

YOUTUBE SOCIAL MEDIA TRENDS REDUCE TELEVISION WATCHING INTEREST

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ABSTRACT

The fact that the community has exhibited the use of social media such as YouTube, WA, Facebook, Instagram and Twiter is expanding. Such conditions will certainly shift interest to conventional media such as television, radio, newspapers and magazines. In fact, YouTube social media slowly but surely has shifted the interest of the public viewing television shows. The research aims to observe the interest in watching television among the people and what factors affect the decline of interest. Research methods use quantitative research using survey techniques, i.e. collecting information from a questioner sample and will then be presented descriptively by describing research objects based on data analysis. This research employs use and gratification methods dividing interest into four categories: information interests, personal identity interests, integration interests and social interaction interests. The results of this research showed that people's interest to see television began to decline. It is indicated with respondents' answers based on research variables related to the viewing category as a personal identity, as integration, social interactions and as entertainment.

Keywords: *Social Media Youtube, conventional Media television, interest watching*

1. INTRODUCTION

Television was first introduced in Indonesia in 1962, at that time Indonesia was being awarded the Asian Games in Jakarta [1]. From then on, television seemed inseparable from the daily life of Indonesians [2]. Previously, TVRI was the only television channel officially owned by the government in Indonesia, but since the implementation of new regulations in broadcasting and mass media as a result of reforms launched in 1997, the quantity of television in Indonesia has grown rapidly, plus the presence of cable television and pay television with various options program (Arlena, 2016; Hartanti, 2015).

Television has been known as the most popular mass media as a medium of entertainment and information [2], [5]. The nature of television is synonymous with audiovisual, so television can also show soap operas, films, variety shows, reality shows, music, and other programs involving community idols [6], and likewise with sporting events, where many people can watch various sports without having to come directly to the stadium or arena. Information broadcast which was previously considered an unattractive program through television is packaged in such a way that it has its charm, especially when a television is able to broadcast live from

the scene [7], [8]. This has led to Indonesia for decades, television broadcasting has become the media with the most audience [9].

Motives or impulses arising in each individual spur the development of mass media in Indonesia because there are various human needs that are satisfied by the mass media. One type of mass media that is developing today is television. Unlike other types of mass media, television is a special mass media, which is a combination of listening media and image media which can be informative, entertaining, and educational in nature, even a combination of the three characteristics. Everything displayed by television seems to make the audience in the place where the event is broadcast. Television finally became the main promotional media by the industrial world to market their goods and services [10], [11].

However, gradually the superiority of television seemed to be disrupted by a new media called social media as a derivative of the development of social media technology, youtube (Lubis, 2017). Youtube social media users are also getting higher [13], in line with the development of cellular phone technology which has successfully create smartphones (smartphones) that are much cheaper than PCs or laptops as a means of accessing YouTube social media. Even more astonishing, Indonesia,

which is not categorized as a developed country, is also a country with the highest number of YouTube social media users in the world.

Even though it is categorized as a developing country with relatively low mastery of science and technology, it turns out that Indonesia is the fourth largest user of YouTube social media in the world. Data of 2017 shows more than 50% of Indonesia's population is social media-literate, particularly YouTube. According to the Office of the Minister of Communication and Informatics, YouTube social media users in Indonesia have reached 147 million people. YouTube social media users have also increased dramatically by more than 20 million per year since 2015, this has been sharpened by the increasingly widespread use of smartphones which are increasingly popular so that almost all youtube social media users in Indonesia are smartphone users.

The increasing number of YouTube social media users who are also social media users have influenced the use of mass media. The earliest media also impacted by the growing development of the YouTube social media was the printed media. Evidently, printed media circulation has continued to decline since the early 2000s. In 2009, dozens of print media in the US and Europe, which have been hundreds of years old, stated that they had stopped publishing. Electronic mass media such as TV, which is accessed for free, has actually decreased the number of viewers, even though so far television media is the media most accessed by audiences in almost all corners of the world, including in Indonesia. That is why the achievement of TV commercials in Indonesia is still the largest and even still dominates as the mass media that earned the largest advertising cake in our country in 2018 with a value of around IDR 115.8 trillion spread across 15 national television stations, or making up 80% of the total ad spend for all media.

