



Social Media Portraits and YouTubers during the COVID-19 Pandemic in Indonesia

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Abstract. Social media and Internet technology are like a coin. The existence of social media and Internet technology is a prospective medium for the realization of digital media. The advantages of digital media are that it has a high level of interactivity, high interconnectivity can be broadcast live or delayed, stored eternally; easy to use and inexpensive tends to be free. The fantastic growth of internet and social media users at this time has made the existence of these mediums shift and threaten conventional media technology (newspapers, radio, and analog television), and even threaten the existence of digital TV and radio broadcasting stations. Research problem formulation: how is the constellation map of social media and YouTubers during the COVID-19 pandemic in Indonesia? How is the competition between YouTubers in Indonesia during the COVID-19 pandemic in attracting social media users and Internet users in the world? The research paradigm is quantitative and qualitative. Data collection techniques were carried out by questionnaires, literature review, documentation, and interviews. As a result, the use of social media and the internet has experienced an extraordinary spike at the national and world levels. The collapse of several media companies during the COVI-19 pandemic was a major blow to the media industry. Media workers and media entrepreneurs are obliged to carry out digital transformation, by optimizing Internet and social media technology. The public must also be smarter in using internet technology and social media as a productive medium, not just as a consumptive and entertainment medium. Considering the various professions and jobs using internet technology and social media, nowadays and in the future it is very prospective.

Keywords: social media, YouTube, internet, transformation, digital

Background

The development of internet technology and social media users has experienced an extraordinary spike in the last 23 years after the 1998 Reformation wave lasted until now. In Indonesia itself, Internet and social media users are chasing each other; even the number of social media users is far greater than the number of Internet users.



Globally, Internet and social media users are also extraordinary. Social media such as: Youtube, Facebook, Instagram, Twitter, Line, Pinterest, Whatsapp, Fb Messenger, Wechat (Weixin), QQ, Qzone, Tiktok (Douyin), Sina Weibo, Reddit, Douban, Linkedin, Baidu Tieba, Skype, Snapchat, Viber and hundreds of other social media apps in the world. In Indonesia itself, a domestic product social media application was born named: Yogrt, Oorth, Kwikku, Sebangsa, Buzzbuddies, Callind, and LiteBIG. In other countries, their respective social media applications have also sprung up.

Russia, for example, has social media applications such as: VKontakte (VK.com), Odnoklassniki (ok.ru), Telegram (telegram.org), Yandex.Zen (zen.yandex.com), Elitsy (elitsy.ru). Even in China there is social media very popular ones such as: WeChat, Youku Tudou, Baidu, Weibo, Didi Chuxing, and Tik Tok. Indian product social media namely Koo. Each country on this earth almost has social media products made in their respective countries.

This shows that the contestation and use of social media in various countries in the world is very high. In fact, it can be said that the number of social media users in the world is far more than the number of social media users in the world the number of users of Internet technology itself.

Internet technology has become a strategic medium for various interests in the world of work, learning, and interactivity. Even electronic-based government is a necessity for various countries to take advantage of it (Alaa Ibrahim Mahmood Ali, 2021). The integration between Internet of Things (IoT) and Blockchain has become a trendsetter for the industrial world because of transactions, distribution, and use of data that run in very large and fast amounts. The digital revolution is running very fast and fast during the COVID-19 pandemic (Arshiya S. Mohammad, M. Nawaz Brohi, Iftikhar Alam Khan, 2021).

The COVID-19 pandemic that has hit the world since the end of December 2019 until now, has had a wide impact on various sectors of life, starting from the fields of ideology-religious, political, economic, social, cultural, defense-security, education, tourism, humanities, health, and other strategic fields. As of today (read: Thursday, September 30, 2021), COVID-19 has caused 4,787,020 people to die, and 233,991,494 people have tested positive for COVID-19.

The United States is still the first country to contribute the number of people who died as many as 713,680 people. Followed by Brazil (596,163 people died), India (448,090 people died), Mexico (276,376 people died), Russia (206,388 people died), Peru (199,329 people died), Indonesia (141,826 people died), England (136,525 people died), Italy (130,870 people died), Colombia (126,261 people died), Iran (120,160 people died), France (116,657 people died), and Argentina (115,130 people died), as well as millions more in hundreds of other countries. Amazingly, so far, in China, only 4,636 people have died from COVID-19.

