

# The Effect of “Sharing Content through Ignorant Actions” in Digital Media, Youtube on the Formation of Middle Society Attitudes Case Study: Youtube Baim Paula

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## Abstract

*The rapid development of digital media with increasingly diverse features makes its users increasingly pampered in accommodating the needs of sharing messages. The widespread use of social media is often used as a field to earn rupiah by its users, various ways is used to make content variations in each channel and channel owned. The most used channel is YouTube. Baim Wong on his YouTube channel and shared in several videos about sharing done with mischief. This social experiment is also carried out by sharing actions that use more fun ways, through disguises, humorous scenes, to those that are closed with social actions. This research was conducted with a qualitative approach using a literature review methodology or literature study. The literature review was carried out by looking at digital content and the impact it had. This research is to find out how the shared content is able to influence the attitude formation of the middle class.*

## Keywords

sharing content; youtube digital media; formation of middle society attitude



## I. Introduction

The rapid development of digital media with increasingly diverse features has made its users increasingly pampered in accommodating the needs of sharing messages, circumstances, and various skills they want to share. In digital reporting from We Are Social in 2020, it was recorded that 4.5 billion people are currently internet users. For social media users alone, it is known that there are 3.8 billion people registered as users. Figures generated from this study indicate that 60% of the entire world population is already fluent in using the internet and accessing social media. Domestically, there is the Indonesian Internet Service Providers Association which in 2020 issued the results of their survey regarding internet users in Indonesia. The results shown from this survey are that 196.7 million Indonesians are internet users.

The widespread use of social media is often used as a field to earn rupiah by its users, various ways are used to make content variations in each channel and channel owned. The most used channel is YouTube. This channel is a channel that is in the top position as the most sought after digital media and visited by Indonesian audiences. This is still taken from the Digital Report 2020 which states that the number of Youtube users reaches 94 percent of all digital media channels, followed by Whatsapp (87.7 percent), Instagram (86.6 percent), Facebook (85.5 percent) and Twitter ( 63.6 percent). Then in its development, social media is widely used for various interests of its users. Unlike traditional media, Youtube allows users to interact, engage, watch and collaborate (Gill et al, 2007). Of the various types of social media that are present, online video sharing applications are proven to have the highest interactive level (Khan, 2017).

Over the last decade, YouTube has established itself as the largest video sharing channel. YouTube is a Google-owned company, which is now not only used for amateur and individual broadcasters, but also a job site for professional YouTubers to earn income through published video works (Funk, 2020). In addition, YouTube is also suspected as a center for participatory culture that was created by its users (Jenkins, 2006) in the early days of its emergence. In recent years, this channel has also become the scene of controversy from the authorities seizing power by pulling public attention in such a way (Kumar, 2019). Amid these developments, which culminated in a conflict on the channel in 2017, creators and YouTube users formed the so-called YouTubers Union (YTU). They collectively oppose channel governance. This development is the first major example of collective action in the long-distance channel economy, where workers are geographically dispersed and face high barriers, if they are to organize. After some initial success through a self-organizing process, the YouTubers' Union launched a campaign against YouTube (Niebler, 2020).

This service is able to pay content creators for each ad that is played in their videos. YouTube has opened up opportunities for hundreds of thousands of video creators. The creators of these works usually earn additional income through subscription services such as Patreon, donation channels, brand partnerships and the sale of other goods (Niebler, 2020). In the production of content for a YouTuber, they usually use a personal personality as the main star or the center of the story in the content. Content creation is a very subjective form of work because it contains stories and personal thoughts (Niebler, 2020). Working on YouTube can be described as a form of work through culture, similar to income-based activities on other social media, such as Instagram, Twitter, or TikTok (Niebler, 2020).

In addition, YouTube has diverse and global content and offers users the opportunity to disseminate existing content to other audiences on this social media. YouTube is also currently serving as an attractive channel for large corporations, to amateur content creators (Xu et al, 2016). With the superior position of Youtube in Indonesia and the ease of using the channel, many users are able to make videos with various content and upload them on Youtube. This makes its users become more active users, users are no longer passive as spectators, but also bearers of information that can be freely uploaded on their respective YouTube channels.

