Perspectives Of Consumers and Business Owners On Horeg Sound Services in Relation to Hearing Health Issues in Lumajang Regency

Lailun Nuzul Khurun'in[1]*, Ani Qotuz Zuhro' Fitriana[2]
[1,2]Universitas Islam Negeri Kiai Haji Achmad Siddiq Jember, Indonesia
Email: lailunnzlkhn@gmail.com

Abstract

This study aims to analyze the perspectives of consumers, business operators, and sound system service renters regarding hearing health issues in Lumajang Regency. Sound systems have become a form of public entertainment at carnivals, celebrations, village festivals, sholawatan events, and other community activities. The study employed a descriptive qualitative approach using interviews with three consumers, one *sound horeg* business operator, and one *sound horeg* service renter. The results indicate that consumers are drawn to *sound horeg* performances because of the thunderous sound, audio effects, lighting, and lively atmosphere. However, some consumers experience discomfort and ringing in the ears after being exposed to loud sounds. Business operators view *sound horeg* as a growing industry and adjust sound levels based on client requests and community agreements. Clients stated that *sound horeg* serves social and economic functions but also causes disturbances to the comfort of nearby residents. These findings highlight the need for volume regulations, time restrictions on events, the use of ear protection, and safe listening education so that *sound horeg* can continue to be enjoyed without increasing the risk of hearing loss.

Keywords: *sound horeg, hearing health, noise, consumers, business operators.*

– – – – – – – – – – ◆ – – – – – – – – – –

A. INTRODUCTION

Sound horeg is a form of community entertainment that uses a high-powered sound system to produce loud sounds and strong vibrations. This activity is commonly found at carnivals, celebrations, village festivals, community entertainment events, sholawatan gatherings, and public religious study sessions. Over time, *sound horeg* has come to serve not only as a form of entertainment but also as an integral part of social identity and a means of drawing public attention to an event (Lubis, Faizin, and Amin 2025).

In Lumajang Regency, *sound horeg* has become increasingly common at various community events. Its presence creates a festive atmosphere, attracts visitors, and serves as a unique draw for some residents. However, the use of extremely loud sound systems also raises concerns, particularly regarding environmental comfort and hearing health. Prolonged exposure to excessively loud noise can cause ringing in the ears, hearing impairment, and even noise-induced hearing loss (Krug et al. 2015).

The World Health Organization states that the risk of hearing loss is influenced by sound intensity, duration of exposure, and the frequency of exposure to loud sounds. The higher the volume and the longer a person is exposed, the greater the risk

of hearing loss (world health Organization 2026). The WHO has also set a safe limit for recreational noise exposure at 80 dB for a maximum of 40 hours per week, while short-term exposure at entertainment events should not exceed 100 dB LAeq for 15 minutes (W. H. Organization 2022).

The main issue with the *sound horeg* phenomenon is the difference in perception among consumers, business operators, and the surrounding community. Some consumers enjoy the sensation of thunderous sound, but others feel disturbed because the sound is too loud. On the other hand, business operators view *sound horeg* as a source of income and part of public demand, while venue renters often face pressure from residents to include *sound horeg* in events (Fikriyah et al. 2025; Lubis, Faizin, and Amin 2025).

This study is important because there have not been many studies that simultaneously examine the perspectives of consumers and sound system operators in relation to hearing health. Previous research has primarily addressed the relationship between noise and hearing loss among industrial workers or in occupational settings (Marlina et al. 2016; Rimantho et al. 2015; Wulandani et al. 2015). Therefore, this study focuses on the direct experiences of consumers, business operators, and clients of sound system rental services in Lumajang Regency.

The objectives of this study are to identify the perspectives of consumers and business operators regarding sound system services, as well as to understand how hearing health issues are perceived and managed in the practice of event organization. The research findings are expected to provide insights for business operators, event organizers, village governments, and the community in creating lively entertainment while still prioritizing hearing health.

B. METHOD

This study employs a descriptive qualitative approach. The qualitative approach was chosen because the study aims to understand the meanings, experiences, perspectives, and attitudes of the subjects toward the phenomenon of *sound horeg*, rather than to statistically measure the relationships between variables.

The research subjects consisted of five informants: three consumers who had watched a *sound horeg* event, one *sound horeg* service provider, and one *sound horeg* service renter. Informants were selected through purposive sampling, based on their direct experience with *sound horeg* and their involvement in activities that utilize these services.

