

# Building Identity For New Bands: A Community Engagement Initiative For Rock Band "RedFlag" In The Alternative Rock Genre

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**Abstract:** *The Community Service Program (CSP) aims to elevate RedFlag, an emerging alternative rock band, within the Indonesian rock scene. It focuses on brand development, visibility, performance opportunities, industry networking, music production, and community engagement. RedFlag has shown potential with their debut single "Bottle Down" and collaborations with CRYSTAGELLA, enhancing their industry connections. However, challenges include stagnant social media growth and recent lineup changes. CSP's approach includes building a strong brand identity, boosting online presence through targeted social media, and securing performance slots at venues and festivals. The program also facilitates networking with industry professionals, offers mentorship, and improves music production quality while promoting community engagement through local events. Continuous monitoring and feedback will ensure the effectiveness of these strategies, aiming to help RedFlag succeed in the competitive Indonesian music industry.*

**Keywords:** *redflag, brand development, music, rock music*

## I. BACKGROUND

Music is an integral aspect of human culture, offering a powerful means of entertainment, emotional expression, and social connection. Its universal appeal transcends cultural and geographical boundaries, uniting people from diverse backgrounds. Over time, the popularity of different music genres has shifted, reflecting broader societal changes and advancements in technology (Interiano et al., 2018). In recent decades, the global music scene has witnessed a notable shift, with genres like Hip-Hop and Rap rising to prominence and eclipsing rock music in mainstream popularity (Interiano et al., 2018). Despite this shift, rock music continues to thrive in niche markets and maintains a dedicated following.

The ongoing appeal of rock music is evident in the success of various artists who continue to make significant contributions to the genre. For example, Benson Boone, a burgeoning rock artist, achieved

notable success with his single "Beautiful Things," which reached the 3rd position on the Billboard Hot 100. This success underscores the fact that rock music still resonates with mainstream audiences. Similarly, Hozier, known for his blend of rock and other musical influences, has seen several tracks chart on the Billboard Hot 100, further demonstrating the genre's enduring relevance ([Billboard Hot 100TM](https://www.billboard.com/chart/chart/100tm/), 2024). Additionally, Bring Me the Horizon's track "Kool-Aid" topped the Billboard Hot Hard Rock chart, showcasing the continued vibrancy and appeal of rock music within its sub-genres.

In Indonesia, the rock music scene is experiencing a resurgence. Jakarta, in particular, has become a central hub for rock music, hosting numerous live performances and events that cater to a growing audience. Major festivals such as Pestapora, Synchronize Festival, and Hammersonic Festival—Indonesia's largest metal festival (Sukarni et al., 2021)—highlight the increasing interest in rock music and its expanding presence in the country. These

events attract large crowds and provide a platform for both established and emerging rock artists.

However, despite this resurgence, there is a significant gap between established rock bands and emerging new acts (Akbar Bagaskara et al., 2023). While major festivals and prominent venues offer substantial exposure for well-known bands, newer and less-established groups often struggle to gain visibility and build a presence in the competitive music industry. This gap presents a considerable challenge for emerging bands seeking to establish themselves and connect with audiences. (Hidayat, 2022)

RedFlag, a new alternative rock band formed in 2024, illustrates this challenge. Originating from the suburbs and making their way into Jakarta's vibrant music scene, RedFlag is composed of five members who bring unique talents and perspectives to the group. Kevin, the charismatic frontman, leads with powerful vocals; Ale's skilled guitar playing adds intricate melodies and riffs; Cwet provides a rhythmic foundation with his bass playing; Dewo's guitar work contributes captivating musical expressions; and Fay's drumming drives the band's energetic performances. RedFlag's music, characterized by its alternative rock style with elements of heavy metal and punk, serves as an escape from life's challenges and resonates with listeners who relate to their themes of personal struggle and growth.



Figure 1 RedFlag's logo

Despite their promising start, RedFlag faces the challenge of building a strong brand and gaining recognition in a competitive market. To address these challenges and bridge the gap between emerging and established bands, a Community Service Program has been introduced. This program is designed to provide RedFlag with the necessary resources and support to enhance their musical product and establish a robust brand identity.



Figure 2 RedFlag Band Members; (from left to right, upward) Cwet, Dewo, Fay, Ale; (lower) Kevin.

