

Original Article



Determining Content Strategy: The Case of One Championship Indonesia's Youtube Channel

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- A. Conception and design of the study
- B. Acquisition of data
- C. Analysis and interpretation of data
- D. Manuscript preparation
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Abstract. Today the internet makes the world connected. Therefore, marketing techniques have begun to shift from conventional to digital methods. In this digital world, content is considered key, not only as part of the promotion method but also as a communication bridge between brands and consumers to create credibility and loyalty. However, with so many choices of social media platforms with different characteristics and trends, content creators need to know the expectations and tastes of their consumers. In this study, the authors use a case study of a sports property media company, ONE Championship, which launched a social media platform specifically for the Indonesian market. Since October 2020, the company headquartered in Singapore has launched a YouTube channel dedicated to the Indonesian market. Through this research, the author hopes to determine the right content strategy for the ONE Championship Indonesia YouTube channel according to local consumers' tastes. This study uses qualitative methods and thematic analysis. Primary data was obtained through interviews with three ONE Championship employees operating the Indonesian-language ONE Championship YouTube platform and seven ONE Championship consumers in Indonesia. The findings of this study produce a variety of data on consumer tastes in content, consumer habits in consuming content, and consumer expectations for future content. The author then re-analysed the data to find a content strategy that the ONE Championship team can implement on its Indonesian YouTube channel over the next two years.

Keywords: digital marketing; social media strategy; content marketing; content strategy

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INTRODUCTION

The digitalization of the world today has changed the way we live our life. While the market's behaviors are shifting, the marketers are changing their marketing-game plan from traditional marketing channels to digital channels such as social media platforms, using digital marketing strategy to enhance their performances.

Digital marketing refers to implementing marketing strategies on several channels such as search engine optimization (SEO), social media, email marketing, and so forth. Moreover, social media is the most popular platform for appliance marketing strategies for marketers. A survey by Nielsen suggests that three-quarters of advertisers around the globe had used social media for advertising, and 64% of them planned to increase their social advertising budgets (Nielsen, 2013). Also, according to Fleishman-Hillard, 79% of consumers said they like or follow brands on social networks to get more information about the company and its products and services".

According to the Association of Indonesian Internet Network Providers (2020), it showed that from 266 million Indonesian residents, 196 million are internet users. Moreover, as GlobalWebIndex's 2019 Trend Report reported, Indonesians spend on average just over three hours and twenty minutes per day just on social media (GlobalWebIndex, 2019). Conforming to Hootsuite We are Social Indonesian Digital Report 2020, 160 million people are active social media users (We are Social, 2020).

These figures aided ONE Championship, a Singapore-based sports media company, in realizing their goal of expanding their business into Indonesia by establishing a branch office in Jakarta and developing a YouTube channel devoted to Indonesian consumers. As ONE Championship stated on their official web page (onefc.com, 2021), ONE is Asia's largest global sports media property in history, with a global broadcast to 150+ countries. ONE has achieved some of the highest TV ratings and social media engagement metrics across Asia with its unique brand of Asian values, world-class athletes, and world-class production of bouts across the full spectrum of martial arts such as Muay Thai, Kickboxing, Mixed Martial Arts, Submission Grappling, and more.

ONE Championship aims to dominate the martial arts market in Indonesia by leveraging digital content as a primary basis for promoting its activities, build awareness of the brand, strengthen its credibility, and maintain consumer loyalty. Therefore, to achieve success in digital platform, especially YouTube in this case, a company must understand what consumer desires that should go into their content strategy to repeat the same success as in other countries.

LITERATURE REVIEW

Subsequently, when determining content strategy, it is necessary to formulate the image and credibility to be addressed in digital media at first (Ramadanty et al., 2020). Based on previous research of Peruta & Shields (2018), strategies on social media content strategies that can increase engagement include: a) *Post Type*. Certain types of posts can produce a stronger engagement than other types of posts. For example, posts in the form of photos with text and status updates will usually receive more likes and comments than posts with links or videos that must be clicked on; b) *Frequency*. Previous research shows that engagement received by posting 1-2 times a day is 40% higher than posting more than 3 times a day. Maintaining the quality of uploaded content is more effective than increasing the quantity of uploads to increase engagement; c) *Timing*. The right time to do the actual upload is when it is needed. The second is to analyze when our followers have the most time to respond to our uploaded in a day. Most people will see their social media when they get home from work or while on public transportation, and the best posting time for Facebook is noon and after 7 pm; d) *Call-to-action*.

