

# **Performing Keroncong Music Group Irama Purwo and Students at TVRI Jogja as a Form of Cultural Appreciation**

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## **ABSTRACT**

### **Abstract**

Keroncong music is one of Indonesia's cultural heritages in the genre of traditional music, which in this PKM aims to express cultural appreciation of keroncong music, analyze the elements of keroncong music that make it unique, and explore its positive impact on Indonesia's cultural identity. In the keroncong music performance in collaboration with Garasi Musik TVRI Yogyakarta, among other things, to appreciate the essence of keroncong music and relate it to cultural aspects among young people, through digital media. Keroncong music is a music genre that was born from the influence of various cultures, such as Portuguese, Javanese and Chinese, which developed in the territory of Indonesia. In keroncong music, musical instruments such as cak, cuk, melody guitar, celo ghedog, bass bethot, flute and violin, in collaboration with singers from students of the Department of Music Education FBSB-UNY, can provide a distinctive nuance, while the lyrics often reflect everyday life, love, and natural beauty. Keroncong music is also known for its melancholic rhythms, evoking feelings of nostalgia and warmth, so it is hoped that in the era of digital globalization, appreciation of keroncong music can strengthen national pride and strengthen the nation's culture. Therefore, it is important to continue the preservation of keroncong music as an important part of cultural heritage, where PKM with the theme "Performing Keroncong Music Group Irama Purwo and Students at TVRI Jogja as a Form of Cultural Appreciation". can increase the community in supporting the growth and maintenance of keroncong music so that it remains relevant in the times. In conclusion, keroncong music is a valuable intangible cultural heritage for the community and academics. Appreciation of keroncong music not only helps enrich the nation's cultural life, but also strengthens national identity. In an ever-changing world, efforts to preserve and perpetuate keroncong music are essential so that the nation's culture remains alive and thriving, and can be enjoyed by the next generation.

*Kata Kunci: Keroncong Music as Cultural Appreciation*