

International Recognition for UPNVJ Student Raissa Anggiani

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Liked by **prod1ilmukomunikasi** and **20,420 others**
raissanggiani NYC Time square Billboard!
jauh dari sini, tapi senangku luar biasa. melihat aku yang
masih awal sekali menjelaki dunia musik & mendapat
kesempatan berada disini bersama perempuan-perempuan
hebat.
Terimakasih banyak #spotifyequal @spotify @spotifyid sudah
memberi wadah untuk lagu yang awalnya nya ku rayakan
sendiri, jadi turut didengar banyak sekali telinga.



HumasUPNVJ - Good news was shared by Raissa Anggiani, a student of Communication Studies Study Program, FISIP UPN Veteran Jakarta, on her personal Instagram page @raissaanggiani. He uploaded a photo featuring his self-portrait on the Billboard NYC Times Square! In her caption, Raissa expressed her happiness: "far from here, but I'm very happy. Seeing that I'm still very early in entering the world of music & getting the opportunity to be here with great women."

Raissa was chosen as the cover playlist for EQUAL Indonesia. When contacted separately, Raissa expressed her joy at getting such an extraordinary opportunity even though her career journey was still relatively early. "A great opportunity for me personally. Unexpectedly, being selected for Spotify Equal is one of my goals and Alhamdulillah it was achieved this year," said Raissa.

EQUAL is a campaign initiated by Spotify in 2021 as a form of support for gender equality in the music industry. Until now, a year after the launch of the EQUAL campaign, Spotify has featured 400 female musicians from more than 50 countries in this program. According to kompas.com's records, the EQUAL playlist managed to collect more than 58 million streams from listeners in 184 different markets, including Indonesia. Spotify's EQUAL program helps female musicians to gain recognition for their work.

Raissa's portrait on Billboard NYC Times Square is international recognition for Raissa's works which have consistently colored the Indonesian music scene through her songs since her debut in 2020. Raissa's single If You Could See Me Cryin in My Room has been streamed nearly 94 million times, followed by Losing Us. 18 million times, You're My Home 9.5 million times, and One Purpose 6.7 million times.

The genre of folk pop ballads seems to be the force that attracts listeners to indulge in Raissa's songs. This was also acknowledged by Raissa when asked about the reasons for Spotify EQUAL choosing her as one of the ambassadors from Indonesia. "The ballad folk pop genre is still rare and is developing both in Indonesia and abroad. I think Spotify wants to provide a place for alternative genres to develop and be heard by the wider community," Raissa explained.

The choice of Raissa as the EQUAL ambassador featured on Billboard NYC Times Square places her alongside other Indonesian artists who have been part of this program initiative earlier such as Nadin Amizah, NIKI, Raisa, Rossa, Maudy Ayunda, Yura Yunita, Lyodra, Tiara Andini, Mahalini, Ramengvrl, Danilla, and SIVIA. "I am very proud of the EQUAL by Spotify program, because they support female musicians, so that the entire community of musicians can prosper together, regardless of gender," said Raissa in response to the EQUAL by Spotify program.

Not to forget, Raissa also expressed her hopes for being selected for EQUAL by Spotify this year, "I hope that my election can make 'Raissa Anggiani' a representation for other young people to continue working and be passionate about achieving their dreams."

Congratulations to Raissa for continuing to move and being part of women's equality in Indonesian music. So proud!

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