

Kim Hyesan Drama YouTube Channel as a Reference Job in Australia

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Abstract— This research presents how Kim Hyesan Drama, a participant in the Working Holiday Visa program, shows how he does his work in Australia through his YouTube channel. Kim Hyesan Youtube Channel Drama has become a reference work for the audience, especially participants of the Working Holiday Visa program. This study uses a qualitative approach using in-depth interview data collection techniques with Working Holiday Visa participants. the results of this research, it was concluded that the holders of the Working Holiday Visa had a positive perception of Kim Hyesan's video that was posted on the Youtube Channel. Kim Hyesan's luxurious appearance, high salary information, and easy-to-see job description make the viewers have a high desire to take part in the Working Holiday Visa program.

Keywords— work abroad, youtube, vlog, working holiday visa

I. INTRODUCTION

The enthusiastic of the Indonesian youth in joining program of Working Holiday Visa (WHV) which is bilateral cooperation yield between Indonesia and Australia of culture and employment issued since 1st July 2009. It gives the opportunity for 1000 person every year to be able working and holiday to all Australia's continent for one up to three years. It can be a tractive power. The code of Working Holiday Visa (WHV) for Indonesia is issued by Subclass 462. In addition to, the luster of video blogger for sharing their experience in Youtube channel to get that visa, how to prepare before departure and how working-life looks like and culture as the additional point that making it is attractive.

The aim of Working Holiday Visa (WHV) creates close relationship and culture exchange between Australia and partner countries with particular emphasis in adolescence. This program has been existed since 1975. Nowadays, Working Holiday Visa program consisted subclass 417 and subclass 462. At the beginning, Working Holiday Visa comprises of few commonwealth countries and developing for implicating 42 countries.

Working Holiday Visa is excellent program in Indonesia on 2019 when the Enrollment of Recommendation Indonesia Government Letter (SRPI) was joined by the participant. Based on official Instagram account of Indonesia Immigration @ditjen_imigrasi that Instagram stories shown 107.807 person who devotee joining Working Holiday Visa whereas the quota is only 1000 for Indonesia. Government-sponsored and good publicity looked forward by Indonesian people. The official instgram of Directorate General of Immigration become initial information gate such as the enrollment

timetable, the requirement and the procedure which needed to get the recommendation letter then processed for Australia embassy. Be sides Instagram, Youtube content information about Working Holiday Visa, Platform is attributed with red box with logo "play" white inside it that visited by three formers of Paypal's employee that is Chad Hurley, Steve Chen and Jawed Karim where this Platform involved in row of mainstay platform of Google because it has been purchased with the cost about \$1,65 billion in October 2006, domain www.youtube.com itself active on 14 February 2005 April 2012 until now become platform the number one social media in Indonesia. [1]

Katadata.co.id release data on March 2019 that Youtube as the most used social media then followed by Whatsapp and Facebook. The survey that conducted by We are Social mentioned that Indonesian citizen who use social media reach 150 million people. From a variety of social media, Youtube as the most played particularly for playing music and watching blogger video content. The average of activity of using social media is 3 hours and 26 minutes in a day. Be sides Youtube, Whatsapp is the most used by Indonesia people then followed by Facebook and Instagram. According to the survey, every user has averagely 11 social media accounts. Most of the social media user in Indonesia aged between 18-34 years and more than half of them is men. [2]

Kim HyeSan Drama Youtube channel has been joining since 28th November 2019 and until now as much as 21700 followers, containing 55 videos in that channel and viewed 1.726.665 times (accessed on 2nd December 2019). The category of videos is "Blog and Human", the initial emergence Kim HyeSan in Youtube on 6th December 2016 by video entitled #vlog 1 II Hello Sydney. It is contained about tour from Indonesia to Sydney which is capital of state of New South Wales in south of Australia. There is one of subscriber in the column of comment who revealed "Indonesian comes to Sydney first time being to say cool although it is summer". Greeting brother "Darwin is nice place I been there for 8 months I love it". This video can provide perception of people who view through information that extended by an observation.

