

# GoPlay Live Streaming by Gojek Indonesia : Contributing Creative Industry in Indonesian

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**Abstract.** The development of technology and the digital world has targeted various aspects of human life. In recent years, there have been many live streaming and video on demand applications to meet people's entertainment needs. GoPlay as a live streaming and download service for movies and series in the form of Video-on-Demand, provides a real-time-based Interactive Live-Streaming service. GoPlay opens opportunities for the emergence of new creators to present a variety of content and shows that are interactive, educative and entertaining for viewers. The creative process of creating content and live streaming that is carried out indirectly makes creators in the creative industry. Indonesia is a very large share of digital creative industry content. This research was conducted with a qualitative approach. The results of the study show that GoPlay creates an atmosphere for the creative industry in Indonesia on the basis of using information technology and communication skills between content creators and viewers. GoPlay provides various categories and forms of live streaming to meet the needs of content creators and viewers so that both of them get attention and can establish relationships to create a creative industry. GoPlay also provides a virtual gift feature to support content creators and provides various events that are always fresh every month for viewers to get a prize.

**Keywords:** GoPlay Live Streaming, Content Creator, Creative Industry.

## 1 Introduction

Digital era is a deep ecosystem which in use relates to the modernization and use of technology in human life but also requires the ability to communicate in establishing relationships with viewers. Digital has become something that makes it easier to meet human needs in various aspects, including meeting entertainment and educational needs. Not only used in accessing the information needed but also facilitating human needs in obtaining and accessing various things needed to support survival. Obtaining entertainment can be enjoyed through smartphone devices in the internet network and can be enjoyed at any time. Smartphones provide convenience in obtaining various applications and can help humans in producing various works through applications. A live streaming application is one that can present or accommodate various content and can meet entertainment needs.

The need for entertainment is the reason for people to choose other entertainment alternatives, namely those offered by live streaming applications. Only by using a smartphone can people access various kinds of content provided by many creators from various categories.

To meet the needs of viewers for live streaming shows and shows, content creators can package content as well and as attractively as possible so that viewers can endure watching live streaming. The process of making impressions and creative ideas that are packaged in a live streaming is one form that will create a creative industry. Content creators who create creative content and communicate with viewers so viewers can enjoy content created by content creators. Viewers can choose the category of shows or videos according to the viewer's needs.

One of the GoPlay live streaming applications is made specifically to enable people to access quality entertainment content in the form of movies, television shows, music concerts, music shows (showcases), fan meetings (fan meetings) and other entertainment content, which will be streamed via the internet network. to mobile devices and other devices connected to the Internet either through the GoPlay service application or through the website [www.GoPlay.co.id](http://www.GoPlay.co.id) [1]. The GoPlay service application has several exclusive series, the majority of which are Indonesian films or series, which is a unique feature that is different from its competitors [2]. Excellence in the domestic market is an opportunity for the nation's children and Indonesian creators to be able to display creative content and gain economic benefits. However, you must be prepared to compete with the flood of content from abroad.

Indonesia has a very large potential market share for digital creative industry content, according to We Are Social data the number of internet users in Indonesia in 2021 will reach 202.6 million people or 73.7% of the population and 98.5% of that number watch videos online. Currently, there are more than 8.2 million creative businesses in Indonesia, which are dominated by culinary, fashion and craft businesses. In addition, there are 4 sub-sectors of the creative economy with the fastest growth, namely film, animation and video, performing arts and visual communication design. The rapid growth in this sector is supported by the increasing adoption of digital technology in society [3]. The presence of the GoPlay application participates in supporting the creative industry in Indonesia. GoPlay focuses on Interactive Live-Streaming services by actively communicating with viewers and building close relationships on a real-time basis to support the development of the creative economy in Indonesia, a place for creators to work and become a new source of income for creators. Until now, GoPlay has thousands of creators in live streaming who come from various backgrounds and from several countries. GoPlay has many categories in live streaming that make it easier for viewers to get shows and live streaming according to their needs.

GoPlay has been here using the creator economy scheme since its inception. The creator economy requires that creators' income is not only obtained from brands, but the main income is obtained from viewer fan communities, GoPlay calls them True Fans and also from virtual gifts given by viewers to GoPlay creators. The creator economy is considered to be a good way to support creators' income in a sustainable manner and create a new climate in the world of creative industries. Opportunities for creators and anyone who wants to develop to share positive things through live streaming on GoPlay [4]. The creator economy is one of the systems used by GoPlay in the creative industry to be able to reach creator content and also pay attention to viewers so that both of them get useful things and can fulfill their desired needs. Viewers' entertainment needs can be met and content creators can also present various content or ideas they have so that they can satisfy viewers so they can survive watching live streaming.

## **2 Research Method**

This research was conducted through a natural qualitative descriptive approach to explore the data obtained. This method is expected to be able to describe facts factually and

accurately and to produce discoveries that cannot be obtained by means of statistics or measurements.

Able to explain what GoPlay is doing in its role in the creative industry world through informative and entertaining live streaming. The creators economy system by GoPlay provides creators with more sustainable income and more freedom in disbursing this income according to the creator's needs [5]. Discuss about the activities that GoPlay does in terms of fun in the creative industry. Content creators are given the freedom to create content according to their abilities and expertise and then package the content according to the viewer's needs. Content creators can adjust the content created to meet the needs of viewers so that they can also make viewers feel at home and come back to see the next live stream.

