

Audience Engagement in Live Streaming: An Analysis of Gratifications Sought and Obtained in iShowSpeed's Live Stream in Indonesia

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Abstract

This study analyzes audience engagement in iShowSpeed's live streaming in Indonesia using the Uses and Gratifications (U&G) theory. The focus is on comparing Gratifications Sought (GS), or the needs expected by the audience, with Gratifications Obtained (GO), or the satisfaction they experience. A mixed-methods approach was employed, combining qualitative and quantitative analysis of viewer comments and the creator's conversation transcripts. Comments were categorized into four U&G needs: entertainment, social interaction, personal identity, and information. Results show that entertainment and social interaction dominated, while information and personal identity, though less prominent, still contributed significantly. No gap was found between GS and GO, indicating that the creator's interaction effectively fulfilled audience needs. This study reinforces the relevance of U&G theory and provides practical insights for content creators to design engaging experiences and build loyal audience communities.

Keywords: Uses and Gratifications, live stream, gratifications sought, ishowspeed, audience engagement

Introduction

According to the State of Mobile 2024 report by data.ai, mobile application consumption in Indonesia has seen a significant increase. On average, Indonesian users spend more than six hours per day on mobile devices, making the country one of the largest markets for mobile-based applications. Meanwhile, live streaming has experienced substantial global growth in recent years, reflecting a shift in media consumption patterns across various countries. A report by Grand View Research estimates the global live streaming market was valued at approximately USD 87.55 billion in 2023 and is projected to grow at a compound annual growth rate (CAGR) of 23.0% from 2024 to 2030. Additionally,

data from Statista indicates that in the fourth quarter of 2023, live streaming reached 28.5% of global internet users, marking an increase of 2.8% from the previous quarter.¹

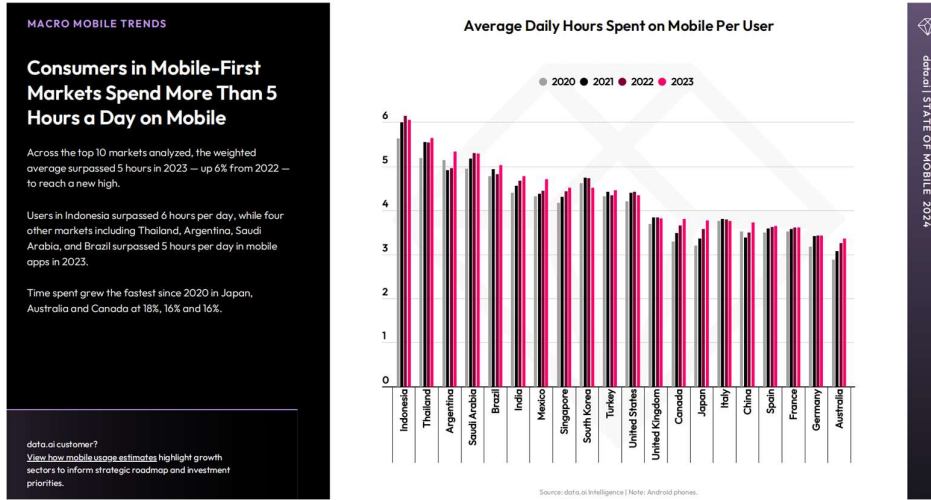


Figure 1 State of Mobile 2024 data.AI

iShowSpeed, an international content creator, broke the record as the most-watched English-speaking live streamer during a broadcast in Indonesia, attracting over one million concurrent viewers.²

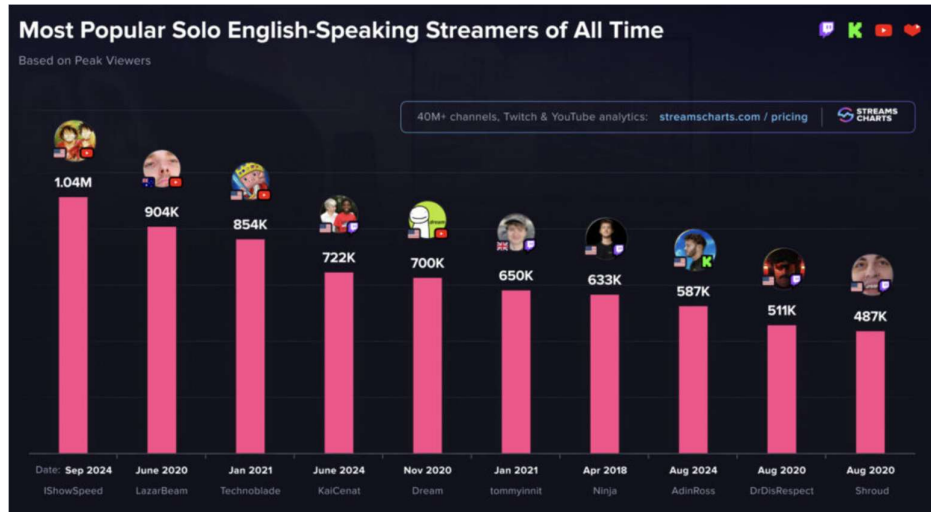


Figure 2 Most Popular Solo English-Speaking Streamers of All Time (24 November 2024)

¹ <https://www.statista.com/>, 'Video Streaming (SVoD) - Indonesia' <<https://www.statista.com/outlook/dmo/digital-media/video-on-demand/video-streaming-svod/indonesia>> [accessed 24 November 2024].

² Marco Espinoza Oliveros, 'iShowSpeed Hits a New Record: Top 1 English-Speaking Streamer' <<https://esports.gg/news/streamers/ishowspeed-hits-a-new-record-top-1-english-speaking-streamer/>> [accessed 24 November 2024].

The live streaming titled "IRL Stream in Indonesia" lasted for 3 hours, 47 minutes, and 47 seconds, with a focus on both in-person interactions and digital engagement through chat and comments. As of November 24, 2024, the stream had been viewed 24.8 million times, received 51,486 comments, and garnered 1.18 million likes. According to data from ViewStats.com, this became the most viewed live stream in iShowSpeed's career. The estimated revenue from this stream reached approximately \$124,000 USD, equivalent to IDR 1.97 billion (based on the exchange rate of 1 USD = IDR 15,818)³.

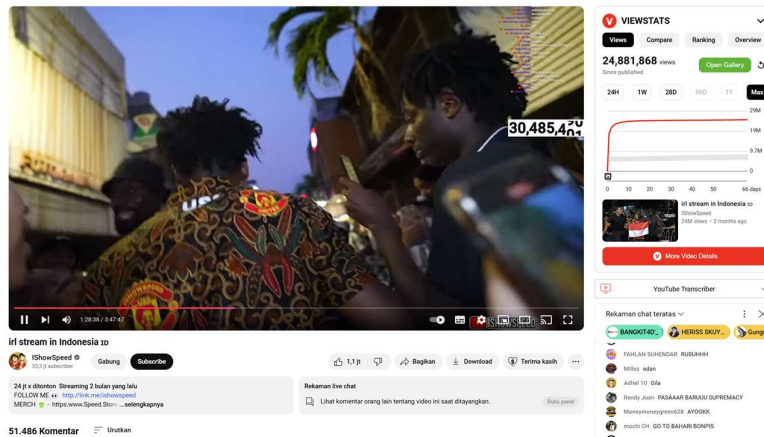


Figure 3 Screenshot youtube irl stream In Indonesia (24 November 2024)

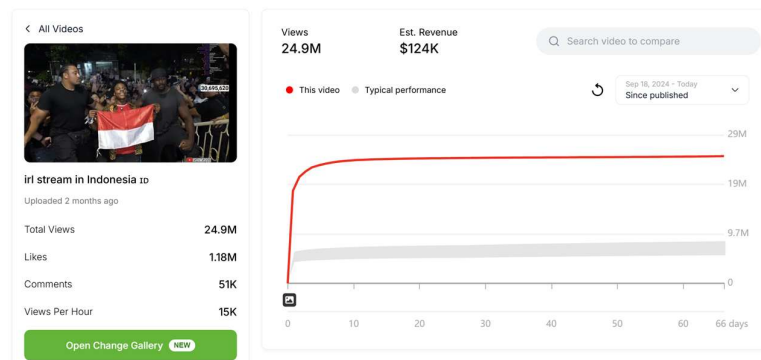


Figure 4 Screenshot Viewstat irl stream In Indonesia (24 November 2024)

Based on observations during the live stream, the live chat activity reached thousands of messages per minute, with an estimated rate of more than 100 chats per second. YouTube provides features such as Super Chat and Super Stickers, which allow fans to interact with creators during live streams and Premieres. Viewers can purchase Super Chats to highlight their messages in the Live Chat or buy Super Stickers—animated images that appear in the chat—to show support and gain visibility. In Indonesia, the prices for these features range from approximately IDR 10,000 to IDR 5,000,000, reflecting the

³ ViewStats, 'View Stats IRL Stream In Indonesia', 2024
<<https://www.viewstats.com/@ishowspeed/videos/9s6imDGjy08>> [accessed 24 November 2024].

platform’s monetization strategy and the audience’s willingness to pay for digital engagement.⁴ According to data retrieved from Playboard.co on November 24, 2024, during this live streaming session, iShowSpeed, as the content creator, earned approximately IDR 79 million solely from the Super Chat feature. This highlights the significant revenue potential of fan-based monetization tools provided by platforms like YouTube during live broadcasts⁵.

