

Analisis Tindakan Oleh Content Creator Jember Pasca Aturan Baru Monetisasi

Analysis Of Actions By Jember's Content Creators After The New Monetization Rules

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INFORMASI ARTIKEL

Accepted: October 12, 2022

Revision: December 21, 2022

Published: December 26, 2022

KATA KUNCI

youtube, social existence,
economic existence

ABSTRACT

The Youtube application is rapidly expanding and changing how Indonesians enjoy the media. The increasing public interest in the existence of Youtube is shown by the growing number of content creators, known as Youtubers and Youtubers themselves. So the exciting thing to study is how Youtubers maintain their existence on Youtube, both socially and economically, because it is undeniable that humans want to exist in the social environment (Homo Homini Socius) and the economic environment (Homo economics). This study uses a qualitative method that presents a social perspective to understand the phenomenon of the research subject. The results of this research are the social and economic existence of Youtubers can be seen from the content created before or after the new Youtube Partner Program (YPP). Tepe46 and Abdikos are Youtubers from Jember who have similarities in maintaining their identity and social existence. However, it is different in maintaining economic reality, where Abdikos takes practical actions while Tepe46 tends to be instrumental. This was done because they saw the track record of their Youtube viewers and monestations.

ABSTRAK

Saat ini aplikasi Youtube dengan cepat merambah dan mengubah cara orang Indonesia dalam menikmati media. Meningkatnya animo masyarakat akan eksistensi Youtube ditunjukkan dengan jumlah content creator atau yang dikenal dengan istilah Youtuber dan penikmat Youtube sendiri yang semakin besar. Maka hal yang menarik untuk dikaji yaitu bagaimana kemudian para Youtuber mempertahankan eksistensinya di Youtube, baik dalam eksistensi sosial dan ekonomi. Karena tidak dapat dipungkiri manusia ingin eksis dalam lingkungan sosial (Homo Homini Socius) dan lingkungan ekonomi (Homo Ekconomicus). Dalam penelitian ini menggunakan metode

kualitatif yang menyajikan prespektif sosial guna memahami fenomena dari subjek penelitian. Adapun hasil dari penelitian ini adalah eksistensi sosial dan ekonomi para Youtuber dapat dilihat dari konten yang dibuat baik sebelum atau sesudah baru Youtube Partner Program (YPP). Tepe46 dan Abdikos adalah Youtuber asal Jember yang memiliki kesamaan dalam menjaga identitas dan eksistensi sosialnya. Namun berbeda dalam menjaga eksistensi ekonomi, di mana Abdikos melakukan tindakan afektif sedangkan Tepe46 cenderung instrumentalis. Hal tersebut dilakukan karena melihat rekam jejak viewers dan monestasi Youtube mereka.



Introduction

When Youtube started to enter Indonesia, this social media application quickly changed how Indonesians enjoy media. A research report initiated by Google shows that "92% of Indonesian users say Youtube is their first destination when looking for video content". The existence of Youtube is starting to replace the role of television in broadcasting actual information. The increasing public interest in the presence of Youtube is shown by the increasing number of content creators, also known as Youtubers and Youtube fans.

Youtube Partnership Program (YPP) is a new program to encourage the birth of interesting new videos. The program is designed for those who wish to become creators on Youtube. To be able to join YPP, the first requirement for creators is that they must first have a Google account and a Google AdSense account to receive payments (Labas & Yasmine, 2017, 115). This creates a mutualism between Youtube as a provider of video-sharing services and content creators or content creators. This innovation is carried out so that Youtube can maintain its existence by providing more value to each video content that its content creators have uploaded.

The emergence of various new content to reap the maximum profit from Youtube has become a problem. Many Content Creators and unique content make advertising offers to Youtube lower. In addition, the video content that is being circulated on Youtube is considered not to meet the personal creativity requirements of the content creator, such as videos reducing minors, and acts of terrorism, to the case of Logan Paul, a Youtuber who displayed the bodies of victims who committed suicide in the Aokigahara forest, Japan, video plagiarism and does not meet social principles. Because of that, Youtube made stringent rules regarding this, and the monetizing system was updated.

