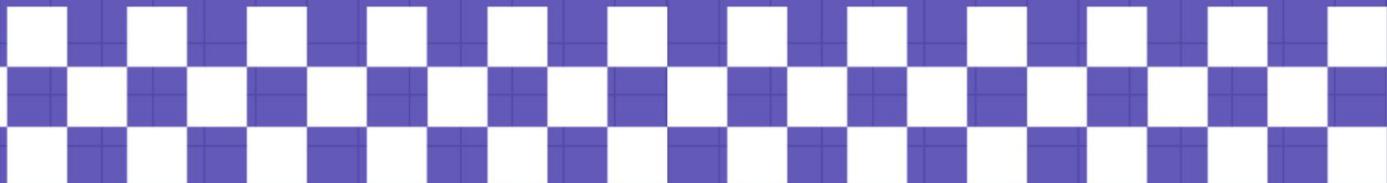
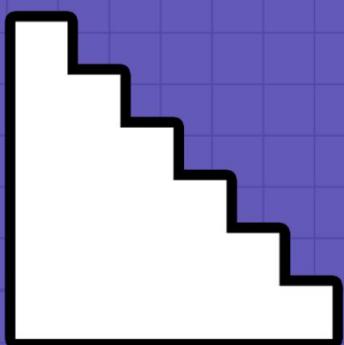
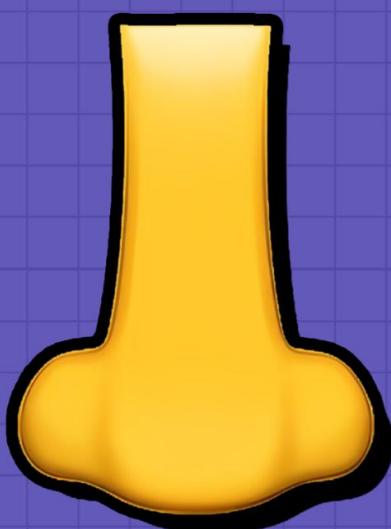
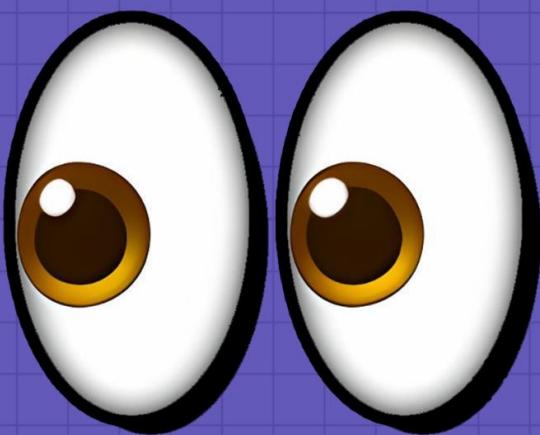
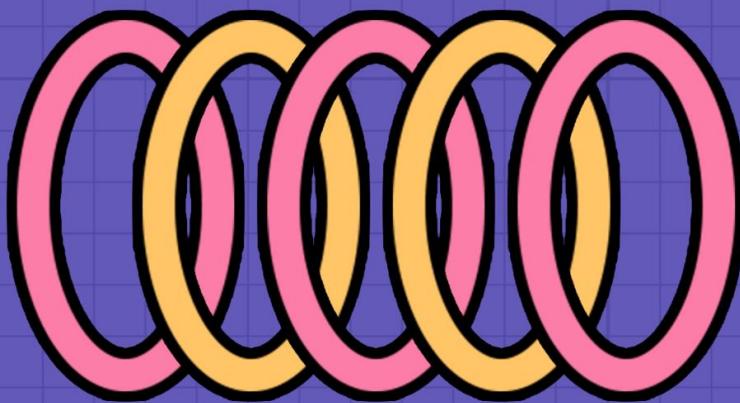


SOUNDS OF DOWNTOWN







Sambutan Minsod



Selamat Datang di Buku Tahunan SOD!

Di sini, kita semua berkumpul di sini untuk merayakan momen-momen tak terlupakan yang telah kita bagikan selama ini. Buku tahunan SOD adalah sebuah wadah yang indah untuk mengenang semua kenangan, sahabat, dan pengalaman yang telah kita lewati bersama.

Buku tahunan SOD ini adalah kumpulan cerita, tawa, dan canda yang akan kita kenang sepanjang hidup. Melalui setiap foto, kata-kata, dan ilustrasi yang kita sertakan di dalamnya, kita mengabadikan sepotong kecil dari perjalanan kita bersama.

Kita semua memiliki cerita unik kita masing-masing, dan melalui buku tahunan ini, kita bisa merayakan keberagaman itu. Saya ingin mengucapkan terima kasih kepada semua yang telah berkontribusi dalam membuat buku tahunan ini menjadi kenyataan. Tim penyunting, fotografer, penulis, dan semua yang terlibat, kalian telah bekerja keras untuk mengabadikan kenangan kita.

Saya juga ingin mengucapkan terima kasih kepada kalian yang telah hadir dan merayakan SOD Festival bersama. Kalian adalah bagian penting dari kisah-kisah yang ada dalam buku tahunan ini.

