

Entertainment: Sing to de-stress

Mazlina Mahdzar^{*}, Nur Hidayah Yusnizal, Nur Azza Abdul Aziz, Nur Farisha Mohd Shafie, Nur Ainaa Madihah Mohd Rakhib, Mohamad Al-Amin Che Mohd Fauzi

Faculty of Hotel & Tourism Management,
Universiti Teknologi MARA, Puncak Alam Campus, 43300 Bandar Puncak Alam,
SELANGOR

*Corresponding Author Designation

DOI: <https://doi.org/10.30880/mari.2021.02.03.005>

Received 05 September 2021; Accepted 05 October 2021; Available online 15 December 2021

Abstract : The use of social media is a tool for professional communication. Sing to de-stress through a social media platform namely Facebook Live streaming is an entertainment programme. This programme will lead spectators to communicate with performers or singers on a real-time basis and mainly can minimize direct interaction with other spectators due to the pandemic Covid-19. The singer can still gain income from their performance rendered through the number of viewers and likes or stars that are given by the audience or from donation drives by the Facebook page. The main reason this idea was created is that there are a lot of street singers who find it hard to gain income due to the Covid-19 pandemic and strict Standard Operating Procedures (SOP), thus this idea was form as way to release the stress during the pandemic of Covid-19 which is through entertainment. Participants and singers alike can reduce their stress during this Covid-19 while joining this kind of entertainment competition using the social media platform.

Keywords: Social Media, Entertainment, Singing Competition, Music, COVID-19.

1. Introduction

The term social media describes 'interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests and other forms of expression via virtual communities and networks' [1]. This definition includes a wide variety of popular platforms, including Twitter™, Facebook™, Instagram™, LinkedIn™, blogging platforms, WeChat and Whatsapp™. With social media playing an integral role in our daily lives, the way we communicate has dramatically changed, it has become established as a platform for sharing information [2]. With such drastic measures needed to contain the spread of the virus, it is now imperative that social media is appropriately utilised to maximise its benefits to the workforce, while recognising the associated limitations. An innovative application of social media as a means of location-tracking and hence contact tracing has materialised directly as a result of the pandemic [3].

*Corresponding author: nina@uitm.edu.my

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With the COVID-19 outbreak disrupting business around the world, we've seen business owners come up with creative new ways to connect with and inspire their communities. The idea to produce live singing online event help people relieve stress during COVID-19 [4].

Covid-19 not only caused a decline in the economy, especially tourism and hindered social activities in the community but it also seized opportunities for those who strive to make a living by performing in the streets. Out of concern for their plight we would like to organize competitions or programs aimed at increasing their income and reducing the emotional burden of a society that is less stable due to Covid-19. Our objective is to have fun while doing charity. With the participation of many parties we want to reduce the emotional stress of those who are afraid to ask for help and help those who are in dire need economically by opening a relief fund during the program. We offer open participation to all street singers and to the general public who want to relieve their stress and increase self-confidence by participating in our program.

Street performing are one of the activities that was also affected during the Covid-19 outbreak. Artists could not perform due to Standard Operating Procedures (SOP). Buskers and street performers only have permission to perform inside premises such as shopping malls, food courts and restaurants thus it increases competition to get a place there. Among the idea of this project are such as (1) to find hidden talented singers among Malaysian, (2) To help street singers find their side-income, (3) a way to release the stress during the pandemic of Covid-19, (4) no need to worry about the spread of the pandemic of Covid -19 during competition, (5) to increase self-confidence by participating in the competition, and (6) have fun while doing a charity.

2. Materials and Methods

After live events and concert are not available during the pandemic, the idea to produce live stream singing events on Facebook Live and share a schedule for upcoming classes the next day was decided. Offering singing events through Facebook Live expanded to community, and instructors could still interact with participant's through comments and reactions [5]

The sing de-stress using a media social platform which is Facebook Live Streaming is an entertainment programme. This platform is easy to access for all participants. Singers for our programme can gain money from their performance when they sing and join our programme. This programme will lead spectators to communicate with the performance or singer. Because of Covid-19, many people stay at home. Everyone can join this programme.

