



## IDN LIVE'S MARKETING PUBLIC RELATIONS STRATEGY FOR INCREASING BRAND AWARENESS

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### ABSTRACT

Live streaming content has gained more popularity lately. Through live streaming, viewers have the opportunity to interact in real-time with streamers, be they celebrities, influencers, musicians, gamers, or other public figures. Responding to potential live streaming content, IDN Media, a media platform for millennials and Gen Z in Indonesia, also presents a live streaming service called IDN Live which can be accessed easily through the IDN App application. In addition to IDN Live, there are other similar platforms that already exist, such as Youtube, Nimo TV, NonoLive, Twitch, and others. This condition creates competition among live streaming feature providers who must create a strong brand in the community, especially millennials and gen Z. In this effort, the role of public relations is very important to increase brand awareness in the community. The focus of this research is the role of public relations in increasing brand awareness of IDN Live. Using the theory of public relations marketing mix strategy of Thomas L. Harris who is famous for the concept of 'PEN-CILS'. The research method is a case study with interview data collection techniques and is equipped with data. Marketing public relations activities apply in increasing brand awareness of the seven marketing public relations strategies. Activities such as publications, carrying out interesting activities, public relations, cooperating with other companies, enhancing a positive image, and providing interesting features are serious and sincere efforts for IDN Live to provide the best service to the community so that IDN Live brand awareness becomes stronger.

**Keywords:** *brand awareness, image, marketing public relations, IDN Media, IDN Live*

## INTRODUCTION

IDN Live is an IDN application feature for live streaming. The live stream is filled with content from creators, celebrities, influencers, musicians, gamers, and public figures. The live streaming's topics are ranging from chatting about Korean dramas, movies, gaming, music, cooking, make-up, make-up tutorial, and so on. IDN application users can choose to watch what they like. Because this feature is contained in the IDN application, IDN App users will receive a notification when a live streaming take place on their gadget.

Currently, internet users in Indonesia have reached 204.7 million (We are social. 2022). From the numbers, we can imagine the impact of digitalization on this nation's civilization. Even in the last five years, the development of the digitalization world is getting more and more intense. And we certainly prefer to watch content in the form of videos rather than reading articles with long lines. Live streaming is one of the most popular social media features. Almost every day, various live streaming on Instagram and Facebook always manage to grab the attention of many users, from live streaming seminars to influencers who sell products. From live streaming, we can get new insights or knowledge. It is undeniable that live streaming is now the prima donna, this is evident from the data released by We Are Social in 2021. The data shows that 98.5% of netizens watch videos on the internet, while 86.2% of them use mobile applications for entertainment and videos.

IDN Media as one of the biggest news portals in Indonesia understands very well the development and potential of live streaming at this time. We have been enjoying information in the form of articles on the IDN App, now the Live Streaming feature is available. Recently IDN App launched its The latest feature, the IDN Live. Therefore, we can enjoy the news while watching live streaming from influencers. In this live streaming, we will get a variety of interesting tips and new knowledge that is very useful. IDN Media requires marketing public relations efforts to introduce IDN Live to the public, especially when there is competition between companies of the same type. IDN Media's efforts to build and promote IDN Live with different creativities and strategies that attract people's attention as well as possible. IDN Media carries out activities that support the formation and even strengthening of IDN Live's image in a planned and continuous manner, therefore, that it is expected to win the hearts of the community. These activities are part of marketing public relations activities to create public perceptions to build brand awareness.

Therefore, IDN Media must be able to increase IDN Live's marketing activities in order to continue to win the market compared to other live streaming platforms. IDN Live as a live streaming platform which is the latest type of internet-based interaction content, requires a serious effort to build a brand among millennials and gen z, most of whom are smartphone users. Brand-building efforts related to marketing measures implemented by IDN Live in the midst of competition with other trademarks inevitably lead to intense competition to win the hearts of millennials and Gen Z as their target market.

A study conducted by Alicia Arie Ramadhani (2018) explains that public relations events are one of the tips for public relations in an effort to expand the audience and the public. Public relations events are all forms of publicity that are focused

on the purpose of building image and reputation as well as a means of disseminating information to create mutual understanding. Meanwhile, Mirella Putri Hadianti and Yugih Setyanto (2022) in their research reveal a process for increasing Gaspac brand awareness using a strategy that gives significant and positive results from Gaspac customers. Creating a positive brand image will create curiosity to get to know the product. The Strategy Program product carried out by Brodo in collaboration with Brodo X Research reviewed by Ratu Balqis and Sudiby (2020) explains that the Strategy program carried out by Brodo in collaboration with Brodo X Chicco Jericho using a pull strategy, push strategy, and pass strategy which helped in improving Brodo's Brand Image in the eyes of the public.

Based on the literature reviewed conducted, the novelty of this research compared to the previous studies is that this study discusses the marketing public relations strategy of a brand live-streaming platform in order to increase brand awareness in their target market, namely millennials and gen z.

