

Measuring Indonesia's Soft Power Through Sports Program in the Emtek's Media Group

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ABSTRACT

The research aims to measure the power of sports program soft power in Emtek Group's media as an official broadcaster during the Asian Games 2018 in Indonesia. To measure the soft power owned by Emtek Group, this paper develops three indicators: first, audience share performance from Indosiar and SCTV television media. Second, the website traffic of KapanLagi Youniverse media network. Third, increasing social media growth of Indosiar and Vidio.com. The result showed that Asian Games programs on television experienced an increase, especially audience share on Indosiar compared to the regular program. Traffic websites of KLY media networks also gained numerous visitors. They visited the KLY websites frequently to find information related to Asian Games. The growth of all Indosiar social media has also increased tremendously, especially viewers on their Youtube channel. Likewise, the number of vidio.com visitors who stream sports program showed a surge of viewers compared to the regular visitors. Based on those indicators, this paper concludes that the soft power of media is visibly measured. The attention and loyalty of the audience in watching all sports program during the Asian Games can be admitted as a form of soft power.

Keywords: media, power, social media, soft power, sport programs

1. Introduction

Soft power in this paper was developed using the concept conveyed by Joseph S. Nye. Referring to Nye (1990), soft power is defined as "the ability to get what you want through attraction rather than coercion or payment." When hard power is no longer the sole measure of a country's capability, soft power becomes very strategic to be developed in the implementation of diplomacy. Nye explained that a country's soft power shows its domestic performance ability, because how a country implements its political values can enhance its image and perceived legitimacy (Nye, 2004).

However, it is difficult to measure soft power precisely. It is different from the hard power which has clear elements such as population, area owned or military capability. In fact, soft power can be used to map more tangible results about economic policy, politics and matters related to social culture. Su (2015) offers several indicators that can be used to measure soft power that are developed from several aspects, namely political, economic, social and cultural, diplomacy and international relations. The results of the Institute for International Cultural Relations research add various forms of soft power such as cultural institutions, prosperity and internet connectivity, democracy and foreign aid, and overall cultural ranking, which can be influenced by a country's international pull (Institute for International Cultural Relations, 2017).

If so far the concept of soft power has been discussed more in the context of foreign politics, the following article will pay more attention to soft power as domestic power. Writing will offer a measure that can be used that is by analyzing the power of the media in attracting the audience.

The media has the power to create opinions or shape the image of a country. China is one of the countries that are trying to improve their national image in the eyes of the world by utilizing the media. China has used the media network to improve its bad image in front of the public, especially Western society. Avery's research (2015) discusses how China's expansion in strengthening its soft power. Since 2009, China Central Television (CCTV), Xinhua, Global Times and China Radio International (CRI) have expanded their reach to global news outlets, especially to the African region. China's investment also includes building communication infrastructure. CCTV is the most influential media outlet in China and is therefore used to spread culture, values, language and diplomacy to increase international influence.

If China uses the media to attract the sympathy of the international community, Indonesia acquired its moment on the 2018 Asian Games event to attract the attention of its people. Shows of sports matches during the 2018 Asian Games have succeeded in lowering the domestic political temperature. Nearly all the matches aired by the channels under the Emtek Group received a pretty good response from the audience. Therefore, the following article aims to measure the strength of the soft power of sports broadcasts by Emtek Group media as the broadcast rights holder during the 2018 Asian Games in Indonesia.

2. Discussion

Indonesia was once the organizer of an international sporting event namely the 1962 Asian Games IV and the Games of the New Emerging Forces (Ganefo) in 1963, and hosted the SEA Games in 1979, 1987, 1997 and 2011. Indonesia was again chosen as the host of the Asian Games in 2018. OCA (Olympic Council of Asia) appointed Indonesia to replace Vietnam who resigned as organizer (Dwinarto, 2014). Screening a sports event like the Asian Games is a matter of pride for a television station. At this prestigious sporting event, Emtek Group was chosen as the 2018 Official Broadcaster of the Asian Games in 2018. The company has experienced holding international multi-event championships. They have been the rights holders of the 2011 SEA Games, the 2017 SEA Games in Malaysia, Shopee Liga 1 2019, and the owner of broadcast rights in several other sporting events.

Emtek uses When Again Youniverse (KLY), a subsidiary in the field of digital broadcasting, as the spearhead in broadcasting matches that take place. KLY houses several online media namely Liputan6.com, Kapanlagi.com, Brilio.net, Merdeka.com, Dream.co.id, Bola.net, Bola.com, Otosia.com, Fimela.com, and Famous.id. The preparation by KLY had taken a year before the Asian Games took place.

As the broadcasting rights holder, Emtek plays an important role in presenting sporting events during the Asian Games. Darodjatun, Vice President of Sports Content KLY explained some of the preparations made by building a studio, planning content distribution, then how to encourage it, how to seek treatment between video on demand (VOD) with social media via live streaming. During the Asian Games, visitors to all channels provided by the Emtek Group increased. Gilang Iskandar, corporate secretary of Surya Citra Media, a subsidiary of Emtek Group, said that this is beyond predictions that there are sporting events that can beat regular events at prime time (Teguh, 2019).