Data were collected through semi-structured interviews. The interview instrument covered experiences watching or renting *sound horeg* services, reasons for interest, perceptions of sound, experiences of discomfort, knowledge about the impacts of noise, and expectations regarding the management of *sound horeg* in the future. The data obtained were analyzed through the stages of data reduction, data presentation, and drawing conclusions.

Data validity was achieved through source triangulation. The researcher compared the perspectives of consumers with those of business operators and sound

system service renters. In this way, the research findings can illustrate the issues surrounding sound systems from several different perspectives.

C. RESULT AND DISCUSSION

1. Consumer Interest in *Sound Horeg*

The interview results show that consumers have different reasons for watching *sound horeg*. The first consumer was drawn to it because of the audio stickers, while the second was attracted by the thunderous sound and the differences in sound characteristics between brands. The third consumer expressed interest in both the sound and the lighting, as each *sound horeg* owner has a unique visual concept.

This indicates that the appeal of *sound horeg* lies not only in the volume of the sound but also in visual elements, brand identity, and the collective experience of watching. The lively atmosphere of the event is part of the entertainment experience that consumers seek. Two consumers described the atmosphere at *sound horeg* events as lively and noisy, while another consumer found the atmosphere to be just fine.

From an entertainment consumption perspective, *sound horeg* serves as a recreational outlet for the community. Business operators also stated that the public is drawn not only by the sound but also by supporting entertainment such as carnival dances. This aligns with findings that *sound horeg* has evolved as part of popular culture, particularly in communal events like carnivals and village celebrations (Lubis, Faizin, and Amin 2025).

2. Consumer Perceptions of Loud Sounds

Consumers have different perceptions of the *sound horeg*. The first consumer stated that the sound was so loud it made their body shake and the windows of their house rattle. The second consumer felt the sound vibrate in their chest but still enjoyed it. Meanwhile, the third consumer actually found the *sound horeg* pleasant, soothing, and comforting.

These differing perceptions demonstrate that tolerance for noise is subjective. For some people, loud sounds are part of the excitement of an event, but for others, they cause discomfort. However, from a health perspective, this subjectivity does not eliminate the risks of noise exposure. High-intensity noise can cause hearing loss even if a person feels comfortable during exposure (Krug et al. 2015; Ramadhan, Wardani, and Rayzy n.d.).

Two consumers reported having felt uncomfortable because the sound was too loud. The first consumer also admitted to experiencing ringing in the ears after watching a *sound horeg* performance. The third consumer experienced ringing in the ears at the very beginning of their first viewing but later claimed to have gotten used to it. This condition is a warning sign that should not be ignored, as ringing in the ears or tinnitus can be an early symptom of hearing loss caused by loud sounds (world health Organization 2019, n.d.).

3. Hearing Health Awareness

All consumers reported having heard information about the effects of loud noise on hearing health. They also agreed that the volume of *sound horeg* should be considered from a hearing health perspective. The first consumer stated that excessively loud sounds are dangerous and can even cause the windows of a house to rattle. The second consumer stated that the volume of *sound horeg* makes their heart race and causes a ringing sensation in their ears. The third consumer acknowledged that *sound horeg* is not good for hearing health, but still finds it difficult to give up the habit of attending these events because it has become a hobby.

These findings indicate a gap between knowledge and behavior. Consumers know that loud sounds pose a risk to their hearing, but factors such as entertainment, habit, and social pressure keep them from giving up *sound horeg* events. Previous studies have also found that exposure to noise exceeding 85 dBA is significantly associated with hearing loss (Marlina et al. 2016; Rimantho et al. 2015)

Hearing health information affects consumers' willingness to attend in different ways. The first consumer stated they no longer wanted to attend, the second consumer stated the information influenced their willingness, while the third consumer stated they were not influenced. This situation indicates that hearing health education needs to be provided on an ongoing basis and linked to concrete actions, such as using ear protection, staying away from speakers, and limiting the duration of exposure (world health Organization 2026, n.d.).

4. Perspective of a *Sound Horeg* Business Owner

The business owner who served as an informant has been running a *sound horeg* business since 2014. The business evolved from a personal interest in small-scale sound systems into a *sound horeg* rental service for various community events. The business owner stated that public demand for *sound horeg* services has been increasing year by year.

Sound horeg services are used at various events, such as carnivals, celebrations, village festivals, community entertainment, sholawatan, and public religious gatherings. This indicates that *sound horeg* has become an integral part of communal entertainment needs, rather than merely nighttime entertainment associated with specific activities. From an economic perspective, the growth of this business creates job opportunities and income for business owners and their support staff (Fikriyah et al. 2025).