The Community Service Program aims to assist RedFlag in several crucial areas. It will help the band develop a distinctive and compelling brand that reflects their unique sound and image. Additionally, the program will provide guidance on effective marketing strategies to increase their visibility, utilizing social media, digital platforms, and traditional media to reach a broader audience. The program will also facilitate performance opportunities, connecting RedFlag with venues, festivals, and events where they can showcase their music and build a fan base. Furthermore, the program will offer support in networking and establishing connections within the music industry, helping RedFlag engage with other artists, producers, and industry professionals.

Through the Community Service Program, RedFlag aims to overcome the barriers faced by new bands and make a significant impact on the Indonesian rock scene. The program's support will enable RedFlag to navigate the challenges of the competitive music industry, connect with fans, and contribute to the dynamic and growing rock music culture in Indonesia. By addressing the gap between emerging and established acts, the program will help RedFlag establish themselves as a prominent and influential presence in the evolving landscape of Indonesian rock music.

## II. IMPLEMENTATION METHODS

The effective implementation of activities for the Community Service Program aimed at supporting the alternative rock band RedFlag involves several key steps and strategies. These steps are designed to

address the challenges faced by the band and enhance their potential for success in the competitive music industry. The following methodology outlines the approach to be taken:

### **A. Brand Development**

**Brand Identity Creation;** Develop a comprehensive brand identity for RedFlag that reflects their unique sound, style, and values. This includes designing a distinctive logo, creating a cohesive visual aesthetic for promotional materials, and crafting a compelling narrative that resonates with their target audience.

### **B. Enhancing Visibility and Outreach**

**Social Media Campaigns;** Utilize social media platforms such as Instagram, and TikTok to engage with fans and promote RedFlag's music and events. Develop a content calendar that includes regular updates, behind-the-scenes content, and interactive posts to build a strong online presence.

### **C. Performance Opportunities**

**Venue and Festival Engagement;** Facilitate connections with local venues, music festivals, and live music events where RedFlag can perform. This includes negotiating performance slots, coordinating logistics, and ensuring the band is featured prominently in event promotions.

### **D. Networking and Industry Connections**

To elevate RedFlag's presence in the music industry, our approach centers on two pivotal strategies: industry networking and mentorship. We aim to assist RedFlag in building valuable connections with key industry professionals, including producers, managers, and other artists. This will be achieved through active participation in networking events, industry conferences, and collaborations with established musicians. By immersing RedFlag in these dynamic industry settings, we seek to create a robust network that can open doors to new opportunities and collaborations, thereby enhancing their visibility and influence in the music scene.

In addition to expanding RedFlag's professional network, providing mentorship from seasoned industry experts is crucial. Experienced mentors will offer

guidance on navigating the complex music business landscape, sharing their expertise in areas such as music production, marketing strategies, and career development. This support will help RedFlag make informed decisions, develop effective strategies, and avoid common pitfalls that can hinder progress. Through personalized advice and practical insights, our goal is to equip RedFlag with the tools and knowledge needed to thrive in a competitive industry.

By integrating these efforts in networking and mentorship, we aim to fortify RedFlag's position in the music industry, setting the stage for long-term success and creative growth. This comprehensive support will not only enhance their professional connections but also provide the strategic guidance necessary for sustained advancement and achievement in their musical career.

### **E. Music Production and Quality Enhancement**

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### **F. Community Engagement and Fan Development**

To build a loyal fan base and strengthen RedFlag's connection with their audience, we will focus on organizing community-focused events and fostering fan interaction. We plan to host a range of local events, such as meet-and-greets, fan appreciation days, and local performances, aimed at enhancing the band's visibility within the community. These events will not only increase RedFlag's local presence but also help in forging a deeper bond with their audience. Additionally, we will encourage active interaction between RedFlag and their fans through social media engagement, fan clubs, and interactive content. By promoting ongoing and meaningful engagement, we

aim to cultivate a dedicated and enthusiastic fan base, which is essential for the band's long-term success and growth in the music industry.

### F. Monitoring and Evaluation

To ensure the effectiveness of the Community Service Program and its alignment with RedFlag's goals, we will implement a systematic approach to progress tracking and feedback collection. We will regularly monitor and evaluate the activities within the program, focusing on key performance indicators such as social media engagement, performance attendance, and music streaming numbers. This continuous tracking will allow us to assess how well the implemented strategies are working and identify areas of success or needed improvement. In addition, we will actively gather feedback from RedFlag, their fans, and industry professionals to gain insights into how the program is perceived and where enhancements can be made. By integrating this feedback into our ongoing strategy, we will be able to make necessary adjustments and ensure that the program effectively meets the band's evolving needs and objectives.

