กระบวนการจัดกิจกรรมการประกวดดนตรีออนไลน์ของวิทยาลัยดนตรี มหาวิทยาลัยรังสิต ในช่วงสถานการณ์ไวรัสโคโรนา 19 แพร่ระบาด

The Process of Organizing the Music Competition, RSU Music Online Competition, by Rangsit University Conservatory of Music During the Corona Virus 19 Epidemic

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Abstract

Music teaching and learning has changed because of the COVID-19 pandemic. Music activities required adaptive adjustment and development as the pandemic forced universities to mandate social distancing requirements. This article presents the process of organizing the Annual RSU Music Competition by Rangsit University Conservatory of Music, analyzing the results of the activities using SWOT Analysis as an analysis tool, and providing a case study in organizing music activities in the form of an online music competition. The competition criteria were adjusted to suit the situation, such as changing the competition from band to solo competition and changing the final round to online activity. In so doing, the budget for organizing the competition is also reduced.

The data from SWOT analysis both pre- and during COVID-19 periods assessing strengths, weaknesses, opportunities, and obstacles, is a valuable tool to summarize the competition organizing process and developing the project in line with the objectives.

Keywords: Organizing Music Activities / Music Competition / Online Music Competition

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บทคัดย่อ

สถานการณ์ไวรัสโคโรนา 19 แพร่ระบาดในประเทศไทย ส่งผลกระทบให้การจัดกิจกรรม
ดนตรีมีข้อจำกัด เป็นสาเหตุที่ต้องยกเลิกกิจกรรมดนตรีที่ไม่สอดคล้องกับข้อบังคับของมาตรการ
ป้องกันและควบคุมการแพร่ระบาดของโรคโคโรนา 19 บทความนี้มีวัตถุประสงค์เพื่อนำเสนอ
กระบวนการการจัดกิจกรรมการประกวดดนตรีในชื่อ "อาร์ เอส ยู มิวสิก ออนไลน์ คอมเพททิชั่น"
ซึ่งเป็นกิจกรรมที่ วิทยาลัยดนตรี มหาวิทยาลัยรังสิต จัดขึ้นเป็นประจำทุกปี การวิเคราะห์ผลรูปแบบ
การจัดกิจกรรม โดยใช้การวิเคราะห์สภาพแวดล้อมและศักยภาพ จุดแข็ง จุดอ่อน โอกาส และ
อุปสรรค มาเป็นเครื่องมือการวิเคราะห์ เพื่อเป็นกรณีศึกษาในการจัดกิจกรรมดนตรีรูปแบบการ
ประกวดดนตรีออนไลน์ ผลการจัดรูปแบบการประกวดดนตรีในช่วงสถานการณ์ไวรัสโคโรนา 19
แพร่ระบาด พบว่ามีการปรับเกณฑ์การประกวดให้เหมาะสมกับสถานการณ์ อาทิ การรับสมัครผู้
ประกวดประเภททีมเป็นประเภทเดี่ยว และการปรับรูปแบบการประกวดรอบชิงชนะเลิศจากการ
แสดงดนตรีสดต่อหน้าคณะกรรมการเป็นการประกวดแบบออนไลน์ อีกทั้งงบประมาณในการจัด
กิจกรรมยังลดลงอีกด้วย

นอกจากนี้ ยังพบว่าผลการวิเคราะห์สภาพแวดล้อมและศักยภาพ ทั้งจากช่วงก่อน
สถานการณ์และช่วงสถานการณ์ไวรัสโคโรนา 19 มาเป็นตัววิเคราะห์ จุดแข็ง จุดอ่อน โอกาส และ
อุปสรรค ถือว่าเป็นเครื่องมือที่มีบทความสำคัญในการสรุปรูปแบบการประกวดได้เป็นอย่างดี และ
สามารถพัฒนาให้โครงการมีความน่าสนใจสอดคล้องกับวัตถุประสงค์

