

Webseries As Digital Creative Economic Communication

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Abstract. The economy development of a nation cannot be separated from the media industry through technology. Technology is a part of daily life. Webseries or web episode is a series of serial shows that are broadcast through web-based television technology. The concept is similar to television programs, except that the duration of each episode is shorter and varies type of content. Webseries as a form of new information technology media is able to accommodate the different show. If the audience usually enjoys a show through the cinema, nowadays audience can even enjoy it through smart phones such as various films, advertisements and others. This study aims to explain webseries as one of the digital-based creative economic communication media for companies in Indonesia. The author concludes that the prospect of webseries can be good, especially with the high public interest in YouTube. In the future, the digital creative economy would be able to develop towards a broader digital-based creative media industry and be able to make large profits in the creative economy in the country.

Keywords: Webseries, Broader digital-based creative, media industry, TV Technology.

1. Introduction

In the modernization era, businessman starts to expand their businesses from off-line towards online management. Digital marketing strategy is one of the marketing efforts. It starts from exploration of markets, binding and executing markets. It uses horizontal media to reach consumers on time, personal, and relevant. Digital marketing strategies can decrease the time to guess consumer behavior and competitors activity. Based on this strategy, it will be easier to monitor everything needed to compete. It will be a modal in preparing and adapting all kinds of changes in the future. Thus, the goals will be achieved effectively and efficiently.

The creative economy has been analyzed by researchers. Saksono [1], the public is familiar with home industry about selling creative idea to generate profits. Economists define this term as creative economy, that it is a new talent to change lives through creative ideas. Producing products with economic benefits can make life wealthier. Howkins [2] asked about the question about the concept of the creative economy. Creative economy was first conceived in England by John Howkins (2001) through book entitled *Creative Economy, How People Make Money from Ideas*. The idea of Howkins was inspired by idea of Robert Lucas that the economy growth in a region is determined by level of productivity and presence of creativity in special talents with ability to apply science to create an innovation. According to Howkins, creative economy is an economic activity on ideas to manage material from the

environment to be economic value. Thus, one of the developments of creative economy is digital based through internet as the main medium for it.

2. Webseries

Webseries is one of important product in a creative economy based on Digital. Alber [3] said that, "Webseries are audiovisual forms on the Internet that are serial, fictional, and have the basic structures of a narrative. They are series which are produced exclusively for Internet platforms (and can, therefore, be watched online)". Webseries is a concept of serial advertising released on the internet such as Youtube. It is the main platform for webseries producers. Webseries is one of the promotional media for companies. In Indonesia, the prospects of the Webseries are quite good. The public interest in Youtube is quite high. Webseries are a powerful weapon for corporate brands to show off themselves. Companies use webseries to market their products or services. Based on youtube, the webseries entitled *Sore* by Tropicana Slim promotes the campaign. This webseries has been watched more than 800 thousand times on Youtube channels. It promotes campaign for healthy life. Therefore, webseries promote campaigns of the companies as one of the marketing tactics by the sponsors.

Marketing communications for teenager are quite successful considering that the younger generation is starting to rarely watch television and more often watch entertainment content through digital media. Gunelius [4] states that digital marketing communication is a direct or indirect marketing to build awareness, recognition, remember, and action for other brands, businesses, products, people or entities. It uses social web such as blogging, social networking, social bookmarking, and content. This approach can increase the emotional value between the brand and the target market through the webseries. The prospects for webseries are good because the audiences are more enthusiastic to access the internet than watch television screens. It is not surprising that if the web series is used by many companies as a media to promote brand. Hence, it is categorized as Digital-based creative economy in the country.

3. Method

Nawawi [5], stated that research method is a technique to provide opportunities for objective discovery. It keeps the knowledge and development of scientific. This study aims to understand the existence of webseries as a digital-based creative economic communication. It is a new talent in marketing strategies. It can trigger competitiveness in the development of creative economy for companies in Indonesia. While the technique of data collection is collected by interviews, documentation and literature study. The data will be analyzed qualitatively. Bognan & Biklen [6] stated that the analysis of qualitative data is an effort carried out by data, organizing data, finding an important data, and deciding the arguments.