Every episode of video #curhatbabu Kim HyeSan confers a different subject. One of them provided concerning about income as big as Rp. 50.000.000 on the certain occupation. It leads to viewers being to prepare that working in Australia in an informal sector can earn big salary. In addition to, thought of people who review it can be influenced that working holiday is able to the answer to achieve a success at a young

age. Nonetheless, Kim HyeSan pointed out in other videos how difficult to work in Australia because higher level of discipline and responsible than in Indonesia.

Although this working holiday visa program offers big income to mend in the future, in the fact that struggle is not stopped when the visa has been got it. The seizure of visa of working holiday visa who have arrived in Australia should adapt immediately in environment that differ from Indonesia. Certain language, culture and climate obstacle become a challenge to be able to survive in Australia. Quoted from abc.net.au.[3] The seizure of working holiday visa from Indonesia is had to hold out in every condition to survive. Working under pressure, extreme weather and forcing to move to other countries.

Based on secondary data-gathering which pass through interview in advance of study with their informants recognized that working in the garden is harder. Other than time of working is always changing because relies on the weather. If it is rain, the working will be postponed up to be returned sooner. So their income is a little. Whereas working in the northern of Australia, the seizure of working holiday visa program should work on the intense of sun with 40oc. It is carried by climate in Northern territory is tropical is as same as in Indonesia but with low humidity. Tenant Creek area, Alice spring is the hottest area in northern Australia because it is desert area. In addition to, this desert is isolated and distant from shopping center and entertainment. So it needs patience to survive there (Interview result of researcher with Radila, 2019)

The seizure of working holiday visa who have stayed in Australia not only competing with other Indonesian seizers but also all people come from overseas to get job. Tenacity, diligence and skill need to compete and get a dream job.

In addition, the job challenge and the cost of accommodation rent are not cheap. Based on the Index of rental achievement in Australia on May 2018 shown that rented-house in NT approximately \$530 or more than Rp 5 million every week. This cost existed in Darwin limited position after Sydney and Canberra. [4]

In this study, researcher used the seizure of working holiday visa as the informant because they are delight in searching references and information concerning working holiday visa so after they watched the video that shared by Kim HyeSan appears stimulation which processed by the brain that resumed as an information so it can shape a perception. The seizure of working holiday visa gets information concerning working holiday visa from Youtube and becoming learning media to live preparation in Australia. Based on characteristic, the seizure of working holiday visa fit the requirement as the informant that needed by the researcher in line with observation result by giving question related to Youtube Channel of Kim HyeSan. So it is viewed from background, researcher attracted to carry out the study about how the perception working holiday visa holder concerning their work experience in Australia trough Kim HyeSan's Youtube Channel.

II. THEORETICAL REVIEW

The study entitled "Exploring the motivations of Asian working holiday makers to travel to Australia" conducted in 2018 written by Hayato Nagai, Pierre Benckendorff, Aaron

Tkaczynski from 3 different universities namely Wakayama University, UQ Business School and The University of Queensland. The results of the study are dividing the motivation of working holiday visa holders into 4 categories using the push-pull model to produce four driving factors namely improving English, having experience traveling/living abroad, making money and running away from routines and four pulling factors such as visa arrangements, an English-speaking country, Australia's positive perceptions and job opportunities. [5]

Desiderato (1976) revealed that perception is experience and knowledge about an object, accident or a variety of correlation that get through summarize the way or include an information or interpreted message. Sensation is correlated to perception, which is stated in perception, however definite information does not only rely on the sensation, but also attention, expectation, motivation and memory. [6]

The researcher used supported theory to describe the motivation of working holiday visa holders who stayed in Australia when watched the video on Kim HyaSen Youtube channel. According to Berelson and Steiner in Communication book (Theory and Practice). The motivation is a condition where inside contains of something which encourages or acts and guides the behavior and attitude to be better. [7]

To support the theory of perception, researchers use supporting theories to describe how the formation of a perception. There are some steps in forming a perception such as:

