

## ABSTRAK

Hadirnya *YouTube* sebagai platform yang menyediakan hak yang sama bagi semua orang membagikan video menciptakan ruang baru untuk menciptakan produk turunan dari dunia musik. Selain hadir melalui konser *live performance* munculnya *YouTube* menciptakan sajian kreasi video *live performance* konser musik di kanal-kanal *creator*. Hadirnya sajian kreasi tersebut memunculkan pemaknaan baru tentang konser. Muncul degradasi atas pola pikir yang memahami bahwa konser adalah tentang pertemuan fisik. Kenikmatan yang semula hanya bisa dirasakan dengan datang dan menonton langsung ke tempat konser digelar, kini ditawarkan untuk bisa dirasakan penonton melalui layar gawai serta tempat mereka masing-masing. *HOOKSpace* menjadi salah satu media musik asal Yogyakarta yang cukup jeli untuk mengambil kesempatan menyajikan video *live performance* konser musik. Dalam penelitian ini kehadiran video *live performance* konser musik di kanal *YouTube* diteliti lebih lanjut dari sisi *experience* yang didapatkan oleh penikmat/penonton layar gawai. Reaksi penonton yang beragam atas video *live performance* konser musik yang mereka tonton di kanal *YouTube HOOKSpace* mendefinisikan banyak pengertian tentang bagaimana resepsi berjalan dalam sebuah produk visual.

**Kata kunci:** Konser musik, Video Live Performance, Pengalaman Menonton, YouTube, Media Baru

## ABSTRACT

The presence of YouTube as a platform that provides equal rights for everyone to share videos creates a new space to create derivative products from the world of music. In addition to being present through live performance concerts, the emergence of YouTube creates a presentation of live performance video creations of music concerts on creator channels. The presence of these creations gave rise to a new meaning about the concert. There is a degradation of the mindset that understands that concerts are about physical encounters. The enjoyment that originally could only be felt by coming and watching directly to the place where the concert was held, is now offered to be felt by the audience through the screen of the device and their respective venues. HOOKSpace is one of the music media from Yogyakarta that is observant enough to take the opportunity to present live performance videos of music concerts. In this study, the presence of live performance videos of music concerts on YouTube channels was further studied in terms of the experience obtained by connoisseurs/viewers of the device screen. The mixed audience reaction to the live performance video of the music concert they watched on HOOKSpace's YouTube channel defined a lot of understanding of how the reception goes in a visual product.

**Keywords:** Music concert, Live Performance Video, Viewing Experience, YouTube, New Media