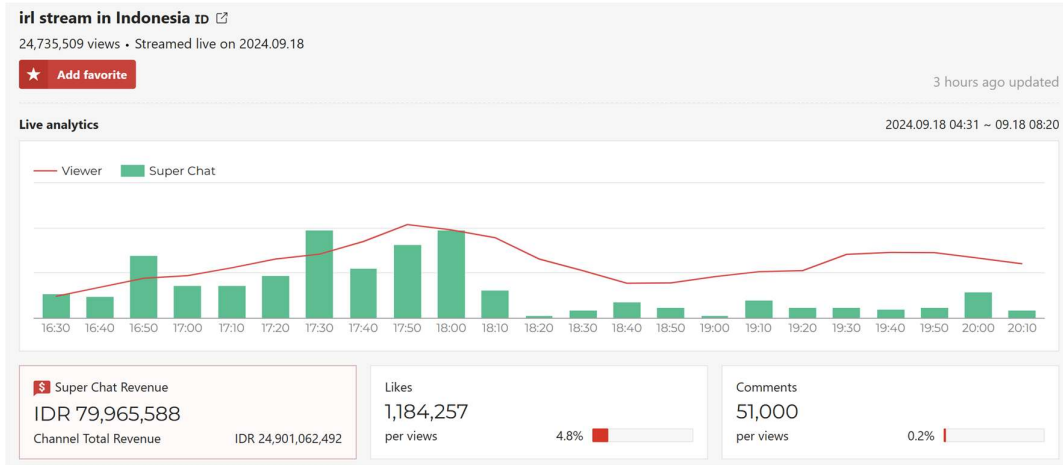


Figure 5 Screenshot Playboard.co irl stream in Indonesia

Previous Research

Table 1 – Previous Research

Title	Methodology	Result
World of Streaming: Motivation and Gratification on Twitch (2017)	A survey was conducted with 791 respondents in Germany using a questionnaire based on the Uses and Gratifications (U&G) theory. This study measured user motivations across three main categories: entertainment, information, and socialization.	The results indicated that entertainment was the primary motivation for Twitch users. Respondents stated that the platform offered enjoyable experiences through live-streamed content. In addition, social motivations—such as the desire to connect with communities and favorite streamers—played a significant role in enhancing engagement. Information also served

⁴ google.com, 'Kelayakan, Ketersediaan Dan Kebijakan Super Chat & Super Sticker', 2024 <<https://support.google.com/youtube/answer/9277801?hl=id#:~:text=Super Chat dan Super Stickers,yang muncul di live chat.>> [accessed 13 November 2024].

⁵ Inc DIFF., 'Playboard - Irl Stream in Indonesia', 2024 <<https://playboard.co/en/video/9s6imDGjy08>> [accessed 13 November 2024].

Title	Methodology	Result
		<p>as a secondary motivation, particularly regarding gameplay and game strategies.</p>
<p>Social Live-Streaming: Twitch.tv and Uses and Gratification Theory (2018)</p>	<p>The study employed the Social Network Analysis (SNA) method using Gephi software to map user communities based on the categories of broadcasts they selected.</p>	<p>This study found that live broadcasts which enable social interaction—both among users and between users and streamers—tend to generate higher levels of satisfaction. Educational streams, such as tutorials or strategy learning sessions, offer additional value for users seeking benefits beyond mere entertainment.</p> <p>Furthermore, the study highlights that the size of the community on a live streaming platform significantly influences the level of intimacy and user engagement. In smaller communities, interactions between members and the streamer are typically more personal and direct, as the volume of messages and responses remains manageable. This fosters a more intimate atmosphere, allowing users to feel more "recognized" by the streamer or other community members.</p> <p>In contrast, larger communities tend to experience more active and dynamic interactions, yet often lose elements of intimacy due to the continuous flow of messages, which can make individual users feel</p>

Title	Methodology	Result
		<p>overlooked. Nevertheless, large communities also have their own appeal, such as providing space for diverse perspectives, richer discussions, and greater networking opportunities. Therefore, large communities are more effective at attracting users who seek entertainment and social connections with a wide range of people, while smaller communities are more appealing to those who prefer personal relationships and deeper interactions</p>
<p>How Social Media Live Streams Affect Online Buyers: A Uses and Gratifications Perspective (2023)</p>	<p>This study analyzes data from 795 consumers who participated in live streaming sessions on e-commerce platforms. The research focuses on motivational factors for shopping and social interaction.</p>	<p>The results of the study indicate that social interaction with the live streaming host plays a significant role in increasing consumer trust. Consumers are more likely to trust products that are presented through real-time interaction. In addition, the quality of product information and the uniqueness of content delivery further strengthen purchasing decisions.</p>
<p>Live Streaming Commerce: Uses and Gratifications Approach to Understanding Consumers' Motivations (2019)</p>	<p>This study was conducted through an online survey featuring three main scenarios: general viewing, product search, and interaction with internet celebrities. The research focused on four primary motivations: interaction, substitution, community needs, and trend-following.</p>	<p>The results of the study show that direct interaction with celebrities or influencers during live broadcasts serves as the main attraction in entertainment scenarios. In the product search scenario, viewers reported feeling more confident in making purchases after receiving real-time information.</p>

Theoretical Framework

Uses and Gratifications Theory (U&G) emerged from mass communication studies that began in the 1940s and was later developed more systematically by Elihu Katz, Jay Blumler, and Michael Gurevitch in 1974. This theory was introduced as an alternative to the dominant media effects perspective, which tended to portray audiences as passive recipients who are easily influenced by media messages. In contrast, U&G theory positions the audience as active participants who consciously select specific media to satisfy their individual needs.

Core Assumptions of the Uses and Gratifications Theory

According to Katz, Blumler, and Gurevitch (1974), the theory rests on three key assumptions:

1. Diverse Media Choices

Audiences are presented with a wide range of media options. This variety exists to address different psychological and social needs. For instance, someone seeking entertainment might choose to watch comedy videos, whereas another person needing information may prefer to read news content.

2. Identification of Audience Needs

Each audience member has distinct needs, and media attempt to recognize and fulfill those needs. This process involves identifying user motivations such as acquiring knowledge, seeking entertainment, or reinforcing social connections.

3. Media Competition

Media platforms compete to capture audience attention and fulfill their needs. In the digital age, this competition has become even more visible, especially with the emergence of new platforms offering more interactive and personalized content⁶.

Categories of Needs According to Denis McQuail

Denis McQuail (2010) expanded the Uses and Gratifications Theory by categorizing audience needs into four major types, commonly referred to as Gratifications Sought (GS). This framework highlights how audiences actively select media to fulfill specific psychological and social needs:

⁶ Hans Karunia H, Nauvaliana Ashri, and Irwansyah Irwansyah, 'Fenomena Penggunaan Media Sosial : Studi Pada Teori Uses and Gratification', *Jurnal Teknologi Dan Sistem Informasi Bisnis*, 3.1 (2021), pp. 92–104, doi:10.47233/jteksis.v3i1.187.

1. Information Needs

These include the desire to stay informed about current events, understand the world, or gain new insights and knowledge.

2. Personal Identity Needs

This category involves the need for self-understanding and personal identity reinforcement, often through media that reflects one's values, attitudes, or aspirations.

3. Integration and Social Interaction Needs

Refers to the need to strengthen relationships with others or feel connected to certain communities or social groups.

4. Entertainment Needs

Encompasses the desire for enjoyment, relaxation, emotional release, or escape from daily routines and stressors.

Research Methodology

This study employs a mixed methods approach to analyze the Uses and Gratifications (U&G) Theory in the context of iShowSpeed's live streaming. This approach integrates both qualitative and quantitative methods to explore the Gratifications Sought (GS) and Gratifications Obtained (GO) by audiences during the live broadcast.

Data Sources and Collection Techniques

1. Viewer Comments via Web Scraping

Viewer comments were collected using the YouTube Comment Downloader to identify the audience's needs and motivations, both from those who watched the stream live and those who watched the replay (on-demand). As of December 9, 2024, a total of 51,564 comments were downloaded.

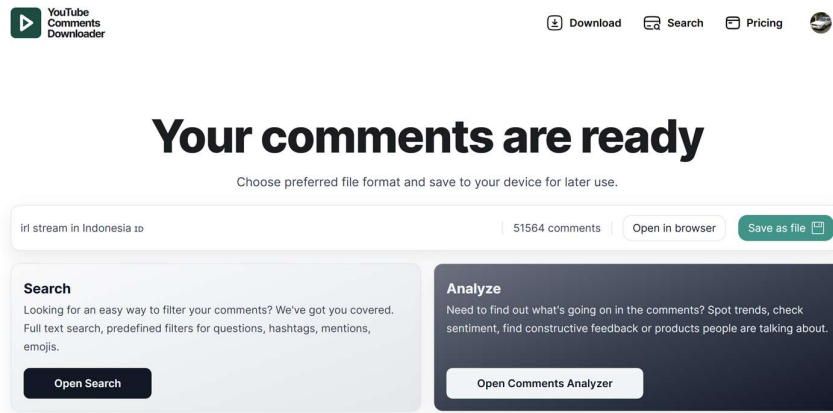


Figure 6. Screenshot of YouTube Comments Downloader Premium Usage

2. Creator's Speech

The transcript of iShowSpeed's live speech during the stream was collected using YouTube Transcriber to analyze how the creator fulfilled audience needs through his content and interactions.

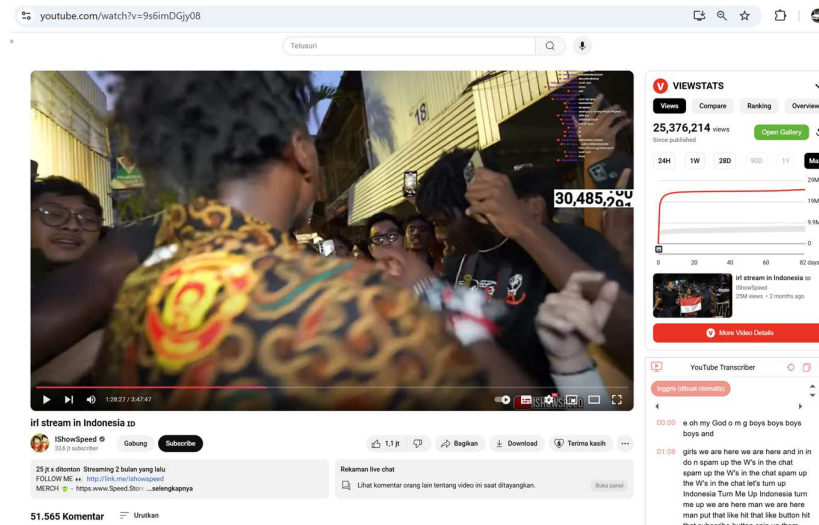


Figure 7. Screenshot of YouTube Transcriber Usage to Download Live Stream Transcript

Data Analysis

1. Quantitative Analysis (Word Cloud):

- a. Analyzed the top 50 comments sorted by the highest number of likes.
- b. Created a word cloud using software from <https://wordart.com/> to visualize the most frequently appearing words in comments and creator speech, followed by an analysis of the top 50 words.