The activeness of Youtube users is finally able to form a community that gives birth to influencers in today's digital media. According to Truten (in Hartanti, 2018) influencers are digital workers who are able to create a strong communication network, so that everything they do is able to influence public decisions in terms of selecting and using products, goods, even services and works. Influencers are considered as activists who must be able to make connections and form a certain impact by developing friendship networks in various communities and introducing high quality and original content. That way, the influencer will be considered to have a good reputation and can influence his followers (Hartanti, 2018). The presence of influencers in digital media is increasing day by day and each of them is trying to bring new information through various content with certain communication systems. Xiao, Wang and Chan-Olmsted (2018), define YouTube influencers as individuals who produce and upload videos to YouTube channels and have followers who regularly look forward to, watch and even wait for videos to be uploaded. Even from the presence of emerging influencers is considered to be more popular among teenagers compared to conventionally known celebrities (Haryacha, 2014).

With a variety of creativity, Baim Wong has produced various works in such a way as to be able to produce entertainment for YouTube channel viewers. Creativity is something that is produced by individuals whose minds are influenced by their surroundings, so that they produce new things, based on lessons and life experiences, both from the educational

environment, friendships and surroundings (Munandar, 2009). Youtubers are busy competing about creativity in creating content, so that they can attract people's attention. From the abundance of Youtube content, the phenomenon of ignorant acts or commonly known as pranks is becoming increasingly widespread. This content is a trap that is often presented by YouTubers to attract audiences who visit YouTube pages, including Baim Wong. To be interesting, this ignorant act has inspired many audiences to actually commit malicious acts without thinking about any impact. The emergence, people who take the fast way to get money. The fast way is taken by asking or begging to a character that is considered to be able to provide a large amount of influence or assistance. This mentality is not good in the development of the times in today's digital era. Based on the above background, a problem formulation was born, namely whether there is an influence from the content of ignorant acts that are shared on the YouTube channel on the formation of attitudes in the middle class.

## II. Review of Literatures

Technological developments gave birth to the digital era that we are now living in. Exploration in the volume, speed and variety of social data is increasingly unstructured and widespread in various fields, such as political science, sociology, psychology, information systems, health, public policy, and communication with a unique challenge, namely how scientists can make the best use of it good (Enke, 2019). The existence of digital media often overlaps, so it needs to be studied more deeply on each user, the aim is to understand individuals and social interactions in digital systems. That is, while data from social media may not be representative of the entire population, that doesn't mean they don't have research value for understanding that population. It is a challenge to interpret social data that is not limited to existing biased and content-adjusted populations (Pariser 2011). Later, it became extended to the ethics of personal privacy research, the value of theory and reasoning in building social relations with prediction and engineering. Of course, it weighs both the possibilities and the dangers, exploring some of the key issues facing pursuing social science in the big data era (Shah, Capella and Neumann, 2015).

This approach takes place, from the study of mass opinion to health and politics to social movements. Social media is a digital channel that is a place where you can comment, participate and share content. This product is produced as a form of technological development that makes it easier for people to communicate and interact with each other easily. To create good digital content so that it can be used as a reliable source of information and interesting to read by the audience, usually the content requires (Shah, Capella and Neumann, 2015), among others:

**Table 1.** Shah, Capella and Neumann (2015)

Profession Profile	Profile Description
Content Writer	Able to create content and manage that content on corporate media.
Social Media Manager	Able to be a social media admin with the task of processing and making content the main thing on social media.
Community Officer	Able to create cooperation, build, and maintain good engagement with social media activists.
Content Manager	Able to manage article content and distribute it on company media.

UI & UX Designer/ Designer Apps Junior	Able to analyze how media activists are able to use and offer what they feel. Search and collect UI and UX developments, to realize existing digital formulations.
Creative Junior	Able to create content that comes from an idea or ideas, as well as being used as a message.

## 2.1 YouTube

YouTube is a social media channel founded in February 2005 by three PayPal employees. Less than 2 years later, Google acquired YouTube for a fee of \$1.65 billion. Although many social media have proven to be short-lived, YouTube continues to thrive (Arthurs, et al., 2018). Because of this, YouTube has played a unique role as a place where popular culture thrives, creating diachronic archives over time. YouTube can also be regarded as a source of information for a large number of individuals. Financial technology is one implementation of the use of information technology related to finance (Alimirruchi in Lubis 2019). The proof is that YouTube is currently the second most visited digital media, after Google (Spencer, 2018). Based on data from Alexa (2021), Youtube is also named the second most popular website in the world, with more than 20 billion visits per day. In a similar market share, Youtube is still ahead by achieving a percentage gain of 92 percent, the remaining 8 percent is divided into Vevo, Vimeo and Dailymotion (Jarboe, 2018). Unlike Google, Youtube uses a different positioning algorithm. As a digital media platform, Youtube allows displaying videos that are displayed in search results against certain queries (Yu, 2015). The purpose of this algorithm is to help users find videos that best suit their needs, based on the relevance perceived by Youtube users themselves. (Jarboe, 2018).