Of the 223 countries in the world, there are only 11 small countries where until now there have been no cases of people dying from COVID-19. The countries are: Greenland, Macao, Falkand Islands, Saint Pierre Miquelon, Vatican City, Solomon Islands, Palau, Marshall Islands, and Samoa, Saint Helena, and Micronesia (Worldometers, 2021).

In the midst of the COVID-19 pandemic, if various mass media companies ranging from print, radio, and television media experience a decrease in the number of circulation and circulation, even a number of media companies collapse and close; precisely online media and social media companies enjoy a "harvest" due to an increase in the number of users. Including the number of social media users, especially YouTube and Facebook are experiencing a tremendous surge. Of course, this social phenomenon is interesting to study in more depth regarding the construction of social media and social media Youtuber during the COVID-19 pandemic, especially in Indonesia.



The formulation of the main problem in this research is: how is the construction of social media and Youtubers during the COVID-19 pandemic in Indonesia? How is the competition between YouTubers in Indonesia during the COVID-19 pandemic in attracting social media users and Internet users in the world?

Literature Review

Based on the results of a search on various previous research results, researchers can draw the essence of the latest research as a scientific foundation of this major research are:

First, research by Marius Badea (2014). with the title: Social Media and Organizational Communication. Research results published in *Procedia Social and Behavioral Science* emphasizes that social media can be used to improve organizational communication.

Second, the second research was conducted by Jonathan Hardy (2021) with the title: Sponsored Editorial Content in Digital Journalism: Mapping the Merging of Media and Marketing. As a result, the growth of digital journalism in the last 2 decades has seen major changes in the areas of practice, regulation, and logical consequences in the media industry, including in its social and cultural context.

Third, research belonging to Supadiyanto, et al (2020) entitled: Analysis of the Communication Model of Atta Halilintar on Youtube. Paradigm research that is qualitative. As a result, Atta Halilintar uses the popular language and the iconic language, and is supported by accessories and colored hair, at the same time clashed with national figures, including with President Joko Widodo.

Fourth, Tuty Mutiah's research (2020) entitled: Youtuber Trends in the Millennial Generation in Creativity Development published in *Global Communication Volume 1 No. 1 2020 July 2020*. This research has a qualitative-descriptive paradigm. As a result, YouTube has become a profession full of challenges and creativity and provide unlimited boundaries. But in other aspects, it also has the potential to become an arena for the spread of false information, pornography, and piracy.

Fifth, research by Hendra Junawan and Nurdin Laugu (2020) entitled: The Existence of Social Media, YouTube, Instagram, and Whatsapp in the Midst of a Pandemic COVID-19 in Indonesia's Virtual Community. The research paradigm uses literature review only. The results showed that the growth of the number of internet and social media users in Indonesia during the COVID-19 pandemic.

Sixth, research by Albertus Magnus Prestianta (2021) which reveals the trend of content uploaded by Youtubers throughout ASEAN, which is dominated by entertainment content, while news and political content are not in demand. YouTube is a potential source of income through advertising and monetizing programs.

This research is different from the previous 6 studies, because it has strength in terms of formulating the constellation of the use of social media, especially Youtube during the COVID-19 pandemic. This research also explores the various strategies used by YouTubers in Indonesia in attracting social media users and Internet users during the COVID-19 pandemic.

Research Methods

The paradigm of this research is to use a dual paradigm, namely quantitative and qualitative. The paradigm is used in order to produce comprehensive, actual, and measurable data. Data collection techniques were carried out by distributing questionnaires in closed and open forms, literature studies, documentation, and interviews. The questionnaire was distributed online using



Google form with 33 informants who volunteered to fill out an online questionnaire conducted from 2-5 October 2021. The literature review was carried out by reviewing various relevant reference sources and key sites that became the database for the movement of technology users Internet and social media in the world. Interviews were conducted with a number of sources who were selected purposively by the researchers, thus supporting the research results.

The data is processed by analyzing the data on the results of the questionnaire, as an initial capital to synchronize the achievement data found with the latest data on social media and Internet users in Indonesia. Literature review, documentation, and interviews were used to re-confirm the acquisition of quantitative data, so that the results are more comprehensive as well as in-depth. The research period is 5 months starting from August-December 2021.

