

Self-Efficacy of Live Streaming Hosts Influenced By Mindset

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Abstract

Self-efficacy (Bandura, 1997) reflects the Host's belief in their ability to perform an activity. Furthermore, self-efficacy can influence the host's behavior when facing new challenges and situations. The level of individual self-efficacy is strongly influenced by the individual's ability to cope with the task. This condition is an indication of the form of mindset that affects the level of Host self-efficacy. According to Dweck (Rosyid, 2021), Mindset is the way a person views their ability to understand and face the world. A person's mindset can be seen from his attitude and behavior when responding to events or phenomena he experiences. Dweck (2015) suggests that there are two types of mindset, namely, growth mindset and fixed mindset. This study uses quantitative research methods with an inductive approach. Respondents used 402 Live Streaming Hosts. This research data collection uses a questionnaire distributed via Google Forms. Based on the results of data analysis, it was found that there was a significant positive effect of a fixed mindset and growth mindset on the self-efficacy of Live Streaming Hosts in the Kitty Live and Mico applications ($R^2 .019$; $sig < 0.05$ and $R^2 .020$; $sig < 0.05$). When hosts have a growth mindset, their confidence in their abilities increases.

Keywords: Host Live Streaming; Mindset; Self-Efficacy

A. INTRODUCTION

Today, Live Streaming is the latest innovation that allows people to express themselves and share their thoughts interactively. Social media is currently a trend among people, and one of the popular ways to interact through social media is by using Live Streaming. Through Live Streaming, users can interact with their followers in real-time to participate in discussions and exchange ideas. In addition, Live Streaming also enables users to showcase their talents or share their daily activities in a more interactive way (Munir & Harianto, 2019).

Two of the phenomenal live-streaming applications currently being loved are Kitty Live and Mico. Mobile Alpha Limited, a digital start-up, has started its operations in Indonesia by launching Live Streaming applications called Kitty Live and Mico. The response from the Indonesian public to these apps has been very positive, with the number of Kitty Live and Mico users reaching tens of millions from various walks of life. A team of experts from China with decades of experience has developed Kitty Live, a mobile video live-streaming application that was first launched in Thailand and then targeted the global market. Since its launch on July 1, 2016, in Thailand, Kitty Live and Mico have experienced rapid growth and successfully penetrated the global market.

In addition, Kitty Live also provides career opportunities for young people in Indonesia by becoming an official host, official broadcaster, or VJ (Video Jockey) in the Kitty Live and Mico applications. This opportunity can provide income for those who get a lot of interaction and comments from other users during live broadcasts. In addition to comments, users can also give gifts or gifts in the form of expressible symbols of varying value. Some agencies have collaborated with Kitty Live and Mico to become hosts or VJs on their applications (Jumalis, 2017).

Live Streaming hosts in the Kitty Live and Mico apps have different levels of confidence when doing Live Streaming. Several factors make Hosts feel confident in doing Live Streaming, including financial

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needs, wanting to train and develop communication and public speaking skills, and wanting to expand relationships and be active in front of the camera. On the other hand, some factors make Hosts feel unsure about doing Live Streaming for various reasons, including fear of other people's negative perceptions of them as Live Streaming Hosts, anxiety when the room is quiet, comparing themselves with other Hosts who are considered better, feeling worried about not reaching the target set, and feeling that the content delivered is not interesting so it seems boring.

(Suharsono & Istiqomah, 2014) State that an individual's belief in their ability to succeed in certain situations is called self-efficacy. This greatly influences how a person achieves goals, completes tasks and overcomes challenges. Self-efficacy theory is included in Bandura's social cognitive theory, which emphasizes the role of social experience and learning through observation in the development of individual personality. A key concept in social cognitive theory is that an individual's behavior and reactions in almost every situation are influenced by the actions observed in other individuals.

Self-efficacy itself is a personal perception of external social factors. According to Bandura's theory, individuals who have high self-efficacy, namely individuals who believe that they can complete difficult tasks, see these tasks as challenges that must be mastered, not things that must be avoided (Suharsono & Istiqomah 2014). According to Bandura (Novrianto et al., 2019), the concept of self-efficacy has three interrelated dimensions, namely level, strength, and generality. According to Bandura (Novrianto et al., 2019), the first dimension, level, refers to the level of difficulty faced by the individual in the task. The second dimension, strength, refers to an individual's belief in their ability to complete a particular task. The third dimension, generality, relates to the breadth of the field in which individuals feel confident in completing the task.

In other words, self-efficacy is not just about general self-confidence but also involves more specific considerations about the level of difficulty of the task at hand and the individual's belief in their ability to complete it. In addition, self-efficacy also includes the extent to which an individual's beliefs can be applied in various situations and fields. In this case, self-efficacy can affect individual behavior and achievement in multiple aspects of life.

