

# Public Relation Strategy In Building Positive Brand Image At Kitty Live

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**Abstract:** The purpose of this research was to find the public relations strategy to build positive brand image on Kitty Live Indonesia company. Research method for this research was qualitative descriptive approach, observation technique was used to collect the data and interview, and coding to analyze the data. This research found that Kitty Live Indonesia used public relations strategy to build a brand image that focused on PR programs called counter program. Counter program is a program that is different from the way people think about live streaming based on survey. Moreover, research results showed that Kitty Live brand image is growing positive, but the strategy that PR used are still not good enough. The strategy still has weakness in people awareness on Kitty Live. To get an ideal brand image, it should start with people awareness about a brand or company.

**Index Terms:** Public Relations strategy, brand image, live streaming.

## 1 INTRODUCTION

Live streaming is a term that refers to content that is broadcasted live through the internet in the form of video and audio. Live streaming services are now available in online media. Now, there are also online live streaming applications with the concept of video that is widely used by teenagers. Some of those live streaming applications are Zeemi, Nono Live, Bigo Live, 17 Live, Yogrt, and Kitty Live. Among them, Kitty Live is an online live streaming platform that combines audio and visual media at once and is broadcasted live. Kitty Live streaming application is guided by VJ, a name to called live broadcasters or announcer in Kitty Live broadcasters and can be watched by Kitty Live's viewers or users. In the rising popularity of live streaming application nowadays, it is not spared from the exposure of negative news by the people that made live streaming has a negative image. It was started from several live streaming platforms in Indonesia that have negative contents and even pornography contents. This kind of contents has also affected other live streaming companies. Mukhammad Misbakhun, member of The House of Representatives of the Republic of Indonesia, said, "the decision of Ministry of Communication and Information to block Bigo Live application is right. This service displays negative content such as pornography which can damage the construction of the nation's social order." He added, "I support the seriousness of the government to shut these shows down while arranging regulations that following Indonesian social values." (Kompas.com, 2017).

Now, public thinks that live streaming is closely related to pornography even though not all live streaming applications refer to pornography. This not only affects the company but also affects the reputation of the VJs (broadcasters). Many people argue that female online live streaming broadcasters are bad because they like to display inappropriate things. Video streaming applications on the Android platform freely display sex scenes. Users only need a few minutes to download and install these applications on their device [1]. Negative reports regarding live streaming impacted Kitty Live's image in the public eye. Therefore, Kitty Live manages to build

its brand image to get a positive impression. From the very beginning, Kitty Live declared as an anti-pornography live streaming platform. Kitty Live CEO Sean Su said, "Having thoughtful content, Kitty Live strictly prohibits pornography, violence, and hate behavior as opposed to the value of live-streaming apps and avoids vulgarity and blindly looking for new things" [2]. So, it is obvious that the role of PR is needed for building the image of a brand or company. As stated by Cutlip and his colleagues, PR is a specific management function that supports the formation of mutual understanding in communication, understanding comprehension, acceptance and cooperation between organizations and public (Soemirat & Ardianto, 2008). The main task of public relations is to create a positive image and support a positive reputation for the organization in the public eye. Positive images are formed if the public has a positive perception of the organization. An image starts from public impression towards a brand or company. This research focuses on how Kitty Live Indonesia carries out public relations strategy in building a positive brand image. So, the problem formulation of this research is What is Kitty Live Indonesia's public relations strategy in building a positive brand image on Kitty live Indonesia (March - May 2018)? What are the challenges faced by Kitty Live Indonesia in carrying out a public relations strategy in building a positive brand image on Kitty Live Indonesia (March - May 2018)? What is the solution applied to the public relations strategy in building a positive brand image on Kitty Live Indonesia (March - May 2018)? The purposes of this research are to find out Kitty Live Indonesia's public relations strategy in building positive brand image (March - May 2018), to find out the challenges that occur in carrying out Kitty Live Indonesia's public relations strategy in building a positive brand image (March - May 2018), and to find out the solution made on Kitty Live Indonesia's public relations strategy in building a positive brand image (March - May 2018). There are several previous research related to public relations activities that can be used for this research. The first one is the research conducted by Nur Kholisoh and Yenita (2015) which discussed about "Public Relations Communication Strategy and Organizational Positive Image (Public Relations Case of Hospital "X" in Jakarta)" which shows that the PR of Hospital "X" approached good relations through educative-informative strategy in delivering information to the public. Communication is carried out in two-way communication by holding the principle of openness and providing understanding to improve the internal and external public image. The other research is conducted by Mariam Sondakh J.W. Londa (2017) regarding "Corporate

