.
 - Indie songs released before 2017 show a consistent trend of higher popularity.
- The statistics underscore the significance of top charts while shedding light on specific trends within the indie music scene in Indonesia.



Indonesian Indie Popularity Factors



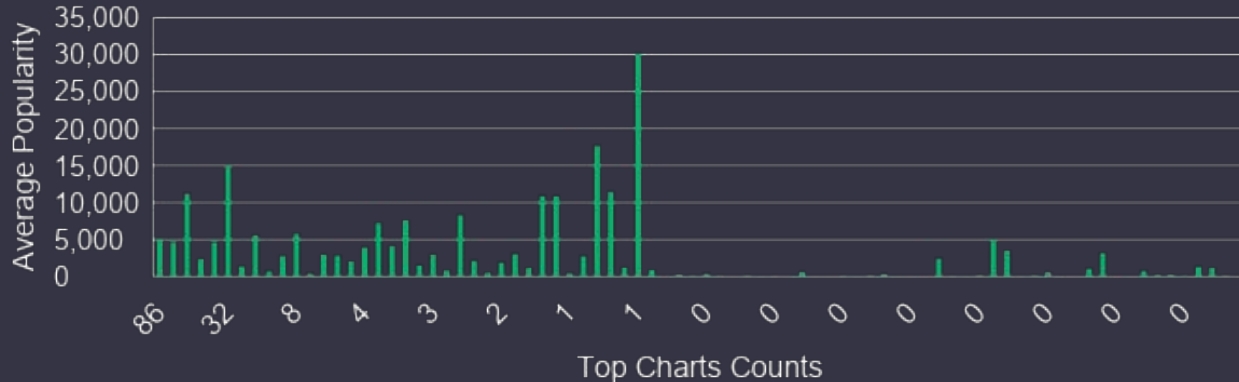
In Summary, there is significant factors that strongly influence Indonesian Indie:

- Songs Released before 2017
- Released in Album
- Included in Top 10 & Top 50 Charts



Top Chart Analysis

Top Chart Impact on Popularity on Various Indie Genre
Top Charts Count & Popularity



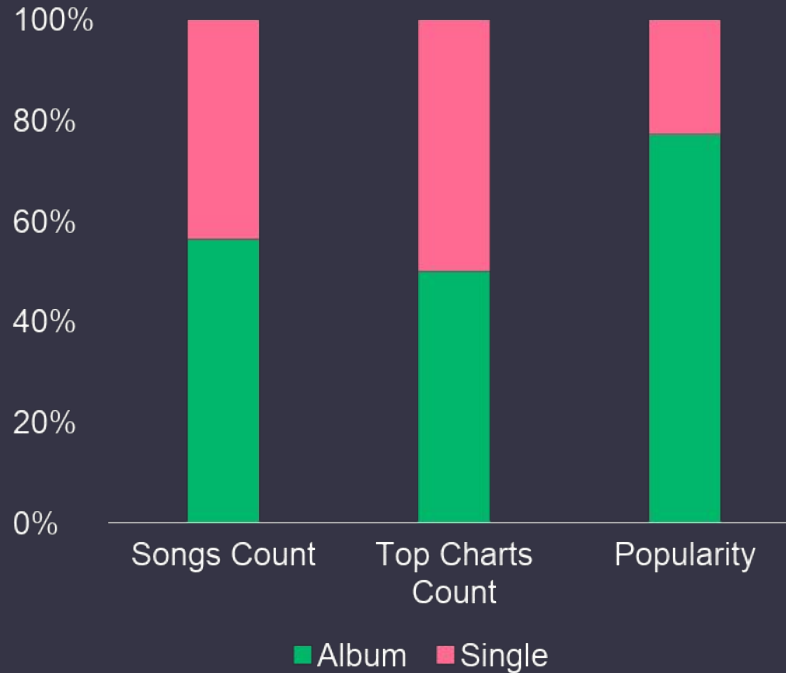
The table above presents the average popularity of each genre, strategically calculated to mitigate bias resulting from genres with high song counts.