According to Dweck (Sembiring, 2017), mindset refers to the frame of mind or perspective used by a person to view and understand the world. According to Dweck & Legget (Sembiring, 2017), mindset can be seen as a belief that lies on a scale, where on one side, there is a growth mindset, and on the other side is a fixed mindset. Dweck explains that a fixed mindset is based on the belief that an individual's qualities are fixed or cannot be changed, while a growth mindset is based on the belief that an individual's basic attributes can be developed through effort and dedication. In this case, mindset can affect the way a person responds to challenges, learns, and sets in life. A person with a growth mindset will be more accepting of challenges and see failure as an opportunity to learn and grow. At the same time, individuals with a fixed mindset may feel hampered by low self-confidence and cannot overcome obstacles. Therefore, understanding the type of mindset one has can help one to develop oneself and achieve greater potential.

Many studies have been conducted on how mindset affects self-efficacy. One of them is research conducted by (Buenconsejo et al., 2020) on 700 undergraduate students in the Philippines, which shows that beliefs about talent that can develop and remain (growth and fixed mindset) are related to career-related self-efficacy and talent development. In this case, students who have beliefs about the talent that can develop (growth mindset) tend to have higher self-efficacy related to career and talent development compared to students who have beliefs about fixed talent (fixed mindset).

Then, research conducted by (Yeh et al. 2023) shows that the i-based creativity learning system developed can increase student creativity. The results of the analysis show that growth mindset (especially GI) and grit have a positive effect on self-determination and self-efficacy in game-based creativity learning. Meanwhile, fixed mindset (especially FI) negatively affects self-determination and self-efficacy in game-

based creativity learning. Based on what has been described above, researchers want to see the effect of Mindset on self-efficacy on Live Streaming Hosts in Kitty Live and Mico Applications.

B. RESEARCH METHOD

This research applies a non-experimental research design that includes an empirical review of the literature. In this method, researchers conduct a comprehensive search and analysis of various literature sources relevant to the research topic. The aim is to gain a deep understanding of the problem to be studied as well as to find and select suitable measuring instruments to be used in this study (Heryana, 2020). By conducting an empirical review of the literature, researchers can utilize existing knowledge and identify conceptual frameworks that can support this research theoretically.

The type of research used regression, which has the main purpose of understanding how changes in the independent variable can affect changes in the dependent variable. The reason researchers choose this type of regression research is that researchers are interested in exploring the cause-and-effect relationship between two existing variables, namely the independent variable and the dependent variable. Then, this study uses an inductive approach, which starts with specific observations or data collection and then moves towards generalization or the formation of more general conclusions. In the inductive approach, researchers collect data and identify patterns, trends, or relationships that emerge from the data. In this study, the independent variable being studied is Mindset. Meanwhile, the dependent variable is observed to evaluate the effect of the independent variable. In this study, the dependent variable that is the object of research is self-efficacy.

In this study, researchers refer to the formula developed by Isaac and Michael (Sugiyono, 2018) to determine the number of relevant samples. Given that the population of Live Streaming Hosts in Kitty Live and Mico applications is infinite, researchers refer to the following table to determine the sample size to be taken. By using Isaac and Michael's sample size determination table, researchers can obtain a sample size that represents the population of Live Streaming Hosts in the Kitty Live and Mico applications.

The number of samples studied, according to the table above, consists of 349 Live Streaming Hosts in the Kitty Live and Mico applications with a significance level of 5%. This research prioritizes the level of accuracy in describing the population, which can be achieved by reducing the tolerance of error. Therefore, the researcher chose an error rate of 95% to achieve a high level of accuracy while still paying attention to flexibility. The smaller the error tolerance applied, the more accurately the sample describes the characteristics and patterns present in the population. The number of respondents netted was 402 Hosts. In this study, two measuring instruments were used to measure mindset and self-efficacy variables. The measuring instrument for Mindset variables refers to Dweck's theory, which divides Mindset into two forms, namely fixed Mindset and Growth Mindset. Meanwhile, the self-efficacy measuring instrument refers to (Bandura, 1995), which presents the dimensions of the self-efficacy construct, namely level, strength, and generality.

C. RESULTS AND ANALYSIS

The mindset applied by a person can increase or decrease a person's self-efficacy, one of which is a Live Streaming Host. Everyone has a different form of mindset that is influenced by various factors, including personal experiences, environmental influences, and social interactions that can shape the mindset and beliefs of each Host. Mindset is a thought pattern that influences the way individuals think, behave and respond to events or situations. There are two types of mindset, namely, growth mindset and fixed mindset. Dweck states that a growth mindset refers to the belief that abilities can be improved through hard work and perseverance, while a fixed mindset refers to the belief that abilities are fixed and cannot be

changed. Dweck illustrates how this mindset affects one's success in various aspects of life, such as in school, work, sports, and the arts. (Dweck, 2007). Mindset has a significant impact on one's behavior, attitude, and the way one responds to challenges and opportunities. In addition, mindset also plays an important role in shaping self-belief in one's abilities and potential, as well as influencing responses to success and failure. (PR, 2021).