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Image Recovery (A Case Study of Kawan Baru Megamas Manado Restaurant)" whose research results stated that public relations strategies play an important role in image recovery by evaluating, reviewing, improving services, compromising, and negotiating with the injured party. The image recovery strategy can be used through online media and print media to explain and to resolve cases

## 2 RESEARCH METHOD

This research is a descriptive qualitative research which aims to explain the phenomenon about the Kitty Live, live streaming platform, which is the object of research through data collection methods. according to [3], descriptive research is research that is directed to provide symptoms of facts, or events systematically and accurately, regarding the characteristics of the population or certain area. This research is a case study which aims to intensively study the phenomena that occur in live streaming and Kitty Live. For data collection techniques, this research used primary and secondary data collection. For primary data, research is conducted through structured observation where the researcher knows aspects of the activities they observed which are relevant to the problem and the objectives. Disclosures are carried out systematically to test the hypothesis [4]. The next primary data was interview, and this research uses semi-structured interviews. The interview conducted was in-depth interviews with the aim to find more open problems regarding Kitty Live. When conducting interviews, informants also gave their opinions and ideas regarding the research object. For secondary data, this research got data through documents in the company and literature study. Data is obtained through reference materials such as books, journals, and online media. Data analysis is a systematic process of searching and compiling data obtained from interviews, field notes, and other materials so that it is easily understood, and the findings can be informed to others [5]. The data analysis technique used coding data analysis techniques. Strauss and Corbin [6] said that qualitative coding presents operations where data is broken down, conceptualized, and recombined in new ways. In coding data analysis, the data that has been obtained from the sources were collected and analyzed through the stages of open coding, axial coding, and selective coding. For data validity technique, this research used source triangulation. Source triangulation is used to test the credibility of the data by checking the data obtained from several sources. Data from several sources are described and categorized by the views, whether they are same or not, and which are specific from these sources [5]. The data in this research was obtained through four sources, which consisted of Key Informants from internal party namely Kitty Live PR, expert informants from external party namely PR agency Ogilvy, and viewers or users of Kitty Live, namely Informant 1 and Informant 2.

## 3 RESULT AND DISCUSSION

The strategy performed by public relations in building a positive brand image is by conducting counter programs. As for Kitty Live, it provides programs that are in contrast with what the public has been thinking about live streaming. In carrying out this counter strategy, public relations performed several steps:

- a. Define the occurring problems with investigations and monitor public knowledge and opinions on live streaming through surveys to users and the environment around VJ.
- b. In planning and programming step, Kitty Live makes goal strategies and tactics of using counter programs. These programs include; recruiting VJs who wear a hijab or veil, carrying out various charity programs, and maintaining good relations with users by giving positive activities for Kitty Live users. From these activities, the targets of this counter program are the existing user and potential user.
- c. In implementing the program, Kitty Live collected funds for charity through the online VJ competition event. Viewers can contribute by giving gifts to the VJs. Some of the funds from the accumulation of gifts obtained by VJs will later be set aside for charity. For the top-ranked VJs of gift income, they will be invited exclusively to participate in offline activities along with other contributors such as visiting orphanages or foundations. Public Relations is closely related to communication. Furthermore, Communication is highly required in carrying out public relations activities so that activities can run as expected. Such communication is usually carried out with internal parties and external parties (public). Publication is one of the communication forms carried out by external parties. Kitty Live does publication to public through the Line @ (at) official account. Next is by creating a banner and Line Page on Kitty Live application. For the publicity, at the time of the charity event, Kitty Live invites media partners to help publish on their respective media.
- d. There are several obstacles at the program evaluation stage. The first obstacle is the issue of people's trust in charity. Transparency is needed in accumulating funds. The second obstacle is the search for suitable orphanages and licensing issues with the foundation. Kitty Live also realizes its weakness in communication with the media. Kitty Live has not managed to attract the attention of Kitty Live's potential users, but existing users of Kitty Live have been satisfied with the results.

