

From disco to EDM, the beat for dance in the pop culture Social and sociological Aspects of Popular Music

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EDM music is the short term of “Electronic Dance Music”, a big genre of music that represents the new generation’s creation and interaction with the musical technology populated from 2010 till nowadays.

EDM is famous for its big production company and promotion process. Using a music controller (a digital turntable), performing by dice jockey, installing with light, laser and projection are the fundamental elements found in every EDM scenes. EDM festivals are also mostly luxury and massive. After the end of the 90s, the popular period of disco societies, electronic house becomes a commercialized product which leads to the mainstream direction and attracted worldwide audiences.

After 20 years of promoting and developing, the term EDM, a sum-up of all the sub-genre of the commercialized electronic music, appeared at 2011 and developing its golden age till now. It has become one of the most influential music industry that dominated the world and popular culture, especially in European and US, which means many bars, clubs, and festivals now catered to house music fans. (Anderson, 2009)

Since an important society is formed thought out this period, it is necessary to analyze the deep connection of house music and disco music, elaborate its development history, locate the properties and definition of EDM to tell the late development of rave and the other rave developing direction. Also, the article will list out the real-life examples of EDM scenes, festivals, and music.

The Definitions and properties of EDM

The distinguishing feature of EDM music’s structure must be its 4/4 time and mostly 128 beats per minute (bpm) speed in its original genre (house, disco). On the other hand, one of the main musical instrument for the bassline is the drum machine because of its drum oriented music style. Electronic music was separated from other musical genres for example rap, hip hop, rock, because of its unique drum sound that power and strengthen the rhythm of electronic music. Therefore, drum machine is an important instrument for constructing beats and leads to the early development of house and disco music. The music itself is also dominated by drum beats. Whether the music is strong or not and whether it makes people dance along depend on how and what the drum is used. One of the techniques called side-chain is a must use as it reduces other elements’ sound when kick drums are playing in pursuit of strong punch line so that attendees can follow the beats.

Meanwhile, many sounds used in the music is not recorded but generated by synthesizers. When the technology becomes more and more advents, many synthesizers are the software program which can be used as a plugin for composing. This property is what also defines electronic music because soundtracks mostly are not sound sample recorded from the real-life but are computer or machine-generated sound. The other characteristic is that synthesized bass sound is always included in electronic music, providing sometimes fancy and funky sound. Sub-bass is always used which provides the music a strong vibration effect so that the music which played in live will have the effect of punching vibration in your heart.

Early house, techno is more in a steady flow. But EDM after 2010 is more roller coaster flow as build-up structure is a new technique. Snares will be played faster and faster and beat with getting cut after the buildup to build up the tension and then follow with a big drop where the strongest and most powerful kick drum and bass come in place. To prominence the drop session, soundtrack layering is always the technique. Musicians find that not only suitable sound for one specific session for example bassline, lead, and chord, but find multiple synthesized sounds to layer out one session of the music. Therefore, a strong drop something can have 4 to 5 bass layering together and the whole song can be laid with more than 40 synthesized soundtracks.

All in all, the property of EDM is that the time is always 4/4, really focusing on kick drums and bassline and all the soundtracks are generated by synthesizers. Based on different genres, the flow can be steady or dramatic through layering sound. Most songs, or at least the classical one, are mostly 128 bpm. In the following session, how the property was transferred to the EDM genre from different musical culture will be analyzed.

What culture background along with its features consist of EDM?

(Inclusion)

The coming and success of EDM are not only because of the commercial organization. The musical structure within EDM music, the performing style and the technique that the musicians could be able to freely explore all because of the multiple and diverse combination of different genre, musical styles that developed from the late 20th century. Thus, EDM is a special from its long development history from disco, house. The following paragraph analyzed the musical culture that included in EDM music and what musical technique inspired EDM music.

Dub music is one of the genres that inspired disco and house effect. Dub music is an act of remixing reggae music in the way of strengthening the rhythm, adding re-edited vocal, using fragmented lyric to construct melodies and adding reverb and delay effect by using a mixing board. As the musical technology development is not mature enough in the 70s, re-edited vocal and fragment lyrics required artists to use tape to tape edit method which they need to cut the sound tape and reconnect it by stick it back to other back. (Veal, 2007) This trick was later easily transferred into composing software in the 21st century. Thus, dub music demonstrates the early feature of EDM music's effect that has been widely used. One of the famous examples of dub is King Tubby's "A Rougher Version" in 1975.