Along with the emergence of new phenomena in the changing use of social media, many have predicted that one day TV viewers will be increasingly abandoned by the audience. Uses and Gratification is an approach that emphasizes the use of media depending on the satisfaction, needs, desires, or motives felt by the audience [14]. Herbert Blumer and Elihu Katz, the first to introduce this approach, said that media users play an active role in selecting and using the media[15]. The emphasis of this approach is not how the media change the attitudes and behavior of audiences, but how the media meet the personal and social needs of audiences. In other words, media users are active in the communication process.

There are so many needs of the audience that must be fulfilled so that the media indirectly must try to fulfill them. In general, Nurudin divides human needs into 5 parts: cognitive needs, affective needs, personal integrative needs, social integrative needs, and leisure or entertainment needs[16].

However, there are also many experts optimistic that television media will not completely die because of its

various advantages. Since smartphones based on social media youtube have flooded the market and are favored by many people, social media has become a necessity for many people, even information that comes from online media is mostly opened through links on this social media. The mainstream mass media are beginning to be "disrupted" (disrupted) by this new media. The function of mass media is beginning to be shaken by social media, in which everything can be accessed via this smartphone. Social media has begun to seize the functions of information and entertainment from the mass media. This is one of the reasons for the disruption of this mainstream mass media institution.

2. LITERATURE REVIEW

2.1. Youtube

A software application was a subclass of computer software utilizing direct computer capabilities to perform a task that the user wants [17]. It is usually compared with system software that integrates various computer capabilities, but does not directly apply these capabilities to a task that benefits the user. The prime examples of application software are word processors, spreadsheets, and media players.

Several applications that are combined into a package are sometimes referred to as a package or application suite. Examples are Microsoft Office and OpenOffice.org, which combine a word processing application, spreadsheet, and several other applications[18]. Applications in a package usually have a user interface that has in common making it easier for users to learn and use each application. Often times, they have the ability to interact with one another to benefit the user. For example, a worksheet can be embedded in a word processing document even though it is made in a separate worksheet application.

YouTube is a video-sharing website created by three former PayPal employees in February 2005(Bakar, et al., 2019). This site allows users to upload, watch, and share videos. The company is headquartered in San Bruno, California, and uses Adobe Flash Video and HTML5 technology to display a wide variety of user-generated video content, including movie clips, TV clips, and music videos. There is also amateur content such as video blogs, short original videos, and educational videos.

Most of the content on YouTube is uploaded by individuals, although media companies such as CBS, BBC, Vevo, Hulu, and other organizations have uploaded their material to the site as part of the YouTube partnership program. Unregistered users can watch videos, while registered users can upload an unlimited number of videos. Videos deemed to contain offensive content can only be watched by registered users aged 18 years or over. In November 2006, YouTube, LLC was bought by Google

for the US \$ 1.65 billion and officially operates as a subsidiary of Google[20].

YouTube was founded by Chad Hurley, Steve Chen, and Jawed Karim, who were previously PayPal's first employees. Hurley studied design at Indiana University of Pennsylvania, while Chen and Karim studied computer science at the University of Illinois at Urbana-Champaign. According to stories repeatedly published in the media, Hurley and Chen developed the idea of YouTube in the first months of 2005 after having a hard time sharing a video of a dinner party at Chen's San Francisco apartment. Karim did not come to the party and denied the party had ever happened, while Chen commented that the idea for YouTube sparking after the dinner party "appears to be reinforced by a marketing method focusing on creating a story that is easy for consumers to digest." Data source: www.wikipedia.com[21].

YouTube started as a technology startup funded by an \$ 11.5 million investment from Sequoia Capital between November 2005 and April 2006. YouTube's first office was located above a Japanese pizzeria and restaurant in San Mateo, California. The domain name www.youtube.com was active on February 14, 2005 and the site was developed in the following months. The first video on YouTube is titled Me at the zoo. This video features co-founder Jawed Karim at the San Diego Zoo. This video was uploaded April 23, 2005 and is still on the site today[22].