Calls to action are a particular action that are considered effective to increase engagement on social media. Uploads with posts that invite you to click likes or for comments will bring more likes and comments.

METHOD

There are several steps to resolve the problem in this paper that is built into the methodology

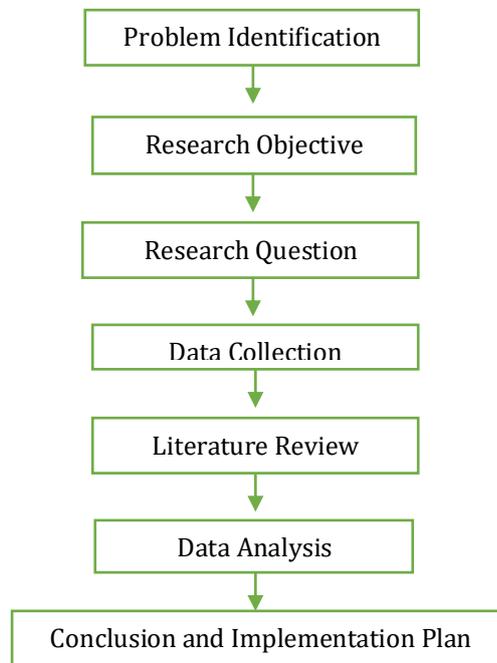


Figure 1. Methodology (Author analysis)

Data Processing and Analysis

The semi-structured interview is conducted to collect the data needed for this research. Semi-structured interviews are often used when the researcher wants to delve deeply into a topic and to understand thoroughly the answers provided (Harrell & Bradley, 2009). A written guide containing questions related to the research topic was used in this semi-structured interview. The interviewer has some discretion about how questions are asked, but the questions are standardized, and probes may be provided to ensure that the researcher covers the correct material.

This study uses a total of ten respondents. Three from ONE Championship employees are involved in Indonesia's business. The other seven come from ONE Indonesia customers who followed ONE Championship social media platforms for at least a minimum of one year and following fight industry at least five years. There are 8 questions for ONE Indonesia customers, created based on 4 sub-variables in the content strategy model. And 12 questions for ONE Championship employees, created based on 4 sub-variables in content strategies on social media strategies that can increase engagement by Peruta & Shields (2018).

The data collected from the interviews were then processed using the Maximum Variation Sampling. According to Etikan et al. (2016), the idea behind Maximum Variation Sampling or MVS is to look at a subject from all available angles, thereby achieving a greater understanding. It involves selecting candidates across a broad spectrum relating to the topic of study.

The results of this research interview will be processes using the thematic analysis. The author must identify themes and patterns that relate to the data and present the interview findings from it. Thematic Analysis is a type of qualitative analysis. It is used to analyze

classifications and present themes (patterns) that relate to the data. It illustrates the data in detail and deals with diverse subjects via interpretations (Boyatzis, 1998). Thematic Analysis provides the opportunity to code and categories data into themes. For example, how issues influence the perceptions of participants. In the case of Thematic Analysis, processed data can be displayed and classified according to its similarities and differences (Miles & Huberman, 1994).

RESULT AND DISCUSSION

Post Type

There are meeting spots on the company's customers' expectations and strategy after evaluating various responses from ONE Championship Indonesia customers and the post of type strategy from ONE Championship personnel. According to the findings of the interviews, the most frequently used keyword from the customers' perspective is storytelling content. Because it focuses on the athletes' personal lives, numerous respondents stated that the storytelling affects their perspectives on their personal lives and encourages them to engage more with the athletes and the brand.

Build-up hype content is considered as part of storytelling content. This content emerges hype feeling before the fight or event is held. This came into ranked third from the perspective of the customers based on repeated keywords. Moreover, action highlight content is the second of the most repeated keywords from the customer's perspective. Based on these interview findings, they are aligned between the company content strategy and the expectations from customers. However, one that should be underlined, the customers expect more Indonesian athlete's storytelling content appeared on ONE Championship Indonesia YouTube channels.

Frequency

After analyzing both answers from the company and the customers, there are in-line expectations about upload frequency. Both customers and ONE Championship seem to agree that uploading videos twice a day is the ideal frequency.

