LATANZA PRODUCTION'S LIVE STREAMING STRATEGY IN PROMOTING CONSUMER PRODUCTS

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Abstract

Live Streaming is currently phenomenal in promoting its special products through YouTube. This research aims to explore how Latanza Production's uses a Live Streaming strategy to promote its consumer products. The Research Object Involves Latanza Production's Owner and Latanza Production's Consumer, using the Proposive Sampling Technique. The analysis method used is qualitative, with data collection through observation, interviews, and documentation. The analysis highlights Latanza Production's socialization in promoting consumer products through planning, communication, and evaluation. The theory used is Anwar Arifin's theory, by identifying four indicators: Determining the Audience, Determining the Message, Determining the Live Streaming Method, and Selection of Youtube Use and Media. The results of the study show that strategies are very important to achieve the goal, the researcher explores the promotion obstacles faced including fierce competition, and technical problems during live broadcasts, while efforts in Live Streaming to build trust are very important because internet media cannot present the atmosphere and products as experienced in the live shopping experience. The study highlights the importance of innovation and adaptation in communication strategies to fully harness the potential of these social media and streaming technologies with social and live streaming. Social media, especially platforms like YouTube, has become an integral part of everyday life, influencing people's behavior and culture.

Keywords: Strategy, Live Streaming, Promotion, Product, Consumer

INTRODUCTION

The advancement of technological strategies is in line with the evolution of the times, following the pattern of social interaction of people which is influenced by developments and the type of technology used by them in determining the direction of technology (in Febriana, 2018). The role of the media in influencing people's behavior is crucial (Febriana, 2018), especially along with the emergence of various new types of media such as online media and social media that have stimulated significant technological growth among the public. (Radika & Setiawati, 2020).

The advancement of social media is currently experiencing rapid development, supported by technological advances such as smartphones. Almost everyone, of all ages, can easily access various facilities through their smartphones. From shopping to watching videos on platforms like YouTube. The current era marks where social media has become an inseparable part of people's daily lives. The results of this study were obtained through in-depth interviews with informants as part of data collection efforts in the field, which were then analyzed. The analysis aims to evaluate Latanza Production's Live Streaming Strategy run by Latanza Production's vendors. To ensure the objectivity and accuracy of the research, it is important to recognize that the presence of social media has changed the culture of society. According to Nasrullah (2016), social media has created a new culture, namely the culture of sharing content among social media users. Content is the main commodity

produced, distributed, and consumed by social media users, showing how culture develops in social media (Nasrullah, 2016:3). In addition to sharing content, the trend of Live Streaming began to develop in 2017 (Pejuangdigital, 2017:2). This trend provides users with an alternative to interact directly on social media, resulting in real-time interaction between users. (Agustina, 2018b)

Communication strategies must be able to demonstrate practical operational methods, with approaches that can change according to situations and conditions. While individuals and organizations can survive without public relations, a well-planned public relations program can improve a company's results and reputation. Using public relations can provide benefits for companies such as increased awareness of the company and its products, better staff recruitment and retention, greater market share, customer loyalty, and shareholder satisfaction. Overall, public relations can help companies operate more successfully in various areas of business. (Anggraeni, Siswoyo, & Nurfalah, 2014)

The rapid development in digital media transformation recently requires public relations practitioners in various institutions, both government and private, to be more creative in responding and conveying the necessary information. (Andriany, 2022)

The presence of YouTube has been one of the triggers for the development of vlogging culture in the evolution of social media. Vlogging activities are related to the process of creating and sharing video content over the internet. YouTube is a social media platform that provides video-sharing services, allowing users to upload, watch, and share videos (Safko, 2010:2). The phenomenon of the development of content trends on social media reflects the development of communication. These changes and developments are reflected in the improvements in features provided by social media platforms, responding to the evolution of technology (Nasrullah, 2016). This paper aims to explain the phenomenon of Live Streaming as a current trend, as well as evaluate its usefulness and impact in the use of Live Streaming. (Agustina, 2018a)

With the increasingly popular use of streaming technology, consumer demand for television and video shows has increased significantly, creating competition between the two (Boehm, Lee, Esser, & Raab, 2018: 4-24). To fulfill its duties in providing information, mass media, including television and newspapers, adopted communication and information technology as well as the internet. This prompted traditional journalism to switch to more efficient online platforms. Viewers can access journalistic content from traditional media through various media platforms connected to the internet, such as digital newspapers (e-papers) and online Live Streaming. The convergence of new media is also seen in areas such as digital public relations and digital advertising. (Sampurna et al., 2024).

