

## BUSINESS COMMUNICATION STRATEGY ON LIVE STREAMING APPLICATION IN INDONESIA

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Submitted: July 2022, Revised: December 2022, Accepted: February 2023

### ABSTRACT

*This study examines how the business communication strategy of the live streaming application in Indonesia. This research used a qualitative approach and a case study at Booyah Live Streaming applications. Booyah Live is a live-streaming and community platform designed for gaming enthusiasts worldwide, including Indonesia. This study elaborated business communication strategies by using the Shannon and Weaver communication model. The finding showed that live-streaming business communication is carried out online and offline. They used online media and the company's internal systems that can be accessed by each local team in every country. This platform always pays attention to every component of strategy in running a live streaming platform business. These are quality, product, process, and facility.*

**Keywords:** Business communication strategy, live streaming, shannon and weaver communication model

### 1. PREFACE

Technological developments are increasingly sophisticated and practical. Nowadays, society can easily access the internet with their mobile phones running the Android operating system to communicate with each other. According to Santoso et al., information technology is crucial because many organizations have been using to support their activities. Technological developments can ultimately change human attitudes, behavior, and characteristics [1].

Streaming is a technology used to stream audio or video files live or by pre-recording on a web server. These audio and video files are located on the computer server which can be accessed directly on the computer via an internet connection, by the user, this is called file upload. In short, streaming is the process of sending data continuously, broadcast over the internet and displayed on streaming that can be done directly or in real-time, and indirectly or on demand [2].

In the midst of rapid digitalization and the Covid-19 pandemic that forces us to do more from home, Booyah Live is a new entertainment platform. It is advertised as a place where players can directly display their best games in front of millions of internet users worldwide. Booyah Live was released in Indonesia on July 1, 2021. Users can access the service through the Google Play Store, App Store, and website. This new entertainment platform has been broadcasted in several regions such as Latin America (the most traffic is Brazil), the Middle East (the most traffic is Algeria), South Asia (the most traffic is India), and Southeast Asia (the most traffic is Vietnam). The platform has millions of daily active users and more than 500 official streamers. Booyah Live has various features, for streamers/content creators and viewers. In addition to the live streaming, where viewers can directly interact and support their idol, Booyah Live also offers clip recording [3]. Booyah Live has ideas, goals, and hopes to launch in Indonesia. To achieve

business goals, many things need to be considered and done so that the business can continue to exist among competitors in the same field.

In an interview with Kanadya Di Livia as the Head Streaming Manager of Booyah Live in Indonesia (Booyah ID), she revealed that Booyah ID certainly wants to be a platform stream in Indonesia. With local teams in Indonesia, Booyah ID hopes to be closer to the status of the Indonesian market. In addition, Booyah ID hopes to better understand the needs and culture of consumers in the local market and be closer to the people in Indonesia than other competitors. In addition, Booyah also has a close relationship with one of these companies, namely FreeFire, one of Booyah ID's high values in carrying out promotions.

During the Covid-19 pandemic, the platform uses a strategy with a live streaming function to be closer and can attract consumers who are users Booyah platform. Furthermore, implementing a business communication strategy that is applied in Live Streaming, opens up great opportunities for companies to reap business benefits. Booyah Live application is a platform where users can interact with other users and show their presence. Users are also not complicated to create social media, and there is no space and time limit where users can open social media within 2 hours.

Based on the aforementioned, the researcher chose to study and discuss the business communication strategy of the Booyah live streaming application in Indonesia. This study aims to know how the live streaming application's use their business communication strategy in Indonesia.

### **Business communication strategy**

Business communication is communication that is applied in the business world that includes various forms of communication, both verbal and non-verbal. Business communication is defined as the exchange of ideas, messages and concepts related to the achievement of a set of business goals. Business communication can also be defined as communication that occurs in the business world in order to achieve business goals [4].