In February 2018, new rules were enacted, to earn revenue from advertising, an account must have 1,000 subscribers, and its videos must have accumulated at least 4,000 hours of watch time in the last 12 months (Mukromin, 2021, Hal. 1724). Previously, YPP only required a channel to collect 10,000 views to display ads. Youtube parties felt that the old rules needed to be more effective in filtering out spammers and content imitators. Of course, this new requirement makes Youtubers have to rack their brains to collect as many subscribers as possible and attract the public's attention to a large number of viewers. Polemics occurred when this rule came into effect. One of them is the Youtuber who feels pressured to commit suicide. However, living side by side with YouTube has become a millennial daily routine at this time (Ginting, 2020, Hal. 584). Today's social existence and money-making from Youtube are still attracting attention.

Based on the description above, there are exciting things to study more deeply, namely how content creators maintain their existence on Youtube, both in the social and economic realms. Because it cannot be denied that humans want to live in a social (*Homo Homini Socius*) and economic (*Homo Economicus*) environment.

Literature Review

Experts agree that the term social media is currently the same as new media. Changes in society then appear with the massive use of social media itself. This then attracts the interest of researchers to observe the extent to which social changes occur with the help of social media. Many research results with various scientific perspectives have been published on this theme. Among them are the results of Bimo Mahendra's study regarding "Social Existence Teenagers in Instagram: (A Communication Perspective)." In this study, Bimo Mahendra concluded that social media, especially Instagram, has become an addiction among teenagers. This is because Instagram has become a new social environment among teenagers. In addition, there is a difference in the "feel" between existing in the real world and the virtual world, and Instagram tends to have the power to encourage existence among teenagers to become more visible (Mahendra et al., 2017, Hal.153).

Another study was produced by Herdian Rizky Yuniyanto and Hani Sirine with the title "The Influence of Advertising on Purchase Interests of Youtube Users with Brand Recognition as Variable Intervening" (Yuniyanto & Sirine, 2018, Hal. 24). This research takes the perspective of marketing science in looking at the influence of advertising on consumer buying interest. Facts on the ground show that 74% of Youtube users are interested in buying products after seeing advertisements. So social media has the potential as an effective means of advertising and marketing. The book by Idi Subandy Ibrahim and Bachruddin Ali Akhmad entitled "Communication and Commodification:

Examining Media and Culture in the Dynamics of Globalization" comprehensively describes the interbreeding between communication and commodification (Idi Subandy Ibrahim, 2014, Hal. 55). This book reveals that the media's development also influences a society's culture. In the past, print media such as newspapers, magazines, and readers had a high turnover. They were an absolute necessity for the public to get the latest information. Still, now everything has been replaced by the internet—now available e-books and e-newspapers that can be accessed anytime and anywhere with ease. Media in physical form changes to digital with various platforms. Reading has changed.

Another research was carried out by Edy Chandra who produced a work entitled "Youtube, Image of Interactive Information Media or Media for Conveying Personal Aspirations" (Chandra, 2018, Hal. 410). This study concludes that social media have educated humans to introduce their profiles to the broader community. In the end, humans, especially millennials, are increasingly interested in the two media. The portion of attention to social media is increasingly considered challenging for its users.

Other works produced by Idi Subandy Ibrahim and Bachruddin Ali Akhmad attempt to describe the reality contained in contemporary media and culture by involving various theories and concepts. They started from the view of media substitution, political economy theory, the idea of technological culture, to network theory in communication. In addition, the author of this book also highlights the political economy and global media capitalism. How can media elite and intellectual elites, who generally have a specific agenda, deliberately carry out propaganda to a broad audience through the media to build particular issues. For researchers of the political economy of media, this book is important for understanding capitalism, media conglomeration, and global media operation.

Learning Resources

This study uses a qualitative research method, in which the researcher seeks to present a social perspective to understand the phenomenon of the research subject, which includes behavior, motivation, and overall action (Moleong, 2008, Hal.6). The type of method for conducting qualitative research is field research. The way to do this research is to collect data from informants deliberately chosen to be research subjects. The informants in question are content creators who are domiciled in Jember. In addition, the selected informants are active content creators who regularly, until 2019, have been uploading their creations on YouTube for at least the last three years. This is reasonable because it is to obtain information on changes before and after implementing the new YouTube monetization rules. Meanwhile, this

qualitative research approach uses a descriptive system. According to Bogdan and Biklen, one of the characteristics of qualitative research is descriptive data because if financing, qualitative research is a form of research that requires a sharpening process that comes from the results of interviews, observations, and supporting documents (Emzir, 2010, Hal.23).

