Production management model and distribution of tiktok content as a football information media in @footballfandom_id account

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ABSTRACT

This study aims to find out how a production management model and content distribution on the TikTok platform on the @footballfandom_id account. Football Fandom Indonesia owns this TikTok account. Football Fandom Indonesia is a sports media that discusses sports, especially football. Football Fandom Indonesia's journalistic style is light and easy to understand. The use of TikTok by sports media is an exciting phenomenon. The method in this research is a case study. The object of this research is the production and distribution management of Tiktok @footballfandom_id content. The study results are that Football Fandom Indonesia has performed several management functions well. Football Fandom Indonesia manages content production and distribution in planning and organizing. Content writer in determining ideas and writing scripts, implementation and supervision. Football Fandom Indonesia supervises the production and editing stages. In the distribution stage, the admin of TikTok @footballfandom_id has also made good use of the features in TikTok, such as using hashtags (#) and trending music. Football Fandom Indonesia provides a caption that can invite viewers to comment on the uploaded content

1. Introduction

Media Management is a science that teaches how to manage media with its principles and an entire management process is done well. Media management should provide knowledge of media management, and principles of control with its entire management process covering management functions, namely planning, organizing, implementation, and supervision (Hayu, 2017).

As the Internet grows faster, more and more social media types such as Instagram, Youtube, Facebook, Twitter, and TikTok are emerging. TikTok comes from the merging of the two applications of douyin and musically. Officially, TikTok began launching in September 2016. In creating this application, Zhang Yiming as the TikTok founder has a mission to record and present creativities and precious moments from all over the world using TikTok (Aldila Safitri et al., 2021).

One TikTok account that has a football theme @footballfandom_id account. Football fandom Indonesia under the name @footballfandom_id account is a creator that focuses on content information about sports especially football. @footballfandom_id has a tagline "because football is not finished in 90 minutes," which has the sense that it will not only enjoy the game for 90 minutes, but there are other discussions related to the game that will always be the subject of discussion.

TikTok @footballfandom_id has some kind of content such as flash news content, player profiles, goal compiled, football flashbacks, challenges, and video trolling. The number of @footballfandom_id followers started to experience significant increases at the 2020 AFF cup in

December 2021. By early February 2022, the number of TikTok devotees @footballfandom_id had been 81.8 thousand with 3.7 million likes. Despite having a football name and focusing on football, @footballfandom_id also makes content outside of football like badminton, football, and sometimes basketball.

The problem with fandom football is about the theme. Tiktok @footballfandom_id has power in the matter of a narrative theme which is either selected or using voice-over. While on a video theme featuring profiling from a host who reads the news directly can't even be as powerful as the content that is generated.

An earlier study conducted by Alma F. concluded that the presence of social media and the role used by tirto are affected by the circulation of themes in which social media is used as references to news themes. This is because of the interaction made by readers or consumers with producers in this case tirto.id through features on social media (Alma Fikhasari, 2019).

The same research is also conducted by Velantin Valian, which suggests that Benjamin is levering his social media with content management using several elements of communication such as resources, messages, media, integration, effect, And feedback is essential to resource content management as information media (a descriptive study of content management on @iben_ma) because communication elements are very useful at the time content is creating effective communication. Those processes include planning, planning, direction, and supervision. And regular evaluations and analyses keep the content quality consistent. Feedback from the audience can be an indication and a measurable measure of the successful content it produces (Valiant, 2020).

Another study conducted by Amalia has concluded that manufacturing content by Diskominfo DIY content does not escape good management even during the pandemic. Without good production management, the production process will not go smoothly. Efforts made in the process of management of content production by Diskominfo DIY during the pandemic will also need to be evaluated to see the effectiveness and efficiency of a content (Asfriyani, 2022).

Based on the background of the problem, the formula for this research is **"How does the production and distribution of social media content TikTok @footballfandom_id as media football information?"**

2. Literature Review

2.1. Digital Sport Media Management

Media management is a study that studies how its management of the media with its principles and whole management process is conducted, both on media as a commercial and social industry, media as a commercial institution and as a social institution (Hayu, 2017). Media management should provide knowledge of media management, and principles of control with its whole management processes, in fact, such as planning, organization, direction, and supervision.

Planning is to plan out the steps that will be taken to achieve a set goal. It includes decisions such as program identification and scheduling (Suryapermana, 2017).

The organization is an effective act of conducting relationships between individuals to achieve goals that are targeted (Maisaro, Atik, 2018).

Supervision is a process of knowing whether goals have been reached or not. Additionally, supervision in management is an effort to take the necessary corrective measures to ensure that all sources are in line with the goal (Morissan, 2008).

In sports, media has two types of elements. First, the media refer to such media as television, radio, newspapers, or the Internet. Second, the media refers to those employed in an organization such as a television station or newspaper that works as journalists and editors (Matthew Nicholson, 2007).

The relationship between sports and the media has become a defining commercial and cultural relations for the two industries of the early 20th century. The media has turned sports from amateur teaching to a commercial industry. Meanwhile, sports have given a large audience and are bringing advertising to the media. The scope of sports has created products to be enjoyed by the public, sold

by clubs and teams, bought and sold by media organizations, and manipulated by advertisers (Matthew Nicholson, 2007).