- c. This analysis aimed to identify dominant themes or patterns that reflect audience motivations and needs.

2. Qualitative Analysis:

- a. Using the U&G Framework: Comments and creator speech were categorized into four main needs: entertainment, social interaction, personal identity, and information.
- b. Categorization was applied to:
 - i. Top 50 comments with the most likes.
 - ii. Five sample comments from each of the top 50 words in the word cloud (250 comments total).
 - iii. The top 50 words from the transcript of the live stream.
 - iv. Situations or scenes occurring during the live stream.

3. GS-GO Gap Identification

- a. Gratifications Sought (GS): The initial motivations of the audience were analyzed based on their comments.
- b. Gratifications Obtained (GO): Actual satisfaction provided by iShowSpeed was identified through the transcript and live interactions.
- c. A comparison between GS and GO was conducted to evaluate the extent to which audience needs were fulfilled or unmet.

Analysis Results

Categorization of Most-Liked Comments

1. Go to <https://youtubecommentsdownloader.com/> and register as a premium member to access up to 500,000 comment downloads per month.
2. Enter the URL of the desired YouTube video and wait for the data to process.
3. Retrieve the top 50 comments with the most likes and categorize them based on the GS framework.
4. The categorization was carried out as follows:
 - a. Comments from non-Indonesian users (e.g., "IM FILIPINO BIG RESPECT FOR INDONESIA") were categorized under Social Interaction needs, as the focus was on cross-national engagement rather than individual identity.
 - b. General supportive comments like "Stay Safe! ID" were also classified under Social Interaction, since the context is based on interpersonal connection between individuals and the audience

Table 2. Categorization of the Top 50 Comments

Word	Comments	Like	GS Category
Indonesia	Indonesia is actually insane. Broke yd	53.039	Integration and Social Interaction
Indonesia	INDONESIA IS UNBELIEVABLE! 1 MIL	14.083	Integration and Social Interaction
Indonesia	IN FILIPINO BIG RESPECT FOR INDON	5.438	Integration and Social Interaction
Indonesia	INDONESIA IS F*CKING CRAZY!! 1M	5.333	Integration and Social Interaction
Indonesia	TIME STAMP day 1, JAKARTA, INDO	3.718	Information
Speed	!showspeerd stats this stream: 1.05 m	5.335	Integration and Social Interaction
Speed	TIME STAMP day 1, JAKARTA, INDO	3.718	Information
Speed	# Best & Funny moments of speed	2.015	Integration and Social Interaction
Speed	58:30 the coolest moment to remem	1.998	Entertainment
Speed	Crazy! Congrats on 1 Million views o	1.897	Integration and Social Interaction
Stream	5:23 bro win the fastest stream snip	8.493	Entertainment
Stream	Bro is the greatest streamer of all tit	3.735	Information
Stream	# Best & Funny moments of speed	2.015	Integration and Social Interaction
Stream	5:24 bro suprised them just came ou	1.585	Entertainment
Stream	5:20 bro just spawned out of nowhe	1.433	Entertainment
Stream	Indonesia is actually insane. Broke yd	53.039	Integration and Social Interaction
Stream	5:23 bro win the fastest stream snip	8.493	Entertainment
Stream	!showspeerd stats this stream: 1.05 m	5.335	Integration and Social Interaction
Stream	this stream BROKE the record. The m	4.074	Information
Stream	TIME STAMP day 1, JAKARTA, INDO	3.718	Information
Country	Lafyuh I Always remember KING IND	47.056	Integration and Social Interaction
Country	this stream BROKE the record. The m	4.074	Information
Country	This country is W broke the record o	3.845	Information
Country	TIME STAMP day 1, JAKARTA, INDO	3.718	Information
Country	Ranking Southeast asian country as a	837	Integration and Social Interaction
Go	INDONESIA IS UNBELIEVABLE! 1 MIL	14.083	Integration and Social Interaction
Go	TIME STAMP day 1, JAKARTA, INDO	3.718	Information
Go	Finally, gonna go always remember	210	Integration and Social Interaction
Go	Go Indonesia to hari ini 25 septembe	76	Entertainment
Go	- 1 MILLION VIEWERS WHILE DOING	67	Integration and Social Interaction
Come	Those who didn't come from Tik Tok	3.046	Integration and Social Interaction
Come	maaf speed kalau ada tindakan rak	482	Entertainment
Come	19 million viewers, thank you for visi	218	Entertainment
Come	As a Malaysian I see alot of hate cor	195	Entertainment
Come	Indonesia is crazy, I thought it would	154	Entertainment
Live	Indonesia is actually insane. Broke yd	53.039	Integration and Social Interaction
Live	INDONESIA IS UNBELIEVABLE! 1 MIL	14.083	Integration and Social Interaction
Live	!showspeerd stats this stream: 1.05 m	5.335	Integration and Social Interaction
Live	INDONESIA IS F*CKING CRAZY!! 1M	5.333	Integration and Social Interaction
Live	this stream BROKE the record. The m	4.074	Information
Indonesian	70% zombie indonesia 30% nami	18.035	Entertainment
Indonesian	TIME STAMP day 1, JAKARTA, INDO	3.718	Information
Indonesian	# Best & Funny moments of speed	2.015	Integration and Social Interaction
Indonesian	speed 1 beg you not to hate Indonesi	787	Entertainment
Indonesian	The Indonesian stream broke a huge	550	Entertainment
Million	INDONESIA IS UNBELIEVABLE! 1 MIL	14.083	Integration and Social Interaction
Million	!showspeerd stats this stream: 1.05 m	5.335	Integration and Social Interaction
Million	congrats for 1 million livestreaming v	2.303	Integration and Social Interaction
Million	# Best & Funny moments of speed	2.015	Integration and Social Interaction
Million	Crazy! Congrats on 1 Million views o	1.897	Integration and Social Interaction
Indo	Lafyuh I Always remember KING IND	47.056	Integration and Social Interaction
Indo	I'm impressed with you guys Indo br	421	Integration and Social Interaction
Indo	as an indonesia i am terribly sorry fo	285	Integration and Social Interaction
Indo	Finally, gonna go always remember	210	Integration and Social Interaction
Indo	Philippines big respect for indo PH C	205	Integration and Social Interaction
Malaysia	Ranking Southeast asian country as a	837	Integration and Social Interaction
Malaysia	15:00 BATAK FROM INDONESIA NOT	592	Entertainment
Malaysia	best stream so far Best gilerr INDO	496	Entertainment
Malaysia	I'm impressed with you guys Indo br	421	Integration and Social Interaction
Malaysia	"AGAR TIDAK TERJADI KESALAHPAH	198	Entertainment
Nami	70% zombie indonesia 30% nami	18.035	Entertainment
Nami	TIME STAMP day 1, JAKARTA, INDO	3.718	Information
Nami	Imao its like a disney movie, the earl	1.334	Entertainment
Nami	DAY 1 INDONESIA TIME STAMP x00	786	Information
Nami	30% Zombie 20% Boxing 10% Ronal	714	Entertainment
!showspeerd	!showspeerd stats this stream: 1.05 m	5.335	Integration and Social Interaction
!showspeerd	TIME STAMP day 1, JAKARTA, INDO	3.718	Information
!showspeerd	!showspeerd made history in Indones	2.549	Information
!showspeerd	DAY 1 INDONESIA TIME STAMP x00	786	Information
!showspeerd	!showspeerd kumpang !showspeerd terk	695	Entertainment
Best	TIME STAMP day 1, JAKARTA, INDO	3.718	Information
Best	26:26 the best moment and very ha	3.038	Entertainment
Best	# Best & Funny moments of speed	2.015	Integration and Social Interaction
Best	19:28 Best Part EL KECEPATAN	1.852	Entertainment
Best	Best europe ir Poland PL Best asia ir	1.756	Integration and Social Interaction
Love	No doubt, Indonesia is the new "Soc	2.196	Entertainment
Love	Deyum! As a Filipino, Indonesia is res	1.142	Integration and Social Interaction
Love	28:10 I LOVE THIS PART	559	Entertainment
Love	The Indonesian stream broke a huge	550	Entertainment
Love	best stream so far Best gilerr INDO	496	Entertainment
Batik	TIME STAMP day 1, JAKARTA, INDO	3.718	Information
Batik	# Best & Funny moments of speed	2.015	Integration and Social Interaction
Batik	DAY 1 INDONESIA TIME STAMP x00	786	Information
Batik	15:00 is batik original from Indonesi	592	Entertainment
Batik	15:00 BATAK FROM INDONESIA NOT	539	Entertainment
Crazy	INDONESIA IS F*CKING CRAZY!! 1M	5.333	Integration and Social Interaction
Crazy	Crazy! Congrats on 1 Million views o	1.897	Integration and Social Interaction
Crazy	Imao its like a disney movie, the earl	1.334	Entertainment
Crazy	IS THIS A YOUTUBE WORLD RECORD	547	Integration and Social Interaction
Crazy	It's so crazy THIS ONE SINGLE STREA	255	Integration and Social Interaction
Thank	Thank you for visiting Indonesia, Spe	869	Entertainment
Thank	Thank you Speed for visiting Indonesia	388	Entertainment
Thank	3:44:00 speed said this his best stre	294	Entertainment
Thank	19 million viewers, thank you for visi	218	Entertainment
Thank	Thank you Speed for coming to Indo	207	Entertainment
People	Imao Its like a disney movie, the earl	1.334	Entertainment
People	speed 1 beg you not to hate Indonesi	787	Entertainment
People	The Indonesian stream broke a huge	550	Entertainment
People	00:03 Excited to be in Indonesia and	432	Integration and Social Interaction
People	INDONESIA, 1,9 million km sq area, 2	417	Entertainment
Viewer	Gak kenal speed gak pernah nonton,	133	Entertainment
Viewer	True, udah top viewer tapi fans nya	75	Entertainment
Viewer	7 Minutes, 0.5 Million Viewer, Just	52	Entertainment
Viewer	W INDONESIA! W haunted house, fo	22	Entertainment
Viewer	1. Overproud 2. Banyak yang main ir	17	Personal Identity
Welcome	WELCOME TO INDONESIA ID CONGR	475	Entertainment
Welcome	Welcome to Indonesia bruhh!	319	Entertainment
Welcome	WELCOME TO INDONESIA, ENJOY	111	Entertainment
Welcome	Welcome to Indonesia m speed #	86	Entertainment
Welcome	Welcome to Indonesia Speed to big	77	Entertainment
Bali	TIME STAMP day 1, JAKARTA, INDO	3.718	Information
Bali	00:03 Excited to be in Indonesia and	432	Integration and Social Interaction
Bali	bro literly get 30,280,000 to 31,000,	160	Entertainment
Bali	00:03 Excited to be in Indonesia and	154	Integration and Social Interaction
Bali	Bro, it's only been 23 hours and 19 m	123	Entertainment
Bang	halo bang seloo	251	Entertainment
Bang	Apalagi bang kalau bukan buat valid	146	Entertainment
Bang	8:34 menit awal itu pegawainya lebi	117	Entertainment
Bang	11:14 respect buat bang Arap, berus	100	Personal Identity
Bang	Lu ngapain disini bang	92	Entertainment
langan	Please untuk siapapun yang ketemu	525	Entertainment
!showspeerd	made history in Indonesia friends,	2.549	Information
bravoo	IDID		
congrats	for 1 million livestreaming views	2.303	Integration and Social Interaction
No doubt,	Indonesia is the new "Social Media	2.196	Information
Capital of the World".			
Love from PH			
# Best & Funny moments of	speed in Indonesia	2.015	Information
5:23 bro	appeared out of nowhere		
19:35 Speed	was given a batik shirt by his fans (W)		
23:32 speed	trying indonesian food for the first		
time			
25:03 speed	trying "nasi padang"		
26:30 speed	enjoying "angklung" (indonesia		
traditional	musical instrument)		
48:53 first	jumpscared		
49:39	jumpscared by the cupboard		
51:42	jumpscared again		
53:00	jumpscared for the 2nd times		
54:44	jumpscared by henry (Imfao)		
58:03	speed jumpscared the ghost (payback, lol)		
58:19	Speed with his all fans in Indonesia (
1:24:42	Broke the record (1 MILLION VIEWS)		
1:27:50	Legendary backflip		
2:58:08	Speed meet CelloszXZ		
2:58:46	Speed and Cellos funny moment		
2:59:19	Speed and Cellos doing boxing		
3:05:08	Speed meet Medy Renaldi and medy		
speed the	"wrong" ronaldo figures		
03:06:21	Ronaldo's penis		
3:23:58	"Neuron Activations"		
3:46:58	green apples		
58:30 the	coolest moment to remember speed	1.998	Entertainment
Crazy!	Congrats on 1 Million views on stream,	1.897	Integration and Social Interaction
Speed.	Hope you enjoy your stay in Indonesia		
19:28	Best Part EL KECEPATAN	1.852	Entertainment
Best europe	ir Poland PL	1.756	Integration and Social Interaction
Best asia	ir Indonesia ID		
PL	to		
Two	countryhave 20v1	1.619	Information
This is a	world record	1.585	Entertainment
5:24 bro	surprised them just came out	1.585	Entertainment
53:00	epic moment	1.553	Entertainment
Pls take	care of my mini Ronaldo. And dont forget	1.478	Entertainment
to kiss it	every night.		
15:00	he's tell the truth	1.456	Entertainment
5:20 bro	just spawned out of nowhere	1.433	Entertainment
Imao its	like a disney movie, the early stream so	1.334	Entertainment
chill,	calm, mid stream pure chaos, crazy people,		
but ending	with nami numbers		
28:09	very impressive by speed	1.214	Entertainment
W Indonesia.	1M live viewers and broke the live	1.192	Information
chat			
Deyum!	As a Filipino, Indonesia is really special! 1	1.142	Integration and Social Interaction
million	views during live and broke Youtube chats,		
and likes!	Love from Philippines, Indonesia.		
Congrats	and let's spread love and peace		
27:54	FIRE	1.059	Entertainment
3:06:21	is insaneee I feel bad for Ronaldo	1.037	Entertainment
50:38	prison escape	1.027	Entertainment
49:40	The best part	1.020	Entertainment
28:30	NEW MEME	1.001	Entertainment
He	deserves all of it man!	987	Entertainment
50:24	bro rescue the zombie	956	Entertainment
51:19	Kamar Jenazah means Mortuary	950	Information