This research will discuss the activities and activities carried out by GoPlay in its role in the creative industry. Creative content packs live streaming in such a way using various features provided by GoPlay. As a part of the Gojek technology company with the company name PT. Anak Bangsa application in 2015. Then in 2021 Gojek merged with Tokopedia to become PT. GoTo Gojek Tokopedia as the parent company and Goplay still use PT. Children of the Nation Application. Goplay has become a local player that has joined the Indonesian VOD industry since 2019 as a solution for the development of Indonesia's creative industry. GoPlay will also provide new things regularly that encourage viewers and creators to continue to participate in every event or activity carried out by the GoPlay team. The research will describe what GoPlay is doing to participate in the creative industry in Indonesia.

### **3 Result and Discussion**

Live streaming applications in recent years have become increasingly popular for use in various purposes. According to Denis McQuail in his book *Mass Communication Theory*, the main characteristics of new media are interconnectedness, access to individual audiences as recipients and senders of messages, interactivity, diverse uses as open characters, and their ubiquitous nature [6]. One of the GoPlay Indonesia live streaming applications is here to meet the entertainment needs of the community by presenting live streaming and various other video series. Interactions in GoPlay that exist between content creators and viewers are in accordance with McQuil's statement. Content creators build a good relationship with viewers to make viewers stay in the content and live streaming that is broadcast. The more viewers who stay on live streaming, the more enthusiastic they will be in the process of creating creative, informative and entertaining content.

The process of creating content on GoPlay will also have an impact on the creative industry because it is also related to the support provided by viewers in the form of virtual gifts. Viewers give virtual gifts to provide support to their favorite content creators so that on other occasions content creators can also give gifts to viewers who stay in live streaming. GoPlay mentions that True Fans in viewers survive and return to live streaming content creators who, in other words, repeatedly enjoy live streaming content. The virtual gift given by the viewer will later be disbursed by the content creator to the bank that was previously registered.

The research "The Existence of Creative Industries in the Midst of the Industrial Revolution 4.0 (Case Study on Wodske Creative Industries)" was written by Syifa Zainatul Imroah. The results of the study explain that during efforts to maintain its existence, Wodske Creative Industries has experienced dynamics and various changes. These dynamics are in the form of processes of digitization, computing, and upgrading of production equipment, functional product development, changes in company management, and changes in target market [7]. Goplay is present by paying attention to content creators and viewers who enjoy

live streaming on GoPlay so that both parties benefit and are connected to each other to support the sustainability of the creative industry in Indonesia through live streaming applications.

In 2018, it was noted that the creative industry/economy contributed 7.44% to Indonesia's total national economy. Apart from being beneficial for the country's economic income, this industry is also a place to foster creativity for business founders as well as their workers, as well as a solution for the large number of productive age workers in Indonesia, as well as helping to reduce the unemployment rate in Indonesia.

Goplay is here to reach creators in distributing and creating creative, informative and entertaining content. Live Streaming facilitated by Goplay allows anyone to channel their creativity and earn more income through virtual gifts given by viewers. Goplay's form of support for creators was also manifested in one of the programs last September, Gojek in collaboration with the Ministry of Tourism and Creative Economy (Kemenparekraf) held one of the flagship programs "Apresiasi Kreasi Indonesia" or AKI, a roadshow event in Indonesia featuring various SMEs and creative products from all over Indonesia so that they play a role in the creative industry in Indonesia.

AKI events took place in 16 cities or districts. The 16 cities or regencies are Banda Aceh, Padang, Pekanbaru, Jambi, Cilegon, South Tangerang, Tasikmalaya, Cirebon, Yogyakarta, Tegal, Sidoarjo, Jember, Pontianak, Banjarmasin, Kendari and Ambon. Together with GoPlay, there are 2 programs that will be run, namely music auditions and film screenings. For film screenings, this program is named Nobar Film AKI [8]. The program, which was carried out in 16 cities, was indirectly carried out as a form of introducing and disseminating Goplay and "inducing" new creators to live and work at Goplay, which in turn will further grow the creative industry in Indonesia.

#### **4 Conclusion**

GoPlay plays a role in the creative industry in Indonesia, this can be seen from the appreciation made by the Ministry of Tourism and Creative Economy which then supports what GoPlay has done. GoPlay reaches content creators to create creative content on GoPlay live streaming. Goplay implements the creators economy as one of its innovations in reaching creator content and also paying attention to viewers who have been watching live streams on an ongoing basis. GoPlay also digitizes through live streaming by content creators, regularly holds events to stay connected with content creators and viewers, according to the results of research conducted by Syifa Zainatul Imroah. 2020. THE EXISTENCE OF THE CREATIVE INDUSTRY IN THE MIDDLE OF THE 4.0 INDUSTRIAL REVOLUTION (Case Study on Creative Industry Wodske).

Mc Quill's statement regarding the existence of mutual connection can be seen in the interactions carried out by content creators and viewers so that the relationship that is established also maintains live steaming as a form of the creative industry. Goplay provides access to individual audiences as recipients and senders of messages. Several features in GoPlay also support good interactivity, for example through the chat column and games that can be played between viewers. Goplay's activities and live streaming are a form in the creative industry, which is very clear in the world of live streaming. Because there are several live streaming applications which then require content creators to make certain content so that what is created is sometimes forced and only pursues misguidance and there may also be no relationship between the content creator and the viewer.

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