Asia TV Web Public Relations Strategy In Building Brand Image (Case Study of Megakiss E-Sports)

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ABSTRACT

Every human being has the drive to develop more. One of the needs developed is information technology. The sophistication of information technology has made it easier to access everything that can be seen through the internet. On the internet itself, there are social media that include YouTube. Web TV Asia is a Multi-Channel Network (MCN) company with direct certification from YouTube as a partner for managing, marketing, and monetizing YouTube channels. Web TV Asia has public relations to build YouTube channel brands under the auspices of Web TV Asia, and one of them is Megakiss esports. This study aims to discover how Web TV Asia's public relations strategy in building the Megakiss brand image. This research uses a public relations strategy with four phases and several strategic tactics, namely PENCILS. The methodology in this research is qualitative, using the case study method. The subject of this research is Web TV Asia's public relations, and the object is Web TV Asia's public relations strategy in building the Megakiss brand image. Based on the results of this study, the strategy used by Web TV Asia public relations are the research phase, the strategy phase, the tactic phase in which there are publications and news, events, community involvement, lobbying and negotiation, the last is the evaluation phase to build Megakiss brand image.

Keywords: Brand Image, Public Relations Strategy, Esports.

1. INTRODUCTION

Humans want the development of communication that makes it easy for people to interact anytime, anywhere and anyone globally and is not complicated so that at this time, communication is greatly helped by increasingly evolving technology. Almost all aspects of human life have been reached by the name of technology and can not be separated from technology, at this time one of the most popular developments is the existence of information technology.

The discovery of various kinds of information technology makes it easy for people to find information in a fast time. Sophisticated technology has made it easier for us to access everything that can be seen through the internet. The internet itself has social media, including YouTube. YouTube is a site founded by three friends namely Chad Hurley, Steve Chen, and Jawed Karim. YouTube is a free video sharing service through the internet that was founded in February 2005. The company is based in San Bruno, California. This site serves to upload videos that we can share (share) to audiences on the internet. Inside there are videos that have been uploaded (upload) and we can see without having to wait long. No less interesting is YouTube also provides a live broadcast feature. The audience can also directly comment on the column provided, this is the reason that the choice of various elements of society to use it.

One of the developed human needs is for communication technology. According to Joseph A. DeVito [1] , "Communication refers to actions, by one or more people, who send and receive messages that are distorted by noise, occur in a particular context, have a certain influence and exist the opportunity to do feedback ".

The discovery of various kinds of information technology makes it easy for people to find information quickly. Sophisticated technology has made it easier for us to access everything that can be seen through the internet. The internet itself has social media, including YouTube. Web TV Asia is a Multi-Channel Network (MCN) with direct certification from YouTube as a partner for management, marketing and monetization of YouTube channels [2].

Web TV Asia is the largest MCN in Asia which has 1000 ++ channels below that of 12 branch countries. At present, Web TV Asia can also provide services as key opinion leader Agency, YouTube channel management service, production house and talent management. In the management of Web TV Asia there are public relations who have the task of building a brand image of YouTube channels under the auspices of Web TV Asia [2].

Strategic planning said in Setyanto, Anggarina, and Valentina [3] in public relations involves making decisions about program goals and objectives, introducing key publics, setting policies and also rules to guide strategic selection. There must also be a close relationship between the program's overall objectives, targets to be set for each public, and strategies to choose from.

According to Smith [4] public relations has four phases in strategic planning, the first is the research phase, in this first phase gathering information and data to prepare the strategy. The second strategic phase is public relations, making decisions and conclusions on previous research results to achieve the desired target. The third phase is the tactic phase, in this phase public relations carries out a variety of interesting activities and creative ideas that have been planned.The fourth phase is an evaluation

to be part of the program to measure the success and effectiveness of whether the target has been achieved from the desired target.

However, now esports in Indonesia have become one of the promising industries and can also be a permanent profession for profit and have officially become one of the sports that competed in the Olympics. Many parties who have experienced the benefits directly from esports at this time many professional players who have been able to reap material benefits to meet their daily lives, can even travel around the world following various competitions without using personal money.