According to Sutrisna (2007), there are several goals and functions of corporate communication carried out by an organization [5]: *First*, informative in which leaders and members of the organization need a lot of information to carry out their functions. Information relating to the organization's efforts to achieve common goals. *Second*, persuasive is communication that invites others to follow or carry out the task of an idea. *Third*, control (regulatory) is a communication that serves as an agency to regulate and control the organization. Communication in this case is in the form of regulations, procedures, orders and reports. Lastly, integrated in which an organization that is divided into many parts or departments will remain as a unified and integrated whole.

Meanwhile, strategy is a concept that every entrepreneur in all business fields must understand and apply. Organizational management strives every day to find a balance between the company's internal strengths and the external forces (opportunities and threats) of the market. Its activities include a thorough observation of competition, regulations, business cycles, consumer wants and expectations, as well as other factors that can identify opportunities and threats. A good understanding of the concept of strategy and other related concepts will determine the success of the strategy developed. The concept is as follows [6]: Firstly, distinctive competence, actions taken by the company in order to perform activities better than its competitors. Secondly,

competitive advantage is a specific activity developed by a company to be superior to its competitors.

The components of the operational strategy are made to support the implementation of the company's mission and strategy, namely as follows [6]: *Quality strategy*, is a determination related to the quality of a product. *Product strategy*, including production costs, quality and human resource use decisions, and interactions with product design. *Process strategy* is a strategy related to the production process. *Facility strategy*, decision making regarding facilities both in the manufacturing industry and in the services industry greatly determines the level of success of the company.

### **Shannon and Weaver Communication Model**

Shannon and Weaver models are used in this study. This model highlights the problem of delivering messages depending on the level of detail. According to Mulyana, the most important concept in this communication model is *noise*, namely the presence of unwanted additional stimuli that can affect the accuracy of the message sent. This model solves the problem of sending messages depending on the degree of accuracy. This model assumes that the source information generates the message and sends it along with the channel to the receiver, who then recreates it. In other words, this model assumes that the information source generates a message from a pre-existing set of messages. The transmitter converts the message into a signal depending on the channel used. The target is the person to whom the message is addressed. The channel is the medium that transmits the signal from the transmitter to the receiver. In conversation, the source of information is the brain, the transmitter is the sound that produces the signal emitted by the air. The receiver is the listener who then reconstructs the message from the sign. The target is the recipient's brain. And an important concept in this model is noise [7]

### **Live Streaming**

Streaming is a technology that can compress or reduce the size of audio and video files so that they can be easily transmitted over the internet. Continuity can also be interpreted as a technology for sending files from the server to the client via a packet-based [8]. Another way of understanding streaming can be understood as the technology of displaying videos that take place on the internet. For the definition of a live broadcast application, it is a live broadcast that is broadcast to viewers at the same time as the original program, through media or network data transmission facilities, connected by cable or wirelessly [9]. Nowadays, many live video services have added this feature and even popular social media apps have adopted live video services. Live video streaming is very useful for communication as it allows users to chat and interact with each other and even with presenters in real-time. Applications with live video streaming services include Bigo Live, Ome.tv., Facebook Live Streaming, Live.me, Instagram, and others [9].

## **2. RESEARCH METHOD**

The author used a qualitative approach, intending to know more about how live streaming in Indonesia is implemented by the platform Booyah Live. The researcher uses the case study method to test the business communication strategy of the live streaming applied by Booyah Live. By using the in-depth interview method, the researcher wants to deepen the corporate communication strategy of live streaming in Indonesia which is implemented by the platform Booyah Live. The subject of this research is Booyah ID and the Indonesian streamer who performs live streaming on the Booyah Live application. Researchers need information from administrators of the platform because researchers will examine how live streaming in Indonesia

is implemented by the platform Booyah Live. The researcher conducted interviews with the Head of Streaming/Streaming Manager, Kanadya Di Livia, and Samuel Jefferey as the Streaming Manager of Booyah Live who is ex. Business Development Garena.ID. Booyah live streaming platform made by Garena. Researchers also observed applications from Booyah Live and experienced the live streaming feature on the platform. In this study, researchers made observations on live streaming carried out through the Booyah Live application.

