

CHAPTER II

GENERAL OVERVIEW OF ARCTIC MONKEYS' PARTICIPATORY CULTURE IN INDONESIA

This chapter aims to explore the participatory culture of Arctic Monkeys' fandom in Indonesia through social media platform Instagram. To achieve this, the chapter begins with an introduction to Arctic Monkeys and their significance in academic discourse. The chapter then delves into the role of Instagram as a platform which promotes participatory culture and analyzes the ways in which Indonesian fans engage with Arctic Monkeys. This chapter aims to provide insights into the dynamic of participatory culture in the digital age.

2.1 Arctic Monkeys in the Music Scene

Participatory culture is a complex and multifaceted phenomenon that has been a subject of much academic research in recent years. Participatory culture, according to Jenkins, is a culture in which people are actively involved in the creation and sharing of media content. This is in contrast to traditional mass media cultures, where content is produced by a small number of professional creators and consumed by a large number of passive consumers.

Jenkins argues that participatory culture has been enabled by the rise of new media technologies, such as the internet, social media, and digital production tools. These technologies have made it possible for people to create and share their own media content with others, without the need for professional training or equipment.

The term participatory culture is also often described as the enjoyment of a shared community over certain aspects of popular culture, such as books, movies, bands, artists, sports teams, etc. Fiske (1992), in his seminal essay on "Fandom as Mass Culture: The Challenge of Participatory Culture," traced the history of fandom from its early roots in the 19th century to its emergence as a mass cultural phenomenon in the late 20th century. He argued that fandom is not simply a form of escapism; beyond that, it is a way for fans to participate in the creation and interpretation of popular culture. He also discussed the way in which fandom has been marginalized by mainstream culture and the challenges that fans face in asserting their own meanings and values. There are a number of factors that have contributed to the rise of participatory culture, one of which is the advancement of technology and the rise of social media platforms.

Further, Lisa Lewis (1992) also provided a historical overview of fan culture, focusing on the ways in which fans have used media and technologies to create and maintain communities. She discussed the role of fanzines, conventions, and other forms of fan-produced media in the development of fan culture. And later, Jenkins (2007) provided the idea that fans can offer valuable insights into the production, consumption, and interpretation of popular culture. Jenkins also discussed the ways in which academics can learn from fans and the potential for collaboration between fans and scholars. Fast forward to recent studies; Karen Hellekson (2014) examined the cultural significance of fan fiction—stories written by fans about a fictional character or universe of a certain artist or work of fiction. Hellekson argued that it is part of participatory culture that allows fans to engage in critical dialogue with popular cultural texts. She discussed the ways in which fan fiction can be used to challenge and subvert dominant readings of popular culture and to create new and alternative meanings.

The modern history of fan culture started with the Star Trek fandom in the 1960s, when fans at the time generally spread their creations through fanzines or conventions. Recently, with the increasing availability of digital tools and platforms, fans have been able to share their creations through social media platforms. These platforms have made it easier for fans to create and share their own content, as well as to connect with other fans around the world.

Arctic Monkeys is an English indie rock band formed in 2002 in Sheffield. The group consists of Alex Turner as a lead vocalist, guitarist, and keyboardist, Jamie Cook as a keyboardist, Nick O'Malley as a bassist and backing vocalist, and Matt Helders as a drummer and backing vocalist. In 2006, the band introduced their debut album, *Whatever People Say I am, That's What I'm Not*, received a good response from the audience, bringing the band to the fastest-selling debut album in British history at the time. Arctic Monkeys have gone on to release seven studio albums, all of which have reached number one in the United Kingdom.