2. Quantification using pivot tables and charts

Row Labels	Count of Comments	Sum of Like
Entertainment	28	92.292
Information	11	31.228
Integration and Social Interaction	11	145.104
Grand Total	50	268.624

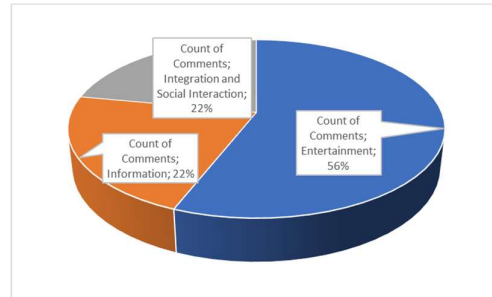


Figure 8. Pivot Table and Chart of Top Comment Categorization

Categorization of Comments Based on Most Frequent Words

1. Import the comments obtained from YouTube Comment Downloader using Premium access in text format into <https://wordart.com>.
2. Manually filter out irrelevant words such as “reply,” “month,” “False,” and “True,” as they originate from the reply formatting in the YouTube Comment Downloader output.
3. Click **Visualize** to generate the word cloud and proceed with the analysis.

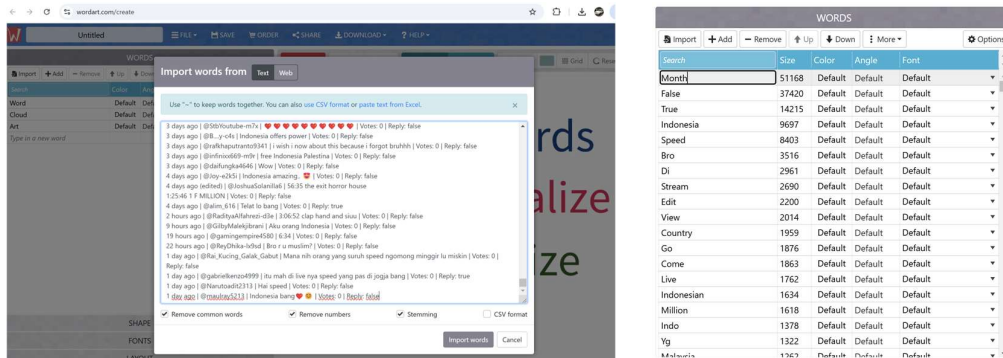


Figure 9. Screenshot of Importing Comments for WordArt / Word Cloud Generation



Figure 11. Screenshot of Comment Visualization Output

4. Analyze the top 50 most frequent words, then extract 5 comments for each word and categorize them according to Gratifications Sought (GS)