The media and sports take advantage of the relationships between the two. The media is widely accepted by audiences because it can broadcast programs and information about sports. Sports have supporters and audiences have down-to-earth news Nevertheless, sometimes sports have to deal with a problem that arises because of news from the media. Relationships that affect both partners depend on commercial success and popularity as well (Eastman & Billings, 2000).

The sports section eventually became one of the most interesting issues in the media. The sports news is not something to be heavy but something smooth, as light as a game. The issues surrounding sports are important because sports information has a wide market (Santosa et al., 2014).

2.2. Social Media Production and Distribution Content

Social media is a potential strategic communication tool for a nonprofit organization that can be used to reach many stakeholders simultaneously without having to charge significantly with traditional forms of communication (Junaedi & Sukmono, 2021).

Social media is complex and booming. Social media through social networks allows people to connect with others who share similar interests, desires, and beliefs. From one month to the next, new platforms emerged, applications developed, and techniques redesigned. Some circular model for social communication is intended to help implement the organization's strategies associated with individual campaigns. The structure provided is intended to be part of the brainstorming, pre-planning, and initial research phase that leads to the strategic planning framework (Luttrell, 2015).

Production was a process that turned raw ideas into first copies. The production stage or relation to the making of the first copy consists of an entire series of activities normally known as pre-production, production and post-production (Sasono et al., 2011).

Pre-production was a preparatory process of things that involved everything before the production process. In the manufacture of content, the preproduction is a very important process, as a film is whether or not a film is influenced from this process (Javandalasta, 2021). In the beginning of production, there were several things to be prepared, such as the pouring of ideas and creating a script that would later be used as benchmark for production and post production (Yusuf, 2016).

The stage of production isa stage at which ideas contained in the pre-production are then poured and executed which are later presented to the public (Yusuf, 2016).

The post of production is the final stage in the production process. In this stage, the correlation between production and editing takes place in which this stage of the video or audio stage will be edited dethereby with additional special effects like those produced by computers and music or sound additions. In all cases, content is perfected at the edit stage and ultimately at the post stage of production these visual and audio elements of a perfected content (Byers et al., 2004).

Content is the subject, type, or unit of digital information that is text, image, picture, video, sound, or document. In other words, content is various formats and information presented through the media, particularly new media (Junaedi & Sukmono, 2021).

Distribution isa stage in which an object or event is transmitted to the public through space simultaneously and is not only confined to a region but also able to reach all corners through the media (Satrianawati, 2018).

3. Method

The study is a postpositivistic paradigm intended to describe a model of production and distribution of social media content TikTok as a football information medium on @foorballfandom_id.

In this study, researchers use case studies, case studies are a series of intense, detailed and profound scientific activities of a program, event, and activity, whether on the individual level, a group of people, institutions, or organizations to gain intimate knowledge of the event (Hidayat, 2019).

In case studies, no single definition belongs to social science there is a broad definition. Examples like teaching case that do not accurately portray a particular individual, event, or process because their purpose is simply for learning (Prihatsanti et al., 2018).

The data analysis used in this research, that are :

1. The reduction of data is selection process, focusing attention on simplification, reform, and transforming crude data emerging from written records in the field. This process takes place continuously during research, even before the data is actually collected as seen from the researchers' conceptual framework, study issues, and data collection approach (Rijali Ahmad, 2018).

2. Presentation data is an integral part of qualitative research. By performing data presentations, researchers can work faster and better at encoding and decision-making based on the focus of research (Gumilang, 2016).

3. The deduction is the final stage in the data analysis process. In this section, researchers draw conclusions from data that have been acquired. It is intended to find the meaning of data collected by looking for connections, equations, or differences. A deduction may be made by comparing the corresponding statement of the subject to a conformity of thought in basic research concepts [23]

To ensure that data validation is practiced in triangulation, in this study by using data triangulation, researchers, and triangulation theories will be studied and draw conclusions that can eventually be easily understood by others (Siyoto & Sodik, 2015).

4. Result and Discussion

4.1 Production Management of Football Fandom

Football Fandom Indonesia is a media that focuses on soccer reporting using a TikTok platform as their media to spread the news in the form of audio-visual content. There are 4 regular employees who work at Football Fandom Indonesia, they are Addin Hanifa managers who also serve as narrator voice over and also admin TikTok @footballfandom_id, Desta Arya as video editor, Iklil Mara, as content writer, and Adha Imam as graphic design..

Management is an important aspect of a variety of organizations, one of which is media organization. Management functions will be attached to the organization's life processes. On a large scale, management is summarized in the four areas of planning, organization, execution, and supervision (Junaedi, 2014).

Planning will be done by the content writer to collaborate with the editor to brainstorm any idea that will be generated as a script that will eventually be executed as content. This planning stage also becomes a pre-production stage in the production process of content.