Arctic Monkeys' music is characterized by its catchy melodies, witty lyrics, complimented by Turner's distinctive vocals. The band has garnered recognition for their adeptness at blending different genres. The band created a mixture of indie rock, garage rock, psychedelic rock, alternatives, and lounge pop. Its slow beat complimented by unique melodies and vocals are what makes the band different. Arctic Monkeys have also been credited with helping to revive the British rock scene in the early 2000s. In addition to their commercial success, Arctic Monkeys have also received critical acclaim. The band has won seven Brit Awards, a Mercury Prize, and a Grammy Award. Arctic Monkeys have been ranked as one of the greatest bands of all time by several publications, including *Rolling Stone* and *NME* (Muir, 2018).

In academia, the band has sparked the interest of numerous academic interests. Scholars often praised Turner's lyrics for its wit, intelligence, and social commentary which explore themes such as class, identity, and pop culture. Arctic Monkeys has also been the subject of studies that examine the band's impact on British culture. Some scholars have argued that the band played a key role in British rock music development in the early 2000s. Others have examined the band's impact on British fashion and youth culture.

Another area of academic interest is the band's fan participatory culture. Arctic Monkeys have a large and dedicated fanbase, and their fans are known for their creativity and passion. Scholars have examined the band's fan culture to explore topics such as participatory culture, fandom identity, and the relationship between fans and artists. For example, in her book "Fan Fiction and Fan Community in the Age of Internet", Karen Hellekson delves into the digital existence of celebrity and internet personas, examining how fan culture interacts with and sometimes transforms traditional notions of storytelling and performance.

2.2 Instagram as A Catalyst for Participatory Culture

The evolution of social media has drastically changed how people consume information and the content of their culture. Constanza and Chock (2012) postulated that social media platforms have enabled people to discuss common issues that were previously difficult to address due to various factors, including distance constraints. Instagram, as one of the most popular social media platforms in the world, has played a significant role in fostering fan communities and participatory culture, such as connecting with the communities, sharing their love for their favorite bands, and creating and distributing their own fan-made content. The hallmark of

Instagram relies on its emphasis on visual content. The platform facilitates the instantaneous sharing of images and videos, enabling users to construct narratives, convey emotions, and express identity through visuals. This feature has significantly transformed the way participatory culture is created, disseminated, and consumed.

Instagram's format encourages concise yet potent visual narratives, leading to the popularization of formats such as stories, posts, and IGTV. Users leverage these tools to craft compelling stories that revolve around current trends, including music, arts, fashion, beauty, travel, food, even education. The platform has thus engendered the emergence of visually driven participatory culture.

Due to its fundamental feature of emphasizing visual content, this has significant implications in the realm of the music industry. Musicians and music-related entities use Instagram as a powerful promotional tool, offering behind-the-scenes looks at their creative process, studio sessions, and personal activities. This intimate connection with fans contributes to the popularization of artists and their music.

Besides that, Instagram's interactive features facilitate deeper engagement between musicians and their fans, creating a vibrant ecosystem of music fandom. These spaces offer fans an opportunity to connect, share experiences, and collectively celebrate their musical enjoyment.

Here are several features that enables fans-artists interactions on Instagram:

1. Direct messaging

Fans can send direct messages to artists, and artists can respond to them. This allows fans to ask questions, share their thoughts and feelings about the artist's work, and even request personal interactions.

2. Comments

Fans can comment on artists' posts, and artists can respond to comments. This allows fans to engage with artists' content and to have conversations with each other and strengthen the sense of community within the fandom.

3. Live streaming

Artists can use Instagram Live to stream live video to their fans. This allows fans to interact with artists in real time and to get a behind-the-scenes look at their lives and work.

4. Stories

Artists can use Instagram Stories to share short videos and photos with their fans. This allows fans to get a glimpse into the artist's daily life and to learn more about their personality. Besides that, fans also use this feature as it creates a sense of creativity and spontaneity. This also encourages a sense of urgency and embracing the moment within the community. Instagram stories also allow fans to archive their memories through a highlight function which allows other users to re-watch the old stories.

