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Analysis Of The Use Of Youtube Content As A Medium For Communication Of Government Officials

(Case Study On Youtube Content Dedi Corbuzier With Luhut Binsar
Pandjaitan)

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Abstract – The development of information and communication technology to date has been proven by the massive level of presence of the use of new media. The purpose of this study is to determine the role of Youtube content that is used as a communication medium by government officials in delivering information with a case study through Deddy Corbuzier's Youtube content. In this study using descriptive qualitative methods, data collection techniques used are interview, documentation, and literature study. To test the validity of the data, this study used a data analysis technique, namely triangulation. The results of this study indicate that public government officials have started to use youtube as a medium in communicating with their people, especially in this case Luhut Binsar Panjaitan uses youtube as a medium of communication in the form of clarification and strengthening of policies or issues related to the Indonesian state and the Indonesian president. However, youtube media which is used as a communication medium by government public officials is usually a youtube channel that has a lot of subscribers and has an influence on the people who watch it. One of the youtube channels is the Deddy Corbuzier channel.

Keywords – communication media, government officials, youtube content

I. INTRODUCTION

The development of information and communication technology to date has been proven by its massive level of presence in the use of new media. The new media is utilized in a new way that is different from the previous media as a medium that is basically for communicating. Mondry in (Zellatifanny, 2020) revealed that new media is a medium where when using it involves an internet connection, one of which is the presence of the Youtube platform. Based on data from the Ministry of Information and Informatics of the Republic of Indonesia, the number of internet users in 2022 in Indonesia is 204.7 million, an increase of 1.03 percent compared to the previous year 2021.

The presence of a Youtube content is a medium as a choice of information platform that is currently widely accepted by the public, so that its development can occur quickly. Reuters Institute conducted a study published in 2016 saying there is potential for the internet to rise in audio formats, titled "Media, Journalism, and Technology Prediction".¹² Lengthening the Reuters Institute's research, Nielsen data in 2016 stated that radio penetration in Indonesia was at a percentage of 38% in the third quarter, more than that in 2020 is expected to be the beginning of the "new golden age of audio" (Zellatifanny, 2020). Youtube's potential is greatly utilized by political communicators by making videos containing clarifications of political statements on a matter of negative news, the video is made by politicians who usually or rarely appear in the mass media. One of the Youtube content activists is Deddy Corbuzier with the most recognizable content given a distinctive name, namely #CLOSETHEDOOR.

In this investigation, the investigator used 4 DC videos that invited public officials to focus on Luhut Binsar Pandjaitan. Currently, Channel DC has 18.5 million subscribers. The reason why researchers chose Deddy Coubuzier's channel as the object of research on cyber media, is because of the large number of Youtubers in Indonesia, Deddy Coubuzier's channel was chosen by the acting as a medium for conveying to the public, and this object is of course interesting because it has such a large number of viewers that of course it has a lot of impact on the audience of Deddy Coubuzier's channel.

⁹ The purpose of the study is to provide an analysis of the use of social media through Youtube content used by the government in communicating to the public amid the rapid spread of information due to the large number of internet users in Indonesia. Based on the phenomena and problems above, the researchers conducted a study entitled "Analysis of the Use of Youtube Content as a Communication Medium for Government Officials (Case Study on Youtube Content Dedi Corbuzier with Luhut Binsar Pandjaitan)".

II. RESEARCH METHODS

This research used a quality research method with descriptive studies. This study found data with its findings and was not obtained through statistical procedures or other counts. M¹⁴ong (2014) describes quality methodology as a research mechanism whose results are descriptive data such as words, be it written or spoken from people and behaviors that can be observed by researchers. Data collection in research is an important part of the stage to be carried out. Data collection techniques are methods, techniques, various ways that researchers use in collecting data. The various methods that researchers use in this study are interviews, observations, and documentation. Data analysis techniques in research are descriptive qualitative, namely explaining and describing in the form of problem sentences in research through observation or observation, studies, literature and interviews.