Public Relations Strategies

Then the strategy in public relations was also stated by Ruslan [5] in his book entitled "Management of Public Relations and Media Communications" that the Public Relations strategy namely:

a)   Publications is the dissemination of information through various media with information messages about the activities carried out so that it can be witnessed by the public directly. It aims to create the image of the company and reciprocity desired by the company from the public.

b) Event Plan or participate in events that introduce the company or promote the company's brand. Events have many types such as those that can be held routinely or in a momentum following the circumstances that are around.

c) News Public relations is required to have expertise in making news that can accompany public opinion in viewing the company or brand. Examples include press

releases, newsletters, or newsletters that have content about a company's activities or brand to create publicity.

d) Community Involvement The direct involvement of public relations with the general public to create a good image in the community.

e) Inform of Image Providing information to the public hopes that information or messages delivered directly by public relations can provide positive value from the community to improve the company's image.

f) Lobbying and Negotiation Negotiation is one way to reach an agreement in order to work together for a product or an event that will be held.

g) Social Responsibility Social responsibility is also an important factor to show that the company is very concerned about the environment.

Based on all the definitions above, the writer concludes that the public relations strategy is an activity carried out with predetermined steps starting from research, planning, implementation and final evaluation (evaluation).

Brand Image

Brand or brand is an important part of a company or organization. A brand is an added value for a product from a company or organization, be it a product in the form of goods or a service. Brands can also make sure buyers will get the same and the same quality. According to Kotler and Keller [6], a brand is a name, term, symbol, or design, or a combination of these, intended to identify goods or services from one of the sellers or seller groups and differentiate them from competitors.

Image (image) is the thoughts or perceptions of others about a company or a product. The image can also be said as an impression, expression, feeling or perception thoughts that exist in society. Image is also influenced by a number of external factors that the company cannot fully control. Understanding the image (image) according to Kotler [6], is a person's beliefs, ideas, and impressions of something.

Esports

Esports that are currently phenomenal are still unfamiliar to people who do not follow the development of the game. The word esports has been endorsed by the Association of the press or the associated press in 2017 firmly on the stylebook or punctuation guidelines because being in esports is much sought after on Google trends. Esports is short for electronic sports, namely finger sports that use games to compete played by players professional. (https://esportsnesia.com/penting/apa-itu-esports/)

Megakiss

Megakiss is a female esports team founded in 2018 with season one consisting of five members. Then at the end of 2019, Megakiss season two was formed with 7 members. Megakiss's founder is the founder of Cherrybelle's famous girlband, namely Teguh Sanjaya who is also the Vice President of Web TV Asia. Megakiss is one of the Talents of Web TV Asia that focuses on game content but not as a professional player but as a bridge between the general public and esports fans. Megakiss was formed by the concept of young women who have a hobby of playing games but can also

entertain with interesting content so that the general public who does not understand about games can learn by watching interesting Megakiss content [2].

Figure 1 Megakiss Season Two

Source: Personal Documentation

The framework of thought used by the author is how strategies for Web TV Asia's public relations parties to build a brand image of Megakiss so that it gets people's attention and is popular. This research examines the improvement of Megakiss's brand image from the strategy carried out by Web TV Asia public relations.

Figure 2 Framework

Source: Primary Data

2. RESEARCH METHOD

The subject of this research is public relations from the Asian Web TV company. The object of research is the problem to be examined. In this research, the object of research is the Megakiss esports brand image team.

This research uses qualitative research approach In this study, researchers usually make a complex picture of the problem, examine words, examine carefully about reports from the community's views, and conduct direct studies on natural situations [8].

The research method used by the author is case studies. According to Creswell (2013) describes a case study which is a qualitative research in the process that examines the context of real or real life, a (single) or several (multiple) cases (bounded system) that are contemporary from time to time, detailed data collection through several data or information sources (observations, interviews, audio-visual material, documents and reports). The case study approach can also be used to examine cases that have occurred in the past, but the effects or consequences of these cases can still be felt until now [9].

The author uses the case study research method to directly focus his attention and carry out a more specific analysis of exploration to understand the situation. In this research, the case study tests the theory, explains the cause of the event, and answers the problem, namely knowing how the public relations strategy used by Web TV Asia public relations to build the Megakiss esports brand image team. The subject of the study this time was described as an informant, meaning that there were other people in this research setting who were used to provide information about the situation and conditions of the research setting [10].