Two types of data are used: primary data (observations and interviews) and secondary data (observations on Youtuber accounts and internet pages). The data that has been obtained will be selected and summarized so that it can be appropriate and included in the existing categories (Emzir, 2010). Researchers chose this type of qualitative research for reasons including: (1) They are using a qualitative approach because the data needed is in the form of oral information regarding the actions of several informants related to the research focus; (2) The researcher will describe the object under study systematically by recording and recording matters relating to the thing under investigation and making observations on the internet regarding the research object; (3) Researchers can explain the actions taken by Youtube content creators in the Jember Regency and develop concepts to see social phenomena and other impacts of actions taken both internally and externally by Youtubers.

Results & Discussion

1. Youtube and Youtube Partner Program (YPP)

Youtube is one of the new social media platforms. New media itself is part of mass communication, namely communication that uses mass media to convey information to the broader community (Faiqah et al., 2016, Hal. 270). Youtube is a social media that has experienced rapid growth in recent years. In 2017, Youtube became Indonesia's most popular social media platform, with 112 million users. The number of Youtube users reached almost half of the total population of Indonesia at that time. The rapid increase in the number of Youtube users also affects the values contained in the platform. The ever-increasing progress and speed with which its users achieve individual popularity have made Youtube extremely popular in recent years.

“Social media provides a place where people worldwide can stay in touch and feel closer and more connected regardless of the distance that separates them. The new social media has spread quickly around the world and is gaining popularity in today's society.” (Sawyer & Chen, 2012, Hal. 28)

Youtube easily glues the communication between users and the community. The creation of digital adaptation results in a cultural transition (toward its users) in society. This

cultural shift cannot be separated from video uploaders on the YouTube media platform, often referred to as content creators. Along the way, content creators have influenced YouTube's existence over the past decade. Content creators are currently creating various content on the YouTube platform, such as Vloggers, song covers, and short films, to the content creator's personal life.

Now Youtube has become the primadonna for people in Indonesia. As a capable business media, YouTube has several advantages, including: (a) Informative (can provide information related to scientific and technological developments); (b) Cost-Effective (accessible for free); (c) Potential (the site is top-rate); (d) Practical and complete (can be used easily by all groups); and e) Shareable (Youtube link can be shared to various other sites.) Because of its advantages and popularity, most users make it a business area. Examples of Youtubers who have earned hundreds of millions from this platform include Raffi Achmad, Atta Halilintar, Ria Ricis, and many more. Youtuber's source of income is monetization. Monetization is a way to turn Youtube videos (content) into revenue; this can be done by placing advertisements, receiving sponsorship from other parties, selling your products, and so on. To be able to monetize videos, you must join the Youtube partner program (YPP) by fulfilling certain conditions.

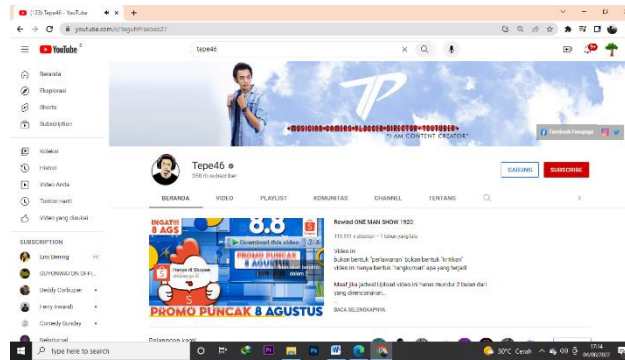
According to the view of economic ethics, in some literature, regarding "Creative Youtube Content," the majority of Youtube users come from young people who like to use the YouTube platform to earn income while expressing their creativity in the form of videos. For example, in terms of making videos, they try to create content that is interesting, unique, and creative so they can get more and more views and make money from these views.

To get more satisfactory results, YouTubers must develop and optimize the potential of their channel, one of which is by monetizing (Sugono, 2008). After monetizing Youtube, optimizing the Youtube channel by creating a Thumbnail concept, a video title that matches the subscriber, making a period for each of the latest video updates, and following some suggestions from subscribers, the strength of Youtube has succeeded in making some Indonesian people flock to become YouTubers. The Youtuber phenomenon has even touched developing cities like Jember Regency.

