

Business Phenomena in Indonesia

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Abstract. The purpose of this research is to find out the business phenomena conducted by vloggers in Indonesia through communication media. The method used is qualitative descriptive methods because it aims to gather detailed information, describe existing phenomena, identify problems, make comparisons, and evaluate. The results of this study provide information on how communication media can become a medium that influences promising businesses for vloggers in Indonesia. Therefore, the use of effective and efficient communication media can provide maximum and sustainable results. This research can be useful to find out the influence and benefits of communication media that are increasingly in demand by all groups so that they can influence and provide benefits as well as business fields.

1. Introduction

Youtube is a content community founded in 2005 that allows users to post, view, comment on, and link to videos on the site. This is the third most visited website in the world, recording more than one billion monthly visitors who watch more than six billion hours of video every month, and is deeply involved in liking, sharing, and commenting on YouTube and uploading 100 hours of video from new videos every minute on this website [1]. Vlogging contains a person's life journey, thoughts, opinions, interests and business. A vlogging actor is also called a vlogger (video blogger), a vlogger is required to be able to speak well in front of the camera then upload it to a private channel to attract many viewers. Social media websites such as blogs are now used as communication and advertising tools by marketers for the purpose of listening to what consumers have to say about products and also to interact with them [2]. Vlogging in the digital age is considered a new form of entrepreneurial innovation. Although digital technology is able to create consumer attention, but individual factors determine attention so consumers can be inspired and use the products and services that are being promoted [3]. Social media is one of the best tools for building relationships with customers, by creating brand product fan pages on social networking sites. In this way, the popularity of branded business products can increase [4]. Entrepreneurship implies entrepreneurship or entrepreneurship is a branch of economics that teaches how we can be independent in starting a business in order to achieve profits and develop all the economic potential possessed [5]. In general, there are two types of businesses that can form technological entrepreneurs (technopreneurs), namely: lifestyle businesses and high growth businesses [5]. Therefore, communication media such as YouTube are very relevant to current conditions and are the main alternative for consumers [6]. In the first five years of the YouTube service, YouTube receives more than 2 billion views per day and users upload more than 35 hours of video per minute [7].

Youtube studies attract academics around the world. Some topics that have emerged include, system analysis of user-generated content on Youtube [8]. The development of the original discourse

(authenticity) on Youtube is linked to the emergence of flaming on Youtube, with the topic of the emergence of a new entrepreneurial community that previously was only an amateur video maker [9]. Communication media such as Youtube strongly support the growth of creators and viewers in increasing public interest in using Youtube. The initial function that only facilitated users to share videos or limited to enjoy videos uploaded by several parties, has now changed its function as a medium to promote and market products or businesses. Vloggers is identical to Youtube communication media. This communication medium puts forward video exchange services between users. Initially, Youtube was seen as a forum to "broadcast yourself", as well as accommodate the discourse of cultural participation and the emergence of a new generation of consumers who were more creative and empowered [9]. However, as it develops, Youtube is transformed into a large media whose video content is not only watched by its members, but also by many people from all over the world. Based on the study conducted by Verhellen, the endorsement of celebrities in advertising have shown that celebrities can increase attention to the brand being promoted, thus benefiting brand recognition [10].

This study aims to determine the business phenomena conducted by vloggers in Indonesia through the Youtube communication media. The method used is qualitative and descriptive methods because it aims to gather detailed information, describe existing phenomena, identify problems, make comparisons and evaluations..

2. Method

This research uses a qualitative approach. Types of social research are categorized into four dimensions, namely the dimensions of usability, objectives, time, and data collection techniques. Based on objective dimensions, this research is descriptive. Descriptive method is a form of research method that aims to describe the phenomena that exist, both natural phenomena and man-made phenomena. Phenomena can be in the form of forms, activities, characteristics, changes, relationships, similarities, and differences between one phenomenon and another.

3. Results and Discussion

YouTube was first established in 2005 as an audiovisual project to share amateur videos between its three founders, Chad Hurley, Steve Chen, and Jawed Karim. Until now, Youtube can be accessed in 76 languages by viewers aged 18-34 years in 88 countries. Every day, Youtube can reach 95% of the world's internet population and generate billions of views, equivalent to hundreds of millions of hours of watch duration. YouTube's entry into Indonesia in 2012 made Indonesia the 46th country in the world that officially has its own country domain (youtube.co.id). YouTube is a new communication media platform that influences consumer purchasing behavior, and is easy to use which makes it possible to share their content on private channels and interact with other users [11].