Research Results and Discussion

Construction of Internet Media and Social Media and Youtube in Indonesia in 202. Based on data from Internetlivestats (2021), the number of Internet technology users worldwide on October 3, 2021 at...translucent as many as 5,063,252,900 people. While social media users consist of: 2,401,999,999 YouTube app users, 2,936,512,500 Facebook users, 51,459,999 Tumblr users, 379,255,952 Twitter users, 393,646,999 Pinterest users, 29,079,999 Instagram users, and 1,894,020,999 sites or websites.

Traffic in cyberspace (Internet) is extraordinary. In every second, 9,674 tweets are sent; 1.105 Instagram in the form of uploaded photos; 1,963 posts on Tumblr; 6,084 calls on Skype; it took 129,532 GB of data passing by; 95,810 searches on Google; and 91,862 videos watched on YouTube, and 3,071,805 e-mails.

What is the portrait of the use of social media and Internet media in Indonesia during the COVID-19 pandemic? As of mid-March 2020 until now, the Indonesian government still impose restrictions on human movement to avoid concentration of mass gathering in one particular location; with various terms or policies applied.

Starting from the status of the COVID-19 Pandemic Emergency Response, Large-Scale Social Restrictions (PSBB), Implementation of Community Activity Restrictions (PPKM), Implementation of Micro-based Community Activity Restrictions (PPKM Mikro), Implementation of Emergency Community Activity Restrictions (PPKM), Implementation of Community Activity Restrictions (PPKM) Levels 4, 3, 2, and 1.

As a result, many community, nation and state activities are carried out from their homes by relying on online activities. Learning activities carried out by various educational institutions from kindergarten, elementary, junior high, high school / K, to universities are also carried out online.

Employees, both in government and private agencies also work from home. Work from Home (WfH), and Study from Home (SfH), or Office from Home (OfH) is a middle way to respond to the COVID-19 pandemic so that life activities can continue to run normally. However, there is a change in the pattern of people's lives from outside the network to being in the network by accessing Internet technology, the impact of Internet users has increased sharply both on a national scale and on a world scale.

The evidence can be detected from the statistics below. In 2018, with a population of 264.161 million Indonesians, there were 171.1 million Internet users. In 2019-2020, the number of internet users will be 196.7 million users out of 266,911 million Indonesians (APJII and BPS, 2020). From 2018-2020, there has been an increase in Internet users by 25.6 million people. Currently based on data from We Are Social and Hootsuite (January 2021), the number of users the internet in



Indonesia has reached 202.6 million people. In which the active users of social media have reached 170 million, mobile phone users are 345.3 million with a population of 274.9 million.

Internet users in Indonesia from January 2020 to January 2021 have increased by 27.2 million people. In January 2020, the number of Internet users in Indonesia was 175.4 million people, of which the population reached 272.1 million. Number of cell phones as many as 338.2 million pieces, and the number of active users on social media as many as 160 million people. The increase in the number of Internet users from January 2019 to January 2020 was 25.4 million people.

The number of Youtube users is 140.8 million (88 percent); WhatsApp 134.4 million (84 percent); Facebook 131.2 million (82 percent); Instagram 126.4 million (79 percent); Twitter 89.6 million people (56 percent); Line 80 million (50 percent); FB Messenger 80 million (50 percent); Linkedin 56 million people (35 percent); Pinterest 54.4 million people (34 percent); Wechat 46.4 million people (29 percent); Snapchat 46.4 million people (29 percent); Skype 40 million (25 percent); Tiktok 40 million people (25 percent); Tumblr 35.2 million (22 percent); Reddit 28.8 million people (18 percent); and Sina Weibo 27.2 million people (17 percent) (Hootsuite and We are Social, 2020).

In January 2019, the number of Internet users in Indonesia was still 150 million; where people who have cellular phones are 355.5 million devices; the number of active social media users is 150 million people; and 130 million people access social media via cell phones. The increase in internet users between January 2018 and January 2019 was only 20 million people.

The number of social media users in Indonesia: facebook as many as 130 million users; Instagram with 62 million users; twitter with 6.43 million users; and snapchat with 3.8 million users; and Linkedin with 12 million users (Simon Kemp, 2019).

Atta Halilintar succeeded as a Youtuber in the world's 120th rank, while in Indonesia it was ranked 1. Meanwhile, Ria Ricis became a YouTuber who produced 1,490 videos with an estimated monthly income of Rp. 3,827,941,255.

The success of Trans7 Official as a Youtuber with the 5th most followers in Indonesia has become an extraordinary phenomenon on the stage of the broadcast media industry. In the global ranking, Trnas7 Official is ranked 230th; with an income of around IDR 5,338,474,504 per month.