คำสำคัญ: กระบวนการจัดกิจกรรมดนตรี / การประกวดดนตรี / ประกวดดนตรีออนไลน์

In the wake of the coronavirus pandemic (COVID-19), the Thai government
has enacted an emergency decree throughout the kingdom on March 26, 2020, the
Center for Administration of the Situation due to the Outbreak of the Communicable
Disease Coronavirus (COVID-19) was established. Various measures have been put in
place from the public and private sectors to control the crisis of the spread of the
virus. These measures have affected the teaching and learning arrangements in
Thailand. The policy included lockdown restrictions, travel restrictions, temporary

school closure, as well as the requirement for home-based online teaching and learning.

Rangsit University is an educational institution located in Pathum Thani province with the approval of the Pathum Thani Provincial Communicable Diseases Committee in accordance with the resolution of the Meeting No. 23/2021 of April 26, 2021, thereby closing the premises in Pathum Thani province and establishing additional disease control measures.   The use of buildings or premises of schools and educational institutions of any kind is prohibited for teaching and learning purposes, including any exams, trainings, or activities that have a large number of participants that increases the risk of spreading the disease. The university required to provide remote or electronic instruction, and prohibited gatherings of more than 10 people.

The RSU Music Competition is an annual event of the Rangsit University Conservatory of Music. It is continuously organized every year by providing opportunities for secondary school students with musical talents to participate in the contest. The selected bands would participate in the music workshop from the faculty, as well as perform their music in front of the committee. It is an opportunity for all bands to use professional musical instruments and audio equipment, including the venue with concert sound and lighting systems.

Therefore, it is important to adjust the activities to be conducive to the situation of the coronavirus pandemic.

The rules and regulations of the RSU Music Competition prior to the COVID-19 pandemic.

Qualifications of contestants

1. Any type of bands, any genres and musical instruments

2. Students who are currently studying in secondary school or equivalent

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Competition Criteria

1. Have four or more members

2. Instruments can be used to perform freely

3. Songs used in the contest

3.1 One song for the qualifying contest, with or without vocal, any genres

3.2 Two songs for the final contest

4. Competition Rounds

4.1 Qualifiers Upload the performance (audio/visual) to your personal channel and send the video link to Inbox.

4.2 Finals Perform before the adjudicators at the Rangsit University Conservatory of Music

5. Scoring criteria

Instrumental

- Sound quality (Intonation)   10 points

- Rhythm   10 points

- Dynamics   10 points

- Articulations   10 points

- Technicality   10 points

Vocal

- Tone quality   10 points

- Melody and rhythmic accuracy   5 points

- Diction   5 points

- Lyric accuracy   5 points

Expression

- Musical expressions and gesture   5 points

- Teamwork   5 points

- Appearance   5 points

The rules and regulations of the RSU Music Competition during the COVID-19 pandemic

During the covid-19 pandemic, Rangsit University Conservatory of Music issued a statement regarding the guidelines for teaching and learning during the academic year 2/2021 in accordance with the university's guidelines. There is a requirement to refrain from organizing gatherings, therefore the Conservatory of Music has adjusted to host an online competition. The organizing committee adjusted the competition rules and regulations to suit the situation as follows:

Admissions

During the opening of applications the Conservatory of Music has created a poster promoting the event on the Facebook pages of the Conservatory of Music, Rangsit University, and Rangsit Music Competition, as well as the conservatory Instagram, whereby those who can participate in the competition must be under the age of 19 or are students studying in secondary school or equivalent. The participants need to submit video clips of the performances and complete an online application via Google Forms.

Competition Criteria

- Solo vocal or instrumental

- Submit musical performance of any genres, vocal or instrumental

- Participant face and hands, as well as your instrument, should be clearly seen. The judging criteria focuses musical or vocal skills, as well as stage presence and communication.

- Applicants need to upload their performances to their personal YouTube channels and send a link to Facebook page: RSU Music Competition.