In addition, researchers also observed applications from Booyah Live and experienced live streaming on the platform. Researchers conducted documentation obtained from data or documents provided by the platform in the form of content, photos of live streaming, and so on. In addition, the researcher also conducted documentation when conducting interviews with the platform Booyah Live. Researchers process the data and analyze the data that has been obtained from data collection conducted by researchers using data triangulation. Triangulation of data is carried out by researchers by matching the findings and discussion of the theories used in this study and making comparisons or matching so that the results found can be stated as truly valid data.

### **3. RESULTS AND DISCUSSION**

#### **The Establishment of Booyah Live as A Live Streaming Platform**

Booyah Live was released in Indonesia on July 1, 2021. In addition, Samuel Jefferey as a Streaming Manager also said that the platform Booyah launched in Indonesia after first launching in regions such as Latin America (Brazil), the Middle East, and North Africa. It also has been established in Vietnam. After going through preparations for approximately three months, platform Booyah launched in July 2021. Initially, the live streaming platform only had approximately thirty streamers who did live streams of one of the online games, namely Free Fire. As for the results of an interview with the informant who said that:

*"In its development, of course, we have a mission, yes, our main mission was from our regional office in Shanghai, which after that was continued to the local office in Indonesia, namely Garena Indonesia, then it was redeveloped or continued again to the Booyah ID team in Indonesia. If it's communication, our communications are covered in verbal it's online or offline meetings, and non-verbal such as formal emails, official announcements, decks, and others."* – Head of Streaming

Based on the findings of the interview with Kanadya Di Livia as Head of Streaming, it can be concluded that the development of the platform initially required coordination at the head office in Shanghai, China, which was then relayed back to each team in each country to be continued and developed again. In terms of communication, Booyah Live does it both online and offline media online and uses the company's internal system that can be accessed by every local team in every country.

#### **Ideas and Goals Platform Booyah**

Booyah Live has ideas, goals, and hopes for its launch in Indonesia. To achieve the company's goals, many things need to be considered and executed so that the company can continue to survive amidst the many competitors in the same field. In an interview with Kanadya Di Livia, she revealed that Booyah ID wants to be the leading streaming platform in Indonesia. With local teams in Indonesia, Booyah ID hopes to be close to how the market in Indonesia is. In addition, Booyah ID hopes to be able to better understand consumer needs and culture in the local market and be closer to communities in Indonesia than competitors or other competitors. In addition,

Booyah also has a close relationship with one of the companies, namely FreeFire, which is one of the high values for Booyah ID in conducting promotions.

*“Initially, BOOYAH wants to be the leading streaming platform in Indonesia. By being managed by a local team, the hope is to be closer to the local market, better understand the needs and culture of the local market, and closer to the ID community, than competitors. Also, we have a sister company with FreeFire, so that can also be our plus selling point.”* – Head of Streaming

### **The Strategy Implemented by The Booyah Live Platform**

In an interview with Kanadya Di Livia, she explained that her strategy is to bring in a *Key Opinion Leader* (KOL) who has a community to be able to use the Booyah ID forum as a means of communication, discussion and sharing. In addition, it also provides interesting, exclusive, and varied content so that users can stay longer on Booyah ID.

The Streaming Manager of Booyah Live Samuel Jefferey stated that the strategy implemented in Booyah Live in running and developing a business can be seen from several sides or directions. From the viewer, Booyah Live provides in-game that can be directly obtained by the audience and used in the games they play. Only by watching, viewers can immediately get added value, which means that viewers can also obtain certain prizes and not just watch and be entertained. And from the broadcaster side (streamers), Booyah Live always tries to provide the best access to the platform as well as assistance in the form of events that can increase the number of viewers on the channel.

In terms of quality strategy, Booyah Live has a dedicated Quality Control Team that continuously monitors the platform to ensure that the content in Booyah Live is really good. Booyah Live products also continue to innovate and provide new features that can accommodate both viewers and streamers. Booyah Live also provides provisions for streamers' form of events and also rewards for viewers so that platform continues to run well. In addition, Booyah Live also always focuses on service to both streamers and viewers and is also aware of the landscape the competitive live streaming in Indonesia.