Jember is one of the areas that is comforted by the euphoria of Youtube. Many local Jember youths have started opening YouTube channels and uploading their videos. In fact, in 2017, in the Jember district, there were approximately 55 Youtubers who were members of Youtube content creators. Among the many Jember content creators in 2017, only a few have thousands of subscribers (followers). Those with thousands of followers include Tepe46, Abdi Kos, and The Kardiman. Even one of them has been actively uploading videos to Youtube since 2011.

2. Jember Youtubers Profile

a. Teguh Prakoso (Tepe46)



Sumber: <https://www.youtube.com/@TeguhPrakoso27>

Tepe46 is a seasoned Youtuber from the Jember district. His real name is Teguh Prakoso, and he is usually called Tepe, which made him name his YouTube account "Tepe46". Starting with a hobby of playing drums, Tepe uploaded videos of him playing drums on his YouTube account. The first video he uploaded on his YouTube channel in 2011 was a video clip from a local band and has been watched more than 32 thousand times. Tepe46 counted only uploading 1 video in 2011 with the title The jumper-True Love (Videoclip), a video clip from a local band. After that, Tepe46 only uploaded four videos again in 2014-2015, uploading several drum cover videos.

Tepe46 found his passion in world content; Tepe46 became a gaming content creator who, at the same time, catapulted his name throughout 2016. Tepe46 began regularly uploading videos in 2017, with internet cafe-style gaming content on the rise, such as battlefield-type games. Even on an internal page, Tepe has partnered with gaming YouTubers such as Ericko Lim, Marsel JH, and MiawAug. As one of the local YouTubers who has been in the YouTube world for a long time, Tepe46 currently has 358 thousand subscribers and already has a fan base with the hashtag TanyaTepe (#TANYATEPE).

Only now, Tepe is actively uploading his videos, although not as often as before. Tepe's video content is now very diverse, from daily vlogs, drum covers, live stream gaming, and web series reviews, to making short films he makes by shooting. With Tepe46's big name in the Indonesian gaming world, in 2018, Tepe got sponsorship from Logitech, one of the big technology brands.

b. Abdi Kos

Abdi kos is one of the YouTubers from the Jember Regency. The man, born on January 19, 1993, is a Youtuber who focuses on journalistic videos and has succeeded in creating entertaining content with his trademark chatter. Abdi kos uploaded his first video on August 24, 2015, and he managed to become known to the general public after successfully attractively creating news content. By carrying the content title "News in Nada," he managed to attract many subscribers, even his subscribers increased up to 5 times in 3 months. It doesn't stop there, Abdi kos also creates new content, such as anime reviews and daily vlogs, even some of his videos about anime reviews have been viewed by more than millions of people.

As a local YouTuber, Abdikos has succeeded in becoming an influencer in the field of anime reviews in Indonesia (Icha & Kurniadi, 2022, Hal.300). Abdi kos deleted all of his anime video reviews and reactions in 2021. There were many visits among Abdikos fans when all Abdikos videos about anime were deleted. The fans started to disappear, and Abdikos forgot the fans who made his name more prominent. Abdi Kos clarified the name of his YouTube channel change which changed to otakos in the description of his YouTube account. Following is the Abdikos agreement:

Sesuai janji saya, selama tahun 2021 nama ABDI KOS Tidak ada, dan mungkin akan kembali ditahun 2022, yup di 2022 channel ini akan bernama OTAKOS merujuk pada teman-teman otaku yang tinggal di kos-kosan, asrama, kontrakan atau basecamp. Alasan saya mengubah channel ini selama 2021 adalah karena saya tidak akan seaktif seperti tahun-tahun sebelumnya, awal tahun saya akan merekrut ADMIN KONTRAK yang mungkin bersedia untuk membahas ANIME DAN MANGA di channel ini, sementara saya di tahun 2021 hanya menjadi salah satu ADMIN di channel ini, jadi jangan khawatir mimin abdi masih disini kok.