Matthias Bärthl (2010 in Arthurs et al., 2018), estimates that by 2016 the total number of videos on the site could reach around four billion. This shows how the amount of content uploaded on YouTube has increased drastically over the years, Bärthl (2010 in Arthurs et al., 2018) also shows the progress of top views can change drastically over time, depending on the algorithm that has been given. Even so, several new channels were able to attract a lot of attention with videos in the Comedy, Entertainment, Gaming, Clothing and Lifestyle categories having an above average chance of reaching the top 3%. However, this distribution has changed over time. Entertainment has been the most popular category only since 2013, while the popularity of News and Politics has fluctuated, peaking during the political upheaval in 2008 and 2016. The majority of channels newly created since 2010 have fallen into the Individual and Blog categories, reaching nearly 75% in 2016. Regardless, the channel has fascinated journalists and academics by the growing presence of YouTube's new celebrity. This research shows the chance that they can reach the top 3% as the number of channels increases.

## 2.2. Influencers

Communication strategy through the impact of influence brought by influencers, has become a major topic in strategic communication (Zerfass, et. al., 2016). Social media influencers are able to be representatives of brands and audiences, especially for those who may be able to influence stakeholders who are difficult to reach. The access that is usually given as widely as possible by influencers usually has a greater impact on consumers who are social media activists. We can identify two different definitions and some further anecdotal comments about certain features and functions. According to the initial definition by Freberg, Graham, and McGaughey (2011), influencers are instruments that represent a new type of

independent third party advocate whose task is to influence the formation of audience attitudes through content and use of digital media. Abidin (2015), provides a definition of the background of the influence of influencers, among others; (a) status group of influencers, (b) Specific topics of their content, (c) the needs/goals they seek, (d) their engagement with the audience and (e) Willingness to commercialize their activities. They are actively participating in various online and offline activities. Influencers also consciously, commercialize or monetize audiences, in order to be able to attract advertisers' interest on their channels or accounts (Abidin, 2015). This is a support for the meaning of each definition. Thus, a systematically developed and well-placed definition of influencer can become the main framework for strategic communication and help to gain a more comprehensive understanding of influencer communication strategy (Enke, 2019).

Hartanti (2018) states that influencers are also known as activists who are able to make a certain impact and connection, act actively and innovatively, and as trendsetters for their followers. So that an influencer must be able to be an active figure in forming, building, and maintaining good relations with certain groups in order to channel information and the impact of something. One of the influencer strategies applied in digital media is to join a social media community, then create original and high-quality content. This will establish a reputation as an influencer who expert. Solis and Webber (2012) in their book suggest three criteria for influencers, namely as follows: (a) reach is the way influencers send content to their followers so that they can strengthen their reach and make a certain impact; (b) relevance is the ability to form strong connections to a topic so as to inspire action and increase interaction with followers; (c) resonance is the standard of influence possessed by an influencer where the standard can influence the behavior of his followers and influence certain results on social media. Social media influencers or often referred to as micro-celebrities are defined as 'a state of being famous for a certain group of people' (Raun, 2018). They gain popularity through social media therefore social media influencers are also referred to as social media stars or celebrities. The difference between well-known celebrities and micro-celebrities is their close relationship with their audience. Micro-celebrities need to share aspects of their personal lives to strengthen their relationship with their audience (Raun, 2018). Micro-celebrities present themselves on social media by uploading images online and using these images to attract and engage a large number of followers (Khamis et al., 2016).

### **2.3 Mischievous Action Content**

User generated content or content theory based on users says that content is one of the characteristics of social media (Grace, 2020). This also shows that content on social media is the right of the content creator. Viewers are able to enjoy it, based on the audience's interest and interest in this type of content (Cecariyani, 2018). Cuteness is also always about general things. It is common in a humor, does not require correction, or improvement because it no longer provides a place to be funny, and becomes too ordinary (Setiawan, 1990). As stated earlier, mischievous acts are usually made with a humorous theme, coupled with sadness and sometimes tension. This action culminates in sharing content that can help others.