Qualifiers

The competition stack compiles online applications into Microsoft Excel programs, dividing into categories, then proceeded to form a committee of experts specific to the selection instruments, with the following scoring criteria:

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Musical skills

    - Sound and tone qualities   20 points

    - Melodic and rhythmic accuracy   20 points

    - Dynamic and clarity   15 points

    - Technicality   15 points

Expression

    - Musical expressions and gesture   20 points

Presentations

    - Creativity   10 points

The committee selects the highest-rated candidates for each instrument, no more than 5 instrument per adjudicators, and then all committee members are appointed to attend the meeting via Zoom Application to judge the selection of the final 15 contestants to the final round.

Announcement of the shortlisted candidates

The announcement of the shortlisted candidates is primarily via online channels on Rangsit Music Competition's Facebook page and shared to other relevant channels.

Competition Finals

- Run the competition online, using Zoom Application as the main channel and stream to the Facebook page to broadcast the competition live.

- Those participating in the Zoom Application include the host, the adjudicators, and all 15 finalists.

- Those interested in attending the competition can watch it via Rangsit Music Competition's Facebook page or Rangsit University's Conservatory of Music page and can share their comments.

- The competition starts with the host welcoming, introducing the jury, and introducing the contestants. After watching each performance, the representatives of

the judges will give comments and suggestions. The results will be announced after all 15 contestants were presented.

Awards

The ranking of the competitors across all classes is based on their normalized scores. Special awards will also be given for the following types of notability:

Table 1 Award categories

Gold Medal Award Certificate	Average score of 85 points or above
Silver Medal Award Certificate	Average score of 70-84
Creativity Award Certificate	Show remarkable creativity
Original Song Award Certificate	Most prominent original music
Outstanding Soloist Award Certificate	Notable performers in solo performances
Performance Award Certificate	Outstanding performance
Popular Vote Award Certificate	Most likes on a YouTube channel
Music Production Award Certificate	Outstanding music production
Grand Champion Award	Best overall performance

The certificates are in PDF format and are given to the contestants via email which can be printed as documents or photo files to be published online. The Grand Champion's Plaque will be sent to the contestant address.

The RSU Music Competition is an effective way to promote Rangsit University and attract students and their parents. The competition provides a platform for talented musicians to showcase their skills and gain recognition, which can help to raise the profile of the university and increase its prestige. Additionally, the competition helps to attract prospective students who are interested in studying music or other related fields, as well as their parents who may be looking for a school that offers strong music programs.

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For students, participating in this competition can also provide valuable opportunities for learning and growth. It can help them to develop their skills, gain confidence, and make connections with other musicians and industry professionals. Additionally, it can also provide students with a sense of belonging, as they will be part of a community of like-minded individuals who share a passion for music.

For parents, the competition can provide a sense of assurance that their children will be able to pursue their passions and develop their talents at the university. It can also give them a sense of the university's commitment to the arts and culture, which can be an important factor in their decision to send their children to the university.

Overall, RSU Music Competition is a valuable tool for promoting Rangsit University and attracting students and their families. The competition can help to raise the profile of the university, increase its prestige, and provide valuable opportunities for students to develop their skills and talents.

For the above reasons, the Conservatory of Music recognized the importance of organizing such music competition. Therefore, the rules and regulations of the competition has been adjusted to suit the pandemic situation.

The event comparisons of RSU Music Competition prior to the COVID-19 pandemic and the competition during the COVID-19 pandemic are as follows:

Table 2 Table of event comparisons RSU Music Competition prior to the COVID-19 pandemic and the event of the competition during the COVID-19 pandemic.