From four steps above, Kitty Live has a weakness at the implementation step of the program. In running the program, Kitty Live does not blow up the events that are held and is less intense into the media. So, the expectation of the results obtained in the program is not optimal whereas Kitty Live's target is to be more known to the public, especially as a positive live streaming platform. Aside from its weaknesses, Kitty Live has excellence in planning and programming stages. Kitty Live's programs which build a positive brand image are interesting and following the problems faced by online streaming platforms, including Kitty Live. Kitty Live strives to create a program that is contrary to public's negative view towards live streaming. From the steps of PR strategy run by Kitty Live, there are seven elements of the PR strategy. The first element is publications; and Kitty Live publishes through social media such as Instagram, Facebook, Line @ (at), banner, and Line Page (features on the application). Moreover, for its publicity, Kitty Live invites media partners when Kitty Live has events. The second element is event; Kitty Live holds both online and offline events intended for users, as well as the public. The third is News, Kitty Live has been covered several times by online media such as Liputan6.com, Tribunnews.com, and Detik.com, print media such as Jawa Pos, and Hot Thread such as Kaskus. The fourth is

Community Involvement; Kitty Live has not carried out activities that include community involvement. The fifth is Inform or Image; Kitty Live tries to give a positive impression with positive activities and contents applied by Kitty Live. Kitty Live also has a key message "Kitty Live, Live streaming healthy, positive live streaming." The sixth is Lobbying and Negotiation; Kitty Live lobbies to make partnerships with companies. Kitty Live opens recruitment for new VJs especially VJs who wear hijab and veil. The goal is to make Kitty Live considered more positive by public. The seventh element is Social Responsibility, where Kitty Live conducts charity for social community that provides support for children soccer players from the UNI Papua. Also, Kitty Live often holds charity activities for nursing homes and disability homes to show their concern towards public. From the elements of the PR strategy run by Kitty Live, there are strengths in Social Responsibility element. Kitty Live often organizes social activities such as charity activities to show their concern towards public, and this has proved that they can accommodate positive activities. On the other hand, Kitty Live has a weakness in the element of community involvement, where Kitty Live has not carried out activities or programs aimed at creating community involvement. Now, the image of Kitty Live is not as bad as how it was at first although the image is still not ideal until now. The results of these programs are quite satisfying for Kitty Live because they received a positive response from the existing users. From the public view, live streaming is not too common in public places. Judging from the corporate image, the PR strategy program that was carried out also made the credibility of Kitty Live increased. This is proved by several positive inputs received from non-users. Now, Kitty Live has collaborated with well-known companies such as JD.ID, Oppo, and Xiaomi. Many users said that this application is more useful and different from other applications which tend to be more harmful. Besides only for entertainment Kitty Live is also used as a platform to socialize and meet other users. Moreover, Kitty Live is also used for those who want to have additional income. Based on the user image, from company data, there are still those who give negative comments when VJ is live. However, many users of Kitty Live have the opposite view. Viewers and VJs use this application as a place to socialize and meet users. In terms of products, Kitty Live also has the advantage that leads them to a good product image. Kitty Live has many interesting features and different from its competitors. Some features include the self-made games feature and Kitty Live often holds tournaments for its users. Also, there is a MQ Quiz feature that is intended for Kitty Live users. Kitty Live always strive to make interesting features so that it can provide comfort to the users and maintain the users. From the features provided, at certain times Kitty Live often creates events that offer gifts to its users. Based on the explanation of the brand image indicator, Kitty Live still has weaknesses in the user image. There are still some viewers that have a negative view of Kitty Live's VJs. Even though the percentage is small, Kitty Live must strive to avoid the negative views from these viewers. Besides that, Kitty Live has advantages in product image where Kitty Live makes unique and different features from other live streaming applications. In addition to entertaining the users, some additional features available at Kitty Live are used for competitions. From the competition, lucky users will get various kinds of prizes from Kitty Live. The overall challenges