The development of social media is in line with technological advancements, reflected in the ease of access and use of social media in various places with an internet connection. Today, social networks serve as communication platforms and also as a source of information about education and entertainment. The younger generation in Indonesia and around the world is attracted to well-known social media platforms such as Instagram, Facebook, Twitter, and YouTube, often referred to as Generation Z (Widiastuti & Pratam, 2021). Online media, also known as network media, the internet, or new media, has different

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characteristics from traditional media. After print and electronic media, online media is considered the third generation of media. Online media allows users to do activities without being constrained by time and distance, as well as multitasking. (Aryanto, Muthmainnah, & Romadhan, 1945). Online media has the potential to present material in a variety of formats, including audio, video, graphics, and photos (multimedia). In general, social media has characteristics such as messages that involve many users, uncontrolled messages, messages that are processed quickly, and interaction times that are determined by the recipient of the message. (Chandra, 2018).

Internet users tend to be more interested in information and entertainment in video formats because they are easier to understand and able to express conditions, emotions, and stories more simply compared to text or images. YouTube has become very popular, with searches related to this platform being stable and increasing every day around the world. Keywords related to YouTube are becoming one of the most searched, with various variations reaching tens of millions, such as "YouTube Funny Videos" or "YouTube Ghost Videos." Although the video content on YouTube is diverse, vlogging or video blogging is closely related to the younger generation who are often considered to have a free spirit. The world of vlogging gives them the freedom to express themselves, supported by easy internet access, without space and time restrictions, and without high fees. In addition, YouTube also acts as a communication tool because it facilitates interaction between users. The site mirrors a linear communication model, where a message is delivered by the sender to the recipient without having to provide a response. However, YouTube also supports an interactive communication model where users can engage and comment. Both models can provide an educational approach for the recipient of the message according to their individual point of view. (Samosir, Ginting, & Rian, 2022).

Social media continues to provide a platform for teenagers and the general public, influencing how they shape their identities. Technology and social media have penetrated into various aspects of an individual's life regardless of their goals or benefits. Technology gives individuals access to join social networks without demographic, social, or cultural restrictions. The internet provides a wide platform for interaction for users, especially with the emergence of various social networks such as YouTube Live Streaming. These ways of interaction are influenced by values inherited through the use of new media technologies in the formation of individual identities. With the advancement of the times and communication technology, interaction between individuals is increasingly shifting to the digital world. The digital world provides facilities for people to interact directly, and one example is through YouTube Live Streaming which can be used as social media entertainment. (Nurfalah, Prof, Lestari, & Widaningsih, n.d.).

One of the main risks of social media is the potential for dishonesty in relationships, as it can be difficult to judge a person's credibility just from their social media profiles. Many fraud incidents occur because others create fake accounts, spread false information about themselves, manipulate facts, or engage in behaviors such as negative comments or bullying against other social media accounts, both known and unknown. With the advancement of digital devices that allow access to Live Streaming content anywhere, individuals have the

opportunity to actively and creatively participate in message feedback, ultimately forming a new community or society through media content. Social media operates in real-time where content cannot be managed, and it has the ability to manipulate and simplify the information in messages. (Agni, Erawati, & Andriany, 2020).

Live Streaming that involves a specific narrative or scenario, problems with scripts or pre-prepared content can cause inconvenience or errors in live broadcasts, of any kind. Theory of Anwar Arifin (1994) Determining the Audience, Determining the Message, Determining the Live Streaming Method, and Selection of Youtube Use and Media 1. Latanza Production's Live Streaming Strategy ? 2. What obstacles does Live Streaming Latanza Production's face in promoting consumer products? 3. What efforts does Live Streaming Latanza Production's make in promoting consumer products?