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The method used for this research is observation, interviews, documentation, literature study, and viewing information on the internet. In this study interviewed with Michael Suryadi. The author chose the first informant because he is the co-founder of Megakiss and general manager of Web TV Asia that is directly related to the progress

of Megakiss. Another guest speaker is Nanda Arya who is the creative executive for Megakiss content as well as public relations from Web TV Asia. The third speaker was Adhi Gurmilang S. Sos., M.Si., who is a communication expert and also a lecturer at FIKom Untar. Literature study that is gathering information and data through various books, journals, references, literature, research results, and other documents relating to public relations strategies and various things carried out by Web TV Asia to enhance Megakiss's brand esports brand image and not forget documentation in the form of pictures and photos of activities to support this research.

The author conducts data processing and analysis by reducing data, presenting data and drawing conclusions. The writer carries out the collection of data and information, then the writer undertakes data reduction by compiling and summarizing data information qualitatively in the form of text then concluding the strategy of Web TV Asia's public relations in building the Megakiss brand image.

3. DISCUSION

Web TV Asia which is a Digital Media Entertainment Company which became one of the first pioneers of the Multi-Channel Network (MCN) field in Asia with an official certificate of cooperation from YouTube which is a partner for management, marketing and monetization of channels on YouTube. In this case, Web TV Asia has public relations responsible for building the brand image of talents under Web TV Asia's auspices, one of which is Megakiss, a female esports team.

In the beginning, Web TV Asia in Indonesia had the main focus on finding creators who wanted to work together to manage YouTube accounts such as monetization and

copyright management, because initially the income obtained from YouTube was not easy to claim as it is now. Also besides, if there is a video creator re-uploaded by someone else but has more views than the original video creator, the MCN company can help delete the video (block) or take over revenue from the video. In other words the MCN company is a security and monitoring field on YouTube to safeguard original videos and copyrights from creators who have joined Web TV Asia. As the entertainment world develops, now Web TV Asia companies also provide services as key opinion leader agencies, YouTube channel management services, production houses, and talent management.

Megakiss is an esports team in the entertainment and entertainment field. Therefore Web TV Asia carries out various tasks from Public Relations to build Megakiss's brand image so as not to be inferior to other professional team players.

Ronald D. Smith explained that public relations has four phases in strategic planning, namely:

1. The research phase, at this stage, what Public Relations is doing is gathering information and data to assist in continuing what steps will be taken in the future. In this phase Web TV Public Relations Asia researches on the surrounding conditions, namely the target market, especially those that are trending topics in the YouTube media industry. Web TV Asia researches by looking at competing teams in the field of gaming and researching the target market of YouTube viewers who have gaming content, the result is that the gaming team is usually a professional player and a bit that emphasizes the entertainment side and therefore formed the initial concept of Megakiss focusing to cheer up.

By the following with what was delivered by Michael Suryadi, as Co-founder of Megakiss, namely:

"The first thing that definitely needs to be done is market identification. What I said just now is that there are more and more rivals, the easier it is for many people to use the same strategy. so what needs to be done is to identify what the market is, identify the compertors and then from that we can do the right strategic steps. The right strategy is a lot, but what is right we need to do that research. "

2. The strategy phase, after the research phase has been carried out, the next is the strategy phase carried out to make decisions on what steps will be implemented. The strategy phase can be said by planning steps to achieve the targets to be achieved. On this occasion, Web TV Asia compiled the next steps from the research results that have been carried out, namely the stigma or negative views of the public who think that female gamers display sexy styles and unattractive content and argue that women cannot play games.

Web TV Asia wants to change the negative outlook of the community and make plans to build a brand image of Megakiss and prove that beautiful young women can play games with fun, fun and entertaining without displaying a sexy style and no less attractive than professional players.

3. The tactics phase, in the public relations tactics phase, carries out exciting activities and uses creative ideas in communicating with the community.

This phase is the phase of conveying information in various ways or various communication tools to achieve the targets and objectives of Web TV Asia in building the Megakiss brand image. Web TV Asia public relations uses the PENCILS public

relations strategy [5].The procedures used are Publications News, Events, Community Involvement, Lobbying, and Negotiation. Publication and news are done by using various mass media and social media to disseminate information about Megakiss, one of which also holds a press conference.