A compelling observation emerges, as genres featuring songs included in the Top Charts exhibit notably high popularity levels. This trend persists even among genres with just a single song included in the Top Charts, underscoring the significant impact of chart presence on overall genre popularity."



Album vs. Single Release

Release Strategy Impact



Highlights:

Examining the counts of singles and albums, both categories reveal similar numbers in terms of the counts of songs and the counts of appearances in Top Charts.

However, a notable contrast emerges when considering popularity, with a significant difference observed for songs released in albums. This suggests that the format of release, whether single or album, plays a crucial role in influencing the overall popularity of the songs within each respective category.



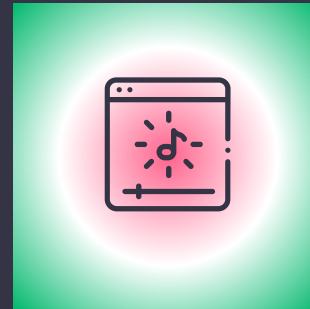
Pre-2017 Indie Songs Popularity

Beside Top Charts, there are more factors influenced
Indonesian Indie songs in the past



Accousticness

In the realm of older Indie songs, those devoid of vocal words stand out as particularly popular, adding a distinctive charm to the musical landscape of that era



Durations

While certain durations show a significant influence on popularity, there is no discernible pattern indicating a recommended duration for optimal popularity

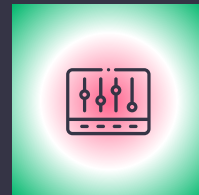
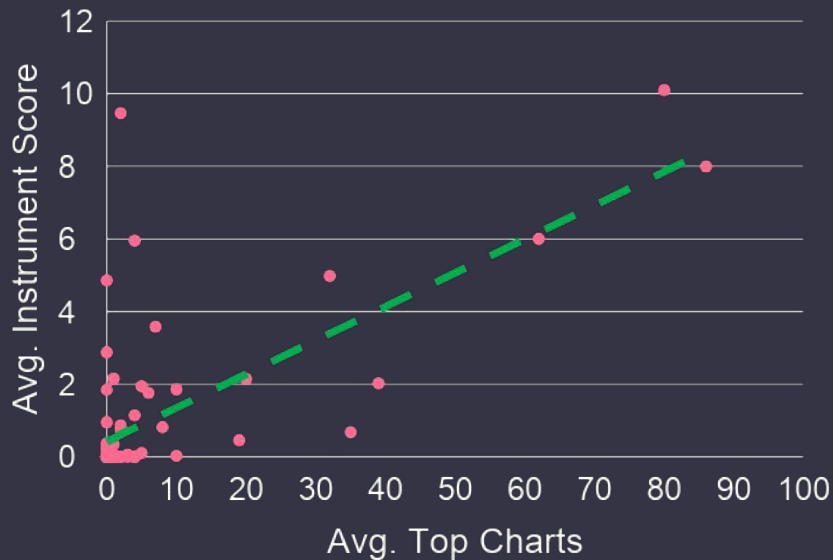


Top Chart Factors for Indie

Instrumentalness as the Ultimate Key



Top Charts & Instrumentalness



Trendline shows
positive impact of
Instruments Score
to Popularity Score
on Various Indie
Genre





Optimizing Indie Songs for Spotify Success

Summary of Key Leverage Factors



01

Album Release

Opt for album releases; singles may negatively impact popularity.

02

Instrumental Score

Avoid Vocal Sounds in Songs, Values 0.5 considered instrumental music. Sounds such as “aah: or “ooh” considered instrumental

03

Prioritize Top Charts

Prioritize and renew songs that have entered Top Charts for sustained and increased popularity.



Strategic Actions for Indie Music Growth

Priority of Actions



#1 Indie's Fresh Track Boost

For Indonesian Indie to thrive on Spotify, new songs must meet Top Charts criteria, ensuring increased popularity. As Indie tracks decline compared to Pop, a continuous influx of fresh Indie songs is vital for Spotify to effectively showcase Indie music to its audience.