## **METHODOLOGY**

This study used a qualitative approach, which is an approach that does not rely on evidence-based on mathematical logic, the principle of numbers, or statistical methods. Actual speech, gestures, and other social actions are the mental material for qualitative research" (Mulyana, 2003). The research method used is a case study, namely the case study method, which is a research method whose strength lies in the ability to use various available sources and or evidence, therefore, it can obtain answers to the problems studied. Various forms of data sources in question are documents, artifacts, interviews, and observations (Yin, 1989). A case study applies when a 'how' and 'why' statement is submitted to a set of actual events that are impossible or at least difficult to control by the researcher (Yin, 1981 in Salim, 2006). The case study method used in this research is a collective case study. Collective case studies are conducted to draw conclusions or generalizations on phenomena or populations from these cases (Salim, 2006).

When we viewed from this point of view, the case study is a qualitative research method based on human understanding and behavior based on differences in values, beliefs, and scientific theory (Polit & Beck, 2004). The research approach used in this study is a qualitative approach. "The qualitative approach does not rely on evidence-based on mathematical logic, numerical principles, or statistical methods. Actual speech, gestures, and other social actions are the mental material for qualitative research" (Mulyana, 2003). Based on the level or method of analyzing data, according to Kriyantono (2010), there are several types of research, namely:

Explorative Type. This research is to explore data, without operating the concept or testing the concept on the reality under study. This research explores data, without operationalizing the concept or testing the concept on the reality under study. This research is the simplest and most basic.

1. Descriptive Type. This research aims to make a systematic, factual, and accurate description about the facts and characteristics of a particular population or object.
2. Explanative Type. This research connects or looks for cause and effect between two or more concepts (variables) to be studied.

3. Evaluative Type. This research examines the effectiveness or success of a program.

Based on the above understanding, the researcher understands that the researcher uses an exploratory type of research because this research is to explore data, without operationalizing the concept or testing the concept on the reality under study. This research is the simplest and most basic, where researchers go directly to the field and everything is carried out in the field, researcher even do not require to have an initial concept. "Key informants, according to Robert K. Yin, are not only providing information about something to study but also providing advice about the relevant sources" (Cangara, 2008).

The subject of this research is Marketing and PR Manager of IDN Live, Yurico Iglesias Bethuel Sinambela as key informant. The object of this research is marketing public relations activities in increasing brand awareness. Data collection techniques are divided into two parts consisting of primary data, through in-depth interviews with key informants and informants as the source of information. With in-depth interviews with informants, researchers can find out the real reasons for any decision made by respondents. Informants are people who can provide information or information about the problem being researched and act as resource persons during the research process (Ardianto, 2010). Secondary data can be obtained from various kinds of information related to IDN Live, both in the form of articles, news, and supporting information obtained through print media and existing internal data, with the aim of obtaining theories and concepts that can be used as a basis for research development.

## RESULT AND DISCUSSIONS

IDN Live carries out various activities to build awareness of the company in the midst of intense competition in the live-streaming platform business. This competition led to serious efforts from IDN Live to carry out marketing public relations activities in an effort to create awareness. Based on the results of research that focuses on IDN Live's efforts to use public relations tools through the new theory of public relations, namely PENCILS, there are many activities that IDN Live does in increasing brand awareness.

The activities carried out by IDN Live as an effort to increase brand awareness are as follows:

First, **Publications.** *Yurico give statements regarding the publication, "IDN Live utilizes all digital assets that IDN media has and also maximizes all media publishers in IDN media and their assets. So, we are really concerned about creating massive awareness here."* IDN Live through publicity expands information through various media about company activities or activities that deserve to be known by the public. Publicity itself is a strategy that can foster public trust because it can affect the way people think both about the brand and the company's position. In carrying out publicity, IDN Live uses digital platforms such as websites and social media as the main publication medium. This is the implication of using IDN Live on the internet and smartphones. New media and social media used include Instagram, Twitter, Facebook, YouTube, and websites from all publishers at IDN Media. The use of social media is related to

IDN Live consumers who are smartphone users as well as social media owners who support the publication and establishment of the IDN Live brand. This step, quickly and massively, can support the publication activities carried out by IDN Live in providing information to the public and increasing public brand awareness.

Second, **Event**. Regarding the event, it is an event or program that aims to introduce the company's products and services, get closer to the public, and further influence public opinion. IDN Live is also involved in offline events held by IDN Media such as the 'Fortune Indonesia Summit' held in May 2022, and most recently IDN Live was involved in the 'Sundance Film Festival Asia 2022' which was held in Ashta District in August 2022. Not only offline events, IDN Live regularly held online events with the concept of talk shows with speakers from various circles, such as artists, influencers, and others. As for the event, Yurico explained that *"Every event that IDN Media makes, usually we will invite the creative team to discuss so that IDN Live can tap in at major events being held. The intention is to introduce IDN Live to the IDN Media audience and get good awareness."*