Semoga buku tahunan ini menginspirasi kita untuk terus menciptakan kenangan indah di masa depan. Mari kita nikmati saat-saat ini, merayakan pencapaian kita, dan mengenang kenangan indah yang telah kita buat bersama.



Selamat menikmati Buku Tahunan SOD! Terima kasih atas kenangan-kenangan indah kita bersama. Sampai bertemu di episode berikutnya!



*Salam hangat
minsod*



PT. SERIKAT ORANG DALAM

Established in 2022, SOD GROUP is a holding company, with a vision to build strong and everlasting lifestyle brands global in the lifestyle, entertainment & hospitality industry.

It is our passion and objective to consistently create an outstanding and memorable experience for our customers every single day.



CUSTOMER ORIENTED

We are truly committed to make customers our top priority



IMPACTFUL

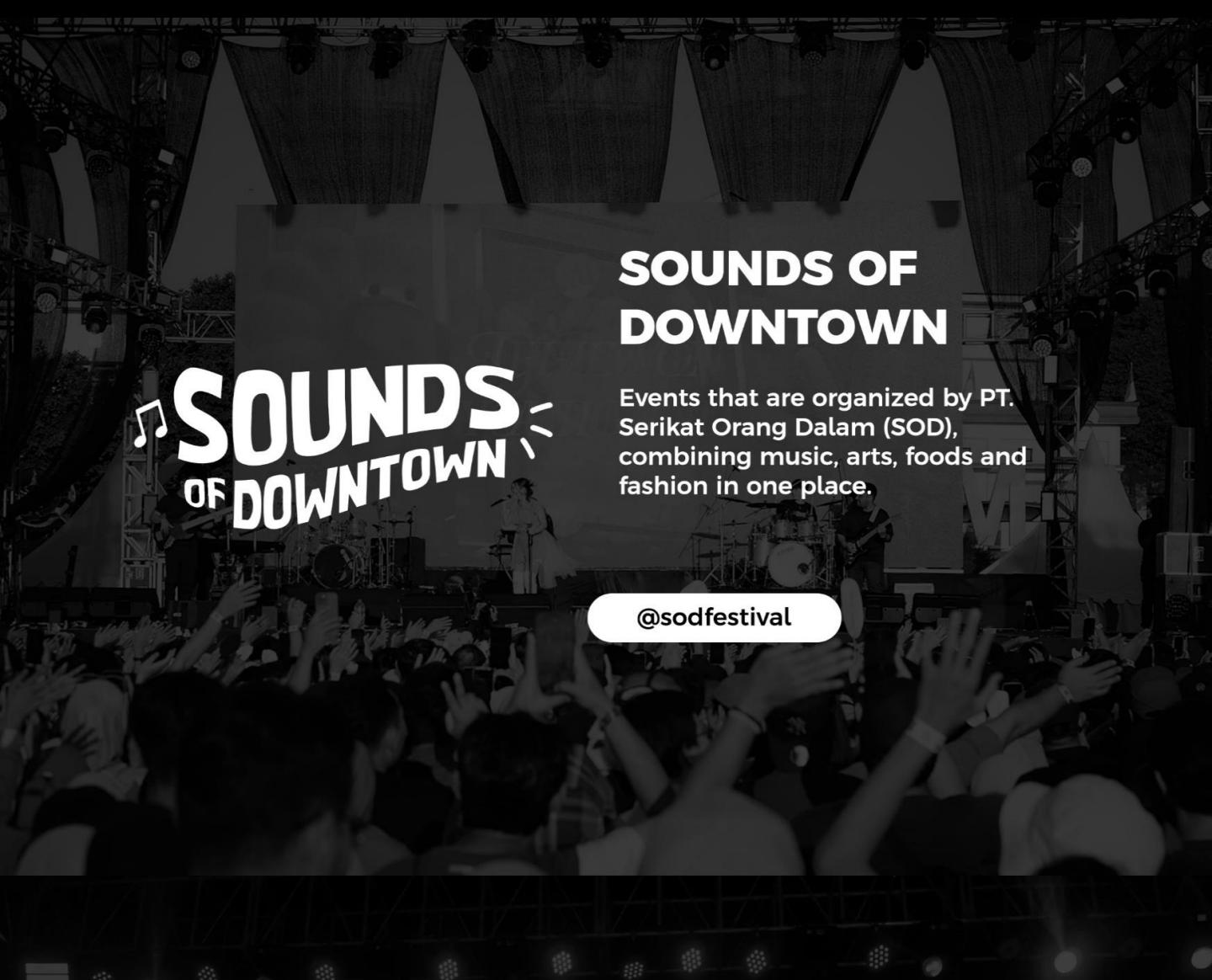
We are truly committed to make customers our top priority