Indosiar has also managed to become the 8th ranked Youtuber in Indonesia with 18.5 million subscribers and has uploaded 52,170 pieces. His income is around Rp. 4,351,050,363.

While on Instagram social media, there are 10 Instagram account owners with the highest number of followers. They are: Raffi Ahma and Slavic Nagita with 55.51 million followers, Ayu Tingting 49.07 million followers; Prilly Latuconsina 43.64 million followers; Joko Widodo with 42.34 million followers; Syahrini with 36.88 million followers; Laudya Cynthia Bella with 34.66 million followers; Ruben Onsu with 34.34 million followers; Gisella Anastasia with 34.08 million followers, as well as Luna Maya with 31.31 million followers, and raisa6690 with 27.92 million followers. Besides being categorized based on the number of followers; Instagram's ranking is also based on aspects: the number of photos uploaded, based on engagement, and according to Noxscore.

In the Tiktok social media type, there are 10 Tiktok account owners with the highest number of followers. They are: Ria Ricis with 20.5 million followers, Juyputraaa has 16.3 million followers; Cahyaniryn has 16.1 million followers; ss with 15.1 million followers; Notepad has 15 million followers; WahyuKadeoo with 12.7 million followers; Said has 12.1 million followers; MohFaruk with 12 million followers; RobbY with 11.6 million followers; and Dinda Annisa have 11.4 million followers.



The growth of social media and the Internet in Indonesia is currently very rapid, especially after the Ministry of Communication and Information has built Internet technology infrastructure in the country quite brilliantly working on the West, Central and East Palapa Ring projects. Where the West Palapa Ring is able to connect the islands of Sumatra and Kalimantan with a 1,980 km fiber optic cable which will be completed in March 2019. The Central Palapa Ring has connected 27 regencies/cities in North Sulawesi, Central Sulawesi, Southeast Sulawesi, North Maluku and East Kalimantan with land fiber optic cable 1,326.22 km and a sea cable of 1,787.06 km which was completed in early 2019. Meanwhile, the East Palapa Ring, which was completed on August 29, 2019, was able to connect 51 regencies/cities in the Provinces of NTT, Maluku, Papua, and West Papua with a fiber optic cable of 6,878 km.

In addition, to address remote and isolated areas in Indonesia, the government will launch the High Throughput Satellite Satria-1 from the United States in 2023.

The target, with the existence of the satellite, is as many as 150,000 public service points (consisting of schools, Islamic boarding schools, health centers, hospitals, security centers, village/kelurahan offices, sub-districts, as well as other public facilities) can provide Internet access from a total of 501.112 public service points that currently cannot access the Internet. To support fast Internet access, Kominfo will also accelerate the construction of 4,200 signal booster towers or base transceiver stations (BTS) throughout Indonesia by 2021. The policy of the Ministry of Communication and Information of the Republic of Indonesia has received support from the central government through the provision of budget allocations from the Budget Implementation List (DIPA) of IDR 23.97 trillion or almost 300 percent of the 2020 budget, which is only IDR 8.09 trillion (Menkominfo, 2021).

Recent Survey Results and Characteristics of Social Media and Internet Users in Indonesia

Based on the results of a survey conducted by researchers by distributing online questionnaires on October 2-5, 2021 to 53 respondents who were the subjects of this study, interesting facts were found regarding trends in social media use and Internet use as follows:

The profile of the informants is as follows: aged 18-68 years, most (64 percent) of the informants live in Yogyakarta; the rest live in: Klaten, Sidoarjo, South Sulawesi, Batam, Tulungagung, Makassar, Bandung, Surabaya, Cirebon, North Sumatra, South Jakarta, Bekasi, Mojokerto, Karawang, Semarang, Jepara, Bojonegoro and Papua. Their professions are varied, namely: 17 students, 11 lecturers, 1 researcher, 7 teachers, 2 journalists, 1 writer, 1 housewife, 1 trader, and 15 other professions.

First, there are 87 percent of informants accessing social media, 81.5 percent accessing online media, 59.3 percent accessing television media, 42.6 percent accessing newspapers digital, 29.6 percent of respondents still read print media in the form of newspapers/magazines, and 22.2 percent of informants each access radio and television streaming; and 3.7 percent access streaming radio. From the data above, it can be seen that the majority of informants use social media and online/online media as the main media used used for daily consumption and behavior. This proves that the informants who fall into the elderly category still use social media and Internet media as multifunctional media.