### **2.4 Attitude**

Attitude is behavior that is consistently carried out and is able to produce good and bad meaning when faced with something (Grace, 2020). This action is obtained from experience and lessons learned from the environment. Attitude is also an action that contains a response that has an impact on something (Rachmat, 2004). Attitudes are created by adjusting the way to place or carry oneself, as well as the way of thinking or behavior. Attitude is also a reaction to deal with a situation (Harsono, 2000). The attitude structure is distinguished based on 3 supporting stages (Grace, 2020), namely; (a) Cognitive stage is the conventional



thinking of someone who behaves. This stage contains the stereotypes of each person towards something, especially about problems, (b) The affective stage is what is felt and about emotions. This stage is the part of the attitude that has the most influence on affective attitude change. It is judged as something that is felt by a person, (c) Conative stage is behavior about how to give action and reaction to something. This stage deals with the object directly. This component is logical which reflects the form of behavioral tendencies (Azwar, 2012).

## 2.5 Middle Society

The middle class is representative of each class, between rich and poor, and between workers and rulers. The middle class is a population that has a distribution of spending between 20 to 80 percent per capita (Easterly in Nizar, 2015). The middle class arises because it comes from several components that support its development, so that it is able to have a role in the sustainability of life, namely: (a) Improved economy and income, (b) existence of educational, business and job opportunities, (c) mobility and unstable growth position of this class, because it can change at any time with the decline in class. Nizar (2015) facilitates analysis using the World Bank classification, with four types, namely; (a) the middle class, with consumption expenditures between Rp. 28 thousand to Rp. 57 thousand per day, with this consumption expenditure group, grew by around 5.59% per year; (b) the middle class with consumption expenditure between Rp. 57 thousand -Rp. 86 thousand per day and an increase of about 9.07% on average per year; (c) The middle class with consumption expenditures between Rp. 86 thousand - Rp. 144 per day and growing by around 11.76% on average per year.

## III. Research Methods

The author uses a qualitative method because this research aims to get answers related to a phenomenon, so the discussion must be qualitative or use a description of words. Qualitative methods can describe activities, processes, and people (Sulistyo-Basuki, 2010:110). In this study, researchers used a literature study to determine the impact of the phenomena that occurred. Each form of research has a different function and purpose. For this research, it can be categorized as a literature study. Literature study is an in-depth study of a certain phenomenon that allows it to be expressed and understood about something with a review of the literature that is owned. This form of research is used because the author discusses YouTube content and the factors that can affect the mental attitude of the audience. The sample used was taken from video links from Baim Wong's YouTube channel that were widely used to the public, as well as news links that described the impact of these videos. Primary data is material that researchers collect from uploaded videos. In this writing, this collection is the result of watching videos and collecting data in the form of news that is affected by the video. Secondary data is material that researchers collect to support other data. This secondary data the researchers got from digital media theory, the theory of ignorant actions to share, information related to Baim Wong, and attitude theory. This data collection uses data reduction is a selection, simplification to focus on the things that are important. The reduced data will provide a clearer picture, and make it easier for the author to carry out further data collection, and look for it when needed. Presentation of data can be done with a brief description and characteristics between categories and the like with a narrative description of each description. Conclusions or conclusions from the whole research. The initial conclusions put forward are temporary, and will change if no strong evidence is found to support the next stage of data collection. Conclusions in qualitative writing are new findings that have never existed before. Findings can be in the form of a

description or description of an object that was previously unclear, so that it becomes clear after research.

#### IV. Discussion

Currently, digital media is a thing that is closely related to human daily life. The development of digital media has helped various fields of life such as politics, sociology, psychology, information systems, health, public policy, etc. (Enke, 2019). Digital media produces various products in the form of social media that are widely known today such as YouTube, Instagram, Twitter, Facebook, etc. As stated by Safko (in Hartanti, 2018) social media is a place or container for carrying out social activities. Through social media, everyone is able to interact and socialize with each other, express self-expression and identity, and form a reach or community. Along with its development, the role of social media is expanding, not only as a place to interact and make connections, but also used to carry out persuasive communication to others (Hartanti, 2018).

