CHAPTER 1
INTRODUCTION

1.1 Background

Communication is a basic need for every human being as a social creature. Communication itself is an absorption from the Dutch language communicatie or talimarga, whereas according to Anwar Arifin, communication is a type of social process that is closely related to human activity and is full of messages and behavior. Humans themselves as social creatures communicate to exchange ideas and convey information related to life, therefore humans cannot be separated from communication activities.

Technological developments, especially the internet, have had a major influence on communication media. Various countries throughout the world have been able to access the internet and use the internet as a daily communication medium. This communication progress is also being utilized by the Indonesian people who have data on the increase in the number of internet users by 2024.

Based on survey results from the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia in 2024 will reach 66.5% or 221,563,479 people from the total population of 278,696,200 people in Indonesia in 2023.
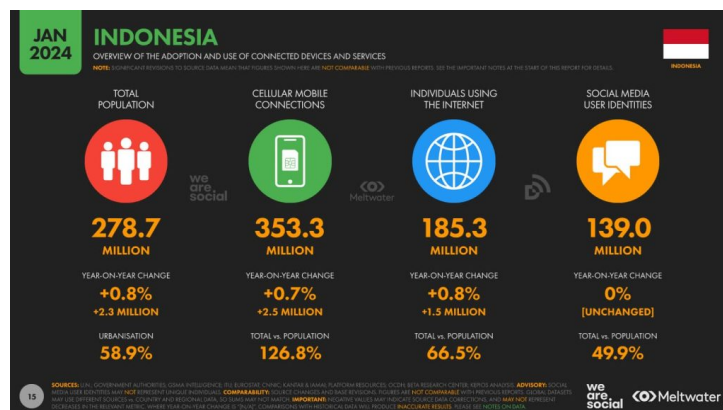

Image 1.1 internet users in Indonesia January 2024

The APJII survey revealed that the average internet access in Indonesia is 50.9% male, 49.1% female, 30.62% millennial generation, 34.40% Gen Z, 18.98% Gen X, 6 baby boomers .58%, post gen Z 9.17% and pre-boomer 0.24%. The birth reference is post gen Z after birth in 2013; gen Z 1997-2012; millennials 1981-1996; gen X 1965-1980; baby boomers 1946-1964; pre-boomers before 1945.

Meanwhile, statistical data obtained from the Hootsuite (We Are Social) website shows that in January 2024 the number of internet users in Indonesia will be 353.3 million users.

Social media is a medium for socializing with each other and is done online which allows people to interact, collaborate, share, communicate with other users and form social bonds virtually without being limited by space and time. There are several social media that are popularly used in Indonesia, namely Facebook, Instagram, Path, Line, Telegram, and in 2018 there was one application, namely Tiktok, which succeeded in replacing Instagram and Twitter/X.

Tiktok is a short video application from China and was released in 2016 before it was widely known by the public. This application was called Douyin. Who would have thought that this application received a positive response from its users so that it became one of the applications that is quite popular in its country. Because they felt successful in introducing it in their home country, BytdeDance finally tried to introduce this application to the world community, so ByteDance decided to change the name Douyin to Tiktok.

Then in 2018 the Tiktok application became one of the applications that was quite viral in Indonesia, its existence also skyrocketed during the Covid-19 pandemic. This was also supported by the high occupancy of people playing social media due to the government's policy to stay at home in order to reduce the number of Covid-19 cases at that time. Tiktok itself can be downloaded on the Apple Store and Google Play Store applications for free. According to a report by the Canadian application and network company, Sandive, Tiktok is ranked in the top five as the world's most popular social media which contributes downstream internet traffic by 3.93% (the largest). and the first largest in Indonesia in 2022.

Image 1.2 Indonesia is the country with the 2nd largest number of TikTok users in the world

Tiktok is a social media platform that provides the possibility for its users to be able to make short videos with a duration of up to 3 minutes which are supported by music features, filters and various other creative features, and now TikTok has increasingly developed and can make videos up to 1 hour long. We can also use the live feature and various other features.