Youtube has become the third most visited website in the world, behind Google and Facebook. Since its creation in February 2005, YouTube saw rapid growth sixteen months after its creation, 100 million clips were being viewed per day. In October 2008, the site attracted 100 million American viewers a day, estimated to be over two thirds of the internet users in the United States [12].

The high use of the internet and social media is driving one of the causes of the emergence of vloggers in Indonesia. Google, one of the world's giants in terms of data search in the digital industry, focuses on entering and developing various concepts and business models in Indonesia. One of them is through YouTube's communication media, in recent years Youtube has become popular and Indonesia is one of the target markets that is worked on seriously.

Indonesia is a promising market for Youtube users because the country has experienced a significant increase in the use of the internet and social media. Therefore, no wonder vloggers popping up from time to time in Indonesia. Along with the popularity of vlogging in Indonesia, the creativity and variety of self-presentation strategies of the vloggers created a fascination that many people liked, both their subscriber channels and the wider audience.

Some vloggers in Indonesia are already well-known by Indonesian Youtube users and even abroad. The high number of Youtube users in Indonesia makes vloggers competing to present content with the aim of attracting Youtube users. The content created by vloggers in Indonesia is diverse and certainly

has its own characteristics in order to attract the attention of users, ranging from educational, informative, culinary, inspiring, and traveling content.

In Indonesia, the terms vlogger or Youtuber are considered the same thing, even though all vloggers don't just use Youtube. Youtube is also used to refer to vloggers as content creators in this case referring to one party, namely social media users who routinely create and upload various video content that contains about life's journey, thoughts, opinions, interests, business, to the story of their daily lives.

Several names such as Raditya Dika, Reza Oktovian Gita Savitri Devi, Fathia Izzati, Baim Wong, Jerome Polin and also some other inspirational channels such as Popular Lists, YtCrash. Some of the vloggers mentioned earlier are well-known vloggers in Indonesia, with the number of subscribers reaching millions of followers with fantastic revenues from content published on YouTube reaching hundreds of millions of rupiah to billions of rupiah per year.

The potential financial benefits that a professional vlogger can receive will certainly be a strong attraction for many people. Some of their names are widely known as successful vloggers and have income from advertising revenue (Google AdSense), as well as from various forms of digital advertising such as endorsement and product placement.

In the past few years, vloggers have used their YouTube account for business purposes or just for promotion. In Indonesia, vloggers benefit from various sources, such as advertisements or in the case of digital media such as endorsements. Various offers such as endorsements that they do are already familiar to get financially, they accept the offer directly or through advertising agencies.

In Indonesia, which has a large population and high internet users, new business such as vloggers is one of the things commonly discussed in the digital media industry. Youtube's popularity among younger people is the main attraction for vloggers, they have gradually left television and switched to using Youtube in finding the information and entertainment that they want. The advantage of Youtube is that we can get and know a lot of things and consistency in using various ways to target potential viewers.

In the context of participation and interaction via Youtube, vlogs have become one of the most popular ways of video content in recent years in Indonesia. Youtube's current popularity is in the form of video content related to a number of things, namely the technical making of videos which are judged to be increasingly easy and inexpensive as well as various social media that bring up video content as one form of their interaction.

Vlogging is one of the dominant forms of content on Youtube. Videos categorized as vlogs are usually in the form of monologues that are recorded using a webcam and a relatively simple editing technique. Vloggers can discuss various personal views related to politics, socio-culture, to various trivial things that occur in their daily lives [9].

Vlogs can also be seen as a way of video content on social media such as Youtube. The content creators use vlogs to express themselves more personally and as if they were interacting directly with the audience. The vloggers also feel that the advantage of sharing their daily activities is their closeness to the subscriber. The vloggers saw that the videos that they made and uploaded through their personal channels received various positive responses from the subscribers. Vlogs as a form of participation in new media have links with various other existing practices, such as webcam culture, personal blogging, and confessional culture [9]. Vlogs are a way of communication that often invites comments, such as criticism, suggestions, input, debate, and other interactive discussions. There are also some vlogs that are made to interact with each other. The form of vlogs is growing over time and many are produced professionally with better editing techniques.