CONTINUOUS IMPROVEMENT

Always giving best efforts to improve our products services, or processes

@sod.group

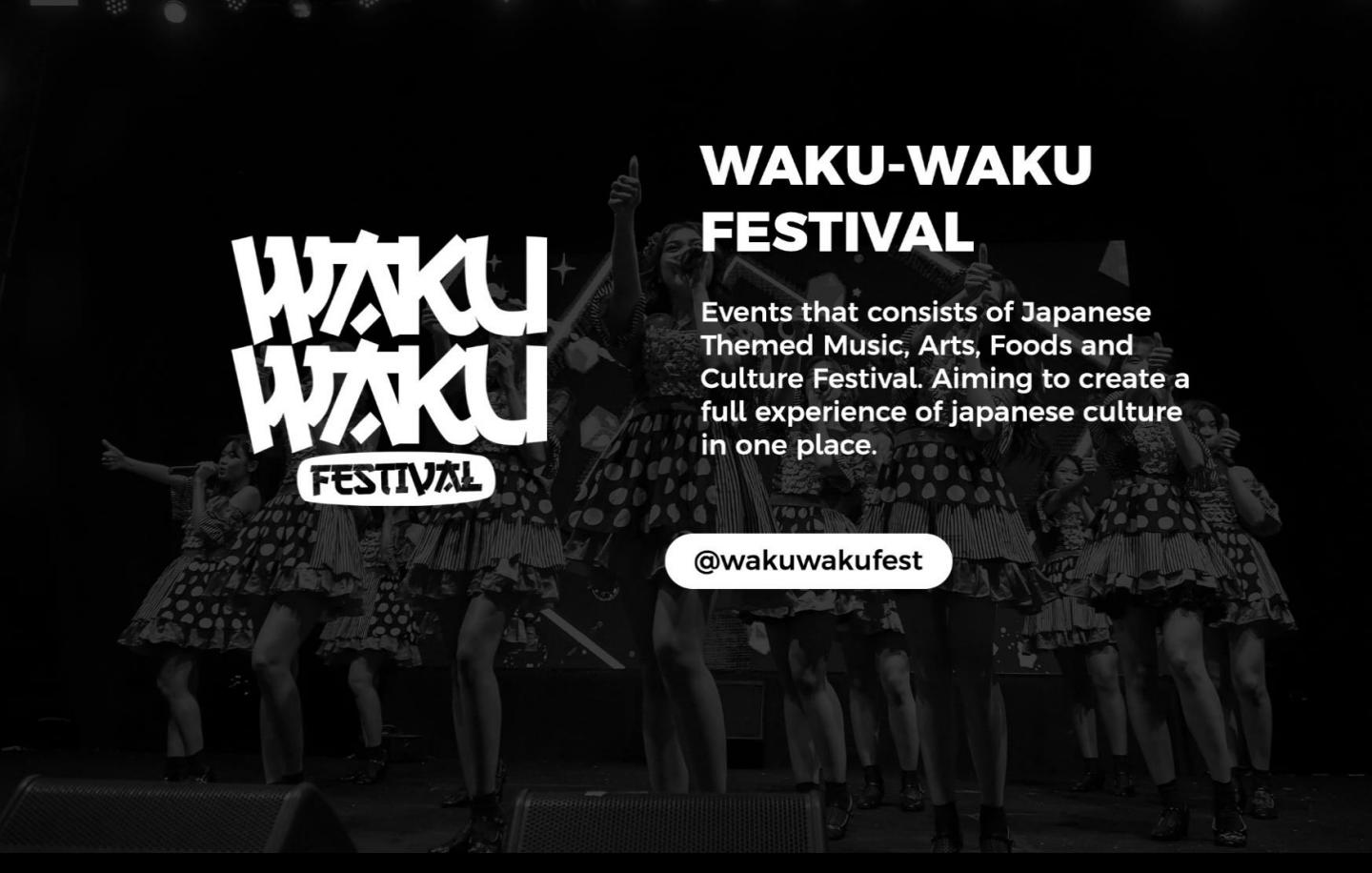


SOUNDS OF DOWNTOWN

SOUNDS OF DOWNTOWN

Events that are organized by PT. Serikat Orang Dalam (SOD), combining music, arts, foods and fashion in one place.

@sodfestival



WAKU-WAKU FESTIVAL

Events that consists of Japanese Themed Music, Arts, Foods and Culture Festival. Aiming to create a full experience of japanese culture in one place.

@wakuwakufest

CHAKRA LIVE ASIA



International music promoter in South East Asia, Indonesia, bringing the best talents and performers across the globe

@chakraliveasia



SOD LIVE

An ecosystem to support both local and national musicians through community involvement programs.

@sodlive.id



ON THE GRND

An all-in-one platform that provides ground handling system for Events. From ticket production, integrating data, redeeming tickets, manpower services, to event reporting.

