



The Role of HAMKRI in Preserving Keroncong Music in Semarang

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Introduction

- Keroncong music has experienced a golden era, namely in the 60s - 90s
- Lately, keroncong music has started to decline
- Real action to maintain its existence is needed



METHODS

- Qualitative method
- The research site was in Semarang
- Data collection: observation, interviews, and documentation
- Data analysis: data collection; data reduction; data presentation; conclusion/verification



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Protection

- Live broadcast of keroncong music at RRI Semarang entitled *Bunga Rampai*
- Organizing a Keroncong Orchestra Competition
- Socialization of keroncong music to students

Utilization

- Organizing keroncong music performances
- Empowering and attracting younger generation



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Development

- Adding other instruments
- Innovate keroncong music through an arrangement



CONCLUSIONS

HAMKRI preserving Keroncong music divided into three aspects

- Protection
- Utilization
- Development



THANK YOU