These facts exhibit that the broadcast of the 2018 Asian Games match shows the expression of nationalism and pride for the country which is a form of soft power. The activity of the audience in all Emtek Group channels can be a measure of the success of soft power in Indonesia.

2.1 Audience Share Performance

Based on the data from Surya Citra Media (SCM) Programming Division, during the Asian Games there was an increase in audience share in two TV stations owned by Emtek. The table below shows an increased number of audience shares

Table 1. Audience Share Performance

CHANNEL	REGULER	ASIAN GAMES	+/-	+/- (in %)
IVM	17.0	19.5	2.5	15%
SCTV	16.7	17.0	0.3	2%

Source: Divisi Programming SCM

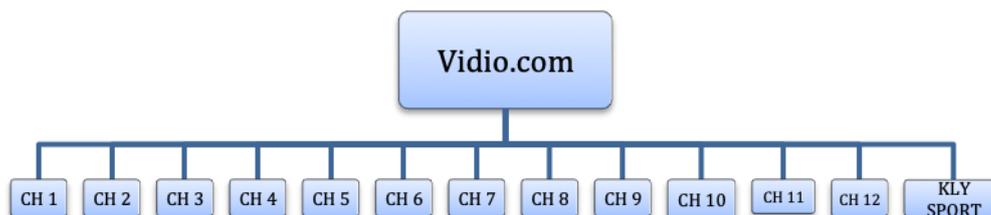
Indosiar Visual Mandiri (IVM) when the Asian Games were aired did indeed get an audience share of 19.5 or an increase of 15% compared to the regular program. But unlike Indosiar, Surya Citra Televisi (SCTV) gained 17 audience share or only increased by 2%.

SCTV is indeed not too affected by the grand event of the 2018 Asian Games. Its position so far has been between, 16-17 so it can be said that during the Asian Games the share gained did not increase significantly. However, as a television station that has superior entertainment programs, a 0.3 increase for sports shows has shown a good share for SCTV. Increase in audience share performance during the Asian Games was also experienced in several national television stations outside the Emtek Group such as TVRI, TV One and Metro TV. But the overall increase was small the share gained was only 1-3. Apart from the size of the share obtained by some of these TV stations, the increase can be interpreted that the Asian Games sports program is able to move the public to watch. Soft power in this case can be seen to be a form of audience's interest in media shows.

2.2 Website Traffic

Asian Games broadcasts are aired through all KLY channels. Especially for the 2018 Asian Games match, 12 channels are provided on Vidio.com and 1 channel is KLY sport. All of these channels broadcast matches digitally live streaming as well as via Video On Demand (VOD) broadcasting recordings of matches that have already taken place.

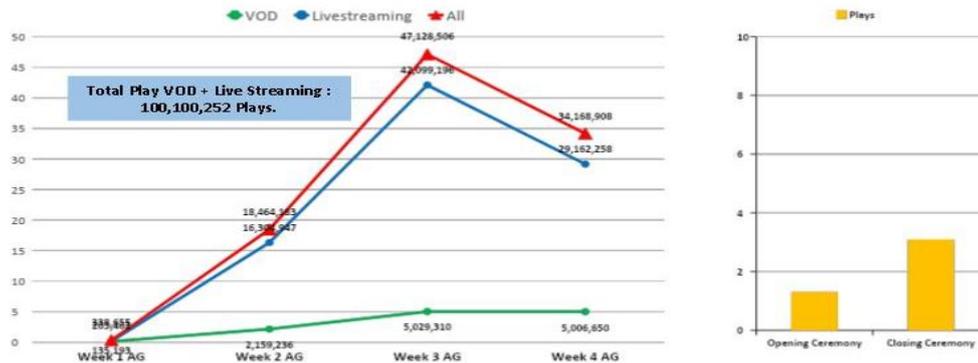
Figure 1. Channel Asian Games 2018 di Vidio.com



Source: Writer's Illustration

Based on the data from Lagi Youniverse social media team the number of viewers who watched via live streaming on all KLY channels reached 88,018,036 people. While the special Asian Games channels on Vidio.com has been visited by 100,100,252 visitors to watch live or by VoD. The surge in visitors occurred on August 20, 2018 when the Badminton Male and Female Team took place, as well as Male Indonesia vs Hong Kong Football match. When the two sports were aired the visitors reached 9,344,565 with details of 8,336,951 live and 1,007,614 via VoD. The image below shows a graph of visitors to Vidio.com.

Figure 2. Plays performance by content type



Source : Kapanlagi Youniverse socmed team

Throughout the Asian Games, visitor numbers increased dramatically during football and badminton matches. The number of visitors to watch the matches of the two sports reaches 20 million per day, or up to 3 times the number compared to normal days (Hadikusuma Wahab, 2018)

In addition to sporting events, the audience's attention also expanded during the 2018 Asian Games opening and closing ceremonies. The number of Live Streaming Opening Ceremony reached 1,308,527 plays and for the Live Streaming Closing Ceremony it reached 3,092,146 (When is Youniverse social media team, 2019).