@onthegrnd.id

collect

ctives
by sod.group



SOUNDS OF DOWNTOWN

Sounds of Downtown Festival Volume 1

Jakarta, 22 Mei 2022



SOUNDS OF DOWNTOWN 2

Sounds of Downtown Festival Volume 2

Surabaya, 07 Agustus 2022





SOUNDS OF DOWNTOWN 3

Sounds of Downtown Festival Volume 3

Surabaya, 17-18 Desember 2022



SOUNDS OF DOWNTOWN 4

Sounds of Downtown Festival Volume 4

Surabaya, 17-18 Desember 2022





SOUNDS OF DOWNTOWN 5

**Sounds of Downtown
Festival Volume 5**

Surabaya, 05-06 Agustus 2023

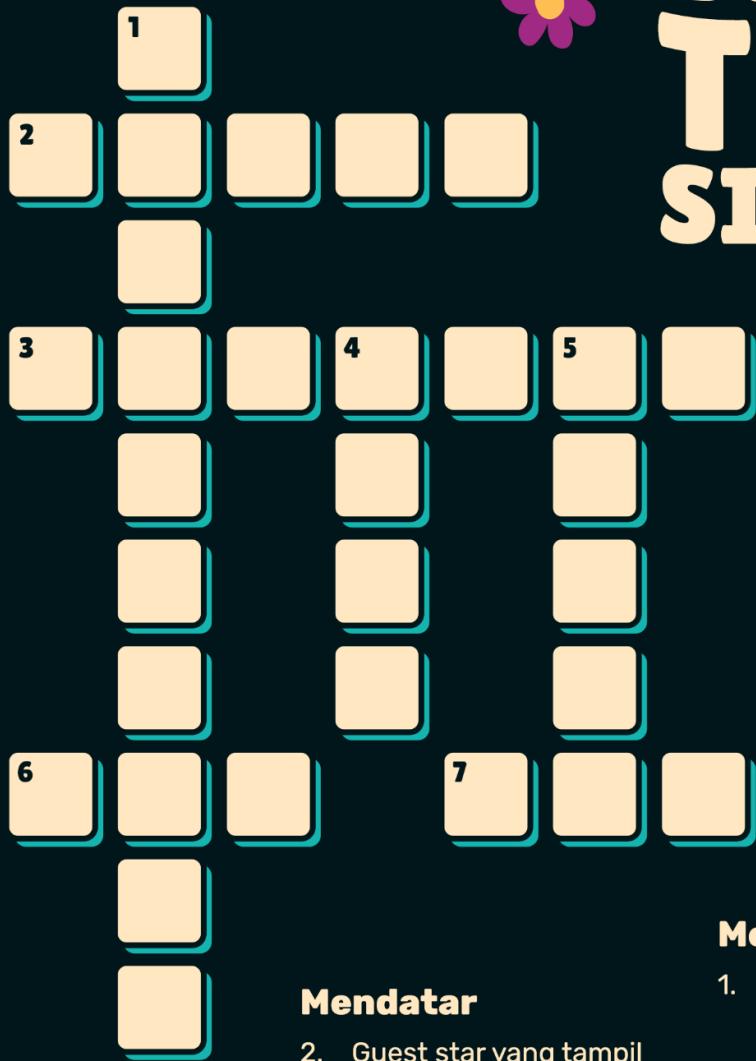


COMING SOON

SOUNDS OF DOWNTOWN 6

AGUSTUS 2024
SURABAYA

TEKA TEKI SILANG



Mendatar

- Guest star yang tampil pertama di SOD Vol. 2
- Pemilik album "Wijaya Kusuma"
- Guest star yang tampil terakhir di SOD Vol. 2
- Guest star yang tampil di SOD Vol. 2 sambil nyeker

Menurun

- Guest star yang bikin Gedung Jatim Expo bergetar
- Guest star SOD Vol. 2 yang pertama diannounce di Instagram
- Peri kecil ayah



GALLERY

Of



DOWN

Town

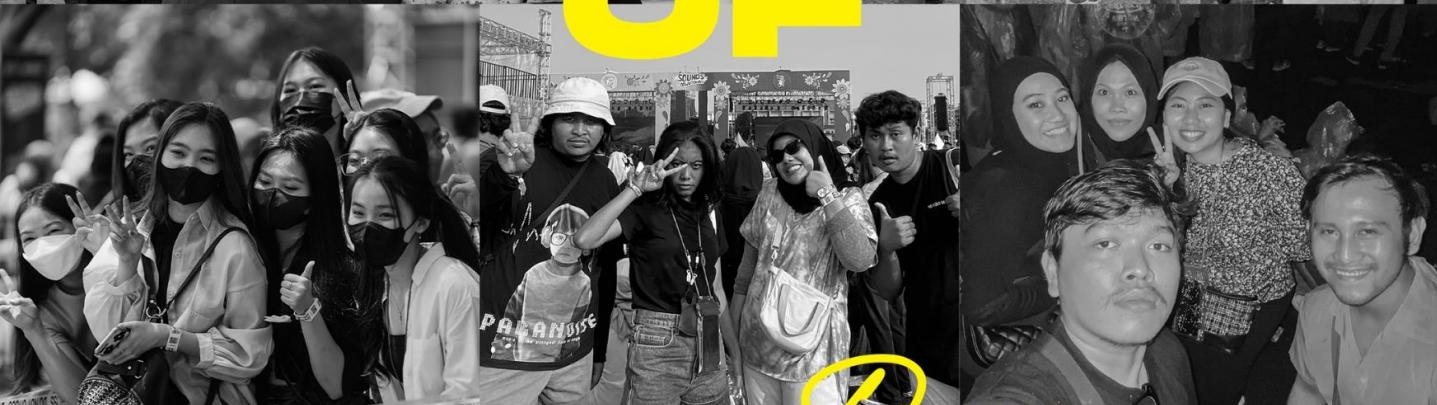




Gallery



OF



Down



TOWN



NGESOD SENDIRI



@arsidaputri

Arsida Putri R.

Minsod plis sod vol 6 Adain di sby lagi dan tolongg banget gsnya mas duta S07, impian gueh dari dulu minsod sampe hari ini blm kesampean nonton mas duta. Tolong wujudin ya minsod, cuma Lo doang harapan gue!