Table 2 Categorization Based on Most Frequent Words in Comments

Kata	Komentar	Jumlah Like	Kategori GS
Indonesia	Indonesia is actually insane. Broke yo	53.039	Integrasi dan Interaksi Sosial
Indonesia	INDONESIA IS UNBELIEVABLE! 1 MILI	14.083	Integrasi dan Interaksi Sosial
Indonesia	IM FRODO BAGGINS FOR INDON	5.338	Integrasi dan Interaksi Sosial
Indonesia	INDONESIA IS F'CKING CRAZY!! 1M I	5.333	Integrasi dan Interaksi Sosial
Indonesia	TIME STAMP day 1, JAKARTA, INDO	3.718	Informasi
Speed	ishowspeed stats this stream: 1,05 m	5.335	Integrasi dan Interaksi Sosial
Speed	TIME STAMP day 1, JAKARTA, INDO	3.718	Informasi
Speed	Best & Funny moments of speed	2.015	Integrasi dan Interaksi Sosial
Speed	58:30 the coolest moment to remem	1.998	Hiburan
Speed	Crazy! Congrats on 1 Million views o	1.897	Integrasi dan Interaksi Sosial
Bro	5:23 bro win the fastest stream snip	8.493	Hiburan
Bro	bro is the greatest streamer of all tin	3.735	Informasi
Bro	Best & Funny moments of speed	2.015	Integrasi dan Interaksi Sosial
Bro	5:24 bro surprised them just came ou	1.585	Hiburan
Bro	5:20 bro just spawned out of nowher	1.433	Hiburan
Stream	Indonesia is actually insane. Broke yo	53.039	Integrasi dan Interaksi Sosial
Stream	5:23 bro win the fastest stream snip	8.493	Hiburan
Stream	this stream BROKE the record. The m	4.074	Informasi
Stream	TIME STAMP day 1, JAKARTA, INDO	3.718	Informasi
Country	Lafuyh I Always remember KING IND	47.056	Integrasi dan Interaksi Sosial
Country	this stream BROKE the record. The m	4.074	Informasi
Country	This country is W broke the record of	3.845	Informasi
Country	TIME STAMP day 1, JAKARTA, INDO	3.718	Informasi
Country	Ranking Southeast asian country as a	837	Integrasi dan Interaksi Sosial
Go	INDONESIA IS UNBELIEVABLE! 1 MILI	14.083	Integrasi dan Interaksi Sosial
Go	TIME STAMP day 1, JAKARTA, INDO	3.718	Informasi
Go	Finally, gonna go always remember	210	Integrasi dan Interaksi Sosial
Go	Go Indonesia id hari ini 25 septembe	76	Hiburan
Go	1 MILLION VIEWERS WHILE DOING	67	Integrasi dan Interaksi Sosial
Come	Those who didn't come from TIKTOK	3.046	Integrasi dan Interaksi Sosial
Come	maaf speed kalau ada tindakan rakya	482	Hiburan
Come	19 million viewers, thank you for visi	218	Hiburan
Come	As a Malaysian I see alot of hate con	195	Hiburan
Come	Indonesia is crazy I thought it would	154	Hiburan
Live	Indonesia is actually insane. Broke yo	53.039	Integrasi dan Interaksi Sosial
Live	INDONESIA IS UNBELIEVABLE! 1 MILI	14.083	Integrasi dan Interaksi Sosial
Live	ishowspeed stats this stream: 1,05 m	5.335	Integrasi dan Interaksi Sosial
Live	INDONESIA IS F'CKING CRAZY!! 1M I	5.333	Integrasi dan Interaksi Sosial
Live	this stream BROKE the record. The m	4.074	Informasi
Indonesian	70 % zombie indonesia 30 % nami	18.035	Hiburan
Indonesian	TIME STAMP day 1, JAKARTA, INDO	3.718	Informasi
Indonesian	Best & Funny moments of speed	2.015	Integrasi dan Interaksi Sosial
Indonesian	speed i beg you not to hate indonesi	787	Hiburan
Indonesian	The Indonesian stream broke a huge	550	Hiburan
Million	INDONESIA IS UNBELIEVABLE! 1 MILI	14.083	Integrasi dan Interaksi Sosial
Million	ishowspeed stats this stream: 1,05 m	5.335	Integrasi dan Interaksi Sosial
Million	congrats for 1 million livestreaming	2.303	Integrasi dan Interaksi Sosial
Million	Best & Funny moments of speed	2.015	Integrasi dan Interaksi Sosial
Million	Crazy! Congrats on 1 Million views o	1.897	Integrasi dan Interaksi Sosial
Million	Lafuyh I Always remember KING IND	47.056	Integrasi dan Interaksi Sosial
Indo	I'm impressed with you guys Indo br	421	Integrasi dan Interaksi Sosial
Indo	as an indonesia i am terribly sorry fo	285	Integrasi dan Interaksi Sosial
Indo	Finally, gonna go always remember	210	Integrasi dan Interaksi Sosial
Indo	Philippines big respect for indo pht	205	Integrasi dan Interaksi Sosial
Malaysia	Ranking Southeast asian country as a	837	Integrasi dan Interaksi Sosial
Malaysia	15:00 BATIK FROM INDONESIA NOT	539	Hiburan
Malaysia	best stream so far best giller INDO	496	Integrasi dan Interaksi Sosial
Malaysia	I'm impressed with you guys Indo br	421	Integrasi dan Interaksi Sosial
Malaysia	"AGAR TIDAK TERJADI KESALAHPAH	198	Hiburan
Nami	70 % zombie indonesia 30 % nami	18.035	Hiburan
Nami	TIME STAMP day 1, JAKARTA, INDO	3.718	Informasi
Nami	Imao its like a disney movie, the earl	1.334	Hiburan
Nami	DAY 1 INDONESIA TIME STAMP_X00	786	Informasi
Nami	30% Zombie 20% Boxing 10% Ronal	714	Hiburan
ishowspeed	ishowspeed stats this stream: 1,05 m	5.335	Integrasi dan Interaksi Sosial
ishowspeed	TIME STAMP day 1, JAKARTA, INDO	3.718	Informasi
ishowspeed	ishowspeed made history in Indones	2.549	Informasi
ishowspeed	DAY 1 INDONESIA TIME STAMP_X00	786	Informasi
ishowspeed	dari kunjungan ishowspeed terbaru	695	Hiburan
Best	TIME STAMP day 1, JAKARTA, INDO	3.718	Informasi
Best	26:26 the best moment and very hat	3.038	Hiburan
Best	Best & Funny moments of speed	2.015	Integrasi dan Interaksi Sosial
Best	19:28 Best Part EL KECEPATAN	1.852	Hiburan
Best	Best europe I Poland pl Best asia I	1.756	Hiburan
Love	No doubt, Indonesia is the new "Soc	1.219	Hiburan
Love	Deyuni! As a Filipino, Indonesia is re	1.142	Integrasi dan Interaksi Sosial
Love	28:10 I LOVE THIS PART	559	Hiburan
Love	The Indonesian stream broke a huge	550	Hiburan
Love	best stream so far Best giller INDO	496	Integrasi dan Interaksi Sosial
Batik	TIME STAMP day 1, JAKARTA, INDO	3.718	Informasi
Batik	Best & Funny moments of speed	2.015	Integrasi dan Interaksi Sosial
Batik	DAY 1 INDONESIA TIME STAMP_X00	786	Informasi
Batik	15:00 BATIK FROM INDONESIA NOT	539	Hiburan
Crazy	INDONESIA IS F'CKING CRAZY!! 1M I	5.333	Integrasi dan Interaksi Sosial
Crazy	Crazy! Congrats on 1 Million views o	1.897	Integrasi dan Interaksi Sosial
Crazy	Imao its like a disney movie, the earl	1.334	Hiburan
Crazy	IS THIS A YOUTUBE WORLD RECORD	547	Integrasi dan Interaksi Sosial
Crazy	It's so crazy THIS ONE SINGLE STRAN	258	Integrasi dan Interaksi Sosial
Thank	Thank you for visiting Indonesia, Spe	869	Hiburan
Thank	Thank you Speed for coming to Indon	388	Hiburan
Thank	3:44:00 speed said this his best strea	294	Hiburan
Thank	19 million viewers, thank you for visi	218	Hiburan
Thank	Thank you Speed for coming to Indon	207	Hiburan
People	Imao its like a disney movie, the earl	1.334	Hiburan
People	speed i beg you not to hate indonesi	787	Hiburan
People	The Indonesian stream broke a huge	550	Hiburan
People	00:03 Excited to be in Indonesia and	432	Integrasi dan Interaksi Sosial
People	INDONESIA, 1,9 million km sq area, 2	417	Hiburan
Viewer	Gak kenal speed gak pernah nonton,	133	Hiburan
Viewer	True, udah top viewer tapi fans nya f	75	Hiburan
Viewer	7 Minutes - 8.5 Million Viewer - Jus	52	Hiburan
Viewer	W INDONESIA! W haunted house, fo	22	Hiburan
Viewer	1. Overproud 2. Banyak yang main in	17	Identitas Personal
Welcome	WELCOME TO INDONESIA bruhh!	475	Hiburan
Welcome	Welcome to indonesia bruhh!	319	Hiburan
Welcome	WELCOME TO INDONESIA, ENJOY	111	Hiburan
Welcome	Welcome to Indonesia mr speed	86	Hiburan
Welcome	Welcome to Indonesia Speed id big	77	Hiburan
Bali	TIME STAMP day 1, JAKARTA, INDO	3.718	Informasi
Bali	00:03 Excited to be in Indonesia and	432	Integrasi dan Interaksi Sosial
Bali	bro literally get 30 280 000 to 31 000	160	Hiburan
Bali	00:03 Excited to be in Indonesia and	154	Integrasi dan Interaksi Sosial
Bali	Bro, it's only been 23 hours and 19 m	123	Hiburan
Bang	halo bang cello	251	Hiburan
Bang	Apalagi bang kalau bukan buat vide	146	Hiburan
Bang	8:34 menit awal itu pegawainya belit	117	Hiburan
Bang	11:14 respect buat bang Arap, berus	100	Identitas Personal
Bang	Lu ngapain disini bang	92	Hiburan
Jangan	Please untuk slappun yang ketemu	525	Hiburan