- According to Benjamin Wolman, sensation is initial experience is not needed verbal analyzing, symbol or conceptual. Particularly in relations of the instrument activity of sensory perception. So it can be concluded that sensation pose an activity by sensation on human definite activity around environment.
- According to Kenneth Andersen, attention is a product of perception. It is mental process when stimulation or stimulation series to be prominent in awareness on other stimulation exhausted. Attention will occur when someone focuses one of sense and separated inputs through other senses. [6]
- Expectation is also included on forming step of perception. Expectation poses someone's belief and conviction in advance to everything which happen in certain situation. [8]
- Memory is one of thing that saved on the individual provided by previous experience and probably to remember in forming perception in the future. [8]

III. RESEARCH METHOD

Researcher used the qualitative approach to elucidate the perception of working holiday visa holder concerning work experience in Australia through in the Youtube of Kim Hyesan Drama. The qualitative approach is exerted to investigate and understand a phenomenon because it is begun from an empiric fact to cheaper thing in the arrangement of concepts in societies then it is elucidated passing through the result of research although it can be affected by knowledge,

thought, and view of researcher because it can interpret the data provided from the video and informant.

Following the characteristics of informant in-depth interview that is:

- Working holiday visa holder
- Frequency of watching the Youtube about working holiday visa as much as 3-5 times in a week.
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- Staying and working in Australia.

IV. RESULT AND DISCUSSION

Up to now, the video in the Chanel of Kim Hyesan Drama consists of 55 videos which most of content are about working holiday visa. Kim often uploads video about working holiday visa because the man who has original name is Suryadi as the seizer of working holiday visa since November 2016 and extends his visa until November 2018. Kim has been staying in Australia to continue his business education in Bridge Business College in Sydney so Kim's status is not the seizer of working holiday visa but student with student visa.

The great amount of viewers made the video is popular and be in front page of Kim HyeSan's Youtube channel. Video entitled "Dish washer in Australia salaried 17x Bank officer's salary in Indonesia (50 million) | Working in Australia" posted since 21st July 2017 viewed 533.251 times (accessed on 14th December 2019) and commented as much as 1914 times making this channel is more popular among other vlogger concerning working holiday visa. Kim masters in catching the audience's Youtube attention by making attractive title and persuasive people to watch other videos with interesting title such as "Servant's story" is made about 11 episodes with separated title according to the content. Explanation of working holiday visa holder perception concerning work experience in Australia trough his Youtube Channel can be analyzed with some steps such as:

The appearance of Kim in his video is interpreted and explained by senses through eyes then understood by the brain in order to change to be information. Informant Muyas, Felicia said that the title of the video that they watched at first because it attracts their attention to the amount of salary with using working holiday visa.

A vlog is mixing between video and blog social media and audio so except sight senses, it is needed sense of hearing which doing process of decipherment verbal information. Through his video, Informant wisely could feel the equal of kim's life and his experience in Australia after hearing from Kim. It happened because Kim and Wisely work in same field that is kitchen hand and 80 per cent of their works are same and discerned only workplace and salary. Informant Dinda also watched information which is delivered by Kim in his video so she imagined how looks like working in Australia by using working holiday visa.

With the sense of sight and sense of hearing the informant can capture the stimulus and elaborate through the brain so that it can be used as an illustration of activities in the environment. Sensations that arise vary because of human background in seeing things can also from different angles.

After being analyzed, the answers from the informants are as expected by researchers, namely the stimulus from Kim Hyesan's video responded well by the eyes and ears so that it is processed well by the brain to produce positive information for the initial formation of perception so that it can be continued to the next stage even though there are differences but can still be analyzed accordingly theory used by researchers.

Holders of working holiday visas can give opinions about the sensations arising in the video on YouTube channel Kim Hyesan. The senses associated with the sensation felt by the informant are the sense of sight and sense of hearing. The symptoms that arose were that the informant was able to describe the initial experience when seeing the title, Kim Hyesan's physical condition. This is influenced by the uniqueness and contrast of stimulation that Kim has. There are informants who feel that the title that shows off a large salary makes informants watch Kim Hyesan's video. According to researchers the initial message Kim wanted to convey in the video was able to be understood by informants.