Jihan Putri Rindra Z.

selalu keren siee, dari semua event konser yg serupa masii paling tertata rapih dari keseluruhannya, cuman pesen aja min next vol kalo outdoor lagi please banget jangan mulai siang bolong, jujur energinya kekuras gara" panas dan capekk, tapii overall MANTAPPP BANGET TENGKYUU MINSOD



@jihanptrz



INGESOD SENDIRI



@nurilmahmudah_

Nuril Mahmuda

pliss balik lagi ke sby<3 udah ke tiga kali nya nonton SOD gak bosen karena rmang sekeren ituuuu!!!

Moch. Richo S.

Semoga makin seru dan banyak GS baru



@richosss



NGESOD SENDIRI



@aldric.anam04

Achmad Saiful Anam

Adain acara yg super duper meriah dan Beda dari yg sebelumnya min. see u SOD vol. 6 Minsod tercintaaa

Caca Angel

Very good very well SOD it's good all crewnya pun well



@angelynurniap

NGESOD SENDIRI



@reganendi

Rega Nesia Endi

Tulus jangan pernah ketinggal masuk playlist, sukses trus untuk minsod makin makin deh

Effrien intan

Sukses terus, semoga semakin spektakuler



@effrienintan



NGESOD SENDIRI



@eryanazs

Eryana Zulfia Siregar

PLIS KETEMU YOK MINSOD

Ulfi Rosyidah

Very good very well SOD it's good all crewnya pun well



@ulfirosyi



NGESOD SENDIRI



@vincentiacp

Vincentia Christina P.

AYO BAWA KAHITNA & PLS DI SURABAYA AJA YAAAA!!!!

Raihandy Brian P.

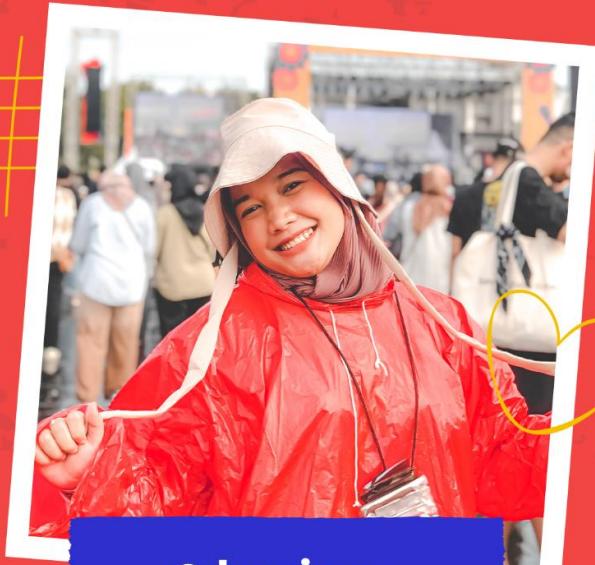
SEMOGA MINSOD SEMAKIN TERDEPAN DAN MENJADI KONSER NOMER 1



@reyhanbriann



NGESOD SENDIRI



@duanjayy.-

Duanda Rizda Syaiful

Tetap jadi MINSOD yang penuh semangat yh. Gue sangat puas dari apa yg lo beri ke audiens. lov u ol minsod ✌

Vera Maulida Rahma

I would like SOD to constantly maintain its "familiarity" and "exclusiveness" while staying open to even more innovative ideas. Good luck MINSOD!



@veramld



NGESOD SENDIRI



@adindalaii

Adinda Laili Nur O.

bikin sod vol.6 jadi yang terbaik
minsod, SOD udh jadi konser
pertama gue dan menjadi tolak
ukur gue ke konser-konser lain
dan jujur belum ada yang bs
ngalahin 'teratur' nya SOD!!
Sukses minsodd semoga sod
kedepannya jadi makin keren ☺

Angelica Diantika

ACARA LU KEREN MIN!!! DITUNGGU
SOD BERIKUTNYA DI SURABAYA
LAGIIIIII ☺



@angelicadnt..



NGESOD SENDIRI



@myshaan...

Mayshanti Nur Aini

first time ngeSOD ternyata lebih dr ekspektasi gw min. bener2 seru abis sampe gabisa move on teruntuk minsod, keren!!!! the best! pertahanin yg bagus, semangat untuk yg perlu di tingkatkan lagi. we love u. sehat2 min

Novi Dhaniar Safitri

JANGAN BOSEN2 BUAT BIKIN KONSER YA MINSOD, LOVE UU



@dhniarsftr



NGESOD SENDIRI



@_arifania.p

Arifania Pratiwi

semoga terus sukses
memberikan experience yang
unik untuk acara-acara yang
akan datang, berjayaalah selalu
minsod & team !

Galuh Kinanti

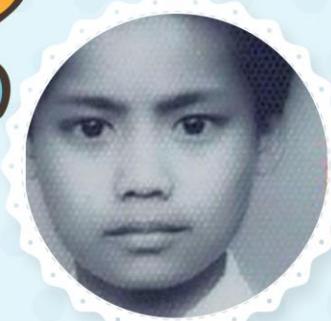
tetep jadi acara festival musik
yang unik, keren, seru, rapih di
surabaya!!! semoga makin besar
ya nama SOD ini biar semua
org ngerasain serunya SOD di
surabaya 🎉🎉🎉



@gaallluuhh



Album Foto MASA KECIL KU



Album Foto MASA KECIL KU



NGESOD BERDUA



Maharesa Dewana

Sehat-sehat minsod, vol.6 di surabaya lagi yaaa plisassss

Siti Ainiyatul F. I.