III. ANALYSIS AND DISCUSSION

Before describing the results of the study, the researcher emphasized that the theory used in this study is Cyber Media Theory (Cyber Media) or more familiarly understood as a new media. Although through social media the characteristics of cyber media can be known, social media has its own characteristics and character that some other types of cyber media do not have. Social media rose from an understanding that media can be used as a means in a virtual world that can be useful. This is a certain special characteristic compared to other media that social media has enough (Dawana, 2019). Here are the characteristics of social media:

A. Network

A network is a system that produces a transmission medium or communication medium by connecting two or more devices (in this case a computer). Computer networks are said to be successfully connected if computers can exchange information, data or resources that they have with each other.

B. Information

² Information is a set of data or facts that are organized into something useful to the recipient. Usually, the information will be processed first so that the recipient can easily understand the information provided. Simply put, information has been processed into a valuable or meaningful form.

C. Archive

Archives in social media mean as a place where content, or events that have been published to the public, will be stored on social media for a long time or even forever.

1

D. Interactions

3

The basic character of social media is the formation of networks between users. This network does not just expand friendships or followers on the internet but must also be built with interactions between users that develop skills.

E. Simulation of society

4

Users can learn to develop technical and social skills that are needed in today's digital age. They will learn how to adapt, socialize with social communities, and manage a network of friends.

F. User-generated content

Social media users can also be creative in creating content that can be in the form of photo content, sound, text, animation, to videos uploaded by users on social networks.

Based on the results of the analysis through four contents presented on the DC Youtube account with Luhut Binsar Paidjaitan. In video 1 of Dedy Corbuzier's channel, it was uploaded on July 6, 2021, where this Youtube video is in the form of a podcast with one of the Indonesian government officials, namely Luhut Binsar Panjaitan, in the podcast Dedy Corbuzier and Luhut discusses the Covid-19 virus pandemic, where at that time Indonesia was experiencing various polemics regarding the Indonesian government's policy in overcoming the Covid-19 virus pandemic and the figures who played an important role in handling it were Luhut.

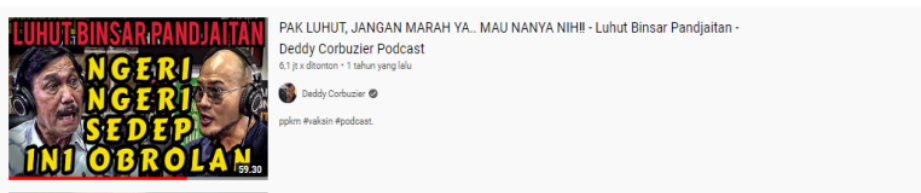


Figure 1: Screenshoot Video of Dedi Corbuzier with Luhut Binsar (Source: Youtub Dedi Corbuzier Account)

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In this video, Luhut uses Dedy Corbuzier's Youtube channel as a form of clarification regarding the policies issued by the government during the COVID-19 virus pandemic. Same with the second video, about Covid-19. In this video 2 chanel Dedy Corbuzier uploaded on November 10, 2021, this Youtube video is in the form of a podcast that returns with one of the Indonesian government officials, namely with Luhut Binsar Panjaitan, in the podcast mentioned Dedy Corbuzier and Luhut discusses the Covid-19 Swab / PCR virus detection tool in activities during the pandemic, where at that time Indonesia was experiencing various polemics regarding the Indonesian government's policy in the Covid-19 Swab / PCR virus detection tool in activities during the pandemic. In addition to discussing how the pandemic happened in Indonesia, another video Luhut returned to the Yitube DC account by discussing different rights but still regarding the issue of government that was hot at that time.

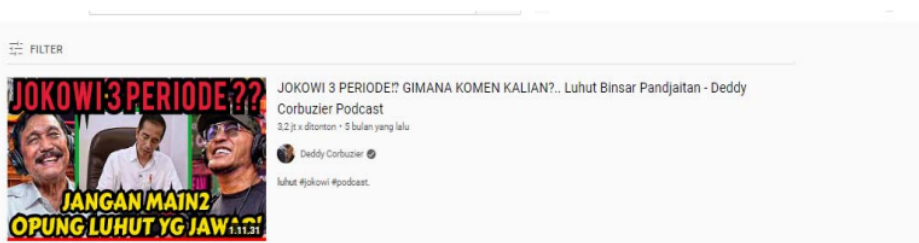


Figure 2: Screenshoot Video of Dedi Corbuzier with Luhut Binsar (Source: Youtub Dedi Corbuzier Account)