5. Hashtags

Fans and artists can use hashtags to connect with each other and to find content that they are interested in. For example, fans can use the hashtag #ArcticMonkeys to find other fans of the band, and artists can use the hashtag to find content that their fans are sharing.

6. Instagram Video (IGTV)

Instagram Video, previously known as Instagram TV, allows fans to share their edits or creative videos of their favorite artist. This feature is very well-suited for fans to share its enjoyment of a particular figure as it allows users to create and share high-quality videos without having to use expensive equipment or software. Besides that it also has a large and engaged user base, which gives a chance for fans to promote their favorite artist.

2.3 Arctic Monkeys' Participatory Culture in Indonesia

In order to understand the phenomenology of participatory culture in Indonesia, the interactions of fandom with the artist and social media platforms must be articulated. First, we should discuss and define what fandom really is. The term fandom, as defined by the Oxford English Dictionary, is a word most commonly used in everyday context to describe groups of producers, musicians, and fans who have a common musical taste and separate themselves from others (Bennet & Peterson, 2004).

Fandom in music adds an extra layer of passion and dedication to the music scene. It creates a sense of belonging and unity among fans as they come together to support and celebrate their favorite artists. This heightened level of enthusiasm often leads to increased engagement, such as attending concerts, purchasing merchandise, and actively participating in online communities dedicated to discussing and sharing music. For example, fandom in music not only enhances the music scene by creating a vibrant and dedicated community, but it also plays a crucial role in supporting artists. Fans' enthusiasm will directly benefit the artist and help them thrive in the industry.

Conversely, participatory culture refers to a cultural environment where individuals are actively engaged in creating, sharing, and interacting with media content. It emphasizes collaboration, creativity, and active participation, as opposed to passive consumption. In the context of fandom, participatory culture manifests when fans take an active role in supporting and celebrating their favorite artists through various forms of engagement, both online and offline. By applying this framework, we can examine how Indonesian fans of Arctic Monkeys participate in creating and sharing content related to the band, particularly in the online media sphere.

The vibrant participatory culture is also shown through the numerous fan accounts on Instagram dedicated to the band, where fans are sharing photos, videos, and personal experiences related to Arctic Monkeys. Several examples on participatory culture of Arctic Monkeys' fandom in Indonesia on Instagram including fan accounts dedicated to the band, where fans share photos, videos, and personal experiences related to Arctic Monkeys. Additionally, there are online communities and forums where fans discuss the band's music, lyrics, and upcoming events.

These platforms not only allow fans to connect with each other but also provide a space for them to express their love and admiration for Arctic Monkeys. One of the biggest fan accounts of Arctic Monkeys in Indonesia has garnered more than 17k of followers across Indonesia.

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2.3.1. Fan Art

Fan art, which consists of visual representations of specific characters, or concepts inspired by a specific pop culture, has evolved into a prominent form of expression within participatory fan culture (Manifold, 2009). While fan art spans a broad spectrum of styles, and themes, it consistently serves as a mode of communication. Fan interpretation enables fans to transcend the passive role of consumers, to actively engage with the content in a manner that resonates with their personal experiences and interpretations. Indonesian fans of Arctic Monkeys often create and share their own fan art on Instagram. This fan art can be in the form of drawings, paintings, digital art, or even cosplay.



Image 2.3.1. 1 A Fanart of Alex Turner by a fan.

Source:

https://www.instagram.com/p/Cv2z7_Rv5-0/?utm_source=ig_web_copy_link&igshid=MzRIOD

BiNWFIZA==

In Indonesian context fans have embraced fan art as a means to create a communal space in the community. These visual creations ignite conversation, inviting discussions, appreciation, and collaboration among fans who share a common passion. This visual collaboration cross beyond the boundaries of language and culture, providing a global platform where fans can celebrate their shared love for the Arctic Monkeys while celebrating their individual creativity.