The advantages and disadvantages of Youtube. YouTube is one of the largest video service providers today. YouTube is also a medium for free uploading. Users can load, watch, and share video clips for free. YouTube is also very suitable for those who want to find information without having to read articles. Generally, videos on YouTube are video clips, TV shows, films, and videos made by the users themselves[23].

2.2. Television

Television stations according to Morris (2005) are very complex workplaces that involve many people with various types of expertise. Cameramen, image editors, reporters, graphic experts, and other operational staff must interact and communicate with each other in an effort to produce the best possible broadcast. According to Law No. 32 of 2002 concerning Broadcasting, broadcasting in Indonesia is carried out, carried out by broadcasting institutions consisting of: Public Broadcasting Institution (LPP), Private Broadcasting Institution (LPS), Subscription Broadcasting Institution (LPB), and Community Broadcasting Institution (LPK).

Based on the Broadcasting Law above, television stations are divided into several types: commercial television stations and non-commercial television stations, public, local, and national television stations as seen from their coverage. Television stations are social organizations in the form of broadcasting institutions divided into public,

private, community, and subscription broadcasting institutions.

2.3. Motive for Watching Television

The reasons why people consume the contents of mass media messages vary. Rivers, Jensen, & Peterson (2003) state that there are basically three reasons why the audience or viewers use the media: first, the desire among the audience or audience to be appeased by the persuasion that all is well; second, they can shift the blame for a problem to the other side, and third, they want to hear easy suggestions to feel better.

Ruggiero (2000) in his TV Viewing concept tries to find out why people watch television, so he does this by classifying these types of needs through identifying more detailed types of motives. The motives consist of; relaxation, companionship (friendship), habit, spending time, learning about things, learning about my self, arousal, and forget/escape.

According to Katz, Gurevitch, and Haas, as quoted by Sumartono (2014), the Uses and Gratifications model starts with the social environment that determines our needs. The social environment includes the characteristics of group affiliation and personality traits. Individual's needs are categorized as: 1) Cognitive needs: Needs related to confirmation of information, knowledge, and understanding of the environment. This need is based on a desire to understand and to control the environment, as well as to satisfy our curiosity and impulse to our inquiry. 2) Affective needs: Needs related to affirming experiences that are aesthetic, enjoyable, and emotional. 3) Personal integrative needs: Needs related to affirming credibility, trust, stability, and individual status. These things come from a desire for self-respect. 4) Social integrative needs: Needs related to strengthening contact with family, friends, and the world. These things are based on a desire to be affiliated. 5) Escapist needs (need for release): Needs related to efforts to avoid pressure, tension, and desire for diversity.

According to Philip Palmgreen from Kentucky University[28], most Uses and gratifications research focuses on motives as independent variables that influence media use. Although Palmgreen also uses the same basis, namely that people use the media-driven by certain motives. The concept that is investigated by the Palmgreen model does not stop there, by asking whether the motives of the audience can be fulfilled by the media. In other words, is the audience satisfied after using the media?

McQuail as quoted by Sumartono (2014) formulates motives for using mass media, as follows: 1) Information Motive: a) Looking for news about events and conditions relating to the immediate environment, society, and the world, b) Seeking guidance regarding practical matters, opinions, and other matters relating to choice making, c) Satisfies general curiosity and interest, d) Learning, self-education, e) Obtaining a sense of peace by adding knowledge. 2) Personal identity motive: a) Find advocates

for personal values, b) Finding behavior models, c) Identifying yourself with other values (in the media), d) Increase understanding of yourself. 3) Integration motive and social interaction: a) Gaining knowledge about other people's circumstances; social empathy, b) Identifying yourself with others and increasing a sense of belonging, c) Find material for conversation and social interactions, d) Obtaining friends other than humans, e) Help carry out social roles, f) Allows someone to be able to contact relatives, friends, and the community. 4) Entertainment motive: a) Break away or separate from the problem, b) Relax, c) Obtain mental and aesthetic pleasure, d) Time filling, e) Emotional channeling, f) Generating sex drive.

Uses and Gratification Theory

Uses and Gratification is an approach emphasizing on the use of media depending on the perceived satisfaction, needs, desires, or motives of the audience. The origin of this approach stems from the search for explanations of the immense appeal of a particular subject media content[29].