With sense of sight and hearing, informant could catch the stimulation and elucidate through brain so it can be used as activity view in the environment. Sensation appears sorts because human background in seeing something could be from different angle. After analyzed, the answer of informant is related to the researcher expectation that is stimulation of Kim's video responded by eyes and ear so processed by brain and produced positive information to the early forming of perception in order to continue to the next step even existed the differences but still can be analyzed related to the theory which is used by the researcher.

The seizer of working holiday visa could give their opinion about sensation that appears on the Kim's video. The sense related to the informant's sensation felt by informant is sight and hearing sense. The symptom that emerge is informant could elucidate initial experience when watched title, physical condition of Kim Hyesan. It could be influenced by the uniqueness and contrast of Kim's stimulation. There is informant who felt title show the big salary made them watched Kim's video. According to researcher, initial message that provided by Kim's video has could be understood by informant.

The attention of informant about Kim's Youtube directed to the way of Kim in conveying information concerning to his job that good enough and explicit in his speech of language. Informant imagined that how to live and works with big salary in Australia as like Kim Hyasen explained in his Youtube Channel. Informant's opinion poses need that seen how informant focused on kim's work experience. Informant got information needed concerning to what he did in Australia so there was informant felt same thing with what kim did. Even there was informant felt that Kim conveying in his video is watched by informant is flat and unfavorable. According to researcher although there is difference information which Kim provided, it can be understood by the informant.

The attention will be formed when human focused on one of the sense and separated inputs through other senses. Informant Fadilah keeps focusing on Kim because he is unique and great invited veiled-informant because Moslem in Australia is minority. Informant wisely also focused on kim saying, he pay attention what kim's explained. Both of their

answer reflex the attention formed by external factor because there is new thing that is the attendance of Natasha as informant who is working holiday visa holder with veiled and in video “Dish washer in Sydney salaried 17x bank officer in Indonesia (50 Millions)” wisely felt the same thing with what kim done as kitchen hand in a restaurant, this is including external factor that is human will be more attractive to the something moving.

Informant Vivin also confessed focusing to Kim’s content because his story make her to be inspired to be able to make video and share experience through youtube. She also was attracted with explanation that is very inspired so she also could feel the same thing with Kim. Researcher valued that Vivin concentrated to Kim Hyesan Drama because she often watch Kim’s video so there is repetition that shown many times so it becomes the center attention. The repetition poses thing that existed in external factor-former of attention.

Expectation is a confidence and conviction of individual actually exiting thing what it should be happen in the certain situation. In this stage, the stimulus that stimulating though of someone in order to make people having hopes to possess desirability from those stimulations. On the researcher’s expectation giving question to the informant aimed to know what they were thinking and expecting when watched Kim’s video.

Informant Sagita is someone who less in working because in the video, Kim could work in two places meanwhile Sagita did not do so she expected working hard as what kim done. Informant wisely expected that working with working holiday visa could earning much money and precious live in Australia but he also understood that all jobs have risk and to get big salary is not easy. Informant Dinda also wished that it would not be easy to get job in Australia salaried Rp 50 million related to the video. Informant Felicia works in the same field and city with Kim also has high expectation as same as Kim’s experience but Felicia conscious the difficulty of getting big salary because she knew that Darwin is small city than Sydney.

Muyas and Vivin also expected that it looked like easy to get job in Australia after watching Kim’s video. Vivin was formerly honorary teacher in Magetan, East Java explained that her income is slightly so when she knew about working holiday visa program and Kim’s Youtube Drama, she expected to change her destiny and get salary 50 million in a month. All the informant except Fadilah opined that she imagined to get big salary as kim explained, Fadilah believed that someone has good working ethos will get job. The readiness of working holiday visa holder to face every condition in Australia after watched Kim’s video in order to they can determine their attitude becoming cognitive aspect in forming an expectation.