## III. RESULTS AND DISCUSSION

The results of the community service activities are detailed through a variety of initiatives, reflecting the diverse approaches employed. These activities are aligned with the methods previously outlined, demonstrating how each approach was applied to achieve specific objectives. The comprehensive account of these results provides a clear understanding of the impact and effectiveness of the implemented strategies, offering valuable insights into the overall success of the community service program.

The Community Service Program has made significant strides in developing RedFlag's brand identity, resulting in several key achievements that solidify the band's presence in the music industry.

Firstly, the design of RedFlag's logo has been completed. The logo features a psychedelic design, reflecting the band's unique alternative rock style and artistic vision. This vibrant and distinctive design is centered around a bold red color, which serves as the primary hue and reinforces the band's energetic and impactful image. The choice of red not only captures

attention but also embodies the passionate and dynamic nature of RedFlag's music.



Figure 3 RedFlag's logo; Main color (*upper*), black (*lower*)

In addition to the logo itself, the color tone of the brand has been meticulously determined. The established color palette includes red and black tones, creating a strong and cohesive visual identity that enhances the band's overall aesthetic. This consistent color scheme helps to reinforce RedFlag's brand across various platforms and materials.

To further elevate the brand's presence, an animated sequence of the logo has been created, lasting 15 seconds. This animation adds a dynamic element to the logo, making it suitable for use as a visual bumper during RedFlag's live performances. The animated logo not only enriches the audience's experience but also serves as a memorable and engaging visual representation of the band.



Figure 4 RedFlag's logo bumper

Additionally, a comprehensive brand pitch deck has been developed for RedFlag. This pitch deck provides a professional overview of the band, including their profile, discography, and target audience. It effectively highlights RedFlag’s background, musical achievements, and artistic vision, while also showcasing their body of work and musical evolution. The pitch deck also outlines the band’s target audience, offering valuable insights into their fan base and market positioning.

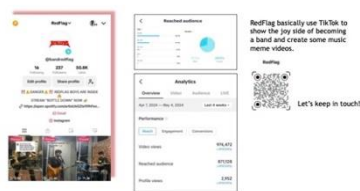


Figure 5 RedFlag's Band Profile

Table 1 Target audience and Listener personal breakdown

Target Audience	
Age range	16-20 / 21-32
Gender	70% men & 30% women
Region	Jabodetabek
Social status	Middle class
Listener Personal Breakdown	
Beny is a college student who enjoys hanging out and going to gigs. However, before attending a gig, he typically looks for new friends, especially girls who are also into music events. He is determined not to leave a gig without making a new acquaintance.	
Beny is just an ordinary teenager struggling with his life—balancing college, love, and an uncertain future—and has parents with whom he has a weak emotional bond. As a result, Beny prefers to seek companionship outside his home.	
With the many friends he has made, including girls he considers merely 'friends' or potential FWB (friends with benefits), Beny is unaware that he falls into the category of a "red flag" guy. His overly friendly demeanor and inability to express his feelings properly stem from never having been taught by his parents how to talk about emotions from a young age.	

These accomplishments collectively contribute to the establishment of a strong and cohesive brand identity for RedFlag. With a completed logo, a well-defined color scheme, an engaging animated sequence, and a detailed pitch deck, the band is well-equipped to enhance their visibility, connect with their audience, and make a significant impact in the competitive music industry.



The licensing process for RedFlag has seen notable progress, with several key milestones achieved to ensure that the band and its members are properly registered and recognized within the industry.

Firstly, all members of RedFlag have been successfully registered with a Performance Rights Organization (PRO). This step is crucial for managing and protecting the rights of musicians and ensuring they receive appropriate royalties for their work. The PRO chosen for RedFlag is ASCAP (American Society of Composers, Authors, and Publishers), which will oversee the administration of performance rights and ensure that the band’s music is properly licensed.

Each band member now holds an International Performer’s Identification (IPI) number, which is essential for the accurate tracking of their performances and royalties. However, it is important to note that as of the current update, two members, Fahri and Sevha, have not yet been fully registered with ASCAP. This registration process is ongoing and will be completed to ensure that all members are recognized and can receive their respective royalties without delay.

Table 2 Every members performing license numbers.

No	Name	IPI	PRO
1	Kevinjune Hendriman Halil	1231830196	ASCAP
2	Muhammad Alifa Rizqy Prawira	1231830392	
3	Ridhan Sadewo	1238416654	
4	Diffa Nur Zahra	1238977308	

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will be completed to ensure that all members are recognized and can receive their respective royalties without delay.