In their development, Katz, Blumler, and Gurevitch [30] classified five types of human needs related to media, among others: 1) Cognitive Needs. It covers the need for information, knowledge, and understanding of the surrounding environment. 2) Affective Needs. It is a need related to efforts to strengthen experiences that are aesthetic, enjoyable, and emotional. 3) Personal Integrative Needs. This need is a need related to increasing one's self-esteem, such as strengthening trust, loyalty, and personal status. 4) Social Integrative Needs. It is an individual need to socialize with their surroundings, such as with family, friends, and the environment. 5) The Need for Escape. It is a need related to one's desire to escape from reality, release tension, and the need for entertainment.

3. METHODS

This article will describe and discuss various things with the Descriptive Quantitative method. Data collection was carried out through surveys by giving questionnaires and interviewing a sample of 177 people in Karanganyar Regency. Sampling is obtained by using the Slovin formula, $n = N / (1 + Ne^2)$ where N = total population, n = sample size, and e = allowance for inaccurate retrieval samples that can be reproduced (Umar, 2002: 134). The total population of the Karanganyar Regency is 871,596. By using the Slovin formula, a minimum sample of 89 people was obtained. However, in this article, there are 177 people. Using random, 177 people were obtained from residents living in Jaten, Karanganyar Kota, and Jaipur.

Karanganyar Regency is an area that is often a tourist destination. Many domestic and foreign tourists take advantage of the Karanganyar area to upload YouTube content. This makes the Karanganyar community more familiar and proficient in using social media youtube.

Observations were made from January to June 2020 of all TV stations broadcasting nationally as well as several local

TVs in Karanganyar, especially programs broadcast on prime time. Reference studies are used to supplement the data as well as other theoretical reviews. Reference material is taken from various sources such as books, articles, or news both in conventional media and from social media youtube.

4. RESULTS AND DISCUSSIONS

Youtube social media also affects the development of television both at the regional, national, and international levels. In certain parts, this new technology has a positive impact, but the youtube social media technology also has a negative impact in terms of the aspect of television as an industry or as a business institution. In fact, several policies related to the application of YouTube social media technology have actually become the fruit of difficult choice.

The positive aspects of the application of youtube social media technology are very helpful in the television aspect as a function of information. In the production of news or information, the audience greatly benefits because all information can be presented very actually. Current news can be broadcast right now owing to the help of social media youtube. This is very different compared with that in the era before YouTube social media was known in the media industry. News delivery including video images can be sent quickly at a relatively low cost compared with that in the past. Even reporters can live from the scene to report an event. In short, in matters of field reporting, the youtube social media technology is very helpful. Thus the quality of information programs is much better than television in the past. Likewise in the aspect of broadcasting, a broadcast is no longer blessed by territorial boundaries. Indonesians who live anywhere in the world can easily follow various television shows via streaming and watch them on their laptop or smartphone. Sports broadcasts or news of natural disasters in various parts of the country can easily be watched from anywhere.

Certain programs, sometimes you can watch them via Youtube. Several TV stations that apply the multi-platform concept often re-show their flagship programs on Youtube so that the reach and number of viewers of an event are even wider. People who don't follow an event on time can watch it at another time via this Youtube screen.

Because of the changes above, TV viewing patterns have also changed, especially for audiences who make YouTube social media a part of their lives, in this case, the millennial generation who is almost 24 hours away from the grip of smartphones. But there are also those who argue that the changes made by television are precisely due to cultural changes that have occurred in the television audience, especially millennials.

"I rarely see television, and I don't really follow any schedule. In the past, I often watched TV, to watch soap operas, music or other entertainment.

Now, the event is not interesting, especially if it is interesting, you can still search for it again on Youtube. So, we can search on YouTube, and do not need to have to wait for the show in front of the TV. And besides, any information is still more complete on youtube". (Interview with Andi)

Now there has been a change in TV viewing patterns. Millennial generation rarely sits for hours in front of a TV screen to follow an event. In fact, in its heyday, TV was the mass media that was most criticized and highlighted because TV was considered to have influenced the minds of the audience, especially the younger generation and children.