On average, the informants access online media for 1-2 hours per day as much as 41.3 percent; 23.9 percent access it for 3-5 hours; 19.6 percent of the informants answered that they accessed it for less than 1 hour; and 6.5 percent accessed it for more than 5 hours; and only 10.9 percent of the informants did not access it.



The most accessed online media are: detik.com (17 percent), kompas.com (9.4 percent); Republika.com (5.6 percent), others accessed: Borobudur news.com, BBC Indonesia.com, coil.com, Suara.com, batamnews.co.id, transaktualonline.com, Mojokdotcom, CNN.com, tempo.co.id, Liputan6.com, AktualNews.co.id, bidik86.com, kr.co.id, Bojonegoro media, Radar Bojonegoro.com, Tirto.id, FNN, and pewarta-warga.com, pewarta-indonesia.com.

In the trend of using social media, there are 32.7 percent of informants using social media every day for 1-2 hours; 26.9 percent of informants access it for 3-5 hours, and 21.2 percent use social media for less than 1 hour, and 19.2 percent use it even more than 5 hours. There are only 1.9 percent of informants who do not have accounts on social media.

The most widely used types of social media are: WhatsApp (88.7 percent), YouTube (84.9 percent), Instagram (67.9 percent), Facebook (62.3 percent), Telegram (34 percent), Twitter (26 percent). 4 percent), Tiktok (24.5 percent), the rest use Line (7.5 percent), Pinterest (5.7 percent), and other applications (9.4 percent).

From this fact, it can be said that 1 person mostly has more than 1,500 accounts on social media, and WhatsApp and YouTube are the 2 types of social media that are most widely used by informants. The most common arguments held by informants in choosing the type of social media are for the purpose of seeking news or information (94.3 percent), for media communicating with friends and friends (83 percent), just for entertainment (75.5 percent), as a source of information. learning (71.7 percent), means of disseminating information and news (56.6 percent), for content production (34 percent), for business interests (30.2 percent), for monetizing (13.2 percent), and other reasons (30.2 percent).

Of the 53 informants, it was found that they all had mobile phones. They are only have 1 mobile device (79.2 percent), 2 (17 percent), more than 2 (3.8 percent). Likewise with laptop devices they own, most of them claim to have only 1 unit (76.9 percent), 2 units (13.5 percent), more than 2 units (1.9 percent), while those who don't have as much as 7.7 percent. Of the personal computers they have, 63.3 percent of informants admit that they don't have a computer, 28.6 percent of informants have 1, 2 percent have 2, and 6.1 percent have more than 2.

Interestingly, during the COVID-19 pandemic, most of the informants accessed the Internet and social media from home (94.3 percent), followed by the office (32.1 percent), from public places/public spaces 17 percent, from cafes 9.4 percent, from schools 7.5 percent, and from campus 5.7 percent, as well as from other places (13.2 percent).

Especially for their YouTube social media, most of them are used as a means of entertainment (38.5 percent), a medium for doing school or college assignments (28.8 percent), as an object of research (26.9 percent), a place to channel hobbies producing content (19.2 percent), just for wasting time (11.5 percent), for business or monetizing purposes (9.6 percent), and for self-image or advertising (5.8 percent), as well as for others (61.5 percent).

The most liked and favorite YouTubers by the most informants are: Dedy Corbuizer, Atta Halilintar, Ria Ricis, Guru Gembul, Raditya Dika, and others. They make YouTube as a social media that is actively used because of its advantages: it is easy to access quickly, easily at any time and from anywhere; become a medium of entertainment, diverse content, can be used for monetising, as a medium of learning, and various other reasons.

Meanwhile, in terms of weaknesses, the informants considered that YouTube contains some hoax news, consumes internet quota, lots of advertisements, the dissemination of information is slower than other social media. As many as 28.3 percent of informants admitted to having had negative experiences that harmed them while using social media and the internet, either in the form



of having been deceived in terms of buying and selling, having their accounts cloned by other parties, fraud with prizes, and so on.

The expectations expressed by the informants for the enforcement of regulations in the field of the use of social media and the internet in Indonesia are: hoping that the Law on Information and Electronic Transactions can be perfected so that it does not curb freedom of opinion/expression, better protection of personal data, so that Internet access in various regions in Indonesia is made more evenly distributed; Kominfo RI must block pornographic content, harassment, and fraud.