Semoga makin berjayaaa dan menjadi konser paling top sepanjang masa



NGESOD BERDUA



@fianbadak_

Nizhar Angga H.

Berkatmu aku jadian ✌

Eka Nurindah R.

Minsod, semoga konser konser selanjutnya tetap petjah yaaa!!
Jujur SOD satu satunya konser nya yg ga pernah gagal kalau ngundang bintang tamu ✌



@ekanrindah

NGESOD BERDUA



@myllisss_

Suci Dian Ning Bekti

Gamau tau, poto gua harus
masuk buku tahunan ya
minsoood!

Meylly Safutri D. S.

gue udh liat SOD 3 yg disurabaya
minn, and I LOVE ITTT 🥰.
semoga dikonser selanjutnya
tambah tambah mboiss
manehhhh, love u minsod ✌



@bimalanirankara

NGESOD BERDUA



@novatripradana

Nova Tri Pradana

Udah gaada pesan lagi dah top
bgt pokoknya ✌ semoga next di
Malang yaa kota mahasiswa

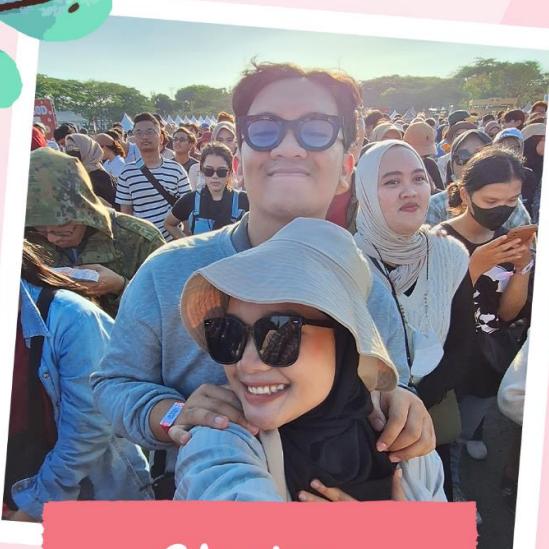
Yossi Octaviani

I need something new from SOD
please wkwkwkwkwk✌



@yossioctavianiii

NGESOD BERDUA



@duanjayy_

Duanda Rizda Syaiful

Tetap jadi MINSOD yang penuh semangat yh. Gue sangat puas dari apa yg lo beri ke audiens. lov u ol minsod ☺

Octavia

jangan pernah bosen buat bikin konser yang lebih lebih ide, tema, dan semua"nya buat sod vol. vol. berikutnya. see u on the next concert minsod



@octaviarfiant

NGESOD BERDUA



@reanrpriharmasyah

Rean Ramadhan P.

Meskipun gw baru ngikutin SOD dari Vol 3, jujur bener" seneng dan suka poll sama acara nyaa. minsod nya bener" berhasil bikin acara jadi kecee #anjay

Apfia Merrywati

terima kasih buat kenangan indahnya, konser pertamaku sangat menyenangkan dan gak bikin trauma. GASPOL BUAT SOD BERIKUTNYA, pasti nonton



@apfiamerrywati

NGESOD BERDUA



@rizaalfiyan

M. Riza Alfiyan

Tetap menjadi pionir dan menginspirasi industri kreatif minsod!!

Khairun Nisa' Anabila

thankyou udah ngeyakinin gue
buat bisa percaya sama konser
lo, sukses trs sampek sod vol.
puluhan bahkan ratusan hehe,
gue support dan dukung lo trs
minsoddd ☺



@nbjilaa.a

NGESOD BERDUA



@ericadvnt

Erica Devina

Gamau muji konsernya, pasti udah banyak yang muji. Tapi minsod, cara marketing lo cakep banget si. Ga sekedar jadi admin IG yang ‘template’ tapi jatohnya kek ngobrol sama temen aja gitu. Mashok!

Fandy Ahmad F. A.

Terimakasih Minsod, gara gara SOD gue bisa jadi akrab lagi sama mantan setelah 2 bulan putus dan yaa sekarang jadi pacar lagi¤



@fandyahmadfa

NGESOD BERDUA



@viaamell2

Dea Putri Fajarini

Udah ga usah pindah
tempat ya min! ☺



@deapf

NGESOD BERDUA



@faraarchive

Faradilla Sandra Erika

Akuu ikutin bagian SOD dari vol 2 dan selalu puas akan SOD setiap vol nyaa, sukses terus MINSOD ku tunggu jadi MC nya di Next SOD
XXXX

Aurelia Rizky S

tetep pertahanin konser elit harga worth it yaa minsodd, ngonser dari 2018 yang terbaik dan minim keluhan cuma di SOD ajaaa, sering sering ke sby dan jgn lupa bawa GS yang baru dan seru yaaa. see u minsodddd!!!



@aurelia.rizky

CARI 7 PERBEDAAN DARI FOTO INI!!