Social media is now creating the role of 'prosumerism' (McQuail, 2010) which is a situation in which social media users become active users so that they can act as producers as well as consumers, in other words everyone is able to be the party that creates and consumes content. This gave birth to the phenomenon of the existence of influencers in the media because as an active user, anyone can become a content creator and spread the content widely. Influencers are ordinary social media users who gather as many loyal followers as possible by creating interesting stories about their interests and lifestyle (De Veirman et al., 2019). Influencers seek to spread influence and expand reach using persuasive communication and interactive capabilities on social media (Lou et al., 2019).

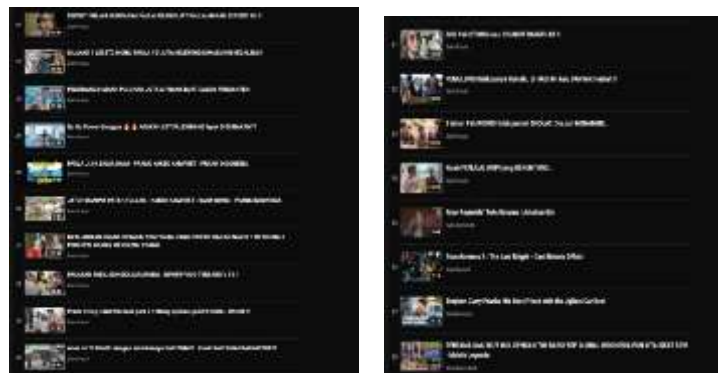
This social experiment is also carried out by sharing actions that use more fun ways, through disguises, humorous, sad, sometimes cruel content to malicious acts that lead to sharing activities with several people. There are 38 videos in the playlist that specifically contain videos with actions ignorant. Some videos about naughty actions that provide help with a theme that is less cruel, quite sad and gives emotion, among other things; (a) baim Wants To Help Find His Missing Mother, 2 Years Ago, Mom Left The House And He Didn't Come Back Again", (b) This Sugarcane Seller Has No Money to Give to His Wife for Months", (c) Mrs. Sumi was shocked, Baim asked for one by one what he owed on the phone to be transferred directly and paid off" and (d) Starting from SMS Asking for Help. Can't believe that Baim will come to his house to meet his mother. And many others"

Stupid acts that are funny, witty, but end in providing assistance to people in need, among others; (a) Fried Food Sellers Are Confused There's Security Who Wholesales Their Merchandise Truly!! He Doesn't Know If It's Baim, (b) baim Becomes Hansip Wholesaler of Vegetable Merchandise...When Hansip Pays More The Vegetables Cries. (c) again, meeting Pamulung, who was given 50,000, I'm really happy!! But it turns out that Baim loves him" and (d) The Scavenger Who Has No Place to Live is Lucky to Meet Baim on the Street."

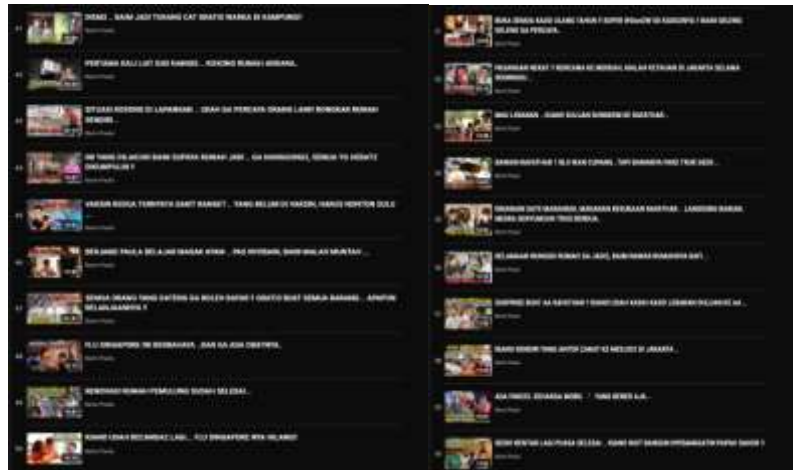
On the other hand, there is another act of ignorance by providing assistance, which was collected for the Ramadan edition, among others; (a) First Day of Ramadan, Not Hungry, Even Want to Buy Al-Qur'an", (b) Kiano Participates in Sharing to Disaster Locations", (c) Kiano Shopping for Takjil Continues to be Distributed to People" and (d) Shut up, Baim Becomes a Free Painter in the Village



