

The Case of One Championship in Determining Content Strategy YouTube Channel for Indonesia

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Abstract. The ever-expanding internet has the potential to connect the entire world. As a result, marketing strategies began to shift from traditional to digital methods. As a promotional medium and a means of communication between producers and consumers, content is regarded as more important and preferred. Producers, on the other hand, can select from a variety of platforms to entice consumers to enjoy the products and services offered. The goal of this research was to gather information about ONE Championship, a sports property media company that launched a social media platform specifically for the Indonesian market. This study employs qualitative research methods. Thematic analysis and qualitative methods are used in this study. Thematic analysis and qualitative methods are used in this study. In order to collect primary data, interviews were conducted in Indonesia with three ONE Championship employees and seven ONE Championship customers. According to the research findings, consumer preferences are reflected in the quality of the content presented on the YouTube channel. More research is needed to investigate the evolution of digital media in the promotion of professional or educational sports activities.

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

INTRODUCTION

The digitalization of the world has changed the way we live our lives today. Market behaviors are changing, so marketers are shifting their marketing strategy from traditional marketing channels to digital channels such as social media platforms, using digital marketing strategy to improve their performance. Digital marketing is the execution of marketing strategies via various channels such as search engine optimization (SEO), social media, and email marketing, among others. Furthermore, the most popular platform for marketers to implement appliance marketing strategies is social media. According to a Nielsen survey, three-quarters of global advertisers had used social media for advertising, and 64% planned to increase their social advertising budgets (Nielsen, 2013). Furthermore, "79 percent of consumers like or follow brands on social networks to learn more about the company and its products and services," according to Fleishman-Hillard.

According to the Association of Indonesian Internet Network Providers out of 266 million Indonesians, 196,7 million use the internet. With a 99 percent penetration rate, a total of 168.5 million Indonesians use mobile devices such as smartphones or tablets to access social media (Stephanie, 2021). According to the Hootsuite We Are Social Indonesian Digital Report 2020, there are 160 million active social media users in Indonesia (Riyanto, 2020).

These figures aided ONE Championship, a Singapore-based sports media company, in achieving their goal of expanding into Indonesia by opening a branch office in Jakarta and creating a YouTube channel geared toward Indonesian consumers. According to the official website of ONE Championship (Onefc.Com, 2022), ONE is Asia's largest global sports media property in history, with a global broadcast to more than 150 countries. 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 has achieved some of the highest TV ratings and social media engagement metrics across Asia.

ONE Championship intends to dominate the Indonesian martial arts market by using digital content as a primary means of promoting its activities, increasing brand awareness,

strengthening its credibility, and retaining consumer loyalty. In order to replicate success on digital platforms, particularly YouTube, a company must first understand what consumer desires should be incorporated into their content strategy.

LITERATURE REVIEW

As a result, when developing a content strategy, it is necessary to first define the image and credibility to be addressed in digital media (Ramadanty et al., 2020). Based on previous research of Peruta & Shields (2018), content strategies for social media among the strategies that can be used to increase engagement are:

- a) **Post Format.** Certain types of posts are more likely than others to generate engagement. Photos with text and status updates, for example, typically receive more likes and comments than posts with links or videos that must be clicked on;
- b) According to previous research, posting 1-2 times per day results in 40% more engagement than posting more than 3 times per day. Maintaining the quality of uploaded content is more effective than increasing the quantity of uploads in increasing engagement;
- c) **When it is necessary to perform the actual upload, that is the time to do so.** The second step is to determine when our followers have the most time during the day to respond to our uploaded content. The majority of people will check their social media when they get home from work or while riding public transportation, and the best times to post on Facebook are around noon and after 7 p.m.;
- d) **Call-to-action.** Specific actions that are thought to be effective in increasing social media engagement are referred to as calls to action. More likes and comments will result from uploads with posts that encourage you to like or comment.