Furthermore, the band's single, "Bottle Down," has been successfully submitted with the appropriate International Standard Recording Code (ISRC). This registration includes the names of all band members, ensuring that each individual's contributions are officially acknowledged and that the single is properly cataloged for tracking and royalty purposes.

These licensing efforts are fundamental in establishing RedFlag's professional presence in the music industry, ensuring that their rights are protected, and facilitating the accurate distribution of royalties. By completing these steps, the band is positioned to effectively manage their music rights and capitalize on their creative work.

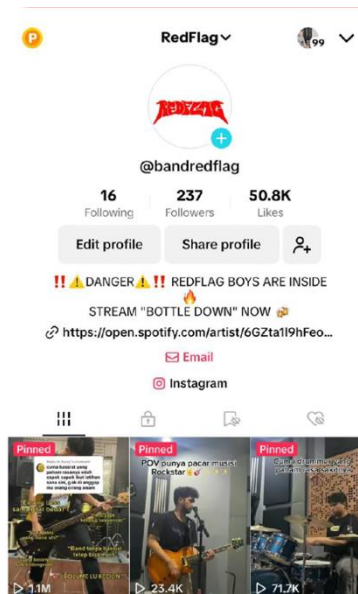


Figure 6 RedFlag's Tiktok Page

### A. Social Media Activation

This periode has yielded significant results in enhancing RedFlag's visibility and outreach, primarily through a strategic approach to social media.

RedFlag's primary focus on Instagram has been instrumental in boosting the band's online presence. By leveraging Instagram as their main platform, RedFlag has effectively used it to keep their audience engaged. The band consistently posts updates about new releases, behind-the-scenes content, and information about upcoming performances. This regular interaction has not only kept current followers informed but also attracted new ones, thus strengthening the band's presence within the social media landscape.

In parallel with their efforts on Instagram, RedFlag has also harnessed the power of TikTok to further expand their reach. The platform's unique format and viral nature have allowed the band to reach an even larger audience. RedFlag's TikTok videos have achieved notable success, with view counts ranging from 25,000 to over 1 million. The high engagement on TikTok is indicative of the platform's effectiveness in showcasing RedFlag's music and engaging a broad, diverse audience. The band's videos have frequently appeared on the 'For You Page' (FYP), significantly enhancing their exposure and introducing their music to a wider range of potential fans.

However, despite the impressive reach and engagement on TikTok, RedFlag has encountered a paradox. While their content receives substantial interaction, including high view counts and frequent likes, this has not translated into a corresponding increase in the number of followers. This indicates that while the content is popular and widely shared, it has not yet succeeded in converting casual viewers into loyal followers of the band's TikTok account.

This discrepancy reveals a critical insight: although RedFlag's content resonates well with a broad audience, it does not necessarily build a lasting connection or foster a dedicated fan base. The challenge moving forward is to address this gap by developing strategies that not only attract viewers but also encourage them to engage more deeply with the band and commit to following their account.

RedFlag's visibility and outreach through targeted social media campaigns on Instagram and TikTok. The program has successfully increased the band's exposure and engagement with a wide audience. Nevertheless, the ongoing challenge is to leverage this engagement to build a more dedicated and loyal following, ensuring that the band's growing visibility translates into long-term success and fan loyalty.

### B. Live Performance

From February to August 2024, RedFlag capitalized on several significant performance opportunities, showcasing their growing prominence

in the music scene. Over this period, the band secured a total of five live performances, each contributing to their rising visibility and fan engagement.

A standout moment in this series of performances was an event organized by RedFlag to celebrate the launch of their debut single. This event was particularly notable for its collaboration with the virtual artist CRYSTAGELLA. Both RedFlag and CRYSTAGELLA strategically aligned their release dates, with RedFlag debuting their single “Bottle Down” and CRYSTAGELLA unveiling “Wanna+Makeout0night.” This synchronized release was designed to maximize the impact of both artists' new music and to draw in a larger, shared audience.

The collaborative nature of this event aimed to build a mutually beneficial relationship between RedFlag and CRYSTAGELLA. By partnering with a virtual artist whose audience shares similar interests and values, RedFlag sought to exchange fan bases and broaden their reach. The event was intended not only as a promotional opportunity but also as a means to forge a strong connection with CRYSTAGELLA, enhancing their standing within the industry and expanding their listener base.