TikTok is also a platform where content and shopping transactions meet, helping consumers find and make their next purchase. There are many content creators who create various types of content ranging from just entertaining, selling and even educational content. For example, many chefs share cooking content, artists share their daily content, and there are also doctors/parents who share educational and parenting content. and not only that, on TikTok everyone can create content, even if it's just dancing or entertaining, creating joke content or competitions.

One of the Content Creators of competitions on TikTok whose followers are rapidly increasing is @ba.lomba, Ba.lomba is a content creators of competitions and games from a group of Indonesian children. Ba.lomba itself was first initiated by Kevin Silalahi as the founder on 11 december 2020, starting from a group of young people who liked play games among their group (like for fun) at first they didn't expect that there would be so many fans. Their initial intention was just to share the excitement of playing games with friends, then during the pandeminc Covid-19 at 2020 they thought about creating "content" on Tiktok

platform. Ba.lomba followers increased very rapidly in 2020 within 2 days after it was created they had 100 thousand followers and as with them being known, their account has become big, now they have a mission to introduce various Indonesian games to the world.
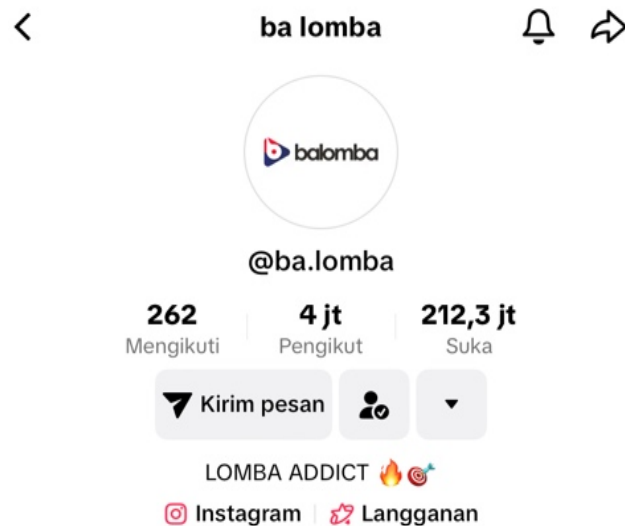

Image 1.3 Ba.lomba's Tiktok Account

Until now, ba.lomba continues to grow starting from only 5 members, now they have their own team and when they first created the idea fro the game it was by brainstorming or an idea from one member, but now they have their own content writer.

A content writer is a professional writer who produces interesting content and produces quality content in online media, which aims to increase reader engagement and interaction with the content creater, the content the create can be blog articles, post on social media, or anything written on the platform.

Even though now on TikTok there are many other content creators who create content about competitions and quite a few even take part in competitions created by ba.lomba, their content is no less and still always appears on the FYP page, so that they don't lose their followers even in fact, it is always increasing and their content is always awaited by their followers. FYP or For Your Page is a page that contains videos curated by the TikTok algorithm that suit our level of interest and interest. Tiktok explains that the FYP feature makes it easier for users to find content and creators they like.

Communication strategy is understood as the activities carried out by the communicator in conveying a message to the communicant with a specific purpose, with what media, what message and what effect will be achieved, ultimately what is desired is in accordance with the goal. Meanwhile, according to Middleton, communication strategy is the best combination of all communication elements from communicator, message, recipient channel to influence (effect) designed to achieve optimal communication goals. In general, there are 4 (four) stages in the communication strategy process, namely analyzing the situation, developing goals and communication strategies, implementing communication strategies, and measuring the results of efforts that have been made.

Balomba itself is still able to maintain their followers because they take a live approach to just chat or ask their followers about their latest content, but what they often do is approach them by responding to their followers' comments on the content of each of their latest content. The uniqueness of the communication strategy used by Balomba content writers is the approach to their followers, they make their followers their friends, sometimes they even go live with their followers to confide in each other, or they will sing songs that their followers request for fun. exclamation. This is one thing that is unique and differentiates the communication strategy created by Balomba content writers from other accounts.

1.2 Formulation of The Problem

Based on what is described in the background, the problem that will be studied in more depth is how did Ba.lomba content writer strategy in creating content on Tiktok?

1.3 Research Purpose

Based on the focus of the research above, the research objective of this research is to find out the strategies used by Ba.Lomba content writers in creating content on TikTok.