Business owners view the use of loudspeakers as dependent on the type of event and the renter's requests. For carnival events, the use of loudspeakers is typically agreed upon through consultation before the event takes place, including discussions regarding rules, potential damage, and the responsibilities of the parties involved. Business owners also state that they strive to choose the right time to test the equipment so as not to disturb residents who are resting.

Business operators acknowledge having heard public complaints about *sound horeg* on social media but state they have never received direct complaints. They are

also aware of complaints of ringing in the ears after attending *sound horeg* events, although they claim these symptoms subside after a few hours. This perspective suggests that the business operator does not yet fully understand that temporary symptoms such as ringing in the ears can be an indication of excessive noise exposure (world health Organization 2019; W. H. Organization 2022).

5. The Perspective of a *Sound Horeg* Service Renter

Sound horeg services were rented for sound checks and carnivals in the following year. The renter stated that this decision was a form of responsibility toward the community's aspirations, even though personally he did not like *sound horeg*.

The renter views the sound system not only as a means of amplification but also as a form of economic classification within the community. In other words, the presence of the sound system can reflect a community group's economic capacity to organize events. However, the renter also acknowledges that the sound system is extremely disruptive, especially at night when residents need rest.

The tenant frequently receives complaints from the community regarding the noise from the *sound horeg*. However, due to his position as the RW chairman, he can only collect these complaints and forward them to higher levels of government. This situation highlights the weakness of noise complaint resolution mechanisms at the community level. Noise control requires coordination among event organizers, business operators, the village government, and the community

The tenant expressed concern about the impact of noise on the elderly and toddlers. He also recognized that the presence of dancers and the consumption of alcoholic beverages at carnival events could reinforce the impression that the event resembles nightlife entertainment. Therefore, tenants hope that *sound horeg* events can continue to grow without featuring entertainment elements that could potentially cause social problems (Apriliyanti et al. 2025; Fikriyah et al. 2025).

6. Health Effects on Hearing

Research findings indicate that *sound horeg* have the potential to cause hearing loss due to the use of extremely high-volume sounds. Some consumers have reported ringing in the ears, discomfort, and sounds that cause the body to vibrate. These symptoms align with the WHO's warning signs of noise exposure, namely pain or ringing in the ears and difficulty understanding conversation (Krug et al. 2015).

The WHO explains that noise-induced hearing loss is permanent and cannot be reversed through medication or surgery. Therefore, prevention is the primary strategy for maintaining hearing health. Continuous exposure to loud sounds can damage the sensory hair cells in the inner ear, leading to permanent hearing loss or tinnitus.

In the context of *sound horeg*, health risks are not limited to audience members near the speakers but also affect residents living near the event site. Venue renters report that the sound from *sound horeg* can cause roof tiles or parts of houses to vibrate. This indicates that the sound intensity used is quite high and has the potential to cause sleep disturbances, stress, and environmental discomfort. Another study found that

noise exposure from *sound horeg* can reach 120–135 dB, far exceeding the recommended safety threshold (Apriliyanti et al. 2025).

7. Noise Control Strategies

The interview results show that consumers, business owners, and tenants are all aware of the need to control sound levels. The first and second consumers suggested that the volume of the sound system be reduced. The first consumer also emphasized the importance of being mindful of the times of the adhan and the interests of the surrounding community. Business owners stated that sound levels should be adjusted according to the type of event and community agreements.

The WHO recommends several safe listening measures for entertainment events, including limiting sound levels, monitoring noise levels using measuring devices, optimizing sound systems, providing ear protection, designating quiet zones, and educating staff and attendees (world heald Organization 2019; W. H. Organization 2022). These recommendations can be applied to *sound horeg* events in Lumajang Regency without compromising the entertainment value of the event.

Concrete steps that can be taken include limiting volume at certain times, particularly at night and during the call to prayer, maintaining a safe distance between the audience and the speakers, providing earplugs, limiting the duration of the event and raising awareness about the risks of noise exposure. The use of hearing protection, such as earplugs, has been shown to significantly reduce noise exposure (Setyaningrum, Baju, and Suroto 2014).

Village governments and local officials also need to play a role in reaching a mutual agreement before the event takes place. Such an agreement may include time limits on the use of sound systems, volume limits, a prohibition on disrupting religious services, and mechanisms for handling complaints from residents. This approach is in line with the consultative practices already followed by business operators and event organizers.