In the period of 70s, disco is part of the young and musician's lifestyle. This music genre is the first genre that used drum machine beside hip-hop. For example, the song "Rock Your Baby" from George McCrae in 1974 was a famous song which used Roland's drum machine TR77 to create bassline. The adoption of drum machine become a trend for musicians to produce disco music in the 70s. (Collins, 2014) In the mid to late 70s, producers tend to use synthesizers to compose soundtracks and layer different soundtracks to remix or building up funky rhythms. Donna Summer's "I feel love" produced by Giorgio Moroder and Pete Bellotte is a well-known hit in 1977 that was composed completely using synthesizers. (Collins, 2014) Therefore, using drum machines and synthesizers to produce are two of the important elements that define what electronic music and EDM music is.

On the other hand, Turntable is the only main instrument when performing on EDM stages. This important feature originates from hip hop society in which providing the concept of turntablism, a term for different remixing skills including beat matching, scratch, and

breakbeat. Music will be played in two turntables and connect with a breakpoint or q point for a transition. One of the ways for music to music transition is using looping technique and sudden break to abruptly change the music. (Blashill, 2002) This technique combine drum beat or edit and cut the beat into different rhythms in order to create different hip hot basslines. This technique and this special bassline were also widely used in EDM music itself and the performance. The song “Adrenaline” from Zedd in 2016 is the 21st century’s example of the EDM which using breakbeat as the drop part’s bassline, creating a strong pow for dancing.

The Technical use of direct-drive turntable was invented by Japanese Shuichi Obata in Matsushita cooperation. One of the famously used turntables was the SL-1200 in 1972. (Blashill, 2002) The use of a turntable as a musical instrument in the 80s even have their own right in hip-hop society.

Besides turntablism, the unique style of using strong and powerful drum beat is also originated from the hip-hop production technique as most of the early hip-hop music drum beat is using the drum machine TR-808 from the Japanese company Roland in the 80s. (Kirn,2011) Unlike the traditional way for using beat and rhythm form recorded sample, this machine using analog synthesis to redesign different beat pattern which is one of the early programmable drum synthesizers.

In the late 70s and early 80s, the disco hit and trend was declining and neglected by major US record label beside Chicago and Detroit. The reason was elaborated in “the history of electronic” session of the article. But disco music in European later develop into many subgenres of electronic music including techno and pop music scene. Since the popular use of TR-808 in hip-hop and the declined disco popularity, many early disco musician in the early 80s are seeking for also different synthesized drum sound to lead them in a separated way from hip-hop and seeking for new styles of disco which is where TR-909 come in place.

The new drum machine also from the Roland cooperation TR-909 is commonly used for creating house music. TR-909 is a fairly cheap instrument for disco musician as the popularity of disco music is decline and many musicians were poor for production and were choosing the cheap TR-909 to create Chicago disco music. This TR-909 also identifies what drum sounds should be used as a standard house, techno and disco music because it provides strong massive and punchy drum hit which drive people into the flow of rhythm rather than the appreciation of breakbeat lyrical and drum. 16 buttons of drum beat recorded samples along with different control button in different session for different drum note such as hi-hat, snare, and clap provide a large number of variations for composing unique drum beat, giving the musician a good chance to go in the alternative direction of making music. (Kirn,2011)

Electronic music was original from many music culture backgrounds such as dub, disco, and hip-hop. The performing style was coming from the use of turntable from hip hop music community. The breakbeat bassline and cut mixing technique for DJ mixing are used in nowadays EDM DJ. The production format of EDM was original from the disco and house production style which had the trend of using drums, bass machine, and many synthesizers to compose music. The musical effect in EDM music is full of re-edited, cut mixed vocal to construct melody as the lead and melody and key are full of echo and reverb effect. The use of the effect is original from dub music. Therefore, EDM as a big electronic genre has rich culture development form different music background, especially disco that giving much great inspiration to the house and it is the ancestor of the EDM. It is also necessary to

mention it since the production format, the use of effect and the performing style are the key elements that define EDM music.

The emerge of house and rave culture (The history of electronic)

House music and techno were especially unique for EDM music as many pop EDM musical structures were fundamentally contributed from these genres. Besides the musical epistemology, house music, and techno identify youngster's musical taste and build-up another sub-culture from the mainstream in the 80s to the 90s which is called the rave culture. House music and techno were the main genres for the rave. Rave culture, on the other hand, is also like the father of EDM where many rave culture behaviors are embodied from it. Therefore, it is worth mentioning the history of house music that changed from disco and how it established the culture of rave.