"Planning to write the script is usually brainstorming to determine what news we'll be processing to be content on the day. At this stage, we're doing a check on the Twitter timeline to come up with an idea. Because the content Football Fandom deals with some of the themes like riding the wave or busy news and content, we monitor Twitter to see the news. We monitor Brfootball and Footballjoe accounts. If it's done and done, then it will be used as a script."

The content writer will write three manuscripts that will be listed at the production stage. Of the three manuscripts, it will sterilize two voices over and one video which then continues in the post-production stage in the video editor.

At the editing stage in the post-production, editors will merge voice-over with visuals such as images or videos that have anything to do with what is spoken of in voice over.

"At the editing stage of the video, we waited for a voice-over from the admin because she doubles as the narrator's voice-over. First, we will do a check against the audio and make selections against the enunciation. If there's no error then we combine audio with images. Once audio and

images are combined, next is the caption in a video intended to illustrate the narrative in the video. In addition, another function of the caption is that it encourages audiences who want to watch videos but are not currently making it possible to hear audio or people who lack it. Afterward, we will create a cover that will be installed at the beginning of a video that will make it easier for the audience to see the title. Then the video we export and do a preview into the admin."

Oversight of the work becomes the responsibility of the manager to make sure that each worker does a good job and is right. The surveillance carried out by the Football Fandom manager is doing a check against voice-over, a typo note, or a matching picture.

"Surveillance must exist because it has to do with writing and video. If the writing pertains to suitable data or not. If in the editing stage a voice-over is associated with text, pronunciation, and caption that shouldn't be a typo."

In the organization of a team in the work sphere, fandom's football team is already aware of its individual parts and roles.

"The first is the employees know each part of the job. Second is that brainstorming is important because it will be uniformity between what to do and what to accomplish. The third need is a good controller completely linked to all work."

4.2 Content Distribution to TikTok

Distribution is a stage in which an object or event is transmitted to the public through space simultaneously and is not only confined to a region but also able to reach all corners through the media (Satrianawati, 2018).

TikTok is one of the social media currently being used extensively by the millennials Y and Z generations (Dewa & Safitri, 2021). Football Fandom uses TikTok as one of their platforms for uploading and disseminating the content they produce.

"We tap all social media, one of which is TikTok. Now, a TikTok development may go beyond any social media. The reason we use the TikTok is that it's trending. For us, Football Fandom's TikTok development exceeds any other platform we use like Twitter.

For distribution of content to social media, in particular, Indonesia's fandom football uses less of the features at TikTok because the content produced is not done by the face of the face but by the production outside the TikTok application.

"Because we're uploading content to the narrative, we don't use the features on TikTok. Usually, we only add audio and hashtags (#) that are currently trending on the content so that we can reach a lot of people."

Distribution and selection of music or tagged goods will also influence the content uploaded can reach many. In tag selection, Football Fandom uses a tag that links content, and they also tag #footballfandom so they can tell how many spectators are looking for or watching content with the hashtags #footballfandom.

"In determining the tag it should match the content of the video. For example when we create content for the Indonesian national team then the hashtags we use are # indonesian or tagged players. And so we always use the hashtags #FootballFandom 'cause tiktok is gonna do a data recap of how many spectators have watched the video with that tag".

5. Conclusion

Football Fandom Indonesia or @footballfandom is a media that produces content especially football is uploaded on a TikTok platform to reach audiences.

Football Fandom Indonesia's production and distribution of content are not without its proper management process. Without a good management process, the whole production process would not go smoothly

The production of content writers begins with a pre-production stage when the content writer will collaborate with the editor to brainstorm ideas for content. This brainstorming usually content writer looks for a reference source to an offshore football account that's usually quick to reveal a certain point to the Brfootball and footballjoe accounts. When the idea is collected later it will be the content writer that the idea becomes a script that will be narrated by the narrator and the script will also become a line for the video editing process because of the addition of a caption in the video that needs the text to make it easier for the work of the editor.

At the production stage, the narrator will read a script for the content writer that will eventually sterilize voice-over to a content in the post-production stage. At this stage, the narrator usually uses only simple instruments like the saramonic sound recorder when it's in the studio. But when the narrator couldn't be in the studio, then the narrator used a sound recording device.

The post-production stage is the most final phase in the production stage where in this stage, the voice-over that has been sent by the narrator will then be visualized by the editor by adding visuals such as the dor video related to the napa. In addition to creating visuals, editors are also tasked with adding music as a backsound so that the video is not monotonous. In addition to adding a backsound, editors will also add a caption to videos intended to clarify what is stored and also make it easier for people with special needs to remain able to enjoy the content of the Football Fandom.

After the production stage is completed, the next step is to distribute the content to TikTok. Indonesian fandom football chose a TikTok as one of their platforms to spread content not to escape their preconceived conception quickly enough than their other social media outlets like Twitter. Indonesian fandom football uses fewer of the features available at TikTok because their content is produced not through TikTok applications but from other editing software. TikTok is used only as a device for spreading content by adding trending music that can eventually affect the high or low content. In addition to adding music, they add hashtags that can also affect the logarithm from uploaded content.

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