METHOD

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

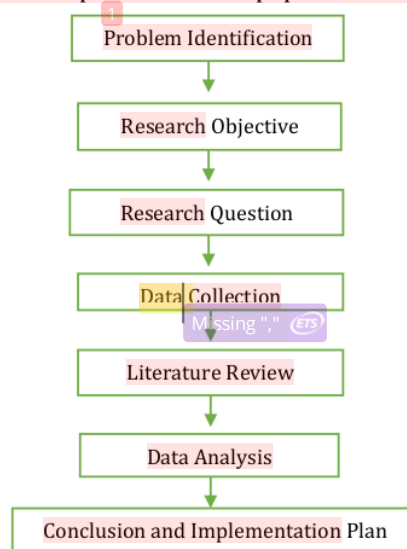


Figure 1. Methodology
(Author analysis)

Data Processing and Analysis

This study's data is gathered through a semi-structured interview. When a researcher wants to delve deeply into a topic and fully comprehend the responses provided, semi-structured interviews are frequently used (Harrell & Bradley, 2009). A written guide containing questions

about the research topic was used in this semi-structured interview. The interviewer has some freedom in how questions are asked, but the questions are standardized, and probes may be used to ensure that the researcher covers all of the necessary material.

This study included a total of ten people. In Indonesia, three ONE Championship employees are involved in the business. The remaining seven are from ONE Indonesia customers who have been following ONE Championship on social media for at least a year and the fight industry for at least five years. In the content strategy model, there are eight questions for ONE Indonesia customers based on four sub-variables. And 12 questions for ONE Championship employees, based on four sub-variables in content strategies for social media strategies that can increase engagement by Peruta & Shields (2018).

The data gathered from the interviews was then analyzed using Maximum Variation Sampling. According to Etikan et al. (2016), the idea behind Maximum Variation Sampling (MVS) is to examine a subject from all possible perspectives in order to gain a better understanding. It entails selecting candidates from a wide range of backgrounds related to the topic of study.

The findings of this research interview will be processed using thematic analysis. The author must identify themes and patterns in the data and present the interview results. Thematic analysis is a type of qualitative analysis. It is used to examine classifications and present data-related themes (patterns). It illustrates the data in great detail and addresses a wide range of issues through interpretations (Boyatzis, 1998). Thematic Analysis is a technique for coding and categorizing data into themes. For instance, how issues influence participants' perceptions. Thematic Analysis displays and categorizes processed data based on similarities and differences (Miles & Huberman, 1994).

RESULT AND DISCUSSION

Post Type

After evaluating various responses from ONE Championship Indonesia customers and posting the type strategy of ONE Championship personnel, there is a convergence in the company's customer expectations and strategies. According to the results of the interviews, the most frequently used keyword from the customer's perspective is storytelling content. Many respondents stated that storytelling influenced their view of their personal lives and encouraged them to be more involved with athletes and brands because it focuses on the personal lives of athletes.

Storytelling content is made up of build-up hype. This content generates excitement prior to a fight or event. According to customer feedback, this came in third place based on repeated keywords. Furthermore, customers use action highlight content as the second most frequently used keyword. They are consistent with the company's content strategy and customer expectations, according to the findings of these interviews. Customers, on the other hand, anticipate seeing more Indonesian athlete storytelling content on the ONE Championship Indonesia YouTube channels.

Frequency

Following an examination of both the company's and customers' responses, it was discovered that there are consistent expectations regarding upload frequency. Customers and ONE Championship appear to agree that twice-daily video uploads are the best frequency.

Timing

The YouTube posting time for ONE Championship Indonesia corresponds to the behavior of all respondents in terms of social media access hours, particularly YouTube. So far, based on data from YouTube viewers, the ONE Championship team has consistently matched video

upload hours with viewer behavior. They chose the two best times, 3 p.m. and after 7 p.m., to accommodate a twice-daily frequency for ONE Championship Indonesia content uploading on YouTube.