As many as 23.5 percent of informants no longer read newspapers; as much as 37.3 percent read print media for 1-2 hours; and 27.5 percent read it in less than 1 hour; and 9.8 percent of informants read newspapers for more than 5 hours, and only 3.9 percent who read them for 3-5 hours per day. The print media that is read the most namely: 9 people read *Kedaulatan Rakyat*, 8 people read *Kompas*, 5 informants read *Jawa Pos*, and the rest read: *Republika*, *Suara Merdeka*, *Joglopos*, *Femina Magazine*, *Batampos*, *Minutes Magazine*, *Suara Muhammadiyah*, *Tempo*, *Radar Cirebon*, *Radar Jogja*, *Solopos*, *Tribun Jogja*, *Intisari*, *Warta Kota*, *Media Indonesia*, *Radar Bogor*, *Radar Semarang*, *Media Indonesia*, *Sindo*, and *Cepos*.

There are 50 percent of informants access digital newspapers for less than 1 hour; 30.4 percent read a digital newspaper for 1-2 hours; 6.5 percent read digital newspapers for 3-5 hours, and 2.2 percent of informants read digital newspapers for more than 5 hours; and as many as 13 percent of informants have never accessed digital newspapers at all. The most accessed digital newspapers are: 16 informants read the digital newspaper *Kompas*; 5 informants each read the *KR* digital newspaper; and the *Republika* digital newspaper; 3 informants access the digital newspaper *Tempo*; 2 informants read the *Media Indonesia* digital newspaper; and the rest read the digital newspapers *Radar Cirebon* and *Tribun Timur*.

For radio media, 38.1 percent of informants no longer access the radio. Each as many as 33.3 percent of the informants accessed the radio as much as less than 1 hour and as much as 1-2 hours per day. The radios listened to by the informants were: *Batam FM*, *RRI*, *Pro 2 Batam*, *GCD FM*, *Suara Surabaya FM*, *Kota Perak FM*, *RSPD Klaten FM*, *Pilar FM Radio*, *Petra FM*, *Retjo Buntung FM*, *POP FM*, *Koncotani FM*, *Istakalisa FM*, *Iradio FM*, *Delta FM*, *Fajar FM*, *Pro 3 FM*, *Candisewu FM*, *MBS FM*, *Radiks FM*, *Krisna FM*, *Radio Palace FM*, *Swaragama FM*, *Prambors FM*, *Unisi FM*, *Iskariman FM*.

Streaming radio listeners are only 41.5 percent where they listen to streaming radio for less than 1 hour and between 1-2 hours per day. Number of informants who never access streaming radio as much as 58.5 percent. The streaming radios that many informants listened to were: *Candisewu FM*, *Geronimo FM*, *Iradio Makassar FM*, *Delta FM*, *Fajar FM*, *Smart Radio FM*, *Iskariman FM*, *Anda FM*, *Istakalisa FM*, *Radio Education*, *KR Radio FM*, *Koncotani FM*, *Khanambai Umbai FM*.

Television was still watched by 86.3 percent of the informants with the duration of watching for less than 1 hour to more than 5 hours per day. There are only 13.7 percent of informants who do not watch television. The most watched television stations are: 14 tv *oNE*, 10 *Trans7*; 9 *Kompas TV*, 9 *Indosiar*, 8 *RCTI*, 8 *Metro TV*, 7 *TransTv*, 7 *SCTV*, 6 *TVRI*, 5 *GTV*, 4 *NET*; 2 *ANTV*, 2 *INews*, 1 *Fox Crime*, 1 *AXN*, 1 *Fox*, 1 *CNN*, and *TATV*.

Meanwhile, the streaming television stations most accessed by informants were: 4 *SCTV*, 3 *Mola TV*, 2 *Indosiar*, 1 *Metro TV*; 2 *Compass TV*, 1 *NET TV*, 2 *TV One*, 1 *CNN Indonesia*, 1 *ADITV*, 1 *MNC Plus*, 1 *MNCTV*, 1 *RCTI Plus*, 1 *Netflix*, and 1 *Disney Plus*.