SOUND
DOWN



Ngesod Rame-Rame

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.



@dytaanih

Jihan Putri Rindra Z.

minsod kalo bisa tiap bulan ngadain konser aku siap datang hehehehe, tetep jadi milik surabaya yh minsodddaku tungguu konser konser selanjutnya. Dari banyaknya konser yang pernah aku liat tetep sod yang gaakan pernah mau ketinggalan, seseru ituuu rela berangkat jam 9 demi tempat paling depan karena aku gamau setengah setengah buat merayakan sod. sukses selalu sod

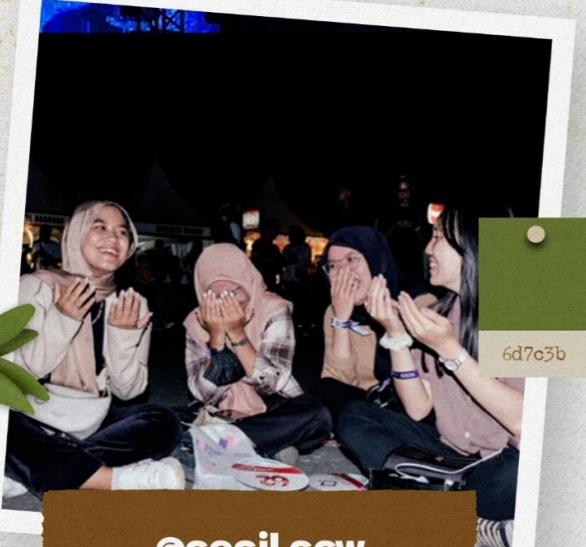


@sputerii

Ipsum is simply dummy text of the printing and typesetting industry. It has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

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@cecil.ccw

Bryant Eleazar D. S.

PERTAHANKAN TERUS
KEASIKANNYA SOD, NTAR VOL 6
BIKIN KITA MOOD SWING YA SAMA
GUEST STAR NYA WKWKW



@brynted

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Ngesod Rame-Rame

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@ayunda_septya

Brahma Nanda P. T.

SUDAHHH MINN PESAN SAIAA
AYOOOO GASSSS SOD LAGI!!!!!!

Lore Ipsum is simply dummy text of the printing and typesetting industry. Lore Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Ayunda Septya C.

AHHH TIAP VOL NYA PASTI
GERRRRR PARAH, MAKASIH
BANYAK MINSOD BESERTA
JAJARANNYA SUDAH
MENCIPTAKAN PANGGUNG
HIBURAN SEMERIAH ITUUU



Ngesod Rame-Rame

Lore ipsum is simply dummy text of the printing and typesetting industry. Lore ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.



@nadya.ptridmy

Karina Putri

ACARA LOE THE BESTTT. BEST CONCERT EVER.



@karinaapoetri

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Ngesod Rame-Rame

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@serviliayubel_

Nova Maratus S.

Keren parahhh 🌟

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Servilia Yubelinda

Terima kasih banyak karna udah menghadirkan konser yang beda dari konser yang pernah di surabaya, dari segi manapun menurut gue konser SOD yang paling seru dan menarik diliat dari guest star yang lo bawa, harga tiket yang affordable, tenant2 yang lo ajak buat bergabung, semua sangat lengkap dan lo bungkus dengan baik.



@n.o.v.aaa_-



Ngesod Rame-Rame

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6d7c3b

@nind.cy-

Muthia Ramadhani

SUKSES TERUS



@muthiahramadhanii

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@zaeantrisaputro..

Mega Ayu Setyana P.

TOLONGGG ADAINNYA DI SURABAYA AJAAA. SAMA TOLONG ADA JKT48 NYAAA. SEMANGATTT TWERUS MINSOD. AKU MENCINTAIMUUUUU!

Zaean Tri S.

Semogah Next Event Guest nya di Mix Jadi Antara SOBAT AMBYAR SAMA LAGU SAD nes jadi satu lebih Seruh!!



@megaayu_sp

Ipsum is simply dummy text of the printing and typesetting industry. It has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Ngesod Rame-Rame

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@renasaamlia

Renasa Amalia

Kalau bisa konser tiap taun di surabaya terus ya minsod ☺

Zahma Febrina P. P.

MINSOD LO KEREN BGT!! pokonya harus tetep di Surabaya aja krn udah jadi ciri khas. UNDANG SO7 PLISSH!! pokonya lo keren bgt kerennnn!! gue sampe ngajakin geng gue yg sekampung buat nonton SOD!!



@zahmafee

Lore ipsum is simply dummy text of the printing and typesetting industry. Lore ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Ngesod Rame-Rame

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@yoga-putraO1

Sekar Arum

Tetap menjadi event musik yang paling keren, worth it, seru dan sepuh per konseran ini!

Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.



@__sekarr

Yoga Putra Pratama

Jaga kesehatan itu aja. Biar bisa bikin sod vol berapapun wkwk

Ngesod Rame-Rame

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@gitaorchidea

Gita Orchidea

Lo keren dan asik bangett,
sehat-sehat selalu biar bisa
terus menghibur kita semua

Tiur Christin Natalya

Thank you udah ngadain acara yg selalu berkesan di tiap saat.