End of disco

The changing use of drum machine and the decline of disco music affected by a riot named "Disco Demolition Night" happened in the mid to late 1979. The incident happened in a baseball stadium Comiskey Park in Chicago on July 12, 1979. This night was planned as a baseball promotion games between two teams. At the same time, the hit of disco music in the late 70s caused the backlash from the rock music community. Since one of the teams, White Sox, hired the Chicago shock jock, DJ or broadcaster that usually using humor as melodramatic exaggeration to perform which may cause offensive from certain communities, and the anti-disco campaigner Steve Dahl to the promotion night. The action led to 55,000 people who including many adherents of Dahl and gathered inside the stadium. People put banner such as "disco suck" in the stadium and they collected the disco records and blew up in the stadium before the game started. 7,000 people rushed and occupied the field and stopped the game. The promotion night was ended up starting up a riot and end with the police dispersing action. (Frank, 2007) This night indeed led to the decline of disco. The event serves as the terminal point of disco and transition of EDM history. But this riot also has been described by some disco artists and scholars as to the expressive of racism and homophobia.

The root of house music - Chicago

However, the riot didn't take down the development of electronic. Instead, the post-disco Musicians took this advent to seek for the alternative change of disco. Also by the factor of widely changing used of drum machine and bass synthesizer in Chicago. Disco and epic vocal sample were usually used by producers to remix. This whole movement gradually transited disco music into house music and techno. Many new house sub-genres were divine from disco and evolve into electro-funk, Italo disco or electronic pop.

The obvious change of the music itself would be the use of instruments. Disco music's lead was composed of recorded guitar and bass guitar sample. But the bass guitar, guitar, piano and drum in disco house music in the 80s were dramatically replaced by synthesizers like the instrument from the Roland cooperation. For example, Acid house, one of the sub-genre of house, was well-known for using bass synthesizer TB-303 from Roland which provide twitch and laser funky sound which define what funky electronic is. The other sub-genre, Deep-house, used heavily on soulful vocal samples and spacious synthesizer. On the other hand, some of the vocal samples often got used for remix such as "Love Sensation" by Loleatta Holloway in 1980. This acapella was released on the 12-inch vinyl and being many parts of early-house and post-disco's lyrical content. DJs like Farley Keith remixed love sensation in the 1984 and a big hit song within Chicago house scenes and England "Ride on

Time” released in 1989 also remixed with Loleatta Holloway’s lyric by Italian house group Black Box and lip-syncing over producer Martha Wash when performing. This is also one of the classic sub-genre of house music, Italo house, which also relied on the upbeat rhythm of piano synthesizers.

The fact that house music can be successfully divine from disco and become part of the popular music contributed to the commercial use of radio. In Chicago, music was played in the radio jocks The Hot Mix 5 and radio station WBMX-FM. Those radio shows provide various of house style, including the old disco records. (Rietveld, 1998) Frankie Knuckles was the iconic house DJ representation in the 80s and early inspirational artist for EDM. His famous song “your love” is the typical house example in the 80s and become the classic record within the house industry. In this early to mid-late period, DJs were more focusing on altering the disco style. For example, re-edit their favorite song into house music style by adding strong kick beat or replace the melodies sound with electronic synthesized sound which means they started to remix various songs to house style. This remix will be played in the Radios and youth will record the music into cassette every Saturday night. (Rietveld, 1998) The traditional act of remix old and classical song also keep widely used until contemporary time. For example, “Hit the Road Jack” by Ray Charles in 1961, “Something’s Got a Hold on Me” by Etta James in 1962 often used for remixing. Such as “level” made by Avicii in 2011 used “Something’s Got a Hold on Me” lyrics to compose. Or the song “Hit the Road Jack” by Throttle in 2017 in a remix of classical music. Return to the 80s, some famous example would be the Japanese electronic music band Yellow Magic Orchestra and German band Kraftwerk who play electronic pop genre. House music had been quickly spread its popularity to other American cities including New York’s City, Detroit, and Newark. They develop their own house music scenes within their city and later drive into variations of EDM genres. House music also got popular in European, Australia, as well as South America in the mid-to-late 80s. The well-developed process proves that Chicago house has a great potential for the electronic music industry.