2.3.2 Concert Photos and Videos

Concert and videos are prominent features in the participatory culture of Arctic Monkeys' fandom. Fans frequently capture live performances, share them online, and discuss their concert experiences. These videos and photos become a form of vicarious participation for fans who may

not have attended the live shows, allowing them to connect with the band’s energy and stage presence. In Indonesia, Arctic Monkeys’ concerts become a special event and golden occasion for the fans, as it rarely happens. The band finally greeted Indonesian fans for the first time in Indonesia on March 18, 2023, at Beach City International, Ancol.

Fan-generated photos of the concert offer a unique perspective on the Arctic Monkeys’ fandom journey. The photos shared by fans captured moments and intimate views of the band’s interaction with fans and the emotional connections forged during the concert. These documentations contribute to the collective memory of the fandom.

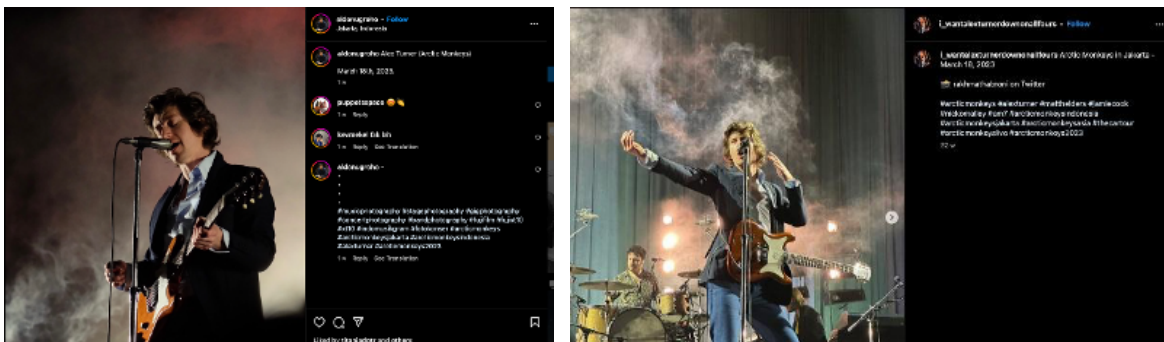


Image 2.3.2. 1 Fan-captured picture of Arctic Monkeys’ concert in Indonesia.

Source: [instagram.com/arcticmonkeysindonesia](https://www.instagram.com/arcticmonkeysindonesia)



Image 2.3.2. 2 Fans shared post-concert photos of Arctic Monkeys in Indonesia.

Source: [instagram.com/arcticmonkeysindonesia](https://www.instagram.com/arcticmonkeysindonesia)

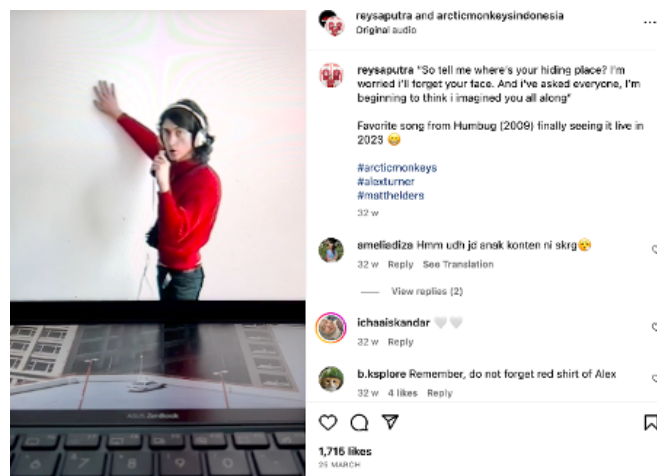


Image 2.3.2. 3 A trend shared by a fan.