Stating that in the context of live streaming, users' perception of digital celebrities affects customer satisfaction in terms of enjoyment, utility, and social interaction. This satisfaction has been proven to be able to predict consumer spending intentions in live streaming. (Agistiani et al., 2023)

YouTube not only serves as a marketing tool, but also as a means of conveying messages through videos, such as movies, animations, folklore, and other types of videos. (Dhanar Intan Surya Saputra, Sitaresmi Wahyu Handani, 2017)

Live video streaming can also be a medium used to convey videos to a large audience. As Juhlin (in Rein and Venturini, 2018) mentioned, Live video streaming can be described as the ability to broadcast video to an audience over long distance. (Permadi & Gifari, 2022)

There are many types of content available today, including informative, educational, testimonial, and entertainment content. Entertainment content is often called entertainment, entertainment content is content that usually contains entertainment images and videos and the information is lighter and less serious. (Heychael, Christoper, & Purba, 2023).

METHOD

This study uses a qualitative descriptive approach. According to Mulyanan (2006: 145), qualitative methods are a type of research that does not rely on evidence based on mathematical logic, numerical principles, or statistical methods. The descriptive approach, according to Mulyana (2006: 145), is a type of research that aims to provide a complete picture of a phenomenon or social reality, related to the research unit concerned the phenomenon being tested. The descriptive method aims to systematically describe the facts or characteristics of a certain population or a certain field factually and carefully. Qualitative descriptive analysis is aimed at obtaining information about various field conditions that are responses and views on the implementation of Live Streaming broadcasting on account in the installation of the vMix and OBS Live Streaming application programs to the public.

In this study, a descriptive approach is used as a method to understand and explain a phenomenon or symptom observed by researchers. The focus of this research is the experience experienced by the group related to a particular phenomenon, which includes the structure and level of group consciousness, either directly or indirectly

The technique of taking informants was carried out using proportional sampling, which involved the head of the operator in talun, the communication of Live Streaming vendors in talun, and consumers who used the vMix and OBS applications as informants. The data collection methods used include observation, interviews, and documentation. Based on Anwar Arifin's 1984 Communication Strategy theory which includes Determining the Audience, Determining the Message, Determining the Live Streaming Method, and Selection of the Use of Youtube Media.

RESULTS AND DISCUSSION

Latanza Production's engaged in multimedia was established in 2013 located in Talun District, Cirebon Regency, is a multicam broadcast vendor Live Streaming usually this vendor is engaged in various events, such as concert events, seminars, and grand openings. With informant Akhmad Arifin said that, "In promoting this multicam product is carried out on an online basis such as: creating a social media account about Latanza Production's activities, the purpose of creating the account will be filled with behind-the-scenes content videos intended for portfolio materials to potential consumers who make sales attraction. In addition, with the establishment of Latanza Production's, it always adheres to the vision and mission to build a business engaged in multicam Live streaming in the Cirebon area" as part of efforts to collect data in the field, which is then analyzed. The analysis aims to evaluate Latanza Production's Live Streaming Strategy in promoting consumer products run by vendors. Based on Anwar Arifin's theory which includes determining the audience, determining the message, determining the Live Streaming method, and selecting the use of Youtube media.

Strategi Live Streaming Latanza Production's

Based on the results of interviews with informants in determining the following objectives, it is explained that the relationship between the strategy and Anwar Arifin's indicators lies in the results of the assessment obtained in accordance with the previously set objectives. According to the results of the interview obtained from the informant, it was stated that:

"Ahmad Arifin said that revenue and net profit are the main indicators of the financial success of a business. Steady revenue growth and increased net profit are positive signs, from the success of the business in customer satisfaction this is important which reflects the quality of the products or services offered by a business. Employee loyalty, satisfaction, and culture can be used as indicators of the success of a business. Plan the Live Streaming broadcast content well, prepare a clear script or guide, as well as interesting product promotional materials, make sure to convey product information clearly and attractively. Build enthusiasm before the Live Stream by sharing teasers or announcements on social media, informing the audience about the time and topic of the broadcast Incentivizing viewers by offering special discounts or limited promotions during the Live Stream. This can encourage them to make a purchase."