House in European and the appearance of rave

Speaking of the great party scenes and electronic music atmosphere, Ibiza Island in Spain should come in mind as it provides many clubs and often hired big brand DJ to perform. It is an island where nightlife, party and electronic music enjoyment never end. This unique scene all begin in the mid-80s, the forming of Balearic music, one of the house genres that combine old vinyl rock, pop, reggae, and disco. As party within an island give attendees a chill and summer relax environment, this type of music usually involves with summer beat and reggae beat and the party scenes are, therefore, became the musical experimentation of using drugs. (Boiler Room, 2014) Until today, Ibiza, as one of the house spreading place in European, are still widely attract tourist to come in the summer for the great EDM parties.

Besides Spain, house music also became popular in the late 80s in the UK and Germany. The emerge of one of the house genres, acids house, widely construct the subculture of underground warehouse parties. The special properties of acid house are the music beat contrast with deep and prominent basslines and “squelching” lead sounds. The bassline must be composing through synthesizer Roland TB-303 to define this genre. Dance music will be exclusively played in the after-party. In the years of 1988 is also where Balearic music transported to London. Clubs, for example, Shoom and Spectrum were the places for acid house. It was also this period in which MDMA was being gained to use in an illegal party. (Rietveld, 1998) Moreover, techno was also the first appearance in the rave party scene. Musician in Detroit want to distinct their dance music from other house and release a 10

Records compilation named “Techno: The Dance Sound of Detroit”. One of the earliest records of techno was “String of Life” made by Derrick May in 1987 which provoke techno trend for the people in UK and Germany. People called this spread of house period (1988-1989) as “Second Summer of Love”. It is the period where youths were associate hedonism and freedom of summer of love in 1967 San Francisco. The period is like the Second arises of hippie culture in European as to pursuit for psychedelic effect from the drug along with the electronic dance music. This is also the beginning of the rave culture.

In the 90s is the period that house rapidly develops into a different genre. Some of the genres even take off from the original direction of electronic dance. One of the genres has a big representation for the original of the EDM music which is trance. Trance was developed from Europe. As the melody offshoot from techno, trance music was also widely played in German hardcore scenes and British new-age scenes in the early 1990s. The music itself have repeating melodic phrases and the musical form often included one or two drops. Trance often do not have a traditional verse or chorus structure. This genre was also widely commercialized throughout the 90s with famous DJs such as Ferry Corsten, Armin Van Buuren, and Tiesto and development into many subgenres, for example, acid trance, classic trance, hard trance, progressive trance and more. (Trumm, 2016) House music and techno were often played throughout illegal rave party but trance is the first genre that gets commercialized and tries to collaborate with many other electronic genres in Euro. Therefore, Europe in the 90s had begun highly dominating the production of EDM and attract many people to produce EDM music until nowadays. Tech trance, combining techno and trance, or vocal trance, combining pop culture lyric and trance, are some of the examples that prove that trance music was widely commercialized and help to build the bridge between rave and pop culture. At the end of the 90s, progressive trance became a famous chart-oriented sound for pop industry and club in all the European countries. It is a type of electronic music that have more predictable breakdowns. However, since it is more predictable and pre-structure, it becomes hard to improvise in a DJ beat-mix and people critic that it lost the traditional DJ beat-mix culture and this is also the reason at the end of the millennium is also the division of EDM with traditional rave community.

The division of rave

As electronic music become popular at the beginning of the 21st century, its attention begins to connect it with pop culture. For example, Tiesto, a Dutch producer of early trance music, produce tracks for the open ceremony of 2004 Summer Olympics. (Hancox, 2011) The American Radio created a new chart just for Dance music named “Dance/Mix Show Airplay chart and many songs resulted in billboard. (Billboard, 2003) This is some example of the popularity of electronic music that begun commercialized in the early 21st century. However, the well-developed electronic pop culture has been criticized for nowadays nature of this community and have debated that whether the new generation of electronic music constitutes the original meaning of “rave” which is an activity and community that built up for the departure from the mainstream and underground nature. (Marcus, 2017) People were criticizing the over-commercialization of electronic music. Therefore, there are some of the ravers have been divided into another culture scenes which still enjoy using electronic music as the element to gather around the traditional ravers or the ravers that outside the pop-side of the community. The purpose of the production was also fundamentally divided from the pop electronic which was more focusing on experimental production and artistic pursuit. In opposite, mainstream electronic are more trend and audiences oriented. Back to the traditional rave, the unique concepts of experimental production later develop away from electronic and form to the anti-mainstream campaign such as Burning man, Psytrance or

underground techno scene. Techno in this point of view also represents a big subculture that still exists in Europe especially Germany and, Italy. Some of the festivals are also not aiming for the “mainstream ravers”. Kappa FuturFestival in Turin, Italy is one of the examples where was organized in an old car factory to listen to underground techno and house like Carl Cox and Sasha Digweed. It also has fewer people compared to the mainstream electronic music festival, only 45,000 people in that festival, and less luxury. Although Carl Cox and Sasha Digweed producers sometimes appear in some more mainstream festival such as Tomorrowland, the music they played were more traditional-oriented rave and mainly attract anti-mainstream ravers which shows that some of the DJs in EDM community and still focus on traditional rave atmosphere and music production.