*Figure 1. Videos in Prank Playlist*



*Figure 2. Videos in Ramadan Playlist*



*Figure 3. Videos in Ramadan Playlist*

Through his uploads, Baim provides ignorant and entertaining content, but on the other hand, gives an attitude of concern for the social conditions of people in need around us. In this regard, Baim looks for people in need, makes a little prank and then follows them to his place of residence, then ends by providing assistance, in the form of cash. Many middle class people who attended approached Baim Wong to get cash. Some news related to this, among others; (a) many People Come Asking for Help, (b) People keep asking for help, Baim and Paula <https://www.dream.co.id/showbiz/16/avr.2021>, (c) residents Ask for Money, Baim Wong: Sorry Yes, Really Sorry <https://fajar.co.id/2020/10/> Confess to be uncomfortable with repeated visits by people - Grid.ID <https://www.grid.id/Celebrity/20/avr.2021> — Yes, it's not once or twice that Baim Wong's house has a stranger who intends to ask for help from



this phenomenal artist. Unfortunately, (d) baim Wong is very angry with people who ask for help...<https://www.merdeka.com> artist b...May 26, 2019 — Baim Wong admits that he often gets angry at people who make it easy for him to help. However, that person still...

The culture of begging has been around for many years. This is certainly influenced by various things, which are the basis for the formation of this culture that is timeless to this day. This is what researchers will discuss according to the findings on existing digital content. Lewis (in Mahfudz, 2018) said that poverty is caused by a structure that favors the poor. The system of government is not always the main cause of this. There are many other things that underlie the middle class, looking for shortcuts to begging as a form of adaptation to maintain what they already have (Mahfudz, 2018). The cultural perspective of poverty from Oscar Lewis (in Mahfudz, 2018) is to analyze the problem of poverty with individual stages, and their environment. In the individual stage, the characteristics of poverty are thought to be referred to as a strong feeling of marginality or strong and dominating feelings such as apathy, fatalism, to consumptiveness. In the environment, poverty has several signs, such as the size of the family and the lack of effectiveness with integrity in society (Usman, 2004 in Mahfudz, 2018). YouTube viewers are used as objects that are given the freedom to choose what content they are interested in and what they want to watch. Based on this research study, sharing content or giving aid is actually just a shortcut to save the economy for a moment, so people are looking for an easy way to get help or money by asking. The emergence of people who are not independent, only rely on instant means and this is what they have been waiting for. This phenomenon is criticized by Lewis (in Mahfudz, 2018) as a cultural decline in society. The culture of begging is a chain habit. The culture of begging is a patterned culture that is considered a solution used to provide an instant way of overcoming problems in a clear way (Mahfudz, 2018). The culture of begging is a form of despair from the needs that cannot be met by the person to fulfill the requirements to get desires that are not commensurate with abilities (Ala, 1981 in Mahfudz, 2018).

According to Mahfudz (2018), many factors influence this situation, including (a) begging is a religiously innocent thing. In certain religions, it is recommended that a believer distribute aid or alms to those in need, such as wealth and the results of their work, (b) giving wealth are a form of purifying the wealth of the rich. Begging is a noble activity to clean the property of the owner of the property, (c) prestige to borrow funds from others, and prestige if their needs and desires are not met. (d) continuing life, sometimes there are those who try to fulfill their life, instead of working but looking for easy ways to earn money gems. Begging is allowed to survive. The video teaches how easy it is to survive by begging. This phenomenon is not carried out by one or two people, but even in groups. Not only was it done to Baim Wong, but also spread to other characters. This is what initiated the birth of the mental attitude of the middle class, becoming an attitude of asking.



**Figure 4.** Begging News

## V. Conclusion

There are 38 videos in the playlist that contain all malicious acts that lead to sharing activities with several people, ranging from security guards, beggars, scavengers, buskers, to people with mental disorders. This is done in order to be able to make the content go viral and of course, have the intention to share it with others. Stupid acts that appear by pretending to be someone else in order to be able to trick the people in the video. When tricking, Baim Wong will ask for help from these people, and look for a chosen person who will provide help to him. To be interesting, this ignorant act has inspired many audiences to actually commit malicious acts without thinking about any impact. This mentality is not good in the development of the times in today's digital era. These results explain that middle class people who have watched video content from Baim Wong, have a tendency to have a requesting attitude. The shame disappeared and chose to increase the courage to ask for help from the owner of the video.

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