"Now, I rarely watch TV. At home, there is still television, but the television is turned on and it's not too hard to see. Wow, just in front of the television, the cellphone is still carried and the concentration is also on the cellphone rather than on the television. And my friends are the same. If there is an interesting TV program, choose from YouTube, right there is TV on YouTube. The picture is even better"

Youtube social media trends reduce interest in watching television

Social media from day to day continues to grow. The growing number of social media users has influenced the development of mass media including television media. The number of viewers of television shows is estimated that the audience will not decrease, but the viewers do not watch at the same time on the channel through the TV screen, but watch through other channels, namely watching via Youtube or subscription television which can replay a broadcast to be watched at another time until the next few days. As a result, the viewership rating, which is measured when people watch on a certain TV station, is reduced.

In addition, watching a TV program can now be done via smartphone streaming anytime and anywhere. Youtube viewers in Karanganyar Regency continue to increase and are starting to leave television. Television programs began to be ignored or not seen. For example, the Dedy Corbuzier's program in Hitam Putih Trans TV did not get enough attention. However, many people see Deddy Corbuzier's YouTube channel, which has the same interview theme.

To determine the trend of social media, youtube is increasing, and the decreasing interest in watching television can be seen as variables and indicators of interest in watching. For example, in searching for news or events related to the environment, society, and the world, the respondents who were asked prefer watching YouTube to watching television. If it is chosen, it increases, while when it is not selected it decreases. The following are the variables and indicators presented to the respondents.

Information Motive Variable (MI). Its indicators include: 1) Looking for news about events and conditions relating to the immediate environment, society, and the world. 2) Seeking guidance regarding practical matters, opinions, and other matters relating to choice making. 3) Satisfies general curiosity and interest. 4) Learning, self-education. 5) Obtaining a sense of peace by adding knowledge.

Personal Identity Motive Variable (MIP), with the indicators: 1) Finding support for personal values. 2) Finding behavior models, 3) Identifying yourself with other values (in the media), and 4) Increasing understanding of yourself.

Integration and Social Interaction Motive Variables (MIPS). MIPS indicators include: 1) Obtaining knowledge about other people's circumstances; social empathy. 2) Identify yourself with others and increase a sense of belonging. 3) Finding material for conversations and social interactions. 4) Obtaining friends other than humans. 5) Help carry out social roles. 6) Allowing someone to be able to contact relatives, friends and the community.

Entertainment Motive Variable (MH), with indicators of: 1) Breaking away or separated from the problem, 2) Relax, 3) Obtaining mental and aesthetic pleasure, 4) Charging time, 5) Channeling emotions and 6) Generating sex drive.

A total of 177 respondents from the Karanganyar community were asked for their opinion regarding the variables and indicators of interest in viewing social media, YouTube or television. Based on the results of the analysis, it can be seen that YouTube and television users are motivated by the use of communication media.

Table 1. Reasons for Use of Media

Reasons for Use of Media	1 (Television)	2 (Youtube)	N
MI_1 Looking for news about events and conditions relating to the immediate environment, society and the world.	8	169	177
MI_2 Seek guidance on practical matters, opinions and other matters relating to choice making.	3	174	177
MI_3 Satisfies general curiosity and interest.	8	169	177
MI_4 Learning, self-education.	15	162	177
MI_5 Gaining a sense of peace through adding knowledge.	20	157	177
MIP_6 Find advocates for personal values.	16	161	177
MIP_7 Finding behavior models.	15	162	177
MIP_8 Identifying yourself with other values (in the media).	15	162	177
MIP_9 Increase understanding of yourself.	18	159	177
MIPS_10 Gaining knowledge about other people's circumstances; social empathy.	11	166	177
MIPS_11 Identifying yourself	13	164	177

Reasons for Use of Media	1 (Television)	2 (Youtube)	N
with others and increasing a sense of belonging.			
MIPS_12 Find material for conversation and social interactions.	11	166	177
MIPS_13 Obtaining friends other than humans.	12	165	177
MIPS_14 Help carry out social roles.	17	160	177
MIPS_15 Allows someone to be able to contact relatives, friends and the community.	14	163	177
MH_16 Break away or separate from the problem	24	153	177
MH_17 Relax	20	157	177
MH_18 Obtain mental and aesthetic pleasure	25	152	177
MH_19 Time filling	28	149	177
MH_20 Emotional channeling	22	155	177
MH_21 Generating sex drive	13	164	177

In the table above, the highest use of television is found in motivation to fill time, namely 28 respondents, while the highest use of YouTube is seeking guidance regarding various practical problems, opinions, and other matters related to making choices, as many as 174 respondents. In the use of television with the motivation to fill the time, it turns out that 149 respondents still use YouTube.