Third, **News**. It was stated that *"All updates and news related to IDN Live is one of the requirements for the editorial team at all IDN Media publishers. And we are also working on reporting in various other media in the form of press releases."* News is always needed in the marketing public relations process. Public Relations is required to create news through press releases, newsletters, bulletins and news that are expected to influence public opinion. The news that is usually made by IDN Live is news about the collaborations carried out by IDN Live with other companies, regarding collaboration with favorite streamers or influencers, the conveniences and advantages of IDN Live as well as interesting programs aimed at prospective streamers, which are published through all websites. media or publishers at IDN Media, such as IDN Times, Popmama, Popbela, Duniaku, GGWP and Fortune. With good news made by IDN Live itself as well as news about IDN Live contained in the mass media, it can affect the public's view of the company, with news that is immediately clarified and news that is felt positive will be able to create a positive public view of IDN Live. This view will also increase public brand awareness, especially millennials and gen z for IDN Live so that they can be loyal to the services provided on IDN Live.

Fourth, **Community Involvement**. It was stated that *"Our target audience is millennials and gen z who love to convey and provide information via digital, especially video. There is a lot of video content that they share and look for including esports, beauty, Korean films, cooking, parenting, and others. The community of those interests is by far our target"*. Audience Community development program through various joint efforts for IDN Live and the community. The community is seen as a unit by providing feedback (reciprocity) between the company and the public. This community is a community that interacts and supports each other on the course of IDN Live activities or programs in relation to the community (community relations). IDN Live's public relations work has collaboration with many communities. IDN Live is also active in gathering communities of different hobbies or interests which are then categorized into certain groups, these communities are categorized as food, fashion, games, cooking, beauty, and also parenting. Community involvement activities also provide a platform for the community to be active as streamers by conveying good and interesting information. This method is very effective for IDN Live in

building relationships with the public. Researchers see that Community involvement activities are seen as part of a form of organizational or corporate social responsibility, IDN Live assumes social responsibility in carrying out its role and helps the community to develop their community. The relationship between the community and the company is seen as a relationship developed to open up space for the realization of corporate or organizational social responsibility and a branding activity to increase brand awareness.

Fifth, **Information or Image**. The data showed that *"IDN Media's vision and mission is to democratize information, so we will convey this image in IDN Live that we are concerned about this value. We also invite streamers to build positive awareness in our programs, one of which is the IDN Live steamer fund"*. This step is an attempt to inform or obtain an image (inform or image). IDN Live announces something to the public or attracts attention so that it is expected to get a positive image response. Brand recognition to the public is very important, this stage of brand recognition to the public is by optimizing the company's identity through the use of all attributes related to IDN Media's vision and mission, namely 'democratize information'. IDN Live informs the public of interesting information so that it is expected to obtain a positive image. The process from nothing to something from not knowing to knowing after that it becomes interesting until a positive image arises. The researcher sees the inform or image step as a form of appreciation from IDN Live for streamers through the 'IDN Live Streamer Fund' program.

Sixth, **Lobbying and Negotiation**. *'We also work with companies or artists to increase our awareness. They are demographically similar to IDN Media's audience, so it will be a profitable partnership'*. The lobbying and negotiation process carried out by IDN Live to other companies to help make IDN Media's vision and mission a success. Companies that have collaborated with IDN Live to regularly perform live streaming include PAOX TV, Bigetron Esports, ONIC Esports, Genesis Dogma, Aura Esports, and JKT48.

Seventh, **Social Responsibility**. *'We also appreciate the streamers with the form of cooperation that we will provide. This is a form of IDN Live's concern for streamers and also helps them from an economic perspective'*. Aspects of social responsibility in the world of public relations are quite important, companies do not only think about economic benefits but also concern for the community to achieve success in gaining sympathy from the public. Social responsibility is a form of the company's commitment to contribute by paying attention to corporate social responsibility and focusing on the balance between attention to economic, social and environmental aspects. To DailySocial.id, IDN Media Co-Founder & CEO, Winston Utomo, said that through this program, it is expected to continue to develop live streaming on IDN Live, both in terms of creators and the creativity of the content presented. At the same time participate in building economic creators in Indonesia.

## Conclusion

Public relations IDN Live applies the marketing strategy mentioned by Thomas L. Harris, namely Publicity, Event, News, Community Involvement, Inform to Image, Lobbying and Negotiation, and Social Responsibility in introducing IDN Live millenni-

als and gen z to make it a favorite live streaming platform, especially in Indonesia's big cities where in the era of globalization something effective and efficient is needed so that IDN Live with its vision and mission can meet the needs of today's society. In the process of increasing brand awareness of the IDN Live company using several strategies, the strategy carried out by IDN Live has been successful in getting positive results from the community. Creating a positive image will lead to trust, from that trust they will try to get to know more then they will feel comfortable and loyal to the company. With the activities of the strategy carried out by IDN Live, it maintains good relations with the audience and the community and always provides services and features that can meet the needs of the community to gain public awareness and loyalty to the company. IDN Live is able to introduce the company by providing information and experiences that are different from the others. IDN Live dares to innovate by creating unusual features for the community and this can be well received by the community, even with the different service features made by IDN Live, it is well received by the public.

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