	Subject	2020 competition prior to the **COVID-19** pandemic	2021 competition during **the COVID-19** pandemic
1	Recruitment	Promote through various online media	Promote through various online media

2	Qualifying competition	Complete the online application with the video link attached	Complete the online application with the video link attached
3	Number of applicants	111 bands	153 individuals
4	Judging criteria for Qualifiers	Judging in the qualifiers, the quality of the video in the qualifiers has no effect on the assessment.	The quality of the presentation format and the recorded audio affect the evaluation, and the video is used for competition leading up to the finals.
5	Number of finalists	20 bands	15 finalists
6	The finals	A one-day competition was held where all 20 qualified bands performed in front of the committee. The results were announced at the end of the competition. It was held at Rangsit University Conservatory of Music, and the event is open to those interested in attending the show.	A one-day online competition using Zoom Application as a tool to organize the competition and live stream via Facebook Page for online viewers.

Analysis of the results of the RSU Music Competition prior to the COVID-19 pandemic using SWOT Analysis as an analysis tool.

The RSU Music Competition prior to the COVID-19 pandemic can be analyzed using SWOT Analysis as an analysis tool as follows:

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Table 3   SWOT Analysis of the RSU Music Competition prior to the COVID-19 pandemic

Strengths	Weaknesses
1. The Conservatory of Music is a prestigious music academy. As a result, a large number of people are interested in participating.	1. The competition schedule coincides with the time of study of the students at the high school level, which may cause those who wish to participate in the competition to miss the opportunity to apply for the event.
2. The Conservatory of Music has a hall, musical instruments, music equipment, lighting system, and modern sound system which gives participants the opportunity to experience the atmosphere.	2. The venue may affect the application who live in remote areas, thus inconvenient to travel.
3. The Conservatory of Music has faculty members with recognized knowledge and expertise, which is an important part of the decision to participate in the competition.	3. Competition prizes may not be attractive to candidates who want to win prize money.
4. The prizes are interesting for applicants with a desire to pursue music in higher education.	
5. The competition criteria did not limit the number of members and the type of band, thus candidates participate in a large number.	

Opportunities	Threats
1. Nowadays, society pays a lot of attention to music education. This provides an opportunity to expand the number of students of The Conservatory of Music.	1. There are a lot of public and private sectors organizing music events.
2. The facilities and equipment at Rangsit University are modern and professional equivalent, making it highly likely for those who want to pursue higher education.	
3. The competition guidelines are flexible and open to all types of bands.	
4. Currently, the sky train station is easily accessed from the campus.	

Analysis of the results of the RSU Music Competition Online during the COVID-19 pandemic using SWOT Analysis as an analysis tool.

An analytical approach using SWOT Analysis to guide the strategy of organizing music contest events in situations where online events are needed. By analyzing strengths, weaknesses, opportunities, threats as shown in the following table.

Table 4 SWOT Analysis of the RSU Music Competition during the COVID-19 pandemic

Strengths	Weaknesses
1. Despite the obstacles, not be able to organize on-site activities. The event can be continued online. This makes the event uninterrupted.	1. Cannot host the band competition since it is a group project. The collaboration aspect of the competition is diminished.
2. Create a positive image for the university by adapted to the situation.	2. Contestants do not have the opportunity to experience the atmosphere of a live music competition in front of the adjudicators and the

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	audience, as a result, lack of experience in preparing and resolving specific situations in the competition.
3. The competition criteria are flexible. It's easy to decide to join the event.	3. Since the adjudicators have to judge the performance from the video submission, the quality of the video clips has an important part to consider in addition to the actual skills and abilities.
4. Rangsit University has supporting departments in various fields such as public relations department, design department, media and communications department. This makes the process run smoothly. The online equipment are readily available; there is no need to outsource the work. Therefore, there are no operating costs.	4. Crashes regarding live online broadcasts in the event of a power failure or program failure, the activity may be terminated for a while, and the solution depends on the program itself or the situation of the electrical system.
5. The Conservatory of Music has faculty members with recognized knowledge and specialization. Therefore, there is no need to invite committees from outside agencies, and there is no additional cost.	5. Crashes involving personal internet connections on the day of the finals both the adjudicators and the contestants causing discontinuity.
6. Almost no cost when organizing an online event.	6. The Conservatory of Music has no opportunity to show the venues, equipment and classrooms in the school building to contestants and audiences. One of the main objectives of the project is to give students and parents a sense of the atmosphere of the venue, which can

	be an important factor in their decision to study at the university.
7. Convenience of participating in an online activity from home, save time traveling to the venue.	6. The organizer cannot control the behavior of the participants in live broadcasts. Therefore, there may be cases of inappropriate speech or behavior during the course of the transaction.