The more rapid development of Youtube among vloggers, it's no wonder that they are often said to be artists or celebrities, the phenomenon of celebrity is not a new phenomenon in Indonesia. Similar phenomena can also be seen on various other social media that were previously popular in Indonesia, such as the appearance of celebrities on Twitter and Instagram. According to Youtube Asia-Pacific's Director of Content and Operation, Youtube fans' enthusiasm in Indonesia is huge, this can be seen from an increase in the amount of content by 600% and an increase in the number of viewers by 130% in 2015 [9]. People's view of vloggers as celebrities is considered to be an attraction and charm that can be used as a promotional medium and has a huge influence on the audience. The magnitude of the

influence of communication media such as Youtube can encourage vloggers to influence younger people who become viewers to be able to follow and give effect and through YouTube media the audience experiences changes after seeing video content that is consistently uploaded by vloggers as well as the advantage for vloggers to get finance from the video content they upload through their personal channel.

The number of social media users in Indonesia is increasing. This year, according to research from the media company We Are Social in collaboration with Hootsuite, said there are 150 million users of social media in Indonesia. That number is up 20 million users compared to the results of research in 2018. Still the same as last year, Facebook became the most popular social media application in Indonesia, with a percentage of 81 percent. Instagram, which is also owned by Facebook, is the second most popular social media in Indonesia, with a percentage of 80 percent. Especially for social media, the top five in Indonesia are occupied by Facebook, Instagram, Twitter, Snapchat, and LinkedIn. Facebook's popularity as a social media can only be defeated by its Youtube video streaming platform and its instant messaging application, WhatsApp. Youtube in Indonesia has a percentage of 88 percent, while WhatsApp with a percentage of 83 percent. Youtube is the most widely used, especially for playing music and watching video content from interesting and famous vloggers in Indonesia. The most widely used social media platform in Indonesia is shown in Figure 1.

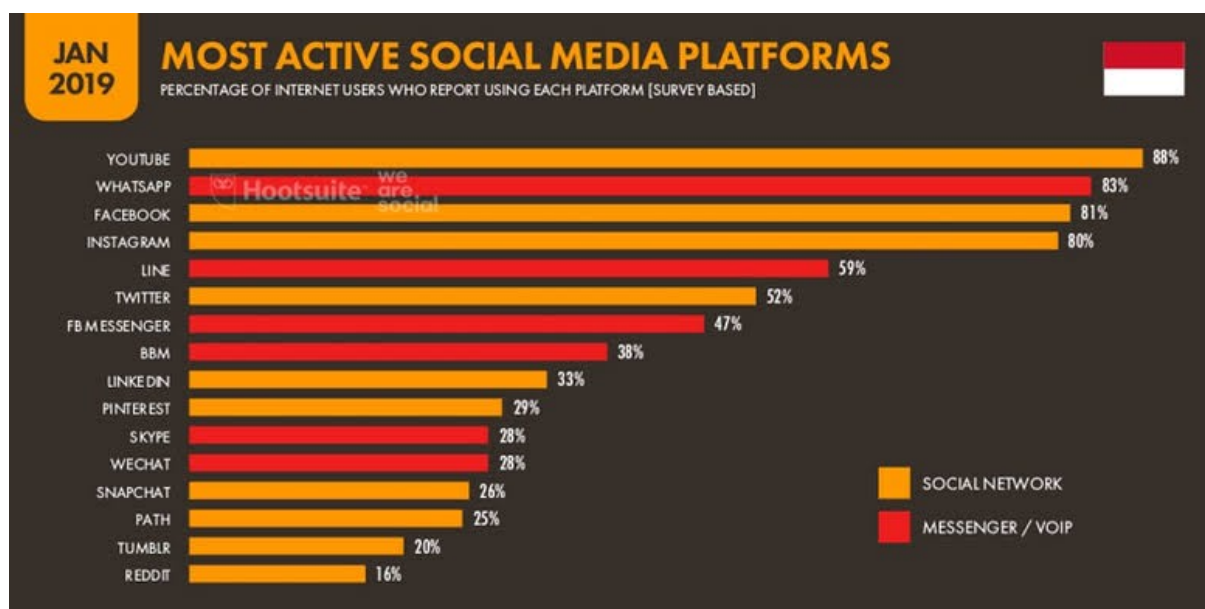


Figure 1. The most widely used social media platform in Indonesia

The following is the discussion on some of the professional vloggers whose having millions of viewers and interesting contents in Indonesia.