Source: [instagram.com/arcticmonkeysindonesia](https://www.instagram.com/arcticmonkeysindonesia)

The existence of social media platforms like Instagram has changed the way fans perceive live concert footage and viral moments from these events. The prevalence of concert clips amplified through Instagram has a tremendous effect that there are accounts which share concert footage and archiving recordings of vintage live performances. This evolving digital culture landscape has democratized the concert experience, making it accessible to a wider audience and ensuring that the shared moments become lasting artifacts in the tapestry of Arctic Monkeys' participatory culture in Indonesia.

2.3.3 Music Reviews

Music reviews serve as cultural artifacts within this participatory culture. Fans and music enthusiasts actively engage in writing, sharing, and discussing these reviews as a means of expressing their views on the band's music. The reviews become a channel through which fans can articulate their interpretation, preferences, and emotional connections to Arctic Monkeys' songs and album. Music reviews are more than just critiques, they contribute significantly to the discourse within the Arctic Monkeys fandom. These reviews often dissect the lyrics, melodies, and overall musicality, providing readers with in-depth analysis of the band's work. In doing so they not only inform, but also stimulate discussions among fans, fostering a sense of community and shared understanding. Within the participatory culture, music reviews serve as a platform for fans to validate their knowledge and interpretations of Arctic Monkeys' music.

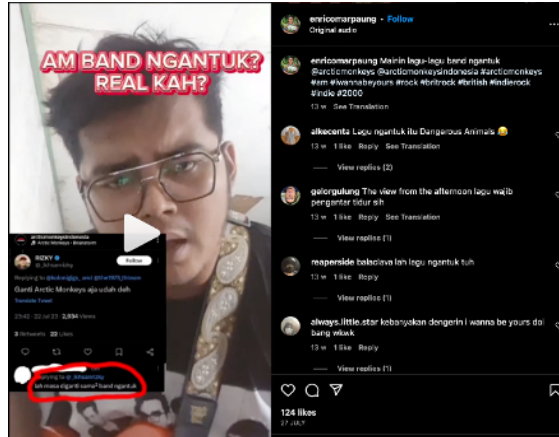


Image 2.3.3. 1 Fans are discussing Arctic Monkeys' musicality.

Source:

https://www.instagram.com/reel/CvMrCmiMqJt/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

In Indonesian context, discussions about the musicality of Arctic Monkeys frequently take on a light-hearted and fun tone. Indonesian fans infuse a sense of playfulness into their discussion, making the process much more enjoyable and become a communal experience. In this way, the participatory culture surrounding Arctic Monkeys' music transcends mere serious analysis and instead becomes a dynamic and engaging forum for fans to share their passion and enjoyment towards the band.

2.3.4 Fan Community Building

The participatory culture of Arctic Monkeys' fandom in Indonesia on Instagram has a number of implications for the future of fandom, as it shows that fans are no longer passive consumers of media content. They are now active participants in the creation and distribution of media content.

It shows that social media platforms like Instagram can play an important role in fostering fan communities and participatory culture.



Image 2.3.4. 1 Alex Turner edited in Instagram trends of high school photobooks.

Source: [instagram.com/arcticmonkeysidonesia](https://www.instagram.com/arcticmonkeysidonesia)

In addition to the points raised above, it is with noting that the participatory culture of Arctic Monkeys' fandom in Indonesia on Instagram is also shaped by the specific cultural and social context of Indonesia. For example, creating a meme or edit based on the current trend of social media. The fan community's engagement with these trends highlights the amalgamation of global participatory culture, represented by the Arctic Monkeys with Indonesia's unique cultural nuances. This interplay enriches the participatory culture by creating a space where fans can express their deep appreciation for the band while remaining rooted in Indonesian local culture.

This dynamic engagement of fans in Indonesia highlights the potential of Instagram to facilitate cross-cultural interactions and foster a sense of shared identity among fans across the globe. It allows fans to bridge cultural divides, uniting under the banner of the shared enthusiasm for the Arctic Monkeys. Consequently, the participatory culture of Arctic Monkeys' fandom in Indonesia on Instagram showcases the evolution of fan engagement to amplify the band's social media presence.