

The Impact of Live Streaming on Social-Media on The Quality of TVRI South Sulawesi's Program

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Abstract

TVRI South Sulawesi is transforming the media by helping to expand the reach and improve the quality of broadcast programs by utilizing social media platforms. With the live streaming feature on several social media platforms, TVRI South Sulawesi uses this feature to broadcast its broadcasts through social media platforms to make it easier for the public to reach TVRI South Sulawesi broadcasts and get feedback regarding broadcast programs. This study was conducted to examine the impact of social media live streaming on the content quality of TVRI Sulawesi Selatan's programs. In order to gather information for this study's qualitative methodology, observation, and interviews were used. The study involved five informants who were leaders and employees of South Sulawesi TVRI and the community. The theory of media convergence is used by researchers to help understand the presence of new media on social interaction and integration with old media. The results of this study suggest that TVRI South Sulawesi utilizes the live streaming feature on three platforms, namely Youtube, Instagram, and Facebook. The transformation that has been carried out is proven by the expansion of broadcast coverage that can improve the quality of TVRI South Sulawesi's broadcast programs, namely creating new broadcast programs following the audience's interest, updating old programs, and improving the quality of TVRI South Sulawesi news. This research can contribute to further research on how media transformation can affect the development of the television industry in Indonesia by enriching broadcast content and expanding audience reach.

Keywords: *Media Transformation, Social-Media, Live Streaming, Media Convergence.*



A. INTRODUCTION

Conventional media has changed along with the development of communication technology to support the needs of human interaction. Media transformation is an innovative form of communication that combines previous media technology with media technology that is currently developing. The innovation of combining media technology is inseparable from the application of internet-based technology known as new media. The power of the internet for the existence of the mainstream is so great that convergence becomes an important part of a media transformation strategy. Many media industries, both print and electronic media, integrate online new media.

In the current digital era, social media is the people's choice to get information and watch interesting video shows. With technological privileges that produce advanced features, such as live streaming services, recording videos with short and long durations, and storing photos/videos for long periods that can be accessed again quickly. The most popular social media are YouTube, Facebook, and Instagram. Based on statistical data in January 2022 (Statista.com, 2022), Facebook is still the most

popular social media in the world with the largest number of active users, namely 2.9 billion users. Followed by Youtube which is in second place with 2.56 billion active users and Instagram with 1.48 billion active users. The three social media platforms have something in common, namely being able to access video and live streaming.

In 2017, live streaming has become an attractive option and is in great demand by users to interact on social media (Agustina, 2017) technology Live streaming after the internet, but in the 2000s this technology experienced the development and improvement of facilities such as audio and video. The Microsoft company initially used the streaming to develop a Microsoft TV that did a trial run with Connectix QuickCam. In 1995, the RealNetworks Company did a live stream of a baseball game.

Live streaming features are currently easily available both through website pages and social media platforms. Live streaming on social media platforms is very accessible and helps users to interact in real-time. With live streaming on the YouTube, Facebook, and Instagram platforms, several television industries have integrated broadcasts. The television industry is always required to be more creative, educative, and innovative in producing, broadcasting, and expanding its broadcast coverage. The integration of television media with social media helps the expansion of conventional media to reach more viewers to watch programs without losing the existence of conventional television. The presence of social media to broadcast live streaming adds alternative audiences to choose the form of media.

Television media convergence with new media is also followed by the Public Broadcasting Institution TVRI which has the impression of "suspended death" because the packaging of program content and broadcast quality is considered far behind compared to private television in Indonesia. To change the corporate image to corporate culture, TVRI began exploring the digital world by presenting the Website TVRI and TVRIKlik Application which can be downloaded via smartphone. Services Live streaming through the website and TVRIKlik Application reaches Central TVRI Broadcasting and 30 TVRI regional stations. The expansion of broadcast coverage is still being carried out by LPP TVRI by creating accounts on several social media platforms. The media transformation policy within LPP TVRI was followed by 30 regional stations including TVRI South Sulawesi.