Timing

The time to post for ONE Championship Indonesia's YouTube channel is in accordance with the behavior of all respondents in terms of social media access hours, especially YouTube. So far, the ONE Championship team has always matched video upload hours with viewer behavior based on data from viewers on YouTube. To accommodate twice a day frequency for content uploading on ONE Championship Indonesia YouTube, they pick the two best times at 3 PM and after 7 PM

Call-to-action

The study found that ONE Championship should upload more call-to-action content for future events respondents' answers and the company's call-to-action content strategy. According to some respondent's advice, the company should increase the number of associated external media partners to spread awareness about CTA contents of ONE forthcoming event.

Research Question

RQ I: What type of content that Indonesia ONE Championship customers preferred? The researcher found that the customers preferred and the company strategy already in line, but there are small details that the company could improve. The customers demand more storytelling content from ONE Championship Indonesian athletes in documentary or feature content with high-quality production. Most customer respondents said the 'from zero to hero'

content is the type of content they mostly crave because martial arts are more than just a hobby or entertainment—they believe martial arts changed their life. 'From zero to hero' type of content could inspire them to do more and be more on their personal lives.

By comparing both sides' statements, the finding shows that what customers revealed about storytelling aligns with the company values. However, two post types reappear constantly from the consumer's perspective: fight highlight and build up hype content. Customers revealed that this type of fight highlight post is one of the reasons they become fans of ONE Championship.

RQ II: What is the customer's preferred upload times and frequency? Furthermore, the researcher discovered that customer preferences regarding time and frequency were aligned with the company's strategy. According to a few customers, it is not about the content's quantity. It is all about the content's quality.

RQ III: Is call-to-action content for upcoming events sufficient? Meanwhile, some fans have mentioned that they sometimes miss info regarding ONE Championship upcoming events because news about upcoming events is not widely posted on ONE's social media channels and other media. As a result, researchers suggest the company increase their call-to-action content. The findings revealed from the data that the company should cooperate with additional external media outlets to repost information about upcoming events to increase fan awareness and engagement regarding ONE Championship upcoming events.

Implementation Plan

The implementation plan is suggested to use for two years' timeline until being evaluated to develop a new strategy for the following year. These following are the stages of the implementation plan for achieving better results based on research findings which have been prepared: 1) Create content strategies for the next two years based on the favourable post-type contents discussed in this research. According to the research data, storytelling is the most frequently used keyword by respondents. According to this research, this type of post can increase engagement between customers with athletes and brands; 2) Add the number of media partners who also are willing to spread the call-to-action content about upcoming ONE Championship events. According to Alexa, the global pioneer in analytical insight, Bola.com and Bolasports.com are the best sports news websites in Indonesia based on traffic and pageviews. Try to collaborate with them to spread the news and videos, including call-to-action content towards ONE Championship upcoming events; 3) Create ONE Championship Indonesia in-house content with the available human resources. Find the right third-party sources to execute the favorable content regarding ONE Championship Indonesia athletes if additional resources are needed. For instance, to produce a great storytelling feature, ONE Championship Indonesia can hire third-party resources with a proven track record in delivering storytelling movies. Like Visinema Pictures, an Indonesian well-known production company with an excellent track record of producing inspiring movies; 4) Make contents collaboration with popular sports leagues in Indonesia like football, badminton, or basketball to reach a more mass audience. For instance, ONE Championship Indonesia can collaborate with the Football Association of Indonesia, PSSI, or the Indonesian Basketball League, IBL, to create content. There is a win-win solution for both parties. PSSI or IBL has strength that ONE Championship does not have: awareness in the Indonesia market, and PSSI or IBL does not have the strength that ONE Championship has: awareness in the global market, especially Asia. So, this collaboration will benefit each party by gaining awareness on each market; 5) Keeps eyes opening for another popular content collaboration in Indonesia. Try to reach non-sports partnerships to get more diverse target viewers. For instance, bring one of the greatest ONE Championship Indonesia athletes to a YouTube podcast show like Endgame by Gita Wirjawan. A couple of times Endgame podcast try to invite athletes who had big achievements and have 'zero to hero' life story like Olympic gold medalist Lilyana Natsir. Because ONE Championship is the second highest mixed

martial arts in the world, if one of the ONE Indonesia athlete becomes the high ranked athlete in this league, it will be credible to bring this athlete to the Endgame podcast.

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