4. Raditya Dika

Raditya Dika was better known as a writer. Mainly wrote about the true story of his life which is packaged in comedic elements, Dika has wrote approximately 10 books. Some of them have even been adapted into films such as 'Kambing Jantan: The Movie', 'Manusia Setengah Salmon', 'Koala Kumal', and 'Marmut Merah Jambu'. Entering the digital era, Dika also utilizes Youtube as a media to share ideas through content that is no less inspirational. For example, food reviews, standup comedy, or even horror stories. In addition, he is still actively working as a stand-up comedian. Until now, Dika has reached 7.9 million of subscribers. He was also the first person in Indonesia to receive a "YouTube Partner Reward", an official YouTube award for channel owners who managed to attract large numbers of people. Based on Social Blade, Raditya Dika's estimated annual income is around US \$ 46 thousand to US \$ 739 thousand or Rp. 623 million to Rp. 10 billion. Initial display of Raditya Dika's Youtube channel is shown in Figure 2.

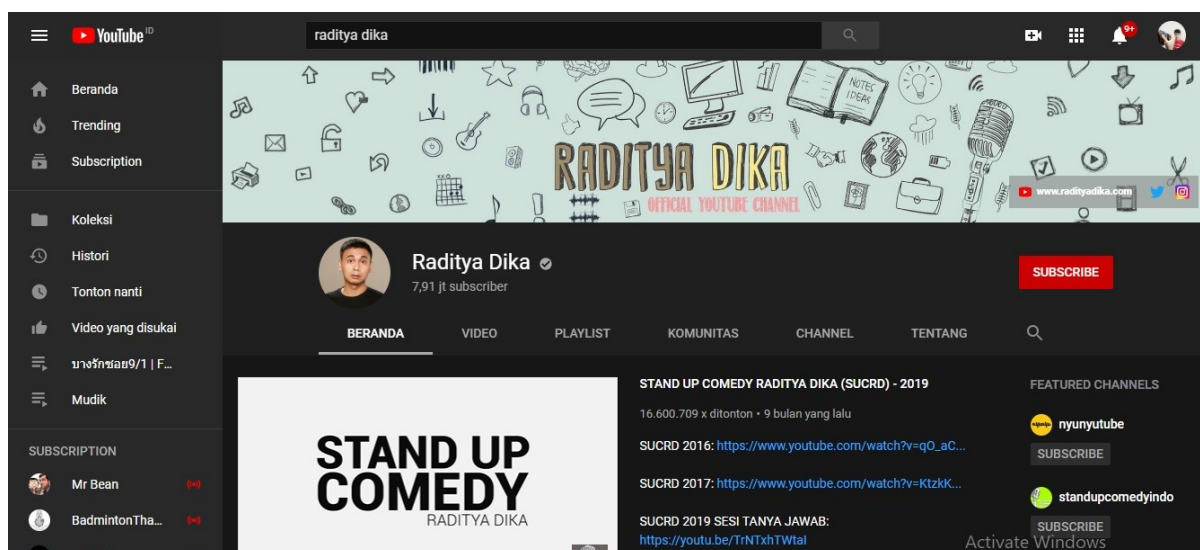


Figure 2. Initial Display of Raditya Dika's Youtube Channel

5. Kevin Hendrawan

Having more than 1.7 million loyal subscribers on the YouTube channel, Kevin Hendrawan is one of the most influential social media celebrities today. The video content that often shares travelling moments to various places throughout Indonesia and even the world, he practically displays the image of a luxury lifestyle. Socialblade estimated that Kevin's income from YouTube monetization alone reaches 209 thousand US dollars or equivalent to Rp. 3 billion per year. However, Kevin dismissed it. His income as a YouTuber is recognized as "not much" to just cover the production costs of making videos. According to him, his lifestyle is far from luxurious. Kevin, who was the winner of the 2014 L-Men of the Year event and represented Indonesia at the 2015 International Mister event, claimed to be a Youtuber after diving into the entertainment world, then becoming a presenter on a television station on National Geographic, presenting a walk on Net TV, at that time he saw the public began to shift, public no longer looking for entertainment on TV but on Youtube. At first, Kevin started doing vlogging activities not thinking about business, over time Kevin began to leave TV and focus on becoming YouTuber and social media. Initial display of Kevin Hendrawan's Youtube channel is shown in Figure 3.