Through this bond, Abdikos also emphasized that he wanted to retire the Abdikos name completely and issued that there would never be any more anime activity on his new channel, also called Abdikos, in 2022. All anime reviews and reactions are on the Otakos channel, which he works on. Abdikos also said it was challenging to grow a channel about anime alone for up to 6 years. Abdikos also brought the idea of a channel containing anime to major Youtube events. They introduced that there are also anime channels that are equal to foreign YouTubers in Indonesia. The efforts of Abdikos finally paid off, with the Abdikos channel reaching more than one million subscribers and marked by a gold play button that Youtube gave to Abdikos.

c. The existence and social actions of Youtuber Jember

In the view of existential psychology, J.P Chaplin explained that existence is a view of human existence, its situation in the world, and its freedom to choose life goals and try to understand the meaning of life. To fulfill this existence, humans then take action according to their abilities (Chaplin, 2000, Hal.33). In 2018, Youtube Indonesia was shocked by the closure of Reza Oktovian's account, better known as Reza Arap. The closing of this account has disappointed many game lovers because Reza Arap is a gaming Youtuber with millions of subscribers. The report's conclusion was marked by burning all of Reza Arap's streaming equipment, such as his computer, table, mic, and gaming chair. Even the gold play button prize for the success of 1 million subscribers Youtube gave to Reza Arap was also burned

along with his streaming equipment. Reza Arap had clarified that he was fed up with the gamer image pinned on him and chose to focus on his music career.

In addition to existing socially, with the existence of advertising services, it is also possible to get economic opportunities. The presence of an economy related to Youtube is enough to determine social stratification. Weber stated that social class consists of all who have the same options in life in the economic field. Furthermore, Weber explains) an important point "when talking about class when several people who share a certain component which is a resource in their life opportunities, insofar as this component exclusively displays in economic interests the form of ownership of objects and opportunities to earn income and is reflected in commodity or labor market conditions." (Johnson, 1988, Hal.228)

Like Reza Arap, one of the well-known YouTubers in Indonesia, Deddy Corbuzier also made a breakthrough in the national media world. Deddy Corbuzier brought a new world to the creative field of Youtube Indonesia with his podcast content. Previously, Deddy also often conducted interviews like podcasts in previous years. Still, after the Youtube rule, Deddy named his interview content Podcast and created a uniform thumbnail for each piece of content. This made the Indonesian people love podcast content from Deddy Corbuzier and made this content the number one content on Youtube Indonesia. The actions taken by Reza Arap and Deddy Corbuzier can be understood through several social action theories presented by Max Weber.

Weber is the originator of the paradigm of social definition, sociology as the study of social action between social relations. Human activity, according to him, is a social action if the action is directed at other people. An effort is said to be a social action when an individual, as long as the action he takes has subjective meaning or meaning for himself and is directed at others—social activity.

Action Max Weber's social theory is oriented to the motives and goals of the actor. In understanding individual and group behavior, each has an explanation for taking specific actions for specific reasons. Classification of activities is divided into four types of activities based on the perpetrators' motives traditional actions, affective actions, rational instrumental actions, and value rationality actions. (Jones, 2016, Hal.25).

- a) Traditional actions are actions that have been rooted or hereditary
- b) Affective action is an action that is colored more by a person's condition and emotion. This action is spontaneous, irrational, and a form of emotional expression of an individual.

c) Instrumental rational action is an action that is carried out based on consideration and relates to rationally calculated goals.

d) Value rationality is a rational action based on values for specific reasons and purposes that relate to matters that are personally believed, without considering the prospects of these actions' success and failure.

In the case of Abdikos and Teguh Perkasa (Tepe46), both of them have different responses or actions in maintaining their social existence on Youtube (Tyas, 2021, Hal.7). The actions they aim to continue to maintain or increase the number of subscribers and viewers because both of them take different ways because depend on the community they create on Youtube. The new rules from Youtube also encourage Youtubers who want their existence not to disappear to continue to seize their content. The actions chosen by Abdikos are more towards traditional activities, which according to Weber, tend to form a habit so that their existence continues to be seen.

According to Weber's theory, traditional action is related to the Youtube phenomenon, namely the formation of a habit or habit that has taken root and avoided the shape of the identity of a Youtuber. In this case, it can be seen in Abdikos' actions, Abdikos' efforts after Youtube's new rules, where Abdikos consistently continues to create anime review content amidst YouTube's new rules. In terms of this custom of anime content, Abdikos has supported a culture passed down by Youtube, namely forming a militant community in the field of anime reviews. In the process of developing a militant audience, Abdikos continues to create content around anime reviews until a traditional action occurs that includes a habit for Abdikos and also the audience (Fitriawati & Retnasary, t.t.). In other words, Abdikos as a supplier, is used to creating content about anime, and it is this content that forms the identity of Abdikos as a well-known anime reviewer on Youtube Indonesia.