#2 Recruitment of Diverse Talents

Attract talents from diverse genres to explore Indie music, leveraging the ample global opportunities and lower competition in Indonesian Indie. Given its status as the most popular Indie music globally, recruiting established artists becomes crucial for shaping mass opinions positively and fostering a broader appreciation for Indonesian Indie among their existing fanbase.

#3 Revitalize Classics for Indie's Appeal

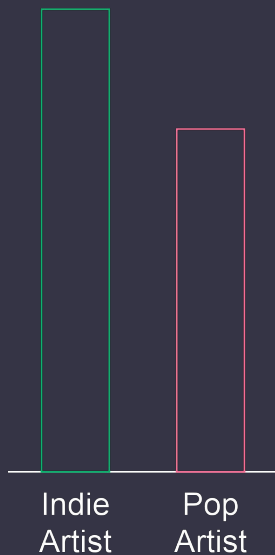
Third priority involves revisiting and revamping older songs, ensuring they meet the criteria for heightened popularity. This serves as a supplementary boost to rekindle interest among existing users and lead them to newer Indie tracks.



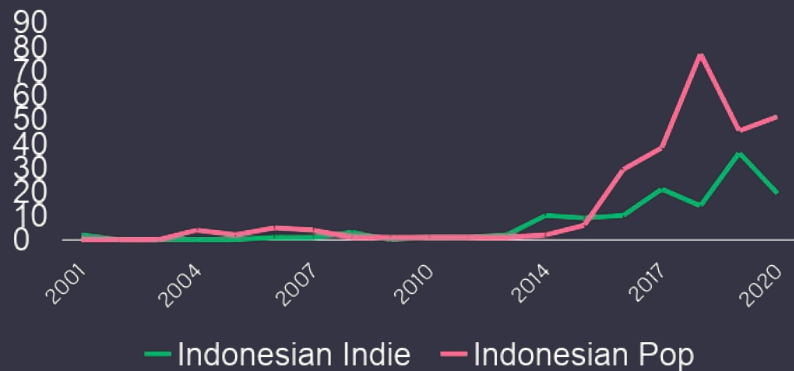
Phase 1 : Indie's Fresh Track Boost



Indonesian Artists'
Average Song Releases



Yearly Songs Released



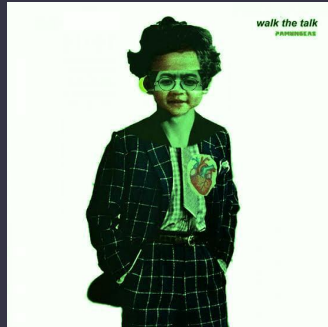
Highlights:

- Indie artists, on average, create 2.7 songs, surpassing pop artists who produce 2.0 songs
- More songs mean a greater opportunity for Indie tracks to be showcased to users, enhancing the potential for chart success
- Diverse song content and frequent releases contribute to a dynamic and engaging Indie presence on Spotify



Phase 2 : Recruitment of Diverse Talents

Pop Artists with Indie-Influenced Tracks



Monolog

Pamungkas

478,118 Followers
339K Popularity Score



Rindu

Dengarkan Dia
(Ayudia Bing Slamet &
Muhammad Pradana
Budiarto)

208,046 Followers
12K Popularity Score



**Sama Sama
Menunggu**

Ben Sihombing

7,251 Followers
5.5K Popularity Score



Phase 3 : Revitalize Indie's Classics

Pre-2017 Indie Hits



You

Ten2Five

2014
118,759 Popularity



untitled

MALIQ & D'Essentials

2016
109,771 Popularity



Remaja

Hivi!

2017
112,766 Popularity



Kangen

Dewa 19

2014
145,597 Popularity



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Thanks!

Do you have any questions?



Links & Appendices

Python Link :

https://colab.research.google.com/drive/1zdbiIx1jBkN9aCWIJy01lv1CKtgYXnzN?usp=drive_link

GSheet Data :

https://docs.google.com/spreadsheets/d/1Mwz0-_BnkCnY4U9nxxO9uY_e4aGKjHN4/edit?usp=drive_link&ouid=103982842782104387418&rtpof=true&sd=true

Tableau :

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