The release event itself was a considerable success, drawing a substantial crowd despite the constraints of a smaller venue. The space was packed with approximately 200 attendees, creating a lively and dynamic atmosphere. The enthusiastic reception from the audience underscored the event's success and the growing appeal of RedFlag.



Figure 7 RedFlag perform at FYNE Jakarta.

The presence of high-profile industry figures further elevated the significance of the event. Notable attendees included Ali Rajadansa, a well-respected artist, and Aprilla Mokaluu, who is recognized both for her own work and as the wife of Yoshi Mokaluu from Project Pop. Their attendance not only lent additional

prestige to the event but also provided RedFlag with valuable exposure and potential opportunities for networking within the music industry.

The performance opportunities from February to August 2024 have played a crucial role in advancing RedFlag's career. The successful release event with CRYSTAGELLA, along with their other live shows, has enabled the band to reach new audiences, establish important industry connections, and solidify their presence as a burgeoning force in the music scene. These experiences have been instrumental in building RedFlag's reputation and expanding their fan base.

RedFlag's networking and industry connections, particularly through their collaboration with the virtual artist CRYSTAGELLA. This partnership has been instrumental in introducing RedFlag to a broader network of industry professionals and resources.

The collaboration with CRYSTAGELLA not only enhanced RedFlag's visibility but also facilitated valuable introductions within the industry. CRYSTAGELLA's extensive network spans across visual artists, musicians, media professionals, event organizers, and various industry stakeholders. This connection has opened doors for RedFlag, allowing them to tap into a wider array of industry contacts and opportunities.

During the collaborative event, RedFlag was introduced to key figures and resources within this network. This exposure has proven beneficial in fostering new relationships and expanding the band's reach within the music industry. The connections established through CRYSTAGELLA have provided RedFlag with access to valuable industry insights and opportunities that might otherwise have been difficult to obtain.

In addition to the networking opportunities, RedFlag has also benefited from a series of workshops and training sessions organized by the research team. These sessions have been conducted regularly, occurring two to four times each month, and have covered a wide range of industry-related topics. The training has included fundamental aspects of the music industry, such as licensing processes and production techniques, as well as advanced topics like recording standards, mixing, mastering, and the use of relevant hardware and software.

The band has received hands-on training in standard recording practices, including the nuances of mixing and mastering, which are crucial for

producing high-quality music. They have also been introduced to essential equipment and software, enhancing their technical proficiency and production capabilities.

Moreover, RedFlag has been provided with a dedicated space for their production needs. The band has been able to utilize the recording studio located at the Soho Pancoran apartment, which also serves as the production studio for CRYSTAGELLA. This access to a professional studio environment has been invaluable for the band, offering them the facilities to refine their recordings and achieve a polished final product.

These networking and industry connections have been pivotal in RedFlag's development. The collaboration with CRYSTAGELLA and the subsequent opportunities for training and studio access have not only expanded their professional network but also equipped them with the necessary skills and resources to advance their music career.

### C. Music Production and Quality Enhancement

Throughout the recent period, RedFlag has made significant strides in advancing their music production capabilities and enhancing the overall quality of their output. This progress reflects their dedication to achieving professional standards and their commitment to artistic excellence.

One of the major achievements for RedFlag during this time has been the successful release of their debut single, "Bottle Down." This release is a testament to the band's focus on high production values, meeting industry standards for audio quality and ensuring a polished final product. The single's success marks an important milestone for RedFlag, showcasing their ability to deliver professionally produced music to their audience.

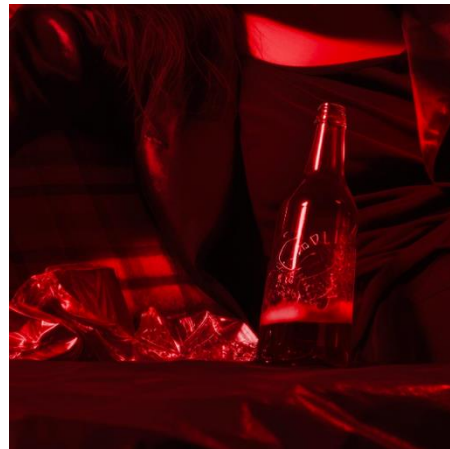


Figure 8 Bottle Down single artwork.

"Bottle Down" represents a bold and aggressive entry into the rock blues genre for RedFlag. This debut single showcases the band's unique sound, characterized by its raw energy and emotive depth. The track merges the gritty intensity of rock with the soulful nuances of blues, creating a compelling and memorable listening experience.