All in all, the mid-90s to late 2010 is the period where the division of the rave happened. A division of traditional rave and mainstream rave culture. However, this article will be more focusing on the mainstream rave culture than the traditional one as EDM is our main topic and EDM is a name appeared after 2010 which used to represent the whole form of new mainstream pop electronic and a term sum up of all the modern electronic music genre. It has no connection with other more traditional rave scenes such as techno or psytrance scenes. But since EDM come from rave and many people got confused with the techno and traditional rave scene, it is worth to mention this milestone of the electronics division.

Style and genre within EDM development (Post-EDM Development)

Stepping into the early 21st century, electronic music gathers a lot of great modern musician and later mostly become a part of the pop celebrity in the music industry. The music got sell worldwide with billions of EDM fans base. French house appeared in the period between 2004-2008 when Daft Punk’s music released. Daft Punk are two robot man team that was being the early inspiration of many big-brand DJs celebrities to step in for EDM production. Many early EDM DJs was from France in this period. David Guetta was one of them whom music crossover with many celebrities and mostly place in the top 40 charts. Songs such as “When Love Takes Over” with Kelly Rowland and “Sexy Bitch” with famous hip hop star Akon and “I Gotta Feeling” with the Black Eyed Peas was the song that dominated and defined the mainstream musical culture. (Cava, 2012)

Most of these pop EDM music were promoted throughout many websites such as YouTube as it formed in 2005 and it gains user from 2007. YouTube nowadays is also a musical platform where the music got promoted throughout music video and attract more and more EDM listener. Musical sharing website SoundCloud, established in 2007, also is the high concentration of EDM musician to spread out their new idea until even nowadays. With the help of social media and common use of the internet, many musical festivals got to promote their event and attract many new ravers. Many rave festivals gain in size and organized in a better way with more services, stages, and facilities such as Electric Daisy Carnival in Las Vegas and Ultra Music Festival in Miami. There will have more elaboration of EDM festival in the last session of the article.

Skrillex is one of the DJs who become the celebrity status of a musician who has had a big contribution to the EDM community. The typical EDM speed is on 128bpm. However, Skrillex is good at editing vocal and sound, re-cutting them compose again become a style which later giving dubstep genre a better definition. Thus, he is famous for being called “the king of dubstep”. He is also one of the artists that invent and improve the musical technique of intense build-up, the frequency of the snare becomes faster and faster or adding white noise are the way to build up intension. Dubstep is also an EDM genre that originated in

South London in the late 1990s and got mainstream with the help of Skrillex in 2010. Dubstep use sound sample to construct the beat or melody and have prominence sub-bass. It also connects the genre with the heavy metal community and drawn some metal fans base as both of the genre have aggressive expression.

Electro house got prominent in 2010. Many great artists paved their successful producing career by making electric house-related sub-genre which include progressive house, big room house and more. This genre is the typical musical structure to represent EDM with its 128bpm on most songs and prominent bassline and kick drum. The top DJ chart "DJ Mag Top 100 DJs" mostly filled with DJ producers who produce electro house. Electro, electroclash, electropop, and tech-house giving a big inspiration to electro house. Famous DJ after 2010 included Dimitri Vegas & Like Mike, Hardwell and Steve Aoki who are still actively contribute to EDM industry till today. Musicians like Avicii and Swedish House Mafia produced songs like "Level" and "Don't you Worried Child" encourage many young artists to make electro music and got the chance to step into the mainstream culture such as nowadays famous pop band Chainsmoker.