Kata	Komentar	Jumlah Like	Kategori GS
Jangan	Ayolah teman-teman, kasih speed ke	283	Hiburan
Jangan	ORANG INDONESIA SANTAI BRO, KE	265	Hiburan
Jangan	Gas untuk kedapannya PLUS YA TO	245	Hiburan
Jangan	Kalo menyambut orang luar, jangan r	136	Hiburan
Please	Please untuk slappun yang ketemu	525	Hiburan
Please	I'm impressed with you guys Indo br	421	Integrasi dan Interaksi Sosial
Please	PLEASE DEH ORANG INDONESIA GUN	113	Hiburan
Please	It worst ever... please banget lah min	78	Hiburan
Please	Indonesian fans, please lah show son	72	Identitas Personal
World	5:23 bro win the fastest stream snip	8.493	Hiburan
World	ishowspeed stats this stream: 1,05 m	5.335	Integrasi dan Interaksi Sosial
World	No doubt, Indonesia is the new "Soc	2.196	Hiburan
World	This is a world record	1.619	Informasi
World	IS THIS A YOUTUBE WORLD RECORD	547	Integrasi dan Interaksi Sosial
Negara	Kita harus mensupport creator luar r	235	Integrasi dan Interaksi Sosial
Negara	Sebelumnya saya mewakilkan warga	140	Hiburan
Negara	PLEASE DEH ORANG INDONESIA GUN	113	Hiburan
Negara	BATIK ADALAH DIA SUKU KATA DAN	102	Hiburan
Negara	Woow woow,Mungkin hanya indone	72	Hiburan
Youtube	Indonesia is actually insane. Broke yo	53.039	Integrasi dan Interaksi Sosial
Youtube	INDONESIA IS UNBELIEVABLE! 1 MILI	14.083	Integrasi dan Interaksi Sosial
Youtube	ishowspeed stats this stream: 1,05 m	5.335	Integrasi dan Interaksi Sosial
Youtube	INDONESIA IS F'CKING CRAZY!! 1M I	5.333	Integrasi dan Interaksi Sosial
Youtube	this stream BROKE the record. The m	4.074	Informasi
Bisa	fun fact: kita bisa klik komentar sese	423	Hiburan
Bisa	wwk moments recap : orang perta	261	Hiburan
Bisa	Kita harus mensupport creator luar r	235	Integrasi dan Interaksi Sosial
Bisa	JUST FOR INFO untuk kita para fan	231	Informasi
Bisa	gara2 orang yg tidak patuh kepada	212	Hiburan
One	TIME STAMP day 1, JAKARTA, INDO	3.718	Informasi
One	The Indonesian stream broke a huge	550	Hiburan
One	ONE OF THE BEST STREAM EVER!!!	467	Hiburan
One	00:03 Excited to be in Indonesia and	432	Integrasi dan Interaksi Sosial
One	I'm impressed with you guys Indo br	421	Integrasi dan Interaksi Sosial
Sama	TIME STAMP day 1, JAKARTA, INDO	3.718	Informasi
Sama	Ayolah teman-teman, kasih speed ke	283	Hiburan
Sama	Gas untuk kedapannya PLUS YA TO	245	Hiburan
Sama	Kita harus mensupport creator luar r	235	Integrasi dan Interaksi Sosial
Sama	1 jam pertama itu Fans Asli, jam ber	166	Hiburan
Record	ishowspeed stats this stream: 1,05 m	5.335	Integrasi dan Interaksi Sosial
Record	this stream BROKE the record. The m	4.074	Informasi
Record	This country is W broke the record of	3.845	Informasi
Record	TIME STAMP day 1, JAKARTA, INDO	3.718	Informasi
Record	Best & Funny moments of speed	2.015	Integrasi dan Interaksi Sosial
Fan	DAY 1 INDONESIA TIME STAMP_X00	786	Identitas Personal
Fan	ishowspeed stats in Indonesia	487	Integrasi dan Interaksi Sosial
Fan	3:17:35 speed's punch was so power	208	Hiburan
Fan	SPEED INDONESIA STREAM BEST MC	185	Identitas Personal
Fan	RECORDS MADE MY ISHOSPEED	51	Hiburan
Guy	"bring nami back" I love this guy who	264	Hiburan
Guy	As a Malaysian I see alot of hate con	195	Hiburan
Guy	43:44 Bruh is that guy make a big	187	Hiburan
Guy	That first guy is actually the luckiest	90	Hiburan
Guy	18:05 This guy just predicted the EN	47	Integrasi dan Interaksi Sosial
Trend	3:25:37 bakal jadi trend sh wir	14	Hiburan
Trend	NUMBER 1 TREND IN THE YOUTUBE	10	Hiburan
Trend	Padahal fans ishowspeed banyak di	6	Hiburan
Trend	#Number 1 in trend W INDONESIA id	2	Hiburan
Trend	bejrrrrrr top 1 trend yng	2	Hiburan
Ronaldo	Best & Funny moments of speed	2.015	Integrasi dan Interaksi Sosial
Ronaldo	Pls take care of my mini Ronaldo, An	1.478	Hiburan
Ronaldo	3:06:21 is insaneee i feel bad for Ror	1.037	Hiburan
Ronaldo	DAY 1 INDONESIA TIME STAMP_X00	786	Identitas Personal
Ronaldo	30% Zombie 20% Boxing 10% Ronal	714	Hiburan
Ronaldo	Kita harus mensupport creator luar r	235	Integrasi dan Interaksi Sosial
Banyak	gara2 orang yg tidak patuh kepada	212	Hiburan
Banyak	1 jam pertama itu Fans Asli, jam ber	166	Hiburan
Banyak	Menurut gw ada beberapa faktor - f	160	Identitas Personal
Banyak	1 han udah paling populer di live ny	88	Hiburan
Banyak	wwk moments recap : orang perta	261	Hiburan
Juga	PLEASE DEH ORANG INDONESIA GUN	113	Hiburan
Juga	True, udah top viewer tapi fans nya f	75	Hiburan
Juga	Indonesia mungkin adalah negara fav	56	Hiburan
Juga	@tmsjabodetabek - 88:1, nya dia	41	Hiburan
Juga	Lafuyh I Always remember KING IND	47.056	Integrasi dan Interaksi Sosial
King	58:30 moment speed like a king	455	Hiburan
King	Finally, gonna go always remember	210	Integrasi dan Interaksi Sosial
King	Speed Achieved live in KING INDO	188	Integrasi dan Interaksi Sosial
King	@huzos ya bro, Big W Indonesia id	136	Integrasi dan Interaksi Sosial
Zombi	beda lah bro, in an emang speed yg	3	Hiburan
Zombi	Endonezya'da ne uluyor herkez zomb	3	Hiburan
Zombi	orang indonesi zombi	1	Hiburan
Zombi	👉👉 rakyat Indonesia di anggap zc	-	Hiburan
Zombi	@X7_402 maksud gw coba iat see	-	Hiburan
Bonus	6:49 harusnya itu anak dapet bonus	12	Hiburan
Bonus	Speed needs to pay his personal bod	3	Hiburan
Bonus	BONUS DEPOSIT 25 BONUS 25 SIKAT	1	Hiburan
Bonus	Apa ini komanya bonus deposit jir, pi	1	Hiburan
Bonus	DEPO 25 BONUS 25 HANYA DI SIK	1	Hiburan
Main	TIME STAMP day 1, JAKARTA, INDO	3.718	Informasi
Main	wwk moments recap : orang perta	261	Hiburan
Main	Hii, I'm from Indonesia, Thank you i	55	Hiburan
Main	1. Overproud 2. Banyak yang main in	17	Identitas Personal
Main	@skysbluee x000 - x000 - x0	16	Informasi
Sikat	sikat bang nami nya wkwkw	-	Hiburan
Depo	DEPO 25 BONUS 25 HANYA DI SIK	1	Hiburan
Depo	INFO BONUS DEPO 25+25 SIKAT88	1	Informasi
Depo	INFO BONUS DEPO 25+25 SIKAT88	1	Informasi
Depo	DEPO 25 BONUS 25 HANYA DI SIK	1	Hiburan
Depo	INFO BONUS DEPO 25+25 SIKAT88	1	Informasi
Visit	The Indonesian stream broke a huge	550	Hiburan
Visit	This livestream made me love indon	379	Hiburan
Visit	There are so many crowds that all th	273	Hiburan
Visit	Indonesians are indeed very excited	187	Hiburan
Visit	now you know the power of indones	183	Hiburan
Apa	TIME STAMP day 1, JAKARTA, INDO	3.718	Informasi
Apa	kalian mau pada minta foto tapi ga t	683	Hiburan
Apa	10:47 "APA SIH" (MAD) 🤔	63	Hiburan
Apa	Apa kabar bg di korea utara 🇰🇵	169	Hiburan
Apa	1:38:00 apa banget tiba tiba meluk	72	Hiburan
Malaydesih	@huzos malaydesih got jealous lol	297	Hiburan
Malaydesih	@huzos gtf0 MalayDesih	119	Hiburan
Malaydesih	1 MILLION VIEWERS WHILE DOING	67	Integrasi dan Interaksi Sosial
Malaydesih	Trending ckkkkk 🤔 🤔 🤔 mngla	48	Hiburan
Malaydesih	@huzos You jealous, Malaydesih??	47	Hiburan
Konoha	Kasarnya dari situ kita tau SDM Konc	7	Hiburan
Konoha	You mean Konoha	2	Hiburan
Konoha	Datang dah konoha claim dia pnya	3	Hiburan
Konoha	Aduh duhh parah warga +62 konoha	3	Hiburan
Konoha	Si Speed kalo Nyapres di Konoha uda	2	Hiburan

5. Quantification Using Pivot Tables and Charts

Row Labels	Count of Comments	Sum of Like
Entertainment	132	110.346
Information	34	98.059
Integration and Social Interaction	67	530.705
Personal Identity	8	2.069
Grand Total	241	741.179

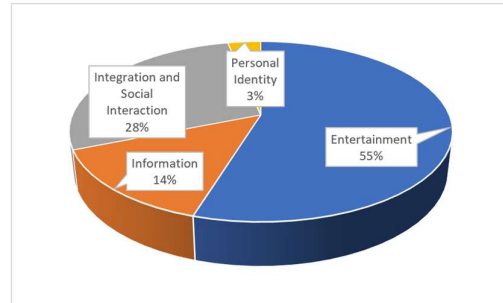


Figure 11. Pivot Table and Chart of Word Frequency Categorization

Categorization Based on Live Stream Scenes

1. Download the transcript obtained from YouTube Transcriber in text format.
2. Analyze and segment the scenes based on the events that occurred during the live stream, then categorize the viewer needs (Gratifications Sought/GS) that were fulfilled by iShowSpeed in each scene.