TVRI South Sulawesi as a conventional media has a mission to provide quality and competitive multi-platform broadcasting services, so TVRI South Sulawesi creates accounts on several social media platforms. The creation of social media accounts on these various platforms is a media transformation strategy for TVRI South Sulawesi to promote programs and broadcast broadcasts so that people can more easily access TVRI South Sulawesi broadcasts wherever and whenever. Live streaming on TVRI South Sulawesi social media follows the conventional broadcast time, which is from 15.00 – 19.00 WITA. Ease of accessing South Sulawesi TVRI broadcasts on social media, viewers easily provide feedback by writing comments or reactions to South Sulawesi TVRI programs. Transparency of criticism, suggestions, and reactions of viewers in the comments column on TVRI South Sulawesi programs has made TVRI South Sulawesi officials update the program content. This study aims to analyze how

much influence live streaming on social media has on the quality of TVRI South Sulawesi programs.

B. LITERATURE REVIEW

1. Media Transformation

Throughout the history of human civilization, there have been changes in communication, such as words written on the printing press, telegrams on the radio, and television broadcasts on cable television. And what's happening now is the internet. The Internet is no longer seen as a new medium, but as a technology for communication channels that enables global access. New media is media that requires internet technology to operate the media. New media such as web portals, streaming media and social media. The existence of the Internet is simple for viewers, but it is driving an amazing information revolution for traditional media.

The exchange of information from analog devices to digital devices transforms the media experience into a mature transformation. This metamorphosis is called median morphology. Mediamorphosis was introduced by Roger Fidler in a 1990 article on *The Future of Newspapers*. According to Roger Fiedler, creator of media morphosis theory, media morphosis is a transformation of communication media driven by the complex interrelationships between desired needs, competitive pressures, and political, social, and technological innovations (Fidler, 1997). Media morphosis is a new medium that makes it easier to understand the development of communication media. Roger Fiddler breaks down the concept of media morphosis into three concepts:

a. Coevolution

The dominant element in the concept of coevolution is language. The language of this concept is the symbols, signs and codes that communication uses as change or evolution. The language change introduced by Roger Fiddler, or co-evolution, can be divided into three stages: oral, non-linguistic, and digital.

b. Convergence

Initially there is media morphosis associated with the convergence of a small set of media, which later evolves into a large number of convergences. Media convergence is the merging or integration of media using technology at facilitating the communication process.

c. Complexity

Complexity refers to communication problems. According to Roger Fiedler, the complexity of media morphosis influences the transformation of media and brings innovation to the revitalization of mass media systems. Complexity arises from the invention and innovation of communication media, unpredictable communication processes and pressures from internal and external factors.

2. Live streaming on social media

One of the most popular social media features is the live video streaming feature. This is a new breakthrough in social media to meet new media challenges. The most important source of information is the elements of accuracy and speed. This is related to the development of new media and support for the technology sector, leading to "up" (Agustina, 2017). In addition, the live video streaming feature is known to convert existing media to new media according to the concept of "media morphosis" (Fidler in Nasrullah, 2015).

The concept of live video streaming already exists in the features of various social media platforms, like YouTube, Facebook, Instagram and Twitter, allowing users of these networks to broadcast live via their smartphones. The concept of live social media broadcasting is similar to traditional live television media broadcasting, but what makes live video streaming on social media stand out is the interaction between the broadcaster and other users who are live. It's a comment feature and an emoticon effect that enhances-displays and turns send in the form of communication. Bidirectional direction

Due to their expertise in interactive communication via live video streaming, many social media users, especially social media influencers, use this feature to interact directly with their followers. Moreover, the live streaming function is also used by communities and institutions to reach a larger audience. The ability to interact directly with the live video streaming feature is gaining in popularity because it enables two-way communication and builds an informal community of other social media users (Haimson & Tang, 2017).

Two-way communication generated by live video streaming capabilities on multiple social media platforms is leveraged by the mass media by integrating existing broadcasts on traditional television and broadcasting directly on the social media platforms being broadcast. Will be done. This is done to speed up and extend the information or content produced by the television channel.