Committed productive employees will typically contribute to the long-term success of an endeavor achieving factors aimed at Latanza Production's expertise and experience,

market and competitors, factors and systems. A very important strategy in maintaining the relevance and competitiveness of the goals of Latanza Production's products is to build a business engaged in multicam broadcast Live Streaming in the Cirebon area. This business aims to adapt or adjust product objectives, this seeks to always update and monitor market developments, increase supplier partnerships in Live Streaming broadcasts, and evaluate improving customer service.

As long as Live Streaming offers special offers to viewers, such as exclusive discounts or contests to win products It can be an effective way to encourage direct purchases, performance analysis to see how effective the session is. Review the number of viewers, engagement rates, and their impact on sales or brand awareness. Use these insights to improve your Live Streaming strategy even more.

The approach of potential consumers to provide the best service during the event, in doing business in the field of Live Streaming using supporting and up-to-date equipment and high-flying hours. Providing loyalty to consumers so that they can repeat orders and provide satisfaction, in this case market research and audience research can adapt to the current situation. Defining the Audience

Defining the Audience

The relationship between determining the audience and the indicators of a communication strategy, a strategy is the entire conditional decision about the actions to be carried out to achieve the goal. Based on the results of interviews obtained from informants, it was stated that by Akhmad Arifin, 2024:

"Analyzing the market in the field of Live Streaming, in this case, identifying competitors, finding out who are the main competitors in the Live Streaming market, then looking for opportunities in the market that can be utilized. Conduct surveys and interviews with potential audiences to understand their needs and preferences. Audience segmentation in Live Streaming is in great demand, targeted advertising, advertisers are more interested in placing ads on content that has a spacific audience that suits their target market, but based on audience platforms such as Youtube, Facebook, the need to determine the audience is conveyed the message of knowing the audience in the first step of creating relevant and interesting content".

"Youtube media selection has a huge user base around the world mmprovides access to a wide audience, Yotube users cover a wide range of ages, locations, and interests, the possibility for content creators to reach different audience segments Powerful analytics tools allow content creators to track video performance, almost all devices including, desktop, mobile, smart TV and gaming consoles are very accessible to users".

Before the implementation starts, make sure the internet connection has a high enough upload speed and is stable for Live Streaming, check the video quality from the camera, including the resolution and frame rate of the camera is working properly, make sure the computer or laptop used handles Live Streaming without lag.

Defining the Message

The relationship between determining the message and the indicator of communication strategy, the main condition in influencing the audience of the message, is to be able to arouse "attention". This is in accordance with AA. Procedure or From Attention To Action Procedure. It means arousing attention to further move someone or many people to do an activity (Action) according to the formulated goal. Based on the results of interviews obtained from informants, it was stated that by Akhmad Arifin, 2024:

"Being the target audience in an event Consider the type of event such as music events, educational webinars, gaming, talk shows, product launches. Audience demographics, such as age, gender, location, occupation. The message you want to convey in an upcoming event, First Trial Conduct a thorough test before the event starts to ensure all hardware and software are working properly, and to identify and address potential technical issues, Always have a backup plan in place in case of technical problems during the event. The quick response to questions and comments from the audience shows that the client cares and values their participation".

Promotional media used for event promotion, Facebook, using organic posts, Facebook Events, and paid advertising to reach the audience. Facebook groups can also be a good place to promote events. Use feed posts, Stories, IGTV, and Instagram Live to build enthusiasm. Use relevant hashtags and collaborate with influencers. Challenges and obstacles in live streaming, Hardware failures, e.g. cameras or microphones off or software, such as streaming software crashes.