At the beginning of 2022, Abdikos stopped uploading anime on his main channel, but most fans also enliven his new track, "Otakos." The anime review content is only from Abdikos. AbdiKos is doing a digital modernization which, in Berger's view, is a process today. Economic growth is the result of the development and effective use of technology in its production and distribution (Handaka et al., 2018, Hal. 3). There is a dependency on the the audience of Abdikos also gives the creator a lot of advantages.



Sumber : <https://id.youtubers.me/abdi-kos/youtube-taksiran-penghasilan>

It is estimated that for 1000 views/views, Abdikos can profit up to 1.21 \$ until 2021. The Abdikos channel has been watched up to 14.08 million times. This figure is fantastic for a local YouTuber who only focuses on a few contents. The effectiveness of Abdikos is a real representation of economic modernization through technology; Abdi Kos has succeeded in utilizing technology while establishing Abdikos' social existence on his YouTube account, which has also contributed to drastically boosting his economic existence.

Abdikos also has a second YouTube account, otakos, with 31.9 thousand subscribers. According to Max Weber, the creation of the second YouTube channel is classified as an instrumental action that encourages Abdikos to consider the value of the economic sector and its social existence. The existence of the otakos channel is intended if, when the Abdikos channel has a problem or is subject to punishment from Youtube, Abdikos still has a backup account and other sources of income. What's more, the otakos channel is not managed by Abdikos itself, but there is a team within the track that makes Abdikos' existence endless, and it is possible that the amount of income will increase even though it is smaller than the main Youtube channel (Setyaningsih, 2015, Hal.71).

Tepe46 does something different; he tends to direct his content to follow the viral market but always retains his identity as a gamer. This can be seen on their YouTube channel; Tepe46 often uploads some of the newest and most viral game content at the time, for example, the game Valorant. Even though Tepe46 is a lover of old games such as GTA V, CS: GO, and Point Blank, Tepe46 also succeeded in inviting his audience to play the game Valorant which at that time was receiving relatively high public interest. Tepe often gets sponsors from several game consoles or gamer accessories, according to his content on Youtube; through this invitation, Tepe has formed a community with the same passion and has grown in grouping them through his YouTube channel.

In Max Weber's theory of action, the actions taken by Tepe46 are included in an Affective effort because, based on the move he chooses, it is an action that aims to continue to earn income on Youtube by evaluating value (payment). This action was deliberately chosen to maintain its economic existence on Youtube. It is possible that Tepe's existential

and economic activities are similar to those of Abdi Kos, but Tepe tends to move towards universal content. This aligns with Berger's opinion about economic modernization and social construction development. Therefore, following viral streams is an easy way to introduce yourself or maintain the stability of your Youtube AdSense. By slightly shifting daily habits, following something viral is a safe way to keep an economic existence because it is easy for Indonesian people to be more influenced by viral things.

Tepe46 also includes carrying out a traditional action while carrying out an effective measure. Tepe46 understands that he has to do something based on a value, but Tepe46 also wants to maintain his identity. Therefore Tepe46 also performs traditional actions to sustain its social existence in the Youtube realm, as people know him as a gamer. Tepe46 wants the gamer identity he built since 2014 to remain the same. Therefore, Tepe46 adopts several currently viral types only in the realm of games. This is more effective when he maintains his economic existence and keeps his consistency as a gaming YouTuber.

Conclusion

Based on the research results described above, the researcher can conclude that the social and economic existence of Youtubers can be seen from the content created before and after the new Youtube Partner Program rules. This ultimately leads the content creator to participate in the economy while building their existence, which can be seen through their consistency in creating content, whether they continue to create content that fits their identity or go with the flow by looking at monetization value.

Looking at some creative content, local and national YouTubers can be used as a reference. The effect of the new YouTube regulation has more impact on local Jember-level Youtubers such as Tepe46 and Abdikos. The two YouTubers are both taking traditional actions to maintain their identities and social existence in the media sphere. On the other hand, both have different views on maintaining their economic reality; Abdikos takes practical actions to sustain its presence, while Tepe 46 tends to take instrumental actions. These two actions are the best chosen by each individual because of their track record of YouTube viewers and monetization.

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