The existence of technology that is growing with the birth of the internet makes it easier for the broadcasting industry in Indonesia to merge with several broadcast media. Previously, competition between broadcast media industries was quite tight, but with the development of technology, competition is no longer between media industries but between programs/events in the media industry with creative content on social media. The development of innovative social media features by integrating or merging information broadcasts or disseminating conventional television media content makes social media play a role in supporting conventional strategies.

3. Media Convergence Theory

In his book *Convergence Culture: Where the Old and New Media Clash*, Media Convergence Theorist Henry Jenkins introduces MIT political scientist Itiel Desorapur as a "Prophet of Media Convergence." Even between media boundaries, point-to-point communication such as mail, telephone, and telegraph, and mass communication such as news, radio, and television. Another definition of Jenkins convergence is the

combination of technology, industry, culture and society, which continually follows mainstream media interaction patterns. Jenkins in his book (Jenkins, 2001).

Key Concepts in Journalism Studies emphasizes the definition of media convergence as a media exchange between all media with different characteristics and platforms. In short, convergence means not only combining information content into one, but also one media organization (Iskandar, 2018).

To identify the convergence of media organizations, Rich Gordon of Northwestern University identified five forms of convergence (Quinn, 2004) namely:

a. Ownership Convergence

This forms of convergence applies to partnerships between major media companies that build synergies through promotion and content sharing between printed matter, television and online media owned by one media company.

b. Tactical Convergence

The forms of tactical convergence is different from the ownership convergence in which the media cooperates within the enterprise. No common ownership is required for tactical convergence. Partnerships between television channels, newspapers and online media are subject to individual ownership. This means tactical collaboration.

c. Structural Convergence

The structural convergence forms requires the restructuring and division of job descriptions in the media organizations that have become part of the convergence.

d. Information-Gathering Convergence

This forms of information-gathering convergence occurs at the reporting level when journalists have the opportunity to work with multiple types of media that are expected to collect, process and present data on various platforms. . It can be said that journalists have a duty to report the results of their reporting on various platforms such as print, television and online media.

e. Storytelling Convergence

The final forms of convergence is that of story presentation. This can be interpreted as content or information packaging. Aspects of this convergence require the ability of journalists to package information based on media industry categories, complete with photos, videos and graphics to engage audiences.

Convergence isn't just about partnerships with multiple collaboration resources and cross-promotion to share content. Media convergence involves a fundamental change in the way of thinking of directors and employees in the media industry. We support the path of media convergence by involving people with the right skills and creativity in creating content.

C. METHODS

The research approach used in this study is a qualitative approach with a descriptive type of research. Qualitative research using multi (Lincoln et al., 2005) emphasizes an interpretive and naturalistic approach, which means learning something in setting informant and trying to make an understanding or interpretation of the phenomenon in the context of the informant's meaning.

This study project involves the gathering, analyzing, and interpreting of data., which then in the end formulates a conclusion that refers to the analysis of the data generated in this study (Yusuf, 2014).

In this study, the researcher took data by interviewing 4 informants consisting of The Head of TVRI South Sulawesi, News Coordinator of TVRI South Sulawesi, New Media Content and Program Coordinator of TVRI South Sulawesi and Social Media Admin TVRI South Sulawesi.

D. RESULTS AND DISCUSSION

1. The Role of Social-Media as Supporting Analog Broadcasting for TVRI South Sulawesi

The broadcast media industry requires innovation and creativity to produce quality programs. This change is expected to come from human resources who are able to keep up with the technological developments of the television media industry by aligning new technologies and social changes that occur in the community. The emergence of technology, information and communication has had a major influence on the development of the broadcast media industry, including media transformation. Research indicates that TVRI South Sulawesi has demonstrated its commitment to media convergence via live streaming on social media, specifically Facebook, YouTube, and Instagram. Quoting a statement from The Head of TVRI South Sulawesi that: *"The real form of LPP TVRI is to rearrange the organizational structure, including responding to policies from the president, namely simplification and organizational effectiveness leading to functional and challenges to the existence of new media by creating sub-sections of management, distribution and promotion of content. new media. The new media section is not only talking about interesting content but also talking about organizational infrastructure. Initially, we considered new media as a complement / complement to TVRI's mainstream screen, but as technology develops, new media becomes a substitute or replacement screen or both are able to be on air simultaneously."*