Establishing a Live Streaming Method

The relationship determines the message with the communication strategy indicators, after determining the audience by identifying the situation and conditions of the audience and having compiled the message to be conveyed, the next stage is to determine the appropriate delivery method. Based on the results of interviews obtained from informants by Akhmad Arifin, 2024:

"The platform application used in live streaming is Youttube, a popular Live Streaming platform with a large user base, has strong features for monetization and integration with the YouTube platform, it can be various types of events to webinars and regular Live Streaming. Different types of events, from large events to webinars and regular streams create content in promoting the venture, short teaser videos (30-60 seconds) that are interesting to introduce Live Streaming events".

Using longer trailers (1-2 minutes) to provide a trailer of the event and attract the interest of the audience, interaction in retaining clients provides high and maintained facilities and quality, always maintain communication. Follow up when technical problems occur, change the internet connection or power source, if possible, for example switching from Wi-Fi to an Ethernet cable or using a backup power generator.

Selection and Use of Youtube Media

The relationship between determining messages and communication strategy indicators, communication media is a means or tool used to facilitate the process of conveying messages or information from communicators to communicators to achieve certain goals. There are many types of communication media, ranging from print, written to electronic media. Based on the results of interviews obtained from informants by Akmad Arifin, 2024:

"The most stable and reliable Live Streaming platform in the market today is live broadcasts that will be stored on-demand videos, which can be viewed again by viewers later, feedback in broadcasting on Youtube reaches the audience easily because Youtube has a large user base. The rights responsible for broadcasting an event organizer usually have the main content of the event, including live events and event recordings. The holder of the premier broadcasting rights is responsible for the sale or assignment of broadcasting rights to other parties".

Ideal for daytime live streaming, especially on weekends, there is often more free time to give the audience enough advance notice of the live broadcast time, so that they can set aside time to attend the event and schedule the live broadcast regularly and consistently at a specific time of the week or month. Target Live Streaming viwers up, use relevant keywords in the live broadcast description to increase the likelihood of being discovered by users searching for related topics, and choose interesting and relevant topics for the target audience, provide valuable information or entertainment, schedule live broadcasts consistently can help build a loyal audience.

Latanza Production's Live Streaming Obstacles in Promoting Consumer Products

Make sure you have good equipment and a stable internet connection before starting Live Streaming. Make sure your surroundings are clean and bright to make your video look better during Live Streaming to interact with viewers personally, answer questions, and engage in conversations. This will help build a stronger relationship with the audience stating that:

"With more and more people and brands using Live Streaming for promotion, the competition in this space is getting tighter. This makes it important to differentiate yourself and offer unique added value to the audience, the more people and brands use Live Streaming for promotion, the fiercer the competition in this space. This makes it important to differentiate ourselves and offer unique added value to the broadcast production audience."

"Live Streaming can require significant investments in hardware, software, and personnel. This cost can be an obstacle, especially for small and medium businesses, the obstacle in the world of promoting live streaming consumer products is about price competition, there are various ways and efforts of Live Streaming to promote consumer products, businesses in the field of multimedia are not easy in the current digital era, maintaining a good name and a professional team and proper equipment is very important to compete in the city and outside the city. The presence of Live Streaming has the potential to increase consumer confidence in online shopping".

Picture 1. Live Streaming Latanza Production's

Issues with hardware (such as cameras, microphones, or computers) or software (such as Live Streaming platforms or encoder applications) can cause technical issues during live broadcasts, Live Streaming often includes direct interaction with viewers through comments or live chat. Managing this interaction effectively can be challenging, especially if there are a lot of comments or if there is inappropriate behavior, for Live Streaming that involves a certain narrative or scenario, problems with scripts or previously prepared content can cause discomfort or errors in live broadcasts, various kinds of obstacles in the world of promoting consumer products Live Streaming is about price competition there are various ways and competing for winning a tender from a consumer or EO to selling or marketing at a low price so sometimes it is difficult to compete to win a tender. The use of technology has become an integral part of the ever-evolving business process. The need for digital technology has become vital, making companies unable to survive by relying only on traditional strategies.