Table 3 Categorization of Live Stream Scenes

Time Frame	Deskripsi Adegan	Kategori GS
00:00:40 - 00:02:24	Speed membuka live stream dengan antusias. Ia menyapa penonton dan menunjukkan semangat untuk eksplorasi di Indonesia.	Integrasi dan Interaksi Sosial
00:02:25 - 00:03:27	Speed mengumumkan kedatangannya di Jakarta. Ia menunjukkan kegembiraannya kepada penonton online dan mereka yang ada di lokasi.	Integrasi dan Interaksi Sosial
00:03:28 - 00:04:27	Speed mengingatkan penggemar untuk tetap tertib. Ia meminta penonton untuk mendukung acara dengan suasana positif.	Informasi
00:04:28 - 00:05:20	Penggemar memberikan rekomendasi tempat wisata. Speed dengan antusias bertanya lebih lanjut tentang tempat-tempat yang disarankan.	Informasi
00:05:21 - 00:07:37	Speed bercanda dengan kata "Apa." Ia mencoba memahami kata ini dalam konteks bahasa Indonesia, membuat suasana menjadi santai dan lucu.	Hiburan
00:08:05 - 00:09:07	Speed mulai masuk ke rumah hantu. Ia tampak percaya diri tetapi mulai merasa gugup setelah melihat dekorasi menyeramkan.	Hiburan
00:09:08 - 00:10:00	Speed memasuki ruangan pertama rumah hantu. Ia melihat dekorasi seram berupa patung besar yang menatap ke arahnya. Speed berbisik kepada kamera, "Apa ini? Kok seram banget?"	Hiburan
00:10:01 - 00:10:45	Speed mendekati boneka kecil di sudut ruangan. Boneka itu tiba-tiba bergerak dengan suara berderit, membuat Speed melompat mundur sambil berteriak pelan.	Hiburan
00:10:46 - 00:11:30	Speed melihat bayangan di ujung ruangan. Ia berbisik, "Itu orang atau patung ya?" sambil perlahan mendekati sumber bayangan tersebut. Ternyata hanya kain yang tergantung.	Hiburan
00:11:31 - 00:12:15	Speed mendengar suara langkah kaki dari atas. Ia berhenti dan menatap ke atas sambil berbisik kepada penonton, "Ada yang jalan di atas... serem banget."	Hiburan
00:12:16 - 00:13:00	Speed menemukan kursi goyang yang bergerak sendiri. Ia berbisik, "Ini pasti ada yang main-main," sambil mencoba menghentikan kursi tersebut. Kursinya kembali bergerak saat ia menjauh.	Hiburan
00:13:01 - 00:13:50	Speed melewati lorong gelap dan sempit. Tiba-tiba ada suara teriakan kecil, membuatnya langsung berjongkok sambil menahan napas. Ia berkata, "Gila, ini gak masuk akal."	Hiburan
00:13:51 - 00:14:30	Speed mendekati pintu yang tertutup rapat. Ia mencoba membukanya sambil berbisik, "Kayaknya ada sesuatu di sini." Tiba-tiba, pintu bergerak sedikit, membuatnya melompat mundur lagi.	Hiburan
00:14:31 - 00:14:55	Speed berbicara kepada penonton untuk mendapatkan dukungan. Ia berkata, "Ayo kasih semangat, biar gue gak kabur dari sini," sambil tertawa gugup.	Integrasi dan Interaksi Sosial

Time Frame	Deskripsi Adegan	Kategori GS
00:14:56 - 00:16:36	Speed menerima baju batik dari penggemar. Ia memuji desain baju tersebut dan mencoba mengenakannya di depan kamera.	Integrasi dan Interaksi Sosial
00:16:37 - 00:19:10	Speed diramal oleh seorang penggemar. Ia mendengarkan ramalan dengan serius tetapi memberikan reaksi lucu untuk meringankan suasana.	Hiburan
00:19:11 - 00:20:49	Speed menyapa penggemar yang mengenakan seragam tentara. Ia memuji mereka atas dedikasinya sambil berbincang santai.	Integrasi dan Interaksi Sosial
00:22:50 - 00:24:22	Speed mencoba gorengan dari penjual kaki lima. Ia memberikan komentar positif tentang rasanya yang gurih.	Informasi
00:24:23 - 00:24:45	Speed menerima sepiring Nasi Padang dari penggemar. Ia tampak kagum dengan tampilan makanan yang berwarna-warni dan bertanya, "Ini semua pedas atau ada yang manis?"	Integrasi dan Interaksi Sosial
00:24:46 - 00:25:10	Speed mencium aroma makanan sebelum mencicipinya. Ia mengatakan, "Aromanya aja udah bikin lapar," sambil mendekatkan hidung ke piring.	Integrasi dan Interaksi Sosial
00:25:11 - 00:25:35	Speed mencicipi sambal pertama kali. Ia langsung bereaksi, "Wow, ini pedas banget!" sambil melompat kecil di tempat. Penonton tertawa melihat ekspresinya.	Hiburan
00:25:56 - 00:26:10	Speed berbicara kepada penonton tentang kombinasi rasa. Ia berkomentar, "Rasanya beda dari yang biasa gue makan. Ini luar biasa."	Informasi
00:26:11 - 00:26:34	Speed menyelesaikan makan sambil bercanda. Ia mengatakan, "Kalau tiap hari makan kayak gini, gue pasti makin gemuk," sambil tertawa.	Hiburan
00:26:35 - 00:27:51	Speed bergabung dalam sesi dangdut. Ia menari dan ikut bernyanyi bersama penggemar, menciptakan suasana ceria.	Hiburan
00:27:52 - 00:31:29	Speed memainkan angklung. Ia mencoba mengikuti panduan dari penggemar dan berhasil memainkan melodi sederhana.	Hiburan
00:31:30 - 00:33:19	Speed mengendarai motor "ala-ala." Ia bergaya di atas motor sambil bercanda dengan penggemar di lokasi.	Hiburan
00:33:20 - 00:39:06	Speed bernyanyi karaoke. Ia mencoba lagu-lagu lokal dengan gaya lucu yang membuat penonton tertawa.	Hiburan
00:39:07 - 00:42:19	Speed mencoba ayam goreng KFC di Indonesia. Ia membandingkan rasa ayam di Indonesia dengan negara asalnya.	Informasi
00:42:20 - 00:43:54	Speed diberi hadiah deodoran oleh penggemar. Ia tertawa sambil bercanda tentang fungsinya di cuaca panas Jakarta.	Hiburan

Time Frame	Deskripsi Adegan	Kategori GS
00:44:57 - 00:46:54	Speed bersantai sebelum masuk rumah hantu lagi. Ia membaca komentar dari penonton online dan mencoba menenangkan dirinya.	Integrasi dan Interaksi Sosial
00:46:55 - 00:48:52	Speed memasuki rumah hantu. Ia mencoba tetap tenang tetapi langsung berteriak saat melihat properti menyeramkan.	Hiburan
00:48:53 - 00:53:47	Speed mengalami beberapa "jumpscare." Properti menyeramkan muncul tiba-tiba, membuatnya berteriak hingga memicu tawa penonton.	Hiburan
00:54:45 - 00:57:14	Speed mencetak rekor baru penonton live stream. Ia berterima kasih kepada penonton yang telah mendukungnya selama acara berlangsung.	Integrasi dan Interaksi Sosial
00:57:15 - 00:58:25	Speed keluar dari rumah hantu. Ia berbagi pengalaman takutnya dengan penonton sambil mencoba tenang.	Hiburan
00:59:55 - 01:00:53	Speed berbicara kepada penonton tentang gangguan teknis di live stream. Ia menjelaskan bahwa kameranya rusak sementara.	Informasi
01:00:54 - 01:04:29	Speed kembali melanjutkan live stream dengan kamera yang berfungsi. Ia mengucapkan terima kasih kepada penonton atas kesabaran mereka.	Integrasi dan Interaksi Sosial
01:04:30 - 01:07:25	Speed menerima oleh-oleh dari penggemar. Ia membuka hadiah dengan penuh rasa ingin tahu dan memberikan komentar positif.	Integrasi dan Interaksi Sosial
01:07:26 - 01:08:14	Speed merayakan pencapaian 700 ribu penonton live. Ia terus mengungkapkan rasa terima kasih kepada komunitasnya.	Integrasi dan Interaksi Sosial
01:08:15 - 01:09:39	Speed diberi baju Persija oleh penggemar. Ia mengenakan baju tersebut dan bercanda tentang tampilannya yang keren.	Hiburan
01:09:40 - 01:14:14	Speed berbicara tentang rencana mengunjungi Bali. Ia mengungkapkan rasa penasaran terhadap tempat tersebut.	Informasi
01:14:15 - 01:15:45	Speed meminta penggemar membelikan air minum. Ia bercanda tentang rasa hausnya sambil menunggu respons dari penonton.	Integrasi dan Interaksi Sosial
01:15:46 - 01:21:09	Speed memuji Indonesia sebagai salah satu negara terbaik yang pernah ia kunjungi. Ia tampak terharu dan berbicara dengan nada tulus.	Integrasi dan Interaksi Sosial
01:21:10 - 01:23:19	Speed menerima hadiah tambahan berupa baju. Ia tersenyum lebar sambil memamerkan hadiah itu ke kamera.	Identitas Personal
01:23:20 - 01:24:54	Speed keluar dari mobil untuk kembali berinteraksi langsung dengan penggemar. Ia menyapa penonton di lokasi dengan semangat.	Integrasi dan Interaksi Sosial
01:24:55 - 01:25:44	Speed merayakan rekor baru dengan 1 juta penonton. Ia mengucapkan terima kasih sambil menunjukkan kegembiraan luar biasa.	Integrasi dan Interaksi Sosial
01:25:45 - 01:27:44	Speed melakukan backflip sebagai selebrasi spesial. Ia membuat penonton tertawa dan berteriak senang atas aksinya tersebut.	Hiburan
01:27:45 - 01:28:08	Penggemar bertepeng menarik perhatian Speed. Ia berbingung singkat sambil mencoba menebak identitas penggemar tersebut.	Integrasi dan Interaksi Sosial
01:28:09 - 01:29:32	Speed menerima air minum dari abang ojol. Ia berterima kasih sambil bercanda tentang minuman yang ia dapatkan.	Integrasi dan Interaksi Sosial
01:29:33 - 01:33:26	Speed meminta poster kepada penggemar. Ia menunjukkan rasa ingin memiliki sesuatu sebagai kenang-kenangan dari acara tersebut.	Identitas Personal
01:33:27 - 01:42:37	Speed menghadapi kerumunan yang tidak terkendali. Ia terlihat kecewa karena situasi menjadi kacau tetapi tetap mencoba menenangkan.	Integrasi dan Interaksi Sosial