Expectation is appropriate with the symptom that expected after watched Kim’s video. Informant hoped to get big salary and job easily. Even in the fact, it is difficult enough to get as much as Kim’s salary. What kim explained is not wrong but it could not be applied in all kind of jobs and equal in all the countries.

Memory is one thing saved inside which is gotten by formerly experience and probably could remember for forming perception. Sagita compared Kim Youtube channel

with Yemima Pasaribu valued that Yemima content is more “girly” dan explaining more detail than Kim more motivates. So, she prefer to watch Kim’s Youtube channel fo searching information, Kim explained information more in 1 video. Vivin also watched Yemima’s channel but she is more interesting to see Kim Hyesan Channel that Yemima because Kim has unique and interesting conveying. Dinda is also prefer to see Kim’s channel than Jejak Merlin’s channel because kim is more effort to documented his working activity and having better equipment and giving bombastic title so his youtube channel is popular.

Memory formed by the seizer of working holiday visa concerning Kim Hyesan Drama Channel is the physical appearance of kim that is valued unique. The uniqueness of Kim influenced informant perception in order to catch the attention in remembering characteristic of Kim’s Youtube Channel. Kim is a man who like cosmetic and using make up when made Youtube content so it is valued as the differences between other youtube channel. The content entitled “Servant’s story” as something remembered because working holiday in Australia because it is considered as Indonesian employee (TKI).

Meanwhile other informant argued that they more remembered Kim’s appearance. His lips and voice are the most attentive thing by Sagita. Same as what Sagita said, Fadilah also answered that Kim is the unique and having character. Dinda also remember Kim as the man who applied make up when worked. Muyas attentives Kim has glowing face. Felicia remembers Kim who has flawless face and Korean style so those are becoming selling power in his youtube channel.

In Kim’s Youtube Channel, he told his viewers about the difference of Kim so he got the confession moreover Kim has influenced viewer’s perception more meaningful about him and his youtube channel becoming something unique. Even some informant is prefer to other youtube channel but Kim has influenced them about his identity and always remembered as the character of Kim.

Informant also motivated to watch Kim’s video because the content that made is correlated to his visa that is working holiday visa. After encouraged to watch Kim’s video to searching for the information, they added that the information demanded has been answered and it has been explained by Kim in his video. The demand of factor that is in line becoming information conveyed by Kim wanted by working holyday visa holder moreover they prepare to go to Australia. Muyas also agreed that the content that made by Kim it is appropriate with them.

Most of video in Kim Hyesan Youtube Channel Drama, Kim knew how to attractive many viewers, he should give extraordinary title because title is the first thing that seen before continuing to view the content.

This thing made one of the informant motivated to view Kim Hyesan’s video, Muyas is motivated to watch because he is curious with the title that tantalized working holiday visa always get big salary. In the video, Muyas saw 8 ways to get job in Australia but he did not find out any jobs that earned big salary.

The interesting thing is vivin motivated to join working holiday visa because often watch “Servant’s story”

#2 in Kim's Youtube. Kim always upload servant's story episode making vivin acts to be better. She believes that Kim can be success on working in Australia using working holiday visa, she also can doing same thing. So far, informant motivated to watch video in Kim's channel because same need and passion is the part of self-perception influence from internal factor. There is uniqueness in appearance and giving persuasive title from Kim Hyesan making information motivated to watch the video is the external factor could be influenced the informant.

The motivation of informant to watch the video in Kim's Youtube channel is anxious, searching information about Australia working holiday visa as much as so it can motivate attitude to be better that is by joining working holiday visa because information given by Kim Hyesan. The need in line influenced informant in forming a perception moreover information's need in advance departure to Australia answered through Kim Hyesan Drama's video.

V. CONCLUSION

This study showed that existing working holiday holder's visas in Australia perceive positively based on Kim Hyesan's informative video. It shows Kim's struggle in finding work for months, then the explanation of working holiday visas that are easily to understand. Next is, the working description as a kitchen hand and beauty advisor in Australia. Kim has attractive and unique physical. In the other hand, another

informant gave a negative opinion related to the Kim Hyesan Drama video that shows hyperbole title and the life there seems easily.

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