Famous DJs like David Guetta, Deadmau5 and Skrillex are some of the best EDM producers to form the "new rave generation" and have declared in the spin magazine. (Sherburne, 2011) A new chart for EDM called "Dance/Electronic Songs" chart formed in Billboard in 2013 which help to promote the top 50 electronic songs base on the multiple music streaming platforms. (Pietrolungo, 2013) Many of this acts show that EDM culture has dominated part of the pop culture and with the help of social media, more and more user like to discover new song throughout platforms like YouTube or SoundCloud, unlike the 80s when people record songs from radio to a cassette. "The fastest-growing genre in the world" is a descript that have been given in the 2013 Music Trades musical content article. Therefore, EDM is no doubt dominating the pop culture and collect tremendous youth fans base.

The develop of EDM even never end in 2015 and divide into a more drastic change of electronic dance music which is the appearance of Trap music. It has the element from the Hip hop and breakbeat drum line. The Tempo of this genre is close to hip hop but the atmosphere its create is far different from the aggressive expression of typical EDM. Vocal in the music usually got pitched to extremely high or Low for vocal editing. This genre divides into many other EDM that loved by the fans such as future base, pop trap, and some song was collaborate with rappers. For example, "I want something like this" from production team Chainsmoker is a famous pop trap song. Top 100 DJs also created many trap song throughout the less 5 years such as Martin Garrix, Illenium, Diplo, Marshmello and more.

The social connection with EDM

To summarize, EDM coming out from the long history of Disco to nowadays mute and diver genre. The successful commercialize outcome and the domination of mainstream proves that the social on the new generation of the youth is enormous. The social connection with the youths defines what the hedonism executed. People like to discover EDM throughout social media and like to connect the music with its visual effect which was seldom be found in the past history. A great EDM musical video shows off a great visual story and telling messages to youths. Many such as being happy and overcome the difficult encourage the youth generation to follow their dream. What new generation found in EDM is the luxury execution but at the same time the positive, provocative, and energetic vibe that

has been given. To further explain what social connections have happened with EDM will be elaborate as follow.

EDM Scene (Festival and party style)

Festival is an important element for electronic dance music. Many artists' new song or reputation were promoted through rave festival. It is also a good event for many start-up artists to build up their career. In addition, Festival represented a group of the same people who have similar music taste or hobby to gather around for culture exchange. It is the representation of a whole sub-culture which is popular and at the same time separated from the mainstream popular music as rave festival mainly played electronic dance music. The way of celebrating, the organization, the development history, the principle and the culture's exchange within the analysis and elaborate as follow.

History and organization:

Early Rave party were often organized in underground illegal ways which secret warehouse, abandoned aircraft hangars, fields or other open areas were usually the very good place for parties. This illegal rave party was especially popular in the Chicago gay community. In the early 80s, mainstream media and societies were openly hostile toward rave music such as disco, house, and techno. People try to band the disco culture through riot or destroy disco vinyl. The reason this genre was abandoned by mainstream society was because of the musical oriented style and aesthetic are different. Mainstream songs at the 80s to the 90s are more lyric centered, message pushing which is very different from house property of drum beat-oriented and pure enjoyment of the repetitive lead melody. This different created somewhat of moral panic for people who did not understand the new wave of music. (Langlois, 1992) Another reason rave culture was forbidden is because of the rampant use of drugs by ravers. However, this serial of culture compression cannot stop the trend of listening house music which leads to more and more underground establishments of rave party in order for the anti-mainstream people an alternative way to express themselves.

With the help of unlicensed radio broadcast, many new genres of house music were coming out and house became the newest popular genre in the late 80s. So, in the early 90s, more and more rave parties were organized legitimately. This rave festival started to departure from the non-profitable and illegal underground party where attendees were not limited in gay communities but more diversity group were formed. It was more organized and took place in a major location or travel spot. Safety and health of the attendees were being concerned by organizers. Crowd control was also taken action for the festival.

In the perspective of performing, a major festival usually encompasses different genre of EDM, providing multiple performing stages for different types of DJ. For example, Ultra-music festival in Croatia provided three stages, the main stage for superstar DJ, the "Resistance" stage for house and techno artist and the "Arcadia" stage for hardcore EDM musician.

In the 21st century, EDM festival and record company spent a lot of effort on festival branding and promotion. Providing festival online souvenir store and uploading well edit festival trailer and aftermovie which attract more and more people. Following that is the big economic success on the host cities. For example, Miami and South Florida region's economy gained \$223 million profit from Ultra Music Festival 2014. Tomorrowland organized in Boom, Belgium gain profit of roughly \$120 million from the festival to the local economy. Therefore, EDM festival is a big commercial success for the pop and rave society.