TVRI South Sulawesi makes new media as a supporting media that helps analog broadcasts in supporting the expansion of TVRI South Sulawesi broadcasts. With the new media, it does not mean abandoning the technology that has been used so far, TVRI South Sulawesi remains on the main line as conventional media. Transformation in LPP TVRI including TVRI South Sulawesi to support program promotion and expand coverage to accelerate multi-platform broadcasting services. This explanation is in line with the theory of media convergence in a media organization by Rich Gordon (Quinn, 2004), namely ownership convergence. TVRI South Sulawesi as a media company builds and strengthens synergies across

promotions and content sharing between television and social media. This was explained by an informant from The Head of TVRI South Sulawesi.

"The existence of new media is not to shift analog broadcasts that have been used so far, but to strengthen TVRI as a public broadcasting medium by developing a wider network. New media is the future of broadcasting by making it easier for content viewers to choose interesting or desired shows. So South Sulawesi TVRI needs to innovate and enrich content in new media to increase the rating/impression of programs and news."

Social media is part of new media that is integrated with the internet and web-based technology to facilitate social interaction and change communication to become easier and more interactive. As explained by the the Head of TVRI South Sulawesi, social media is a variation of broadcast distribution. Some types of social media that are widely used today are Instagram, YouTube, Facebook, Twitter, and TikTok.

"With internet services that are directly connected to several new media platforms, it is easier to distribute event programs. In the past, distribution was through conventional television, now the distribution method is varied, one of which is through social media. That way the commercial opportunities are also very big."

The benefits of social media for TVRI South Sulawesi are very large, mainly to promote programs and attract partners to cooperate with TVRI South Sulawesi. Strategic steps to introduce programs through social media are considered more effective and improve broadcast quality. This was stated by the informant of the New Media Content and Program Coordinator of TVRI South Sulawesi.

"Our goal is to promote the show to introduce and attract viewers to watch our show. In addition, with the existence of social media, we can also do live streaming or live streaming, of course this makes it easier for viewers to watch our events. That way, it's also easy for us to get feedback from viewers regarding TVRI Sulsel's programs. In addition, it can attract partners to work together because broadcast access is easier."

The benefits of live streaming on social media also occur in improving the quality of production, distribution and dissemination of news after TVRI South Sulawesi utilizes the live streaming feature. The following is the statement of The News Coordinator of TVRI South Sulawesi

"New media as a supporter and amplifier of South Sulawesi's TVRI broadcast coverage. Although TVRI South Sulawesi still prioritizes broadcasting on analog and digital broadcasts, live streaming through new media can also attract public attention to watch the South Sulawesi news program today. The advantage that viewers can feel is watching through social media, they can watch South Sulawesi TVRI news on the street or anywhere, especially when it is watched at any time."

Internet technology makes life modern by offering efficiencies for communication and information sharing. The benefits, such as the results of the interview above, are that it is easier for people to watch information from TVRI without space constraints, so South Sulawesi TVRI needs to prepare content that follows current cultural and information developments. So from the description above, the researcher can conclude that social media is increasingly being used in the world of convergence. This is evidenced by TVRI South Sulawesi which has

experienced an increase and expansion of functions that can be utilized for the benefit of individuals, groups or organizations or companies.

The presence of social media as a supporting media, TVRI South Sulawesi immediately carried out a transformation by doing live streaming based on the analog broadcast time of TVRI South Sulawesi. TVRI will always be on its main platform as conventional television by utilizing new media to strengthen and develop broadcasting networks. TVRI's main focus is not just business and broadcasting, but value content with the principle of free to air services.