4. Creative Industry

In fact, Information technologies play an important role in presenting and marketing Digital-based creative industrial products such as internet and social media networks. Online system marketing has a very wide range and fast. The idea of Florida [7] convinces about transformation of economic products, industrial creativity, and the rise of the creative class (The Rise of Creative Class). She stated that the world economy has undergone. If the economy was based on manufacturing products in the 20th century, it will experience modification to the creative economy as the main commodity in the 21st century.

The digital economy is expected to boost the creative economy. Department for Culture, Media, and Sport of the United Kingdom (DCMS UK) [8] provide definitions of creative industries as those industries which their origin in individual creativity, talent and talent, and which have an potential for wealth and job creation through the generation and exploration of intellectual property and content (Creative Industries Mapping Document, DCMS, 2001). This definition from UK DCMS is used by parties involved in creative industries. Department of Commerce in Republic of Indonesia used the creative industry definition reference as UK DCMS in conducting industrial creative mapping studies in 2007. Thus, the term of creative industry is widely used.

The government of UK embodies the creative industry in 11 sub-sectors, while the Indonesian government sets 14 sub-sectors. There are some divisions of the sub-sector creative industries according to several versions. Basically, the sub-sectors of the creative industry are based on the policies of the country concerned. Country builds competence of creative economy in own ways due to the capabilities of the state. The main point is competency of sub-sectors in the creative industry. Basically, it constructed through development of three industry-based focuses, such as: (1) creative cultural industry, (2) creative industries, and (3) copyright industry. On the other hand, BEKRAF [9] stated that the improvement of the digital economy was also supported by the creative economy. Based on an analysis of the Central Bureau of Statistics (BPS) and the Creative Economy Agency (BEKRAF), the creative economy contribution data on PDB was IDR 920 trillion at the end of 2016 and IDR 1,000 trillion in 2017. Hence, the creative industry develops through sub-sectors.

Creative industry can develop through internet in introducing and marketing the products in digital-based. Online system has benefit in marketing due to wide range and fast. The equal distribution of internet access is the obligation of the Ministry of Communication and Information (Kominfo) to support the development of creative digital-based economy. Thus, the digital creative economy will produce large profits in the Indonesian economic market.

The digital advertising and marketing platform is increasingly being received. The market has also been increased. In Indonesia, the number of digital advertising budgets in 2015 exceeded the U S \$ 800 million or IDR 10.6 trillion based on eMarketer research. Based on this issue, advertising market is increasingly being contested. In this era, creative departments must modify their ideas to be more creative with different media. Nowadays, societies get used to mobile devices. Mobility is everywhere. The role of contemporary creative departments must be more dynamic. Therefore, this creative department must be able to make more creative, interesting and new works using digital-based templates.

5. Webseries as Digital Marketing Communication

Webseries as one of advertising media on digital creative economy can be referred to customer engagement. According to Farris, et. al., [10], customer engagement in the terms of digital media is someone response in a post or advertisement to shows interest and emotion towards the content, both positively and negatively. The whole webseries has hegemony in the audience. Usually, audience will feel annoyed with advertisements on TV and social media but audience will not feel bored and disturbed in watching webseries on digital media platforms. Audiences are wrapped in value of creativity, present and attractive. Webseries is able to make curiosity, trust, and emotional attachment between the community and its brand because in some webseries shows more real life in the daily lives of modern humans. The storyline of each episode produced a sense of curiosity because the webseries were made in

episodes and continued as a piece of short film on television. Hence, it was not surprising if each episode of webseries was always looked forward to.

Promotional marketing with digital advertising of webseries is cheaper than advertising in mainstream media such as television and radio. The advertised investment in webseries is relatively smaller than other media. It takes other benefits from the platform used for example from the viewer platform used in uploading the webseries content. The company gets multiply profits. Business achievement depends on marketing. This is emphasized promotion because marketing is the only factor to contribute to earning company income. Consequently, there are other factors in carrying out a company's business plan such as human resources, the supply of tools or machines and basic production materials

6. Conclusion

Webseries is one form of creative media economy in the digital era. Based on the enthusiasm of society on the social media such as youtube, this webseries is very targeted and relevant advertisement campaign. The digital creative economy will be able to develop towards a broader digital-based creative media industry in the future. Therefore, it will be able to make large profits on the creative economy sector in Indonesia.

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