faced by Kitty Live are human resources and lack of budget which make the strategies carried out by public relations become not optimal. This happened because the company was still at an early stage and still building basic stage. The solution applied by Kitty Live is to rely on existing human resources. Other employees who do not have PR skills specifications are also required to learn about PR. The solution for the budget resource problem is to set aside a few percents of the key business to be allocated to PR activities. From this research result, Kitty Live's brand image has begun to be positively seen from the user's opinion about Kitty Live. However, the strategy carried out by PR through the above applications is not yet maximal. There is still a weakness in non-user awareness of Kitty Live. Currently, the public is still not aware of the existence of Kitty Live. To get an ideal brand image, of course, it must begin with public awareness of a brand or company. To increase the understanding of public awareness of a brand, Kitty Live should make more campaigns. Furthermore, PR activities carried out by Kitty Live must be maximized. That will create a better image of Kitty Live in the future. PR is the front guard in maintaining the company's image and maintaining the message from the company. Public will believe in what PR says. Therefore, the PR strategy must be strengthened, and PR should create more activities. As demonstrated in this document, the numbering for sections upper case Arabic numerals, then upper case Arabic numerals, separated by periods. Initial paragraphs after the section title are not indented. Only the initial, introductory paragraph has a drop cap.

#### 4 CONCLUSION

Based on the results of the research and the results of interviews conducted with various parties, both internal companies, and external companies, and from the results of structured observations that have been carried out, conclusions can be drawn as follows: From the research result, it was found that the strategy carried out by public relations in building a positive brand image was by conducting counter programs. Kitty Live provides programs that are in contrast with what the public has been thinking about live streaming. In carrying out this counter strategy, public relations have several strategies such as recruits VJs who wear veil or hijab, carries out various charity programs, and maintains good relations with users by giving positive activities to users of Kitty Live. Based on the four stages of problem-solving that have been done by Kitty Live, Kitty Live has weakness at the stage of implementing the program. When running a program, Kitty Live does not blow up the events that are held and is less intense into the media. So, the expectation of the results obtained in the program is not optimal whereas Kitty Live's target is to be more known to the public, especially as a positive live streaming platform. Aside from its weaknesses, Kitty Live has excellence in planning and programming stages. Kitty Live's programs which build a positive brand image are interesting and in accordance with the problems faced by online streaming platforms, including Kitty Live. Kitty Live strives to create a program that is contrary to the negative view of the public towards live streaming. From the elements of the PR strategy run by Kitty Live, there are strengths to the element of Social Responsibility. Kitty Live often organizes social activities such as charity activities to show their concern towards public, and this has proved that they are able to accommodate positive activities. On the other hand, Kitty Live

has a weakness in the element of Community Involvement, where Kitty Live has not carried out activities or programs aimed at creating an involvement of a community. Now, the image of Kitty Live is not as bad as how it was at first although the image of Kitty Live itself is still not ideal until now. The results of these programs are quite satisfying for Kitty Live because they received a positive response from the existing users. From the public view, generally, live streaming is not too familiar in public places. It can be said that Kitty Live still has weakness in the awareness of public towards Kitty Live. The challenges faced by Kitty Live are in the human resource and lack of budget. The solution applied by Kitty Live is to rely on existing human resources. Other employees who do not have PR skills specifications are also required to learn about PR. The solution for budget resource problem is to set aside few percents of the key business to be allocated to PR activities. The results of this research can be used as a study of further research, especially in quantitative research. This is in order to find out about the influence of the public relations strategy on the formation of brand image in society.

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