One example is the use of Live Streaming, which is now an effective business tool in the digital era. As a result, this triggers the emergence of new marketing strategies that are in line with the development of the digital landscape. Technology that continues to develop also makes it easier to access information through devices connected to the internet. Live Streaming, for example, refers to live activities of a certain duration through digital technology. Influencers leverage their popularity to become brand ambassadors in promoting products and services, as their recommendations often have a huge impact on their audience, increasing sales and brand awareness.

In today's digital era, almost everyone has a social media account. By using these platforms, businesses can interact directly with consumers and build a more personal relationship with the continuation of the trend using the Live Streaming method as a tool for promotion from previously only used as a vlog medium about a person's personal life and from the original use of personal computers (PCs) then has developed to be used through smartphones. Obstacles in the use of the Live feature on the YouTube application also hinder (Faeda, Priyatama, Danuta, & Octisari, 2023)

Latanza Production's Live Streaming Efforts in Promoting Products

The opportunity to offer special offers or exclusive discounts to viewers who watch live can be an additional incentive for them to make a purchase stating that:

"The target market understands who the target market is who will buy the product in their needs and wants to create engaging content such as images, videos, and product reviews, as well as use relevant hashtags to increase the visibility of creating online ads such as Google Ads, Facebook Ads, or Instagram Ads to target relevant audiences and increase product visibility online, In addition, in every event activity, we always make videos of Behind the Scane content whose purpose is to promote so that the message is conveyed to potential consumers so that consumers are interested in working with Latanza Production's vendors".

Spread the word about Live Streaming schedules on social media, websites, and other media. Make sure the audience knows when they can expect the next Live Streaming and what will be discussed and always make an interesting tumbnail or cover so that all viewers want to watch the show and will always bring positive things to Latanza Production's youtube channel. It's not always about promotion on social media, having a business in the field of multimedia is not easy in today's digital era, maintaining a good name and a professional team and proper equipment is very important to compete in the city and outside the city. The presence of Live Streaming is the key in building consumer trust when shopping online.

Building trust is very important because internet media cannot present the atmosphere and products experienced in the in-person shopping experience. However, Live Streaming provides an opportunity for businesses to communicate in detail, show products directly, and answer questions directly from potential buyers. All of these activities can be done simultaneously when the seller introduces and presents his product. In addition, consumers can also interact with other consumers to get more information about the type or quality of the product. Therefore, Live Streaming can be considered as a promotional medium that informs, influences, or entices consumers to use, buy, and remain loyal to the product. The use of attractive visuals, appropriate and up-to-date product explanations, and the use of easy-to-read fonts all aim to make it easier for consumers to understand the product. By looking and reading, consumers can make wise decisions in choosing the products they want to buy. (Anisa & Nurul Chamidah, 2022).

CONCLUSION

Technological advances and social media go hand in hand with the changing times and patterns of social interaction of the community. Social media, particularly platforms like YouTube, has become an integral part of everyday life, allowing users to share and consume content with ease. This research highlights how technological advancements, especially smartphones, show that Latanza Production's has implemented various approaches and strategies that aim to achieve communication goals Determining the Audience starts with making sure the internet connection has a fairly high and stable upload speed, for Live Streaming check the video quality of the camera including the resolution

and frame rate of the camera is working properly, Determining the Message is a good place to promote the event utilizing feed posts, Stories, IGTV, and Instagram Live to build enthusiasm, Establish Live Streaming Methods to provide event trailers and attract audience interest, interaction in retaining clients provides high and maintained facilities and quality, Always maintain communication, and Youtube Media Selection and Use Live Streaming viwers target up using relevant keywords. In the live broadcast description to increase the likelihood of being found by users who are looking for related topics and choose topics that are interesting and relevant to the audience.

Studies on Latanza Production's show that Latanza Production's Live Streaming Strategy effective communication and use of social media can improve a business's reputation and success. Obstacles in Live Streaming include technical issues, fierce competition, and the need to continue to innovate to stay relevant. Live Streaming efforts offer a new way for companies to interact directly with consumers, increasing customer trust and satisfaction. With the right strategy, the use of social media and streaming technology can help companies achieve their business goals and stay competitive in an increasingly digital market.

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