Video 3 proves the characteristics of cyber media with the presence of 98 information (which is mostly obtained from Luhut), 9 networks, 45 interactions, 38 social simulations, 3 archives, and 19 content by users. So, it can be said that this podcast is included in cyber media because all the characteristics are contained in this video. The 98-information contained in video 3 contains the situation of things related to the democracy of a country, one of which is the period of a president of the Indonesian state, therefore the most information conveyed in this video was conveyed by Luhut who a source from the Indonesian government was. Meanwhile, Dedy Corbuzier's own role in this video is as a community member who celebrates matters related to a country's democracy, one of which is the period of an Indonesian president. Because of this, information, interactions, networks, archives, social simulations are more expressed by Luhut sources while Dedy Corbuzier is only a little bit in the characteristics of the cyber media but the thing that becomes dominant for Dedy Corbuzier in this video is the characteristics of cyber media in the content section by users.

Pada video terakhir Luhut menggunakan konten video Youtube dengan kemasa podcast di channel youtube Dedy Corbuzier itu sebagai salah satu bentuk komunikasi berupa penguatan mengenai keadaan demokrasi Indonesia, dimana pada saat itu muncul berbagai macam isu mengenai hal-hal yang terkait demokrasi sebuah negara salah satunya yaitu perpanjangan periode seorang presiden negara Indonesia.

In addition to the analysis of the subject matter and also the explanation ¹³ the video, the investigator also conducted interviews with a number of competent communication science experts regarding **the use of Youtube media as a communication medium for** government officials. Based **on the** transkrip of interviews with speakers, it can be said that public government officials have begun to use Youtube as a medium in communicating with their people, especially in this case Luhut Binsar Pandjaitan made youtube media as communication in the form of clarification and strengthening regarding policies or issues related to the Indonesian state and the Indonesian presidency. However, the youtube media that is used as a communication medium by government public officials is usually a Youtube channel that has a lot of subscribers and has an influence on the people who watch it, one of the YouTube channels is the Dedy Corbuzier channel. With YouTube being used as a communication medium by government public officials, the channel will get a very large fee from government public officials. This huge fee from government public officials in the sense of getting paid adds the number of viewers of videos that are together with government public officials on a youtube channel (mutualism symbiotic relationship).

In the book *Cyber Media Theory and Research (Cybermedia)* as a theory used in this research, Rulli Nasrullah's work explains Cyber Media (Cyber Media) is a means (means) of communication using the internet network or forms of communication that exist in cyberspace (internet). Basically, each theory will have its own characteristics and conceptual framework, while the characteristics of cyber media have key concepts in order to understand cyber media and understand its characteristics according to Gane and Beer (2008) explained specifically. Characteristic in this theory are networks, information, archives, interactions, social simulations and content by users. From the information and description above, it can be said that this theory is applied by the government in communicating by using Youtube content as a new medium with the aim of providing information to the public.

IV. CONCLUSION

The development of communication technology is not only the government, all elements of society who have an interest in trying to optimize the delivery of messages must use various media, one of which is social media through Youtube channels. Based on research **on the use of social media and analysis of** Youtube media content, Dedy Corbuzier with content with government officials, namely Luhut Binsar Pandjaitan, explained that Youtube content is a medium to communicate with the public in the form of a clarification and strengthening of government policies that have been issued and issues circulating about the government itself. This was seen when Luhut was on Dedy Corbuzier's youtube channel podcast 3 times, where the results of the transcript analysis of 3 videos containing Luhut obtained 177 information on the video with 1,239 information on video 2, and 98 information on video 3 according to the study of cyber media theory that contains social media characteristics. Thus, the information included in the characteristics of social media is a message conveyed through Youtube content from government officials in the form of clarification and strengthening provided by public officials on new policies from the government or issues about the government itself through Dedy Corbuzier's Youtube content.

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