Attending various events held by external parties such as game competitions, launching the latest products, press conferences of other companies. Community involvement is also carried out by participating in various activities with various other communities and not forgetting Megakiss supporters by giving appreciation such as holding games together and giving giveaway. Finally, lobbying and negotiation that is negotiating to reach an agreement in this case Web TV Asia negotiates with several professional artists and game players to collaborate on creating content and also collaborating with several company products that are compatible with the Megakiss market.

Some of the tactics were also expressed by Nanda Arya as follows:

"If that is carried out outside the Megakiss content, it also goes down to gaming events. There is also a collab of cooperation by choosing who has potential and who is suitable for Megakiss's market have to collab with whom. Then there is also social media maintenance like Instagram, interactions with fans and more to know who often comments on Instagram and YouTube Megakiss "

4. Evaluation Phase, after the three phases have been carried out, the last phase is evaluation. In this phase everything that has been done starts from planning to tactics that are implemented will be evaluated in order to assess whether the strategies that have been carried out are successful or not. Web TV Asia will conduct an evaluation

meeting to find out successful strategies and find solutions to obstacles while implementing the strategy. Web TV Asia conducts an evaluation by holding monthly meetings to see developments on what strategies have been implemented and evaluating what strategies are successful or what is not working as well as finding solutions or alternative ways so that in the future it can be better, then also designing activities that will implemented next to build the Megakiss brand image.

Social media today is very important and has a big influence. Social media is easily accessed wherever and whenever it makes it easier for the public to find the information they want and need. In addition, in public social media can directly participate, share and also create content from the media, so many content creators who have social media to be used as land to find income one of them through social media. Likewise, Web TV Asia, an MCN company specifically for the YouTube platform that built Megakiss, made YouTube one of the media that is focused on earning income and introducing Megakiss to the public with interesting video game content so that it can build Megakiss brand image.

Video games are games that are carried out electronically and involve direct interaction of the interface on one player with other players to create direct and visual feedback. According to Agustinus Nilwan in his book entitled "Programming Animations and Professional Games" published by Elex Media Komputindo, explains that:

"The game is a game on a computer that is made with techniques and also made with animation methods." [11].

Based on the statement above we know that the game is a game made with the animation method. Animation is a collection of images arranged in sequence. When a series of images are displayed with adequate speed, the series of images will be seen moving [12].

The condition of the Megakiss brand image that was built by Web TV Asia initially had a negative view because according to the public view, female game players only showed physical but with the implementation of the strategy by Web TV Public Relations Asia by participating in participating in events, doing publications in various media and carrying out cooperation and collaboration with many external parties, Megakiss began to be known by many people and all of these negative views gradually turned into positive views. According to Nanda Arya who is a Creative Executive and Michael Suryadi as CEOO of Web TV Asia that public relations strategy is very important in the company and all the strategy tactics that are implemented can be said to be successful but Web TV Asia will continue to try to do the best to further build brand image Megakiss.

Opinions expressed by Nanda Arya and Michael Suryadi have in common with the opinions of Adhi Gurmilang, S. Sos., M.Si as a communication expert that: "The public relations strategy in the position of public relations in the company regulates two-way communication between the organization and its public reciprocally in order to support the functions and objectives of management by increasing the coaching of cooperation and the fulfillment of common interests. This refers to the definition of public relations from Harlow, IPRA. The definition above shows that public relations functions as a corporate strategy on the management side that will give birth to public understanding

and acceptance. The communication function of companies to achieve public understanding and acceptance must of course use public relations strategies so that it becomes very important. "

Conclusion

Based on the description that has been elaborated on the overall public relations strategy of Web TV Asia in building the Megakiss brand image.

Public relations Web TV Asia conducts research before carrying out its work in building the Megakiss brand image which is useful for determining targets and also the objectives to be achieved and relating to the company's vision and mission.

The strategies used by Web TV Asia are publications and news, events, community involvement, lobbying and negotiation. Publication and news is done by using various mass media and social media in disseminating information about Megakiss, one of which also holds a press conference.

Attending various events held by external parties such as game competitions, launching the latest products, press conferences of other companies. Community involvement is also carried out by participating in various activities with various other communities and not forgetting Megakiss supporters by giving appreciation such as holding games together and giving giveaway. Publication and news are done by using various mass media and social media to disseminate information about Megakiss, one of which also holds a press conference.

From the evaluation results of Web TV Asia's public relations succeeded in making a negative view of women who play games become positive and get good support from the community.

ACKNOWLEDGMENT

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