Call-to-action

According to the findings of the research, ONE Championship should upload more call-to-action content for upcoming events based on the responses of respondents and the company's call-to-action content strategy. Several respondents suggested that the company increase the number of relevant external media partners to raise awareness about the upcoming ONE event's CTA content.

Research Question

RQ I: What kind of content do ONE Championship fans in Indonesia enjoy? Customers prefer it, researchers say, and the company's strategy is in place, but there are small details that could be improved. Customers want high-quality storytelling content from ONE Championship Indonesia athletes, such as documentaries or feature films. The majority of customer respondents stated that they prefer 'from zero to hero' content because martial arts is more than just a hobby or a form of entertainment to them—they believe it changes their lives. Content with a 'zero to hero' theme can motivate them to do and be more in their personal lives. This finding shows that what customers say about storytelling is consistent with the company's values when the statements of both parties are compared. However, from a consumer point of view, two types of posts consistently emerge: fighting for the spotlight and creating hype content. Subscribers revealed that this type of battle highlight post was one of the reasons they became fans of ONE Championship.

RQ II: What is the customer's preferred upload time and frequency? Furthermore, the researcher finds that the customer's preference for time and frequency is in accordance with the company's strategy. It's not about the quantity of content, according to some customers. It all comes down to the quality of the content.

RQ III: Is the content of the call to action sufficient for an upcoming event? Meanwhile, some fans have expressed concern that they are frequently missing out on information about upcoming ONE Championship events because information about upcoming events is not widely shared on ONE's social media channels and other media. As a result, researchers recommend that businesses improve the content of their call-to-action buttons. To increase fan awareness and engagement with ONE Championship events, the company should work with more external media to repost information about upcoming events, according to the data.

CONCLUSION AND IMPLEMENTATION PLAN

The implementation plan should be used for two years before being evaluated in order to develop a new strategy for the following year. The following are the stages of the implementation plan for achieving better results based on prepared research findings:

- 1) Make a two-year content strategy based on the positive post-type content mentioned in this study. According to the research findings, the most frequently used keyword by respondents is "storytelling." According to the study's findings, these types of posts can boost customer engagement with athletes and brands.
- 2) Count the number of media partners who are willing to help spread the word about upcoming ONE Championship events. Bola.com and Bolasports.com are the best sports news websites in Indonesia in terms of traffic and pageviews, according to Alexa, the global leader in analytical insight. Try to work with them to distribute news, videos, and call-to-action content for upcoming ONE Championship events.
- 3) Using the available human resources, create ONE Championship Indonesia in-house content. If additional resources are required, locate appropriate third-party sources to

execute favorable content about ONE Championship Indonesia athletes. ONE Championship Indonesia, for example, can hire third-party resources with a proven track record of delivering storytelling movies to create a great storytelling feature. Visinema Pictures, for example, is a well-known Indonesian production company with a long history of producing inspirational films.

- 4) Create content collaborations with popular Indonesian sports leagues like football, badminton, or basketball to reach a larger audience. For example, ONE Championship Indonesia can create content in collaboration with the Football Association of Indonesia, PSSI, or the Indonesian Basketball League, IBL. There is a solution that benefits both parties. PSSI or IBL has a strength that ONE Championship does not have: awareness in the Indonesia market. However, PSSI or IBL does not have the strength that ONE Championship does: awareness in the global market, particularly Asia. As a result of this collaboration, each party will benefit from increased market awareness.
- 5) Be on the lookout for yet another well-known Indonesian content collaboration. Seek out non-sports collaborations to reach a larger audience. Bring one of the best ONE Championship Indonesia athletes to a YouTube podcast show like Endgame by Gita Wirjawan, for example. The Endgame podcast has attempted to invite athletes with significant achievements and a 'zero to hero' life story, such as Olympic gold medalist Lilyana Natsir, on a couple of occasions. Because ONE Championship is the world's second highest ranked mixed martial arts league, inviting an athlete from ONE Indonesia to the Endgame podcast will be credible if he or she achieves a high ranking in this league.

REFERENCES

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