Time Frame	Deskripsi Adegan	Kategori GS
01:50:20 - 02:25:54	Speed dan timnya masuk ke dalam mobil untuk menenangkan suasana. Mereka berbicara kepada kamera tentang kejadian yang baru terjadi.	Informasi
02:25:55 - 02:28:15	Speed membeli tissue dari seorang ibu pedagang. Ia berbicara dengan ramah kepada ibu tersebut dan mengomentari barang dagangannya.	Integrasi dan Interaksi Sosial
02:28:16 - 02:38:49	Speed mencoba dadar gulung dari pedagang jalanan. Ia memuji rasanya sambil menjelaskan tekstur makanan itu kepada penonton.	Informasi
02:38:50 - 02:40:09	Speed dan timnya tiba di lokasi baru. Mereka berbicara tentang rencana yang akan dilakukan di tempat tersebut.	Informasi
02:40:10 - 02:43:29	Speed menerima lukisan dari penggemar. Ia terlihat sangat senang dan memuji karya seni tersebut.	Identitas Personal
02:43:30 - 02:45:24	Speed berkenalan dengan Lola dari Jakarta. Ia berbicara santai sambil mempelajari kebiasaan Lola di kota tersebut.	Integrasi dan Interaksi Sosial
02:45:25 - 02:47:14	Speed bertemu seorang wanita asal Jawa Timur. Mereka berbingung singkat tentang budaya di daerah tersebut.	Integrasi dan Interaksi Sosial
02:47:15 - 02:49:37	Speed berbingung dengan seorang gamer wanita. Mereka berdiskusi tentang dunia gaming sambil bercanda tentang game favorit.	Hiburan
02:49:38 - 02:51:29	Speed berbicara dengan seorang wanita yang tidak mendengar namanya. Ia bercanda sambil mencoba mengingat nama tersebut.	Hiburan
02:51:30 - 02:58:04	Speed menerima telepon dari ibunya. Ia berbicara kepada ibunya sambil menunjukkan rasa hormat dan cinta di tengah live stream.	Hiburan
02:58:05 - 03:00:39	Speed bertemu dengan Cellos dan memulai tantangan tinju. Ia berbicara santai sebelum pertandingan sambil memancing antusiasme penonton.	Hiburan
03:00:40 - 03:03:14	Speed melawan Cellos dalam tantangan tinju. Ia bercanda tentang kekuatan lawannya sambil mencoba menang dalam pertandingan.	Hiburan
03:03:15 - 03:05:00	Speed menerima hadiah figur CR7. Ia terlihat sangat senang dengan desain unik hadiah tersebut.	Hiburan
03:05:01 - 03:09:15	Speed keluar dan menyapa penggemarnya. Ia berbicara santai dan menerima banyak pujian atas interaksinya di Indonesia.	Integrasi dan Interaksi Sosial
03:09:16 - 03:13:19	Speed berfoto bersama penggemar sambil memegang bendera Indonesia. Ia menunjukkan rasa bangga terhadap komunitasnya.	Identitas Personal
03:23:51 - 03:26:01	Speed bertemu cosplayer Nami. Ia berbingung dengan Nami, memuji kostumnya, dan bertanya tentang proses membuatnya.	Hiburan
03:26:02 - 03:29:45	Speed bertemu wanita berotot. Wanita tersebut mengajak Speed melakukan adu kekuatan kecil, membuat penonton tertawa dengan hasilnya.	Hiburan
03:29:46 - 03:30:44	Speed berbicara dengan seorang pemain basket wanita. Mereka berdiskusi singkat tentang olahraga dan keahlian bermain bola.	Hiburan
03:30:45 - 03:32:19	Speed bertemu wanita dengan gaya ala Cyberpunk. Ia memuji penampilannya yang unik dan membicarakan inspirasi di balik tampilannya.	Identitas Personal
03:32:20 - 03:33:39	Speed berbingung dengan seorang penari tradisional wanita. Penari tersebut memperagakan gerakan tari, dan Speed mencoba mengikutinya.	Hiburan
03:33:40 - 03:34:41	Speed berbicara dengan Sheran, salah satu penggemarnya. Ia bertanya tentang pengalaman Sheran menonton live stream secara langsung.	Integrasi dan Interaksi Sosial
03:34:42 - 03:35:00	Speed bertemu wanita yang bertanya tentang makanan favoritnya. Mereka berdiskusi tentang makanan Indonesia dan reaksi Speed terhadap rasa.	Integrasi dan Interaksi Sosial
03:35:01 - 03:36:39	Speed menjawab sambil tertawa. Ia mengatakan, "Gorengan enak banget, apalagi yang pakai sambal!" sambil memegang perutnya untuk menunjukkan ia kenyang.	Hiburan
03:36:40 - 03:38:05	Speed berbicara dengan wanita dari Medan. Ia bertanya tentang budaya lokal Medan dan berbagi keinginannya untuk berkunjung ke sana.	Informasi
03:38:06 - 03:40:09	Cosplayer Nami kembali mendekati Speed. Mereka berbingung lagi, dengan Speed bercanda tentang popularitas karakter Nami di kalangan penonton.	Hiburan
03:40:10 - 03:41:59	Speed bertemu dengan Putri. Putri mengajak Speed berbicara tentang pengalaman live streaming-nya di Indonesia.	Hiburan
03:42:00 - 03:44:05	Speed berbingung dengan seorang balerina wanita. Ia memuji keindahan gerakan tari balerina dan mencoba menirunya dengan cara yang lucu.	Hiburan
03:44:06 - 03:46:59	Speed menyatakan bahwa ini adalah live stream terbaiknya. Ia mengucapkan terima kasih kepada seluruh penggemar atas dukungan mereka.	Integrasi dan Interaksi Sosial

3. Kuantifikasi dalam pivot dan chart

Row Labels	Count of Time Frame
Entertainment	36
Personal Identity	5
Information	11
Integration and Social Interaction	26
Grand Total	78

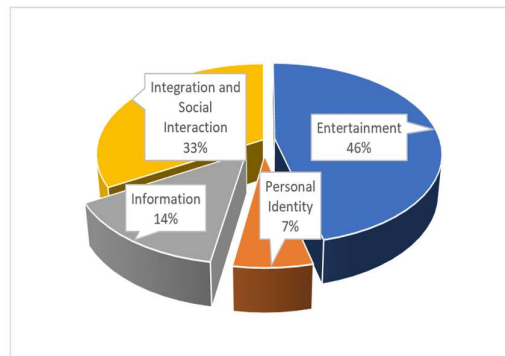


Figure 12 Pivot Table and Chart of Scene Categorization

4. Perform quantification using pivot tables and charts

Row Labels	Count of Kata
Entertainment	27
Personal Identity	2
Information	8
Integration and Social Interac	13
Grand Total	50

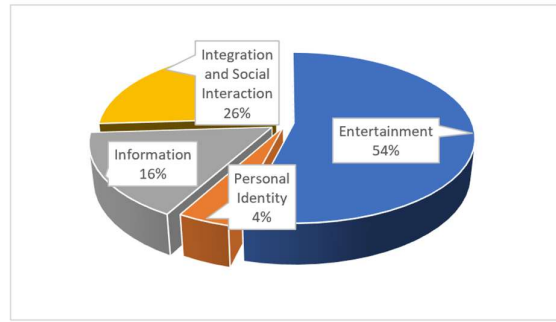


Figure 14 Pivot Table and Chart of Scene Categorization

Conclusion

This study aims to analyze audience engagement in iShowSpeed’s live streaming content in Indonesia by applying the Uses and Gratifications (U&G) theory to compare the Gratifications Sought (GS), or audience expectations, with the Gratifications Obtained (GO), or satisfaction received. The findings reveal that iShowSpeed successfully meets audience needs by creating a live streaming experience that aligns expectations with perceived outcomes.

From the audience's perspective, data analysis shows that their primary needs are entertainment and integration/social interaction, as indicated by the dominance of comments related to spontaneous, humorous actions and direct interaction between Speed and viewers. A total of 132 comments (110,346 likes) related to entertainment and 67 comments (530,705 likes) related to social interaction indicate that these two categories are the most appreciated aspects. Meanwhile, informational needs and personal identity appeared in smaller proportions but still contributed significantly to building a sense of closeness between the creator and the audience.

From the creator’s side, iShowSpeed’s actions during live streams also reflect a focus on entertainment and social interaction needs. A total of 36 entertainment scenes and 26 social interaction scenes demonstrate that Speed consistently provides engaging and relevant content for his viewers. Furthermore, frequent use of words like "Bro," "Chat," and "Yo" fosters active engagement with viewers, while scenes such as trying local foods, speaking with fans, and celebrating viewer milestones create memorable personal moments.

When comparing GS and GO, the findings show no significant gap between expected needs and perceived satisfaction. Viewers seeking entertainment and social interaction found fulfillment through Speed’s spontaneous, interactive, and amusing actions. Moreover, informational needs were addressed through Speed’s cultural and culinary exploration, while personal identity needs were supported by his appreciation for Indonesian culture—such as wearing batik or playing the angklung. These elements illustrate that the Gratifications Obtained consistently reflect the Gratifications Sought by the audience.

This study also confirms that iShowSpeed's success in meeting audience needs is strengthened by the implementation of parasocial interaction elements. The emotional bond between Speed and his audience is built through direct interaction, including responses to comments and two-way communication that fosters engagement. Additionally, audience engagement theory helps explain how collective moments—such as celebrating one million viewers or participating in a fan boxing challenge—successfully create a sense of unity among viewers.

In conclusion, iShowSpeed's live streaming in Indonesia not only meets audience expectations but also strengthens the emotional connection between creator and viewers. This success demonstrates the relevance of the Uses and Gratifications (U&G) theory in understanding audience engagement dynamics in modern interactive media. The study also offers valuable insights for other content creators to optimize their strategies in fulfilling audience needs effectively. By applying a similar approach, creators can build loyal communities while delivering satisfying viewer experiences.

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