Thank you dah mikirin kenyamanan kita dan mau dengerin keluhan kita juga. sehat selalu



@sayhiurss



Lore ipsum is simply dummy text of the printing and typesetting industry. Lore ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

DOSA-DOSA MINSOD

**NGADAIN CAMPAIGN
TUKER TIKET KONSER LAIN**

PHP JADI MC DI SOD VOL. 2

SALAH NGEPOST FAQ SAMPE 5X

**SALAH NGEPOST TANGGAL
DEKLARASI SOD VOL. 6**

**NGETAG SEVENTEEN KPOP
DI POSTINGAN IFAN SEVENTEEN**

PHP JADI MC DI SOD VOL. 3

MACET DI LOKET TICKETING

MARION JOLA MAINNYA TELAT

DOSA-DOSA MINSOD

PHP JADI MC DI SOD VOL. 4

KANTONG SAMPAH KURANG BANYAK

KIRIM KARANGAN BUNGA KE SUDUTBAYA

**MASUKIN PANORAMA DI TEBAK-TEBAKAN
GUEST STAR SOD VOL. 5**

BOD EARLY BIRD SOD VOL.5 JADI APRIL MOP

KANTONG SAMPAH KURANG BANYAK

**NGASIH KODE PROMO GRAB,
EH GRAB NYA GAADA YANG AMBIL**

ADA YANG MAU NAMBAHIN?

*Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
do eiusmod tempor incididunt
ut labore et dolore magna
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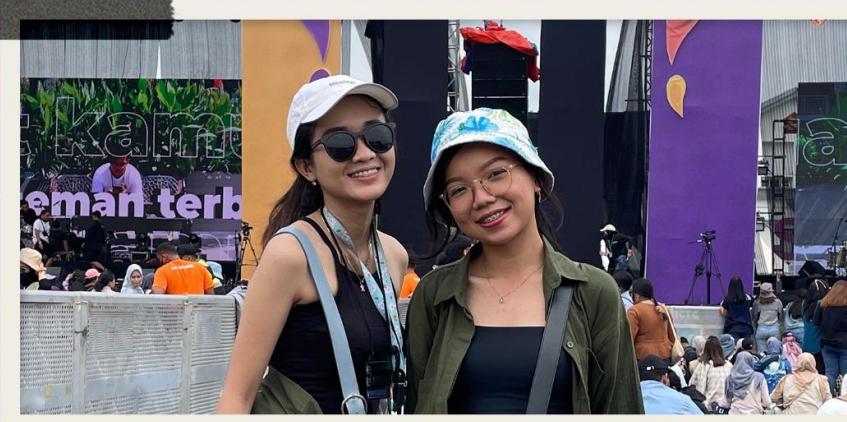
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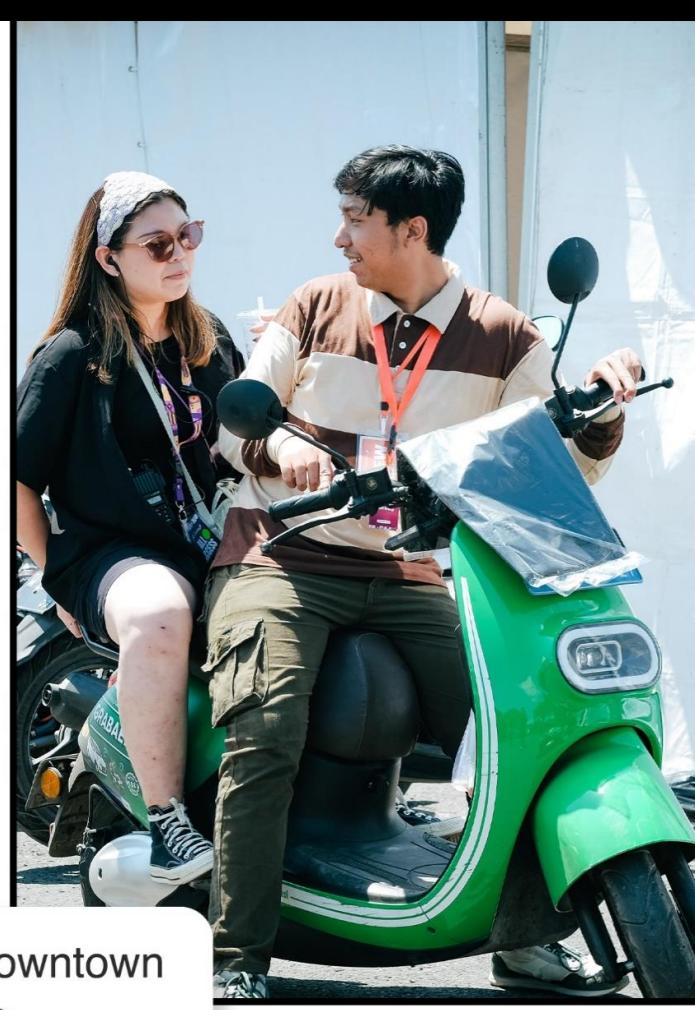
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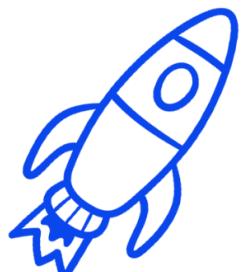
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- Produksi Kemasan

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3. Designing

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