Participants are free to join Sing to de-stress as spectator or singer in the competition. The participants can reduce their stress by joining the competition or enjoy the live concerts. The participants stand a chance to win a lucrative cash prize. The society can donate their money drive by the Facebook page or give likes or stars to help the singer gain income due to Covid-19. Viewers have the opportunity to also chat live with their favorite singers.

This entertainment uses the Facebook platform which is making a live-in Facebook. For someone who wants to join, they must have a Facebook account. The following figures illustrate the steps to join the Live Stream Facebook.



Figure 1: STEP 1 - Log in

Participants who want to join this entertainment must have a Facebook account (refer **Figure 1**). First, they must open the Facebook app or go to facebook.com and must log in to Facebook using their email.

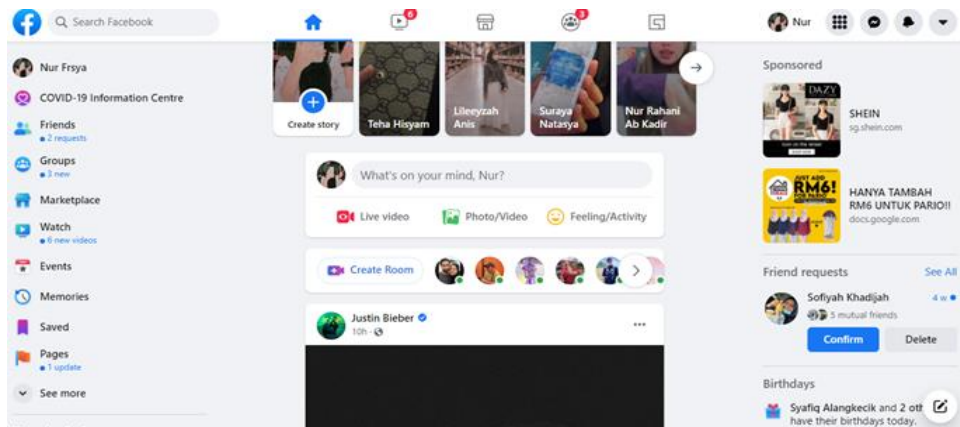


Figure 2: STEP 2 - What on your mind section

On the home screen, participants must go to the What on your mind section at the top (refer **Figure 2**). Under it, tap the Live video option with a red camera icon.

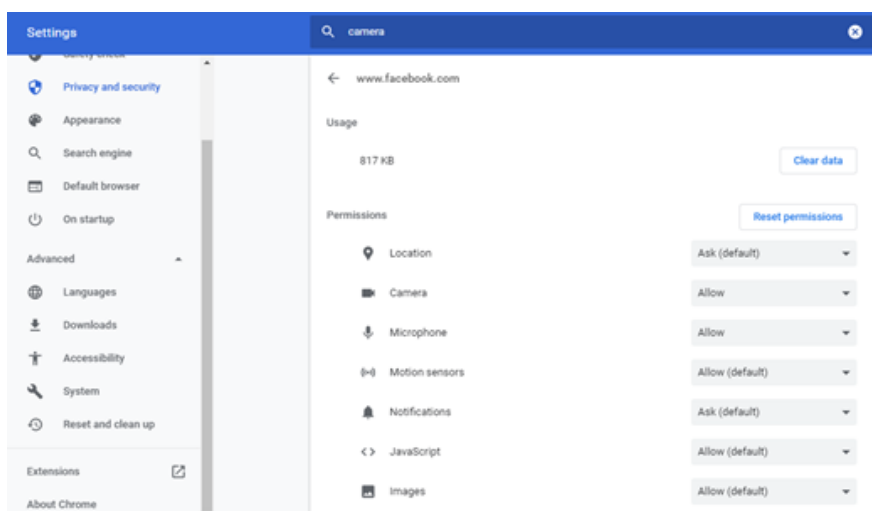


Figure 3: STEP 3 - Set up Setting

Before wanting to start Live, review your settings before starting to make sure your camera and Microsoft are set up correctly to avoid any problems during Live (refer **Figure 3**).