D. CONCLUSION

This study shows that *sound horeg* events in Lumajang Regency hold entertainment appeal and economic value for both the community and business operators. Consumer interest is influenced by the thunderous sound, lighting, audio characteristics, and the lively atmosphere. However, this appeal comes with risks to hearing health, such as tinnitus and discomfort resulting from exposure to loud sounds. Although some consumers are aware of these risks, their habits, hobbies, and desire to enjoy the event atmosphere keep them interested in attending *sound horeg* events. From the perspective of business operators and venue renters, high public demand and economic considerations help sustain *sound horeg* services, even though issues related to noise and environmental comfort remain.

Based on the research findings, shared responsibility is needed among consumers, business operators, event organizers, village governments, and the community to reduce noise risks without diminishing the entertainment value. These

efforts can be implemented through restrictions on sound volume and duration, regulating the distance between the audience and the speakers, the use of ear protection, and the drafting of written agreements regarding the timing and conditions for holding events. Education on hearing health also needs to be improved so that the public better understands the importance of safe listening practices. Future research is recommended to measure sound intensity using a sound level meter and to involve more informants in order to obtain a more objective picture of noise levels and their impact on the community.

E. ACKNOWLEDGEMENT

The author would like to thank all the informants who were willing to share their time, experiences, and perspectives during the interviews. Thanks, are also extended to those who helped ensure the smooth conduct of this study.

REFERENCES

1. Apriliyanti, Silvia, rezaintan prasetia Putri, Darissa'adah Hermawati, rizky daffa Azizi, and Susintowati. 2025. "Mengulas Dampak Polusi Suara Akibat *Sound Horeg* Terhadap Kualitas Lingkungan Masyarakat." 5: 121–29.
2. Fikriyah, Wafirotul, intan sidah Wati, icha aulia Nazila, ahmad dani Arisa, and Susintowati. 2025. "Biologiei Educația : Jurnal Pendidikan Biologi Analisis Dampak Polusi Suara *Sound Horeg* Di Sumbersewu Banyuwangi : Tinjauan Ekologi Dan Sosial." 5: 130–34.
3. Krug, Etienne, Maria Alarcos Cieza, Shelly Chadha, Laura Sminkey, Thais Morata, DeWet Swanepoel, Adrian Fuente, et al. 2015. "Hearing Loss."
4. Lubis, Ihsan Helmi, Mu'adil Faizin, and Muhammad Amin. 2025. "The Lease of *Sound Horeg*: A Fiqh Muamalah Perspective." 11: 67–89.
5. Marlina, Sinta, Ari Suwondo, Siswi Jayanti, and Kata Kunci. 2016. "ANALISIS FAKTOR RISIKO GANGGUAN PENDENGARAN SENSORINEURAL PADA PEKERJA PT . X SEMARANG." 4.
6. Organization, world heald. 2019. "Safe Listening."
7. Organization, world health. 2019. "Media Brief on #safelistening."
8. Organization, world health. 2026. "Deafness and Hearing Loss: Safe Listening." https://www.who.int/news-room/questions-and-answers/item/deafness-and-hearing-loss-safe-listening.
9. Organization, world health. "Did You Know 1 in 2 Young People Are at Risk of Hearing Loss Due to Unsafe Listening ?" : 2–5.
10. Organization, World Health. 2022. WHO Global Standard for Safe Listening Venues & Events.
11. Ramadhan, Asmar, pratiwi sri Wardani, and Devina perwitasari Rayzy. "Hubungan Tingkat Intensitas Bunyi Dengan Penurunan Daya Dengar Pekerja Di Area Ground Handling Bandara Samarinda."
12. Rimantho, Dino, Bambang Cahyadi, Jurusan Teknik Industri, Fakultas Teknik, Universitas Pancasila, and Srengseng Sawah. 2015. "Analisis Kebisingan

Terhadap Karyawan Di Lingkungan Kerja Pada Beberapa Jenis Perusahaan 1,2." 7(1): 21–27.

13. Setyaningrum, Indri, Widjasena Baju, and Suroto. 2014. "Analisa Pengendalian Kebisingan Pada Penggerindaan Di Area Fabrikasi Perusahaan Pertambangan." 2(April): 267–75.
14. Wulandani, Wenny, Salamiah, Akhmad Rizali, and Eko Suhartono. 2015. "Issn 1978-8096." 11: 122–30.