Indonesian YouTuber Competition in Attracting Social Media and Internet Access

The following are Indonesian YouTubers with the largest number of subscribers in the top 10 nationally in Indonesia. AH (Atta Halilintar) with 27.9 million subscribers, Ricis Official 26.8 million subscribers; Jess No Limit 23.3 million subscribers; Rans Entertainment 21.7 million subscribers; Trans7 Official with 19.6 million subscribers; Frost Diamond 19.6 million subscribers; Baim Paula 19.6 million subscribers; Indosiar 18.5 million subscribers; Lightning Gene with 17.6 subscribers; and Naisa Alifia Yuriza (N.A.Y.) has 16.9 million subscribers.

The competition between YouTubers in attracting viewers and followers to click on subscribers is truly extraordinary. YouTube has its own system and way of working otherwise known as the YouTube algorithm. This YouTube algorithm is the basis for calculating every movement of content on YouTube whether the content can be said to be of high quality and worthy of being recommended to many viewers openly. There are at least 2 detectors that can be measuring tool for YouTube's algorithm in running its business engine. First, if we look at the first algorithm that becomes the basis, namely the attachment factor between content creators (YouTubers) and YouTube viewers, which is then referred to as engagement, where icons such as thumbs up (like), and thumbs down (dislike), share icons, and subscribe icons, and the Comments icon are the main indicators.

The higher the engagement, the more valuable Youtube content is both in terms of commodities and popularity. The next indicator is about the title of the content, the legality of the content owner, a description of the content, key words, and thumbnails, and the substance or content of the message from the YouTube content. If we dissect deeper, YouTube content consists of material in the form of visuals/images (both moving and static), audio, text, graphics, animation, numeric, sketches, and all forms of combinations of all of them are presented into full content on YouTube. Content on YouTube itself can be broadcast on a delayed/recorded basis, live broadcast, or can be played repeatedly without reducing the audio-visual quality displayed. The existence of YouTube is very dependent on the presence of Internet technology so that you can access online sites from YouTube: <https://www.youtube.com/>. That is, YouTube is actually an online medium, because it has an online site or website with the name of the site. Evidently, <https://www.youtube.com> is the site with the 2nd largest ranking in the world in terms of the number of accessors. The number one most visited site by humans in the world is still controlled by <https://www.google.com/> (Alexa An Amazon.com Company, 2021).

Thus, YouTubers are getting better at utilizing YouTube's algorithm; then it is certain that the person concerned will get more followers or subscribers. For that, YouTubers or prospective YouTubers must study the problem: the psychology of YouTube viewers, the goal is to understand the psychological characteristics of the billions of YouTube viewers in the world.

Content is the main problem, regardless of the technical presentation of how the content is presented in front of the audience. Because content is number one, before talking about other supporting issues. As a simple example, as played by Atta Halilintar and Ria Ricis who utilize various communication models built for their loyal audience. During the COVID-19 pandemic, many YouTubers used it as the main content creation idea for YouTube content creation by Youtubers in Indonesia.

Considering that the number of YouTube users is increasing sharply, at the same time various mass media companies have also become YouTubers; proven by various television stations many have channels on YouTube. They are: Trans7 Official (5th nationally), Indosiar (8th rank), Surya Citra Televisi/SCTV (11th rank), Trans TV Official (ranked 17th); RCTI-Layar Drama Indonesia (ranked 19th); MNCTV Official (ranked 26th); Kompas TV (ranked 31); CNN Indonesia (ranked



42); Netmediatama (ranked 60th); TV OneNews (ranked 83rd); 86&Custom Protection NET (ranked 84th); Tribunnews (ranked 86th). The inclusion of various analog television stations that also broadcast on YouTube channels is a smart strategy implemented by these media companies to get supporting income from social media channels.

Apart from YouTube channels, various professional media companies have also used channels on other social media to expand their business, for example on Instagram, Tiktok, Facebook, and other mediums. Thus, on the YouTube channel itself, there are 6 types of competitions that compete with each other. Namely: competition between individual YouTubers and others individual YouTubers; competition between YouTubers who are organizational or corporate with fellow YouTubers of companies or institutions; competition between YouTubers individual with corporate/institutional YouTubers, and variations of the competition do not only apply nationally; but also the level of competition that international scale. Because access to Youtube and other social media that rely on the presence of Internet technology knows no boundaries or national boundaries.