2. Influence of Viewer Response on Social

Media Social-media as a supporting media for South Sulawesi TVRI to expand broadcast reach, promote programs, and get a direct response from the public who watched TVRI South Sulawesi broadcast programs. The existence of comment and reaction fields on several social media platforms makes it easier for viewers to provide feedback that makes interactions more lively. To quote the News Coordinator of TVRI South Sulawesi statement that: *“By doing live streaming on social media, viewers are free to comment on the broadcast programs they watch. So that it is very easy and fast for South Sulawesi TVRI to get feedback from the public. The existence of comments that may be criticism and suggestions, can be a reference to continue to improve the quality of the broadcast, especially the news packaging that is aired. So far, there have been some scathing criticisms and some only provide input. Whatever is given by the public becomes a color to make TVRI South Sulawesi better, moreover TVRI is a public broadcasting institution so that comments and inputs submitted by the public are extraordinary things that must be followed up.”*

If you watch a broadcast program on television, viewers cannot comment directly on the good or bad of a particular program. However, through live streaming through social media, people who watch live can provide feedback or comments, both critiques and suggestions. The following is the statement of The New Media Content and Program Coordinator of TVRI South Sulawesi,

“So far, viewers have appreciated the live streaming on social media, especially on Facebook Fanspage by putting emoticons or leaving input in the comments column so we can monitor it directly. Prior to broadcasting on social media, we were only waiting for input through programs that provided interactive telephone services to find out how the audience responded.”

The response from viewers who watched the live streaming of TVRI South Sulawesi depended on the number of viewers of the programs that were broadcast. This statement is supported by the results of an interview with The Social Media Admin of TVRI South Sulawesi.

“The audience response on social media is quite good, especially in TVRI Sulsel’s flagship program, in addition to increasing viewership on conventional television, there is also an increase in viewers on social media. Moreover, every time we enter the month of Ramadan, the audience on social media Facebook Fanspage reaches 200 viewers, almost 8 times more than usual days, especially before the Maghrib call to prayer.”

Viewers' responses to live streaming television media affect the image formation process that creates a positive or negative image of a broadcast program through information that is displayed on TVRI South Sulawesi's social media accounts. The explanation explains that mass media messages have the power to give effect to the communicant on cognitive, affective, and behavioral aspects. The following is the explanation:

a. Cognitive

The Impact on communicant makes people aware of and enhances their intellect. This means that the communion mass media only wants to make changes to the thinking, understanding, and knowledge of the audience as a communicant.

b. Affective

Affective impact has a higher level than cognitive impact. At this stage the communicator no longer seeks to simply increase the understanding and knowledge of the communicant but tries to touch the communicant's feelings, so that certain feelings from the communicant arise such as sad, angry, happy, and so on.

c. Behavioral

Behavioral Impact is the effect of mass communication on the communicant in the form of behavior, or activity. In other words, the effectiveness of the media at this level is indicated by the reaction of the audience in taking action. The impact on this mass media, researchers will cognitively refer to the contents of the comment column on TVRI South Sulawesi social media. From mass media messages that reach the communicator within a certain period of time, aspects that occur in the communicator to the stimulus that forms an image based on the information received, so that mass media work to convey this information to the general public.

The use of social media to get direct responses or comments on South Sulawesi TVRI programs has become a reference for South Sulawesi TVRI officials to improve in packaging interesting content that requires human resources to be more creative and innovative. This is in accordance with the form of convergence according to Rich Gordon (Quinn, 2004) namely Storytelling Convergence. This form of convergence requires journalists to package information based on media industry categories by providing quality content, video, audio and graphics that attract audiences. According to the data that the researchers found, TVRI South Sulawesi is growing by opening up new insights and knowledge in packaging quality news and entertainment programs for the people of Indonesia.

E. CONCLUSION

Media transformation carried out by TVRI South Sulawesi by expanding on social media. Social media as a supporting media for South Sulawesi TVRI which has a live streaming able to broadcast programs on demand so that the public can access it anytime and watch live anywhere. The principle of broadcasting TVRI South

Sulawesi provides educational, cultural and entertainment information services with free to air services or free services, meaning that the decision to choose broadcast media is in the hands of the public. The use of social media for live streaming also makes it easier for the public to provide suggestions and criticism in real time, thus helping TVRI South Sulawesi for future improvements to become a credible broadcasting media.

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