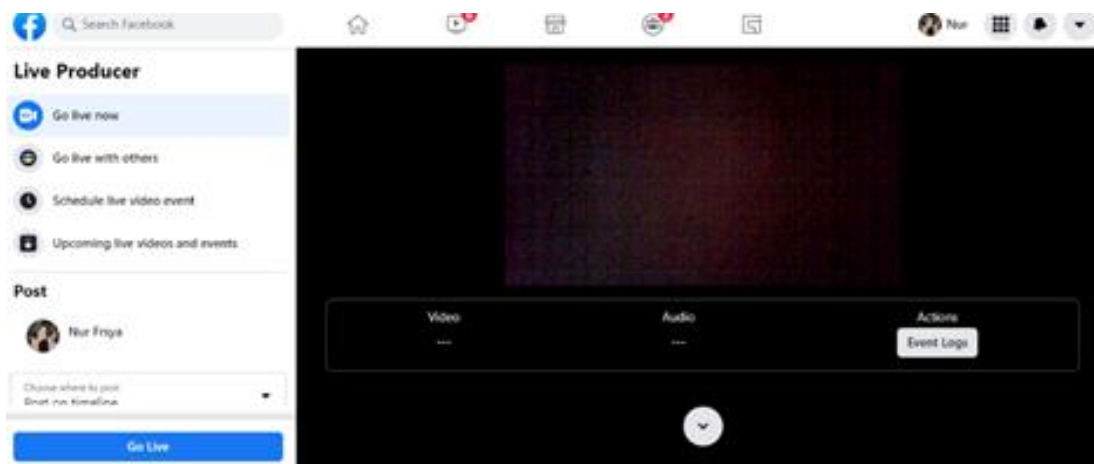


Figure 4: STEP 4 - Tap Start Live Video

Participants must tap the Start Live Video button to start live streaming on their mobile device or go to the Go Live button if participants use the web browser on PC (refer **Figure 4**).

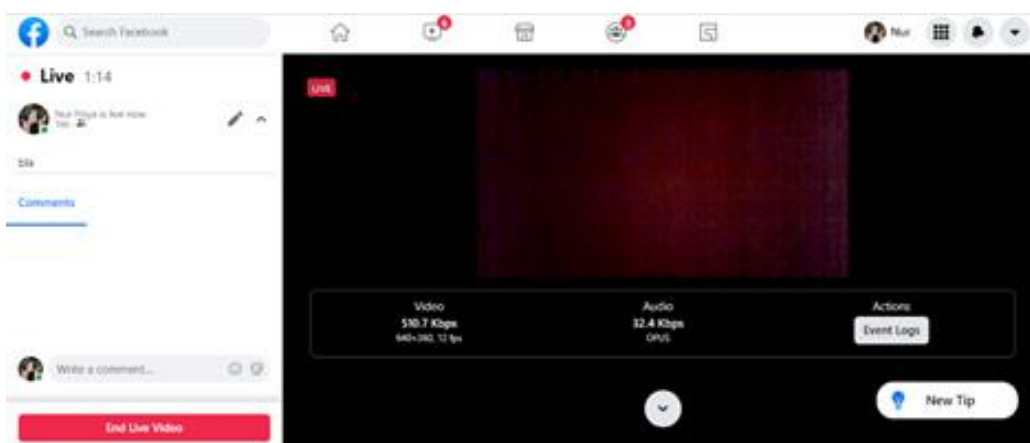


Figure 5: STEP 5 - Finish Button

Finally, when participants end the live session, they must press the finish button to stop streaming. After which the recording also can be shared on the timeline or can delete it (refer **Figure 5**).

Conclusion

Through the power of technology and social media, live performances were able to take the stage in a Facebook livestream, thus another professional concert through the magic of social media were able to pull off. For many businesses, social media has become a lifeline to customers during COVID-19. It's enabled companies to not only keep the dialogue going in real time, but reimagine the way they engage with existing and prospective customers for a more dynamic experience and increased loyalty. For some, it's even created opportunities to make customers feel understood and valued, launch a new business or create an additional revenue stream [6].

Sing to de-stress can help people to reduce their stress and gain money for local singers who are affected due to Covid-19. The programme also can find a new talented singer to be featured in the local industry. Everyone is free to show their own talent and win the competition. The Covid-19 brings a lot of changes in our daily life but it also brings us a new way to gain money and continues our life in different ways.

User growth on social media can be seen in the future on sites and other social video platforms which are referred to as “social entertainment.” Livestreaming and social entertainment sites like TikTok will continue to grow as the pandemic continues, eMarketer predicts [6].

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