Not only as a medium to get the benefits of the business processes carried out by creating video content, we can get revenue from the results of the uploaded video. That way, we can benefit at the same time with Youtube as a communication media. This has become the focus of attention for vloggers in Indonesia who have felt the influence after using communication media such as Youtube in running a business to benefit and financially from the results of video content uploaded to their personal YouTube channel.

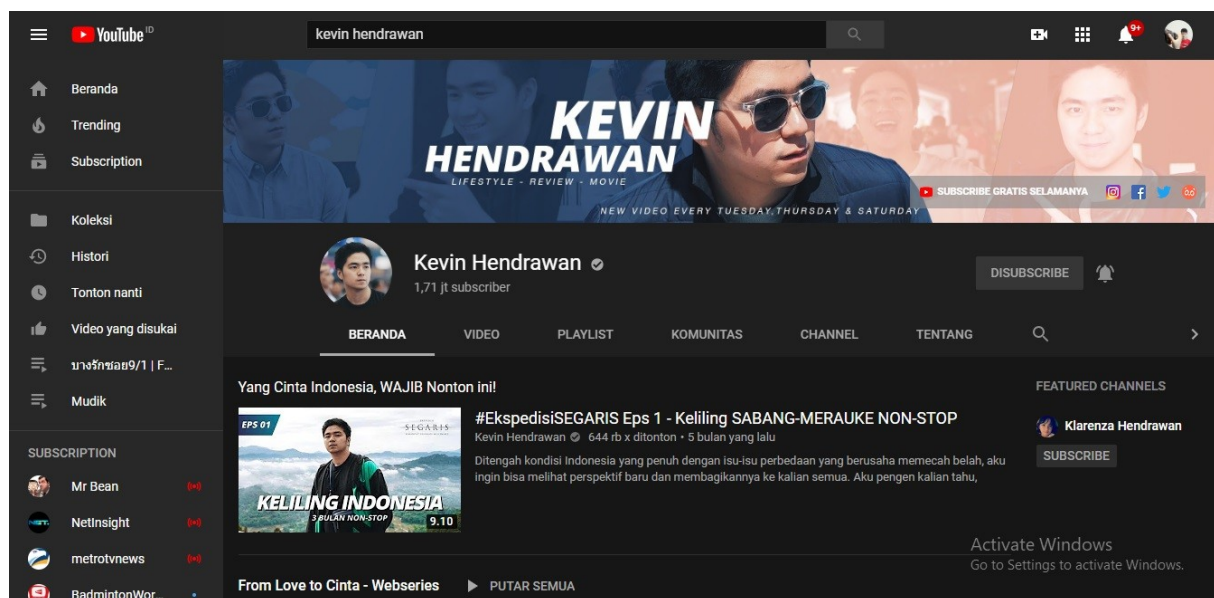


Figure 3. Initial Display of Kevin Hendrawan's Youtube Channel

6. Conclusion

Youtube is a communication media that functions to facilitate its users to share videos or limited to enjoying videos uploaded by several parties, now switching functions as a medium for marketing strategies and promoting and marketing their products or businesses. With Youtube, the process is effective and efficient, only through videos uploaded to private or business channels on Youtube, all users from Indonesia and even abroad can watch, sometimes even directly making transactions. Not only as a medium to get the benefits of the business processes carried out, by creating video content that attracts the user's attention we can get revenue from the results of the uploaded video. That way, we can benefit at the same time with Youtube as a communication media. This has become the focus of attention for vloggers in Indonesia who have felt the influence after using communication media such as Youtube in running a business to benefit and financially from the results of the video content uploaded to their personal YouTube channel.

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