Opportunities	Threats
1. There are still not many organizers hosting an online music competition. This makes it possible for interested students to participate in large numbers.	1. The situation forces people around the world to use more online communication tools. This could lead to competitors hosting a lot of online music events in the future.
2. The online competition gives students in other provinces more opportunities to participate. As a result, the conservatory have the opportunity to reach more students in provincial groups.	
3. During the COVID-19 pandemic, musicians are increasingly using music software and electronic media which makes society more aware of the importance of technology. As a result, students are increasingly interested in studying music technology which is one of the program offered at Rangsit University, so there are more opportunities for	

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students to consider entering this program.	

By using SWOT Analysis as an analytical tool, both types of music competition activities can be used to adjust the strategy of organizing music competition in an online format, as follows:

1. Preparation for programs that support admissions and online competitions such as Google Forms, Zoom Application Internet network, etc.

2. Position the duties of the team include public relations, liaison, information technology, design, and production.

3. Creating engaging events creates interest, such as using scores from viewers who voted for a contestant's clip as a judging criterion.

4. In order to organize a music competition, it may be necessary to take into account the personal information of the contestant. It's important to know the privacy rights policy.

5. Restrictions on music copyright

6. Incentivizing more participants, such as prize money, guest artists, etc.

Summary

In the pre-pandemic competition, the applications are open to secondary school students, submitted an online application using Google Forms with a video link to the performance, then the adjudicators selected the final 20 groups to enter the finals. The 2019 competition at the conservatory has 111 interested bands and at least 120 audiences, including supportive friends and parents, experienced the competition atmosphere in the hall with full lighting and sound equipment. Therefore, the objectives have been met.

During the COVID-19 pandemic, the competition rules and regulations have been changed by adapting the music competition to an online format at every stage. Starting from the opening of applications, submitting an online application using Google Forms with a video link to the performance. The adjudicators then selected 15 finalists for the final round. In the finals, the competition was conducted online, using Zoom Application as the main channel to run the contest, streamed out a Facebook page to livestream the competition. The award certificates were given as a PDF online, and grand prize plaque was mailed to the winners' address.

Some obstacles with the online music competition are the quality of the video clips submitted by the applicants, audiovisual issues which directly affect the selection process, as the video clips must be used for contest consideration from the qualifiers to the finals. However, if the quality of the video is not as good as it should be, they miss out on the opportunity to be selected. There were also internet connectivity issues in the final online competition. While the contest was running, there was a connection failure and Zoom Application makes the transactions as intermittent. There is also no opportunity to present the venue, the equipment and the classrooms in the school building to the contestants and the visitors which is one of the main objectives of the project to give students and parents a chance to experience the atmosphere of the university.

However, the committee has taken into account the criteria for the competition initially announced. Therefore, the overall judgment of the musical skills coupled with the quality of the video clips is considered. If they do not meet the criteria stated in the announcement, it is necessary to disqualify them according to the specified criteria. Regarding personal internet connectivity issues, the committee has no control over it.

In organizing music competition both before and after the COVID-19 pandemic, the activities were summarized using SWOT Analysis as an analytical tool, which plays

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an important role as it analyzes the strengths, weaknesses, opportunities and obstacles of the activities to guide future strategy adjustments.

The RSU Music Online Competition is considered to have achieved its intended objectives, with the number of applicants exceeding the target of 53%, and the implementation of the date, time and method of using the system, programs and applications is in accordance with the procedures and plans set.

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