In relation to YouTube, the YouTube algorithm is a very important matter for YouTubers to pay attention and understand together so that the results obtained are more optimal. That the calculation of the calculation of the income payment obtained by each Youtuber is based on the principle of the number of every 1,000 impressions and or multiples thereof; where is the term referred to as Cost per Mille (CPM); where each CPM on a YouTube account has a different value depending on the type of advertising company that funds the ads that run on YouTube.

Of course, YouTube is a very prospective and promising medium for income hunters as a logical consequence of the content that is routinely produced and uploaded and displayed on YouTube. The existence of the COVID-19 pandemic which has an impact on the decline in the performance trend of the radio media, print media, and television media industries nationally; Instead, it becomes a momentum for the increase in the number of users of Internet technology and social media both at home and abroad. Social media is chosen and used by various levels of society because it is very easy to use, fast, communicative, and on the one hand multifunctional (can be an economic source, or function as the role of the mainstream media that can broadcast directly share content that is owned by one person with anyone connected to the internet or social media.

Conclusion

The relationship between Internet media users and social media has a very strong attachment. Like a coin, the picture side and the number side of money. These metals cannot be separated and instead merge into a single unit that cannot be separated. There are two major conclusions in this study.

First, the growth in the number of social media and Internet users in Indonesia is growing well during the COVID-19 pandemic. One of YouTube's social media become an extraordinary phenomenon that deserves to be investigated further. YouTube is one of the prima donna social media in Indonesia, along with social media Facebook, WhatsApp and other applications.

Social media is actually Internet media because its parent is online media or websites. However, social media has its own character when compared to other types of online media in general. Currently, the number of Internet users in Indonesia is more than 202.6 million users; where the active users of social media themselves have crossed 170 million, 345.3 million mobile phone users with a population of 274.9 million. The data shows the number of Internet users in Indonesia since January 2020 to January 2021 has increased by 27.2 million people; This means



that if it is calculated again with the data from February to October 2021, the number must be much larger.

What is certain is that, in real time, the number of Internet users in the world has now passed 5,064,792,900 people. In detail, the number of Youtube users is 140.8 million (88 percent); WhatsApp 134.4 million (84 percent); Facebook 131.2 million (82 percent); Instagram 126.4 million (79 percent); Twitter 89.6 million people (56 percent); Line 80 million (50 percent); FB Messenger 80 million (50 percent); Linkedin 56 million people (35 percent); Pinterest 54.4 million people (34 percent); Wechat 46.4 million people (29 percent); Snapchat 46.4 million people (29 percent); Skype 40 million (25 percent); Tiktok 40 million people (25 percent); Tumblr 35.2 million (22 percent); Reddit 28.8 million people (18 percent); and Sina Weibo 27.2 million people (17 percent) (Hootsuite and We are Social, 2020).

Social media users, especially YouTube will continue to grow well in the future, even researchers predict the existence of various social media including YouTube can potentially take on the role that has been played by various national networked television companies as well as local television companies. It is already as evidenced by the success of many individual YouTubers who are able to beat the number of subscribers (followers) of YouTubers belonging to national networked television media companies.

But in the future, the trend is still very open to collaboration between individual YouTubers and YouTubers belonging to media companies. Other evidence, the time spent by the public in accessing social media and online media, is now much more takes longer than accessing television, radio, and print media. This means that from the aspect of connection, the number of users of social media and the Internet is much longer and more intensive when compared to the other three types of media.

It's just that further research needs to be done, whether there is a shift in the trend of diverting advertising companies to shift their advertising spending from conventional media to social media and Internet media. The presence of the Law of the Republic of Indonesia Number 11 of 2020 concerning Job Creation, one of which regulates the transfer of analog broadcasting technology towards policy Digital broadcasting is maximum in November 2022, which will trigger a change in the behavioral trend of these advertising companies.

Second, the competition between YouTubers in Indonesia during the COVID-19 pandemic in attracting social media users and Internet users in the world is very tight. Between YouTubers competing in get the attention of YouTube viewers both at home and abroad. There is still a lack of targeted YouTube content target audience at home and abroad, is actually a great opportunity for YouTubers to optimize their income further.

Further research on the success strategy of Indonesian YouTubers ranked in the top 10 nationally, and world YouTubers getting subscribers largest in the world, ranked one to the top ten, becomes an interesting challenge to formulate various communication models and strategies that are built through the content that is aired by these successful YouTubers who become billionaires and even trillionaires. Because it is predicted that their income from monetizing activities can reach tens of millions of rupiah per month until hundreds of millions of rupiah per month.

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