Below are the results of the simple linear regression analysis test of Mindset shape on Self Efficacy:

Table 1. Model Summary Fixed Mindset to Self-Efficacy

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.138 ^a	.019	.017	3.87727

a. Predictors: (Constant), *FIXED MINDSET*

Source: Research data, 2023

Table 2. Model Summary Growth Mindset to Self-Efficacy

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.141 ^a	.020	.018	3.87533

a. Predictors: (Constant), *GROWTH MINDSET*

Source: Research data, 2023

Based on the results of the simple linear regression analysis test between the form of Mindset and the self-efficacy of Live Streaming Hosts on the Kitty Live and Mico platforms, the results show that there is an influence of both forms of Mindset, namely fixed Mindset and growth Mindset on the self-efficacy of Live Streaming Hosts. In the simple linear regression test of fixed mindset on self-efficacy, it was found that the coefficient of determination (R²) between fixed mindset and self-efficacy was 0.019. This result also shows that the relationship is significant, with a significance value of < 0.006 (p < 0.05). Thus, it can be concluded that there is a significant positive influence between fixed mindset and self-efficacy, where the overall contribution is about 1.9%.

A fixed mindset is a mindset that believes that basic qualities, such as intelligence or talent, are fixed. People with a fixed mindset tend to reject new challenges, view hard work as futile, and have a belief that success or failure reflects their core identity. They tend to avoid challenges for fear of failure and believe that their abilities are fixed and cannot evolve (Dweck, 2006). Based on the results of the simple linear regression test, a fixed mindset has a positive effect on self-efficacy, although a fixed mindset tends to be considered a less flexible attitude and has a negative impact. However, in certain situations, hosts who have a fixed mindset but can bring it positively can find strength in the stability of identity and expertise. For example, they can provide in-depth and informative content in a particular field, as they tend to utilize the skills that they already consider as "fixed". These fixed mindset characteristics support the increasing self-efficacy of Live Streaming Hosts, as explained in the (Bandura, 1995) theory, which states that one of the forms of self-efficacy is the experience of mastering something.

Furthermore, based on the results of the simple linear regression test of growth mindset on self-efficacy, it was found that the coefficient of determination (R²) between growth mindset and self-efficacy was 0.020. This result also shows that the relationship is significant, with a significance value of < 0.005 (p < 0.05). Thus, it can be concluded that there is a significant positive influence between growth mindset and self-efficacy, where the overall effect is about 2%. That is, the higher the growth mindset, the higher the self-efficacy.

People who adopt a growth mindset consider talents and abilities as aspects that can be expanded, as potential that can lead to achievement through dedication, practice, and guidance. In a growth mindset, talents are considered as something that can be built and improved rather than just something to show off to the outside world, and they can guide us toward achieving success with consistent effort (Dweck, 2016).

Audience empowerment is also an important aspect, where hosts create an active presence by encouraging participation and considering the audience as partners in their content journey. The hosts openly share their learning experiences, including failures, and encourage viewers to adopt the same mindset of personal growth and development. Hosts continuously develop their skills, not just to gain popularity but to provide long-term value and achieve success with consistent effort. As such, Live Streaming Hosts who adopt a growth mindset not only see talent as something they have but as a foundation that can continue to grow through dedication and sustained effort. The characteristics of the growth mindset support the increasing self-efficacy of Live Streaming Hosts, as explained in Bandura's (1995) theory, which states that one of the forms of self-efficacy is the experience of mastering something.

D. CONCLUSION

Based on the results of the research that has been conducted, it can be seen that the form of mindset can significantly affect the self-efficacy of a live streaming host at Kitty Live and Mico and has a positive direction. Fixed mindset influences the level of self-efficacy of live streaming hosts at Kitty Live and Mico, which is stated significantly in this study (Ha1 accepted). The coefficient of determination (R^2) of 0.019 indicates that fixed mindset has an impact of 1.9% on self-efficacy, while the remaining 98.1% is influenced by factors not included in this study. Meanwhile, a growth mindset has a significant influence on the level of self-efficacy of Live Streaming Hosts at Kitty Live and Mico, as stated in the results of this study (Ha2 accepted). The coefficient of determination (R^2) of 0.020 indicates that a growth mindset has a 2% influence on host self-efficacy. The remaining 98% is influenced by other factors not examined in this study.

A positive attitude towards success and failure, as well as the ability to see challenges as opportunities for growth, can be key in strengthening Hosts' confidence in carrying out Live Streaming activities on these two platforms. Adopting a constructive and optimistic fixed mindset can open up space for skill development and confidence building, creating an environment that supports the growth of Live Streaming Hosts. By seeing challenges as opportunities to learn and grow and pushing themselves to improve their skills continuously, Hosts can form a mindset that supports self-efficacy. Therefore, promoting a growth mindset can not only have a positive impact on the Host's personal development but can also create a dynamic and productive environment within the Host community at Kitty Live and Mico.

Agencies can utilize the findings of this study as a guide to improve the quality of training and mentoring for their Hosts. With a better understanding of the influence of mindset forms on self-efficacy, agencies can provide more targeted support in helping Hosts develop a positive mindset. By focusing on the mental and professional aspects of Hosts, agencies can improve the performance of Live Streaming Hosts, strengthen working relationships, and increase Hosts' level of satisfaction with working with agencies. Agencies have the opportunity to create a work environment that is more supportive of Hosts' growth and development while increasing the effectiveness of the collaboration between them. By providing relevant support and focusing on Host development, agencies can become more effective partners in ensuring Host success in the live-streaming industry.

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