### **Obstacles and Challenges Faced by The Platform Booyah Live**

In the business communication strategy of the live streaming course, there are obstacles and challenges to be faced. This is because Booyah Live is a platform-based application online and has a wide reach. Therefore, in the course of Booyah Live until now, it has faced various obstacles and challenges in running a business in Indonesia.

The challenge that Booyah Live had to face is location because Booyah Live was spreading and starting to spread to various countries so remote locations are one of the biggest obstacles. In addition, the time zone is also an obstacle as well as a challenge for Booyah Live to be able to adjust to the time changes that occur in each country. Therefore, good coordination is needed for each Booyah Live team in each country to be responsive in getting information provided by the head office so that there is no time delay for each country.

Then the next challenge is language, the difference in the language used in each country is a challenge that must be faced by the Booyah Live team because it needs to adapt each language to dominate the local market in each country. After that, the challenge that needs to be faced and needs to be readjusted for Booyah Live is the cultural barrier. The culture of each country will

certainly be different which makes Booyah Live need a good strategy and coordination to adjust to changes based on the cultures that exist in each country. Therefore, Booyah Live must and need to conduct analysis and research on cultures in each country so that it can be accepted by all circles of society.

### **Business Communication Strategy of Booyah Live Streaming**

Business communication is communication used in the business world that includes various forms of communication, both verbal and non-verbal. Based on the interview, an informant revealed that initially, it required coordination at the head office in Shanghai, China, which was then conveyed back to each team in each country to be continued and developed again. In addition, the informant also said that in its development, Booyah continues to innovate by cooperating with various agencies, e-sports teams, as well as stakeholders to strengthen Booyah's positioning. In regard to business communication, she explained that Booyah Live's business communication is carried out both online and offline media as well as using the company's internal system that can be accessed by every local team in every country. The operational strategy components are made to support the implementation of the company's mission and strategy, as follows [6]:

#### **a. Quality Strategy**

Based on the interview, the Head of Streaming of Booyah explained that in terms of quality, Booyah Live prioritizes *key opinion leaders* who have a definite, independent community in creating content, and who are experienced and unique in their respective fields. She also added that Booyah Live aims for content that can be consumed by all people, especially those with an age range of early teens to adults.

Meanwhile, based on an interview with the manager revealed that Booyah has a dedication to quality control by the *Quality Control Team* who always monitors the Booyah Live platform to ensure that every content created is really of high quality. Indeed, this is done by Booyah Live to be able to determine consumer perceptions regarding the expected quality and to be able to excel in competition.

#### **b. Product Strategy**

Strategy is highly dependent on the transformation process. This strategy includes production costs, quality, human resource use decisions, and interactions with product design. Based on the results of the interview, he explained that in terms of product strategy, Booyah Live will continue to innovate and continue to create new features that can accommodate significantly and can create a good interaction for viewers and streamers. In addition, the Head of Streaming added that Booyah Live will always conduct research and analyze user interactions related to Booyah Live features and then develop and update in order to maximize the product.

#### **c. Process Strategy**

The production process of each production is different. Decision-making in the process involves the commitment taken by the management. In the process strategy, she explained that Booyah Live always tries its best in deciding how to create content, product development, quality improvement, and innovation in order to maximize Booyah Live's products. In addition, she also explained that Booyah Live created a channel and developed it step by step in order to get maximum results.

#### d. Facility Strategy

Decision-making regarding facilities both in the manufacturing industry and in the services industry greatly determines the level of success of the company. Based on the results of the interview, she explained that in terms of this facility, Booyah Live often conducts surveys or polls to the public to determine priorities in developing features needed by users. Booyah Live will always try its best to provide the facilities needed by users, but Booyah Live will see first how important, urgent and the impact is and the reasons why these features should be developed as soon as possible.

In the results of the interview, the manager added that in terms of this facility, Booyah Live also provides provisions for streamers' form of events and also rewards for viewers so that platform continues to run well and provides benefits for each party in it.