Major and representative festival in the EDM society trending from 2010 till now include the Ultra Music Festival, Tomorrowland, Creamfields, EDC Las Vegas, Untold festival, Mysteryland. They are all very lucrative and profitable and mostly organized in summer for the young who have the semester break to enjoy the sun and music. Some festivals even have enough profit to hold in different countries. Ultra music festival has held the stage in Miami for over 20 years and in recent 5 years, more and more city got the chance to organize road to Ultra music festival included Croatia, Hong Kong, Japan, Korea, Mexico, and South Africa.

Festival atmosphere:

EDM rave festival is a high-energy society where not only music is important but also the atmosphere itself as well. Thus, luxury and massive visual effects are always involved in the festival. Stages are installed with different types of lights, lasers, projection and enormous digital screen syncing with artists' mix track. Visual artists are always prepared for each big brand DJ at every performance, giving ravers an unforgettable experience. Additional firework and compressed air are prepared to take the whole experience into a new level. For example, the firework was largely used every year at the Tomorrowland music festival. (Lee, 2014) Circus members and dancer were also performing in the mainstage when big-branded DJ performing for Tomorrowland. Many audiences felt like attending a theme park and luxury club after they went to the festival as the festival also included a Ferris wheel, food court, and restaurant. All in all, EDM festivals nowadays are providing an extremely overwhelming and exhilarating experience. Ravers are not only satisfied with musical experience but also its visual elements and well-organized infrastructure.

The principle of the rave culture is PLUR which means Peace, Love, Unity, and Respect. The organizations of rave festival are also always trying to promote Hedonism throughout different after movie from the festival. But people also very enjoy the interaction within different people as people always accept and be friendly for people coming all over the world. Since EDM is a world-known subculture along with ravers from different countries, an EDM festival is also the central event for culture exchange. Many attendances like to bring them their own countries flag and wave it through the festival. Sharing own country culture to other people is also part of the activity. (Wilson, 2006) In all, the whole festival is promoting a non-violence atmosphere. They commonly accept and understand some common accident that usually happens in a festival and are nice to others such as spilling a drink or bumping to someone.

The drug culture:

Since Rave culture organized from illegal Venus and most of the attendees were seeking for psychedelic effect throughout the party, it is not surprising that drug use is associated with rave scenes. Certain drugs can be commonly found in EDM festival such as ecstasy(MDMA). Even are the recent EDM festivals, many ravers still continuous to this tradition of taking ecstasy. According to Kahn-Egan, MDMA is popular with ravers because it "makes them feel closer to those around them, heightens their sensory perceptions and induces psychomotor restlessness relieved by dancing". Ravers enjoy taking drugs as originally meaning of opposing the main culture and serve as a rebellion act to escape the social oppression and reach to the soullessness level. ([St. John 2003](#)) Other psychedelic drugs ravers use are the LSD or ketamine. This is different from other musical scene's drug use such as reggae or hip-hip where are mostly use Marijuana. However, not all the attendees of the festival enjoy taking drugs or aims to reach for psychedelic effect. They are still well accepted in the community and they usually more enjoy the music itself and have a deeper understanding of the music. Overall, the reason people took drugs at a festival is all aiming for the experience

of spirituality. People build the religiosity of raves to share and transcend experience and the common consciousness.

Commodification

As commodification is an act of transforming any kind of goods, services, ideas, and people into a trade action, the commodities of the EDM culture must be its music record rights, largely produced music video and pop atmosphere that helps establish a good musical lifestyle and let music becomes part of the audiences' life. This act also can attract people to attend different EDM festival. Thus, a festival site is a big trade ground for providing DJ's performances, camping facilities, food services, souvenirs and, most importantly, the atmosphere as the commodities in exchange of extreme high profit of money. The cost of a modern EDM festival can cost up to \$400 to \$800 or over \$10,000 for a VIP package. The festival itself is supported by multi-million dollars sponsored. For example, Ultra Music Festival gets sponsor by major companies such as Heineken, a beer company, to provide drinking service.

The successful run of commodification is a prove of high success of EDM development where different sub-genres have help pushing EDM creation into a different level and encourage many people to step into different EDM music production or musical event organizer. The success not only gains listener or fans bases but more people are also stepping into the production community and willing to organizes more event. Therefore, it is hard to connect the root culture of underground illegal rave culture into nowadays status. Rave culture was originally built-up to response the mainstream culture into the 80s and intends to drive out from the pop and yet this diffusion process has on the other hand built up another pop culture that replaces and dominate the old.

