

Abstract

The COVID-19 pandemic that has spread throughout the world since the beginning of 2020—since then, pandemic has become a global phenomenon that affects various aspects of our lives. This study is then here to reveal how the pandemic has changed the various practices and behaviors of our daily lives, taking the context of a mediated dangdut show organized by the NFL Group, Pamulang on YouTube during the COVID-19 pandemic. Using the theoretical approach of phenomenology, multimodality, and mediated performance, this study provide an in-depth exploration of how the NFL Group actually shapes the perception of the experience of watching online shows and transcends the boundaries of ontological performances—presence, embodiment, and material aspects. From an ethnographic study conducted in two forms of participatory observation—first by watching online dangdut shows from home and the second through direct, participatory observation at the shooting location of the NFL Group dangdut show in Pamulang, South Tangerang—I then found two closely related observations 'on screen experience' and 'off screen experience' from the online dangdut show NFL Group. Observing the 'on-screen experience' is the NFL Group's effort to present a replica of the conventional dangdut stage in a virtual format, where the co-presence of the audience is involved in the visualization and interaction of the show mediated by the audiovisual format. Moreover, the 'off screen experience' observations describe different performance conditions, where the shooting process for the dangdut stage turned out to be a ritually marked performance for the dangdut-loving community in South Tangerang. These two observations then gave birth to a new perception created by the NFL Group in the practice of mediated performances during the pandemic, where in its smallest community locus, dangdut performances organized by the NFL Group were 'hybrid' performances that synthesized between 'on screen experience' mediated by screen with 'off screen experience'.

Keywords: *mediated performance, dangdut, online, COVID-19, presence, embodiment*

Abstrak

Pandemi COVID-19 yang merebak di seluruh penjuru dunia sejak awal tahun 2020 menjadi fenomena global yang mempengaruhi berbagai aspek kehidupan kita. Studi ini kemudian hadir untuk menyingkap bagaimana pandemi turut mengubah beragam praktik cara dan laku hidup kita sehari-hari, dengan mengambil konteks pertunjukan dangdut termediasi yang diselenggarakan oleh NFL Group, Pamulang di YouTube selama pandemi COVID-19. Menggunakan pendekatan teoritis fenomenologi, multimodalitas, dan pertunjukan termediasi, studi ini kemudian diposisikan untuk memberikan penelusuran mendalam terkait bagaimana sejatinya NFL Group membentuk persepsi pengalaman menonton pertunjukan daring dan melampaui batas-batas pertunjukan yang ontologis—kehadiran (*presence*), *embodiment*, serta aspek material. Dari studi etnografi yang dilakukan dalam dua bentuk observasi partisipatif—pertama dengan menyaksikan tayangan dangdut daring dari rumah dan kedua melalui observasi partisipatif secara langsung di lokasi *shooting* pertunjukan dangdut NFL Group di Pamulang, Tangerang Selatan—saya kemudian menemukan dua amatan yang berjarak terkait ‘*on screen experience*’ dan ‘*off screen experience*’ dari pertunjukan dangdut daring NFL Group. Amatan *on screen experience* menjadi upaya NFL Group dalam menghadirkan replikasi panggung dangdut konvensional dalam format virtual, dimana kehadiran (*co-presence*) penonton dilibatkan dalam visualisasi dan interaksi pertunjukan yang dimediasi oleh format audiovisual. Lebih dari itu, amatan ‘*off screen experience*’ menggambarkan kondisi pertunjukan yang berbeda, dimana proses *shooting* pentas dangdut ternyata menjadi ritual pertunjukan yang ditandai (*ritually marked performance*) bagi komunitas pencinta dangdut di Tangerang Selatan. Kedua amatan tersebut kemudian melahirkan persepsi baru yang diciptakan oleh NFL Group dalam praktik pertunjukan termediasi selama pandemi, dimana dalam lokus komunitas terkecilnya, pertunjukan dangdut yang diselenggarakan NFL Group merupakan pertunjukan ‘*hybrid*’ yang mensintesis antara ‘*on screen experience*’ yang termediasi layar dengan ‘*off screen experience*’.

Kata Kunci: *pertunjukan termediasi, dangdut, daring, COVID-19, kehadiran, embodiment*