#### **Elements, Functions and Objectives of Business Communication in Booyah Live Streaming**

Booyah Live as a live streaming platform in Indonesia making achievements by continuing to develop features on the platform and looking for content creators to fill content on Booyah Live. In an interview with the Head of Streaming, Booyah ID wants to be a platform streaming leading with local teams in Indonesia, Booyah ID hopes to be close to how the market in Indonesia is. In addition, Booyah ID hopes to be able to better understand consumer needs and culture in the local market and be closer to communities in Indonesia than competitors or other competitors. Booyah also has a close relationship with one of the companies, namely FreeFire, which is one of the high values for Booyah ID in conducting promotions.

Both informants explained related to the function and purpose of business communication that Booyah Live has efforts to achieve goals, control the organization well, persuade each member to uphold the goals and ideas of Booyah Live, and be integrative. In addition, it becomes a streaming platform, especially for gaming. However, as the business grows, currently Booyah Live has a mission to become the main forum for all sustainability (both gaming and non-gaming). Booyah Live also comes with a commitment to provide entertaining shows while educating viewers in Indonesia and opening the eyes of non-gamers.

#### **The Shannon and Weaver Communication Model by Booyah Live Streaming Platform**

The informant explained that related to the media channel, Booyah Live uses a self-developed application called Booyah Live and can be accessed via a browser (<https://booyah.live>) or through applications that can be found in the Appstore and Playstore. In relation to the destination, live streaming was created to provide content for users, build certain communities, attract user activity (engagement) to key opinion leaders or Booyah Live with chat, gifts, join clubs, create discussion, and the likes. In addition, Booyah Live hopes that with the establishment of the Booyah Live community, they can become loyal users and grow a sustainable community independently.

Both informants said that related to *noise*, is very common and experienced by users or viewers, or streamers. Overall, the average disturbance that occurs is an unstable internet connection or network that disrupts the process of live streaming on Booyah Live. In addition, internal problems also often occur, such as a server that is down, or an error (bug) that is not detected by Booyah Live.

From the side of streamers, the obstacles that are often experienced are the event that collides with other schedules and difficulties in contacting streamers when needed by Booyah Live as

well as restrictions on the right to broadcast (live streaming) due to the provisions of online games. Meanwhile, from the viewer, noise that is often experienced in addition to a slow or unstable connection is the use of media (hardware) that is not supported to be able to open the Booyah Live platform so that it disturbs the audience to be able to use the platform and the audience can crashes or errors. The biggest problem with noise is connection problems, which are still a big problem in Indonesia because Internet access in Indonesia is still not evenly distributed.

#### **4. CONCLUSIONS AND RECOMMENDATIONS**

The business communication strategy implemented by Booyah Live in the platform Live streaming in Indonesia is carried out with superior to subordinate communication, where coordination is carried out by the head office first which is then submitted and redeveloped by each branch office spread across every country. In addition, Booyah continues to innovate by collaborating with various agencies, the e-sports team, and also other stakeholders to strengthen Booyah's positioning in Indonesia. Booyah Live's business communication is carried out both online and offline by utilizing online media and using the company's internal system that can be accessed by every local team in every country.

The Booyah Live platform always pays attention to every component of the strategy in running a live streaming platform business which includes quality strategy, product strategy, process strategy, and facility strategy. Booyah Live is very concerned about these components, which are done to maximize results, and products, and to be able to excel in the competition. In addition, Booyah Live pays attention to the comfort and satisfaction of the viewers and streamers by giving rewards to users so that they want to always use the Booyah Live platform.

Based on the results of the discussion in this study relating to business communication, it can be formulated that Booyah Live's business communication is carried out both online and offline by utilizing online media and using the company's internal system that can be accessed by every local team in every country. Regarding the function and purpose of business communication, Booyah Live has an effort in achieving goals, controlling the organization well, persuading each member to uphold the goals and ideas of Booyah Live, and of course being integrative. In addition, it becomes a streaming platform, especially for gaming. However, as the business grows, currently Booyah Live has a mission to become the main forum for all sustainable communities (both gaming and non-gaming). Booyah Live also comes with a commitment to provide entertainment that is both entertaining and educating viewers in Indonesia as well as opening the eyes of non-gamers.

#### **Acknowledgement**

Thank you to all involved parties who have helped this research to be completed.

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