"Bottle Down" features a dynamic blend of rock and blues elements. The track opens with a powerful guitar riff that sets a high-energy tone, immediately drawing listeners into its gritty soundscape. The rhythm section delivers a robust and driving beat, while the bluesy guitar solos add layers of emotional depth and technical prowess.



Figure 9 Recording process of Bottle Down at Kalbis University.



The vocal delivery in “Bottle Down” is marked by its aggressive yet soulful quality. The lyrics are sung with a raw, passionate intensity that perfectly complements the instrumental arrangement. This combination of powerful instrumentation and evocative vocals creates a track that is both exhilarating and emotionally resonant.

The lyrics of “Bottle Down” reflect themes of introspection and emotional struggle, encapsulated in a vivid narrative that resonates with listeners. The words paint a picture of personal conflict and the search for solace, using evocative imagery and a direct, impactful style. Here is an excerpt from the song:

[Verse 01]

We go back, hang in New York  
Settle down on a West Coast  
We all down at the same spot  
It's better to sound the SOS  
I'll go on top, you just sat on  
With scars on your lips, don't  
Throw a shit with your hands down  
Don't give a fuck if you messed up

[Chorus]

We're stuck in our insignificance  
We all sleep with a bottle down  
You're still stuck on your lubricant  
Woke up in the middle all night long

[Verse 02]

We go back, hang in New York  
Settle down on a West Coast  
We all down at the same spot  
It's better to sound the SOS

[Chorus]

We're stuck in our insignificance  
We all sleep with a bottle down  
You're still stuck on your lubricant  
Woke up in the middle all night long

The vocal delivery in “Bottle Down” is marked by its aggressive yet soulful quality. The lyrics are sung with a raw, passionate intensity that perfectly complements the instrumental arrangement. This combination of powerful instrumentation and evocative vocals creates a track that is both exhilarating and emotionally resonant.

In addition to “Bottle Down,” RedFlag has been actively working on new material. The band has recorded three additional tracks: “Death Bill,” “Perfect Pain,” and “Paralyzed.” While the release dates for these songs are still pending, the completion of these recordings is a significant step forward in the band’s creative process. Each track represents a facet of RedFlag’s evolving sound and artistic vision.

The recording process for these songs has been greatly supported by the Community Service team. Sabeth Uttara, the project leader, has been instrumental in guiding the production of these tracks. Under Sabeth’s leadership, the production team has overseen every stage of the process, from composing and recording to vocal coaching, mixing, and mastering. This thorough approach ensures that each track is crafted to meet high standards of audio quality and artistic integrity.



Figure 10 Recording process of Perfect Pain with CRYSTAGELLA at Soho Pancoran.

A particularly notable aspect of the recording process was the involvement of Shanessa Gabriel, an artist from CRYSTAGELLA. Shanessa contributed to the recording of “Perfect Pain,” providing backing vocals that enriched the track’s overall sound. Her collaboration with RedFlag not only enhanced the quality of the song but also laid the groundwork for a potential future partnership with CRYSTAGELLA. This collaboration highlights RedFlag’s ability to forge valuable industry connections and leverage them to elevate their music.

RedFlag’s efforts in music production and quality enhancement have been marked by a strong focus on professional standards and collaborative growth. The successful release of their debut single, coupled with

the completion of additional high-quality tracks, underscores the band's commitment to artistic excellence. The support and guidance provided by the Community Service team, along with strategic collaborations with industry professionals, have been pivotal in advancing RedFlag's music production capabilities and positioning them for continued success in the industry.

#### IV. CONCLUSION

RedFlag's recent activities have marked significant strides in their journey as a burgeoning rock and blues band. Their debut single, "Bottle Down," has established a strong foothold in the industry with its aggressive rock blues sound, reflecting both the band's raw energy and emotional depth. This achievement, coupled with the successful recording of additional tracks, underscores RedFlag's potential and their dedication to high production standards.

The collaboration with CRYSTAGELLA has been instrumental in expanding RedFlag's network and providing them with valuable industry insights. The exposure to a broader audience and the collaborative opportunities have been crucial in enhancing the band's visibility and industry connections. The workshops and training sessions organized by the Community Service team, under the leadership of Sabeth Utara, have equipped RedFlag with essential skills and resources for professional music production.

However, challenges such as the static follower count despite high engagement on social media, and the previous bass player's departure, highlight areas for improvement. Addressing these challenges while leveraging the opportunities will be key to RedFlag's continued growth and success.

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