2.3 Social Media Growth

All Indosiar social media experienced growth compared to before the Asian Games took place. Data was collected during the Asian Games from 18 August - 2 September 2018. The table below shows growth rates on Facebook, Instagram, Twitter, Youtube and Vidio.com

Table 2. Social Media Growth

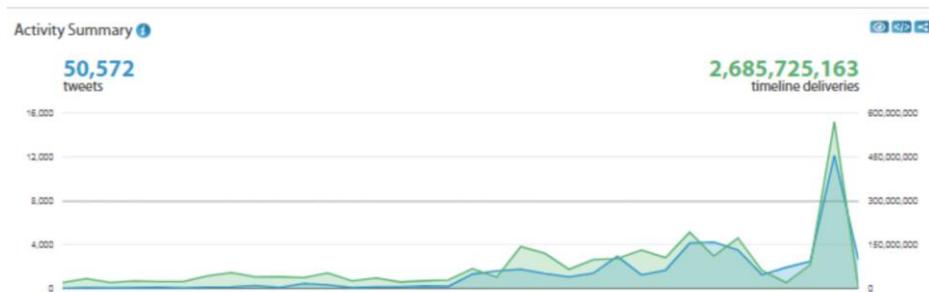
Social Media	Before Asian Games	Asian Games	Actual Growth	Actual Growth (%)
Facebook				
Engagement	81,576	94,209	12,633	15.5%
Impression	8,122,851	10,467,996	2,345,145	28.9%
Reach	5,938,807	6,839,354	900,547	15.2%
Instagram				
Engagement	232,214	422,672	290,458	125.1%
Impression	3,201,955	6,905,893	3,703,937	115.7%
Reach	2,494,025	5,457,441	2,963,416	118.8%
Twitter				
Engagement	62,153	136,793	74,64	120.1%
Impression	1,620,761	2,709,776	1,809,015	67.2%
Youtube				
Views	27,823,737	56,336,597	28,512,860	102.5%
Watch time (in mins)	110,701,566	204,407,706	93,706,140	84.6%
Engagement	210,198	500,473	290,276	138.1%
Vidio				
Plays	853,993	1,653,416	799,423	93.6%
Watch time (in mins)	8,118,888	14,734,848	6,615,960	81.5%

Source: Programming of IVM

Although during the Asian Games, Vidio.com uploaded the most videos, specifically 357 content. Indosiar's Youtube channel received the most subscriber with actual growth of 517,112 or 21.4%. Youtube channel also shows interaction or in other words has the highest engagement..

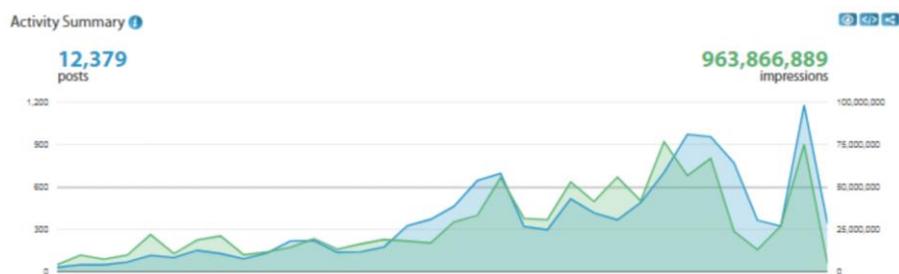
Activities on social media during the Asian Games were also enlivened by the emergence of the hashtag #indonesiabangga. Hashtag which has been popular on Twitter since 2007 has become an innovative tool in communicating and interacting with the public. Hashtag #indonesiabangga has become very popular and is used by Indonesian people on social media, especially on Twitter and Instagram. The picture below shows the activity summary on the two social media.

Figure 3. Activity Summary #indonesiabangga on Twitter



Source: Kapan Lagi Youniverse

Figure 3. Activity Summary #indonesiabangga on Instagram



Source: Kapan Lagi Youniverse

On Twitter, tweets using #indonesiabangga reached 50,572 posts. While on Instagram there are 12,379 posts and got a response of 106,938 comments and 7,531,699 likes. The character of the hashtag is participatory so that the success of the hashtag is made to show its strength. In addition to being a communication tool, Hashtag can also gather social media users into one identity. As stated by Bruns & Burgess (2011) that hashtags can lead to the formation of an "ad hoc public" or public network that develops around the hashtag. Hashtag #indonesiabangga which is popular during the Asian Games, can be interpreted as the emergence of a virtual community that carries the message of love or nationalism towards Indonesia

3. Conclusion

Soft power is not as easy to measure as hard power, but we can take the advantage of technological advances. In this study the enthusiasm and interest of the community when watching broadcasts of sports matches during the Asian Games became a tangible

manifestation of the soft power of Indonesian people's affection. The activity of the audience of all channels under the Emtek Group can be a measure of soft power. Likewise, the interaction of social media visitors has also given birth to a virtual community that is united by one identity, namely its pride as an Indonesian nation.

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