

INTISARI

Musik latar diperlukan untuk mendukung aktivitas kegiatan sehari-hari maupun dalam usaha bisnis. Laseca Salon & Spa untuk memberikan pelayanan perawatan kecantikan kepada pelanggan dengan memperdengarkan musik latar saat melakukan perawatan. Tujuan Laseca Salon & Spa memperdengarkan musik latar supaya pelanggan merasa nyaman dan rileks. Penelitian dilakukan dengan metode kualitatif. Berdasarkan analisis menurut Wigram, dkk terhadap salah satu lagu yang paling banyak disukai responden, dapat dibuktikan bahwa pemilihan musik latar di Laseca Salon & Spa membuat rileks pelanggan. Kenyamanan dalam mendengarkan musik latar dianalisis menurut Djohan bahwa keras lemahnya volume saat diputarkan tidak terganggu oleh suara intervensi suara luar. Menurut Leslie Bunt musik yang diperdengarkan memberikan rasa senang yang bertujuan membuat rileks dan nyaman. Respons emosi musikal pelanggan terhadap musik latar di Laseca Salon & Spa secara psikologis merasakan senang, terhibur, rileks, dan nyaman. Respons emosi musikal secara fisik dapat dilihat dari ekspresi wajah dan bahasa tubuh pelanggan saat melakukan perawatan yaitu tiduran sambil senyum, ikut menyanyi, tidur sambil menikmati lagu, kaki dan tangan mengetuk-ngetuk mengikuti tempo, dan manggut-manggut. Kelompok yang terlibat dalam musik mempunyai respons emosi musikal yang sama dengan kelompok penikmat musik.

Kata kunci: *respons emosi musikal, musik latar, perawatan kecantikan, pelanggan.*

ABSTRACT

Background music is needed to support daily activities and business work. Laseca Salon & Spa provides beauty care service to customers by playing background music while performing the treatment. The purpose of Laseca Salon & Spa in providing background music is to make customers feel comfortable and relaxed. The research is done by qualitative method. Based on analysis according to Wigram and friends, for one of the most liked songs by respondents, it can be proven that the selection of background music at Laseca Salon & Spa makes the customers feel comfortable and relaxed. The pleasure in listening to the background music is analyzed according to Djohan that the loud or low of the volume when played is not disturbed by outside voice intervention. According to Leslie Bunt the music that is played gives pleasure feeling which aims to make relax and comfortable. Musical emotional responses of the customers toward the background music at Laseca Salon & Spa psychologically are happy, entertained, relaxed, and comfortable. Musical emotional responses physically can be seen from the facial expression and body language of the customers while doing treatment, such as smiling while lying in the bed, singing, sleeping while enjoying the songs, legs and hands tapping to the tempo, and nodding. The group involved in music has the same musical emotional responses as the group of music lovers.

Keywords: musical emotional responses, background music, beauty care, customer.