It is no double that EDM development is an act of commodification. Besides the big production input of the music, the performing stage and the cooperation with pop culture celebrities, persons who perform on the stage in an EDM scenes are usually the producer instead of the singer or the promoted superstar which indicated that EDM culture focuses more on the production process and the music itself rather than adore a packaged celebrity. Companies tend to promoted producer instead of a superstar or singer as most of the performing DJ cannot sing or play traditional music instruments. For example, the big brand DJ Martin Garrix only know how to play guitar and most of his song are compose only through musical software or recorded the track by hiring another artist to play and record for him/her. Regardless of the promotion-oriented within EDM industry, big brand DJs now become celebrities and willing to be hired by different nightclubs with millions of dollars to perform at their venue or perform on a regular basis. For example, roughly \$200,000-\$300,000 were used at the nightclub Hakkasan in Las Vegas to hire a big brand DJ to perform a night. Another example is that many EDM songs and artists have been featured in different television commercials and advertisement. For example, the song "Taste the Feeling" was made by EDM artist Avicii has widely used in different variation of Coca Cola advertisement. A multi-platform EDM campaign made by 7-Up drinking brand also features Martin Garrix and Tiesto in advertisement and promoting digital content and sponsored in Electric Daisy Carnival. Therefore, many major brands use EDM culture to target millennials. A big brand DJ also earn extremely high profit.

Criticism of over-commercialization

Because of the success of the EDM music development, many artists have tried to take off from their original style of the electronic music and tend to product song that more fit into

the pop culture and lead to lack of variation in the recent EDM industry. Mainstream is filling with big genre and musical structure's similarities can be found easily any "Commercial" EDM song such as the vocal chopping technique or overuse the same synthesized sound to make a drop lead. This results that even many Big Brand DJs have criticized the musical trend and admitted that "commercial" EDM needed more creativity and variation. DJ Deadmau5 criticized the homogenization of popular EDM and critic that it "all sound the same". All in all, nowadays DJs and producers, not necessarily the big brand DJ, are keep seeking for the new style and technique to be used in the musical piece and try to continuous this rave culture although commercial EDM music are getting homogenization. For example, many EDM producers try to combine Chinese instrument into the music or combining EDM with different other genres. Avicii "Wake Me Up" released in 2013 is a good example which combines EDM drop with folk musical style and got widely successful and popular. Nonetheless, EDM festival and its music is still widely famous and followed by EDM ravers and festival are still packed with people as Tomorrowland music festival have 400,000 people in 2019 July.

Sum Up

EDM and its community are pop industries that come a long way from disco culture in the 70s. It also has a long historical connection with the rave culture in the 90s. From the underground illegal parties aims for sharing the religion of psychedelic and mainstream division to nowadays mainstream and commercialize musical industries, we can tell the purposes of the rave, the way parties organization way and the music that have been produced have been dramatically changed throughout recent 50s years. New musical technology helps to production software keep constantly develop new electronic genres. Many electronic production ways can be easily translated to digital production where one laptop can handle all the electronic music production and it attracted more youth to produce music at their home. More than 30 genres have been developed only within EDM communities where DJs like to work with celebrities or artists who came from other musical communities. On the other hand, many producers got promoted into a celebrity and many clubs are willing to spend millions of dollars to hire them for a one-night performance. In addition, EDM constructs their rave scene at many places and each of the places has their unique rave scene such as summer house music scenes played at Ibiza, trap and progressive house in Sweden or big production team in Netherland. New social media development helps establish multiple music sharing platforms and musicians or fans are willing to discover new trending EDM constantly in social media. Moreover, the rise up of EDM encourage people to attend new rave festivals. The New form of festivals not only provides venues and music but also visual elements to enhance the whole visual experience. Plus, many services have been added such as accommodation which providing tents or hotel, restaurant, and facilities. However, with the positive commercialize development also leads to the negative criticize of the over-commercialized musical environment. People worried about the homogenization will happen on the music itself. In my opinion, I indeed felt fewer creativities have been shown through the pop scene of the industries where some of the big brand DJs turn their style on only fans-oriented and following the trend to produce pop electronic music such as pop trap or same style of big room house. But on the other hand, many new generation producers use EDM as the inspiration to go for different directions. Some go for indie music and some go for experimental production to try mixing different genres. All in all, I believe EDM still has its great musical development potential as EDM is follow along with the development of the digital software. As an EDM fan, I am looking forward to more different styles of electronic dance music and more unforgettable experience with EDM culture.

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