Almost all indicators of interest in watching show that YouTube social media is watched more than television is. This shows that the use of YouTube social media has become the main menu for viewing information, personal identity, integration of social interactions, and entertainment. People in Karanganyar may see television less, because YouTube social media is more flexible to watch.

Likewise with the motivation to use other communication media, this can be seen in the following diagram presentation.

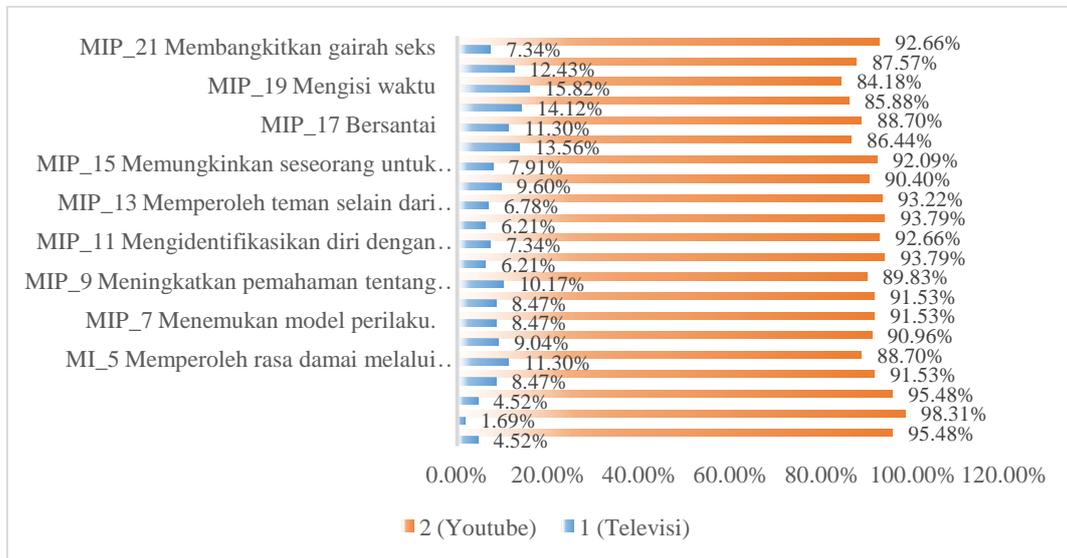


Figure 1. Motivation to Use Other Communication Media

Based on the results of the study, it can be concluded that the use of television media has gradually begun to switch to the YouTube social media. There are four motivations for the transition from using television media to social media youtube. More than 84.18% of the motives to switch to YouTube social media are the interest of information, personal identity, social integration and interaction, and entertainment.

5. CONCLUSION

The existence of television in the youtube social media era has begun to be disrupted by the existence of social media. Entertainment and information media for some audiences, especially the millennial generation, are starting to rely on social media for replacing the two functions of mass

media. Even so, mass communication experts still have confidence that TV will not die because social media does not produce content, but only broadcasts content. Meanwhile, the television produces the content.

TV viewing patterns have also changed. The audience is not completely fixated by broadcast hours and broadcast times. In the era of social media, YouTube, people can watch TV anytime and anywhere. Also, watching TV shows can be done not always from a television set, but many viewers, especially the millennial generation, watch it through gadgets, smartphones, or laptops.

Along with social media youtube, the existence of television has begun to shift. The transition of television to social media youtube did not necessarily turn off television broadcasts, because there were also some respondents who

continued to use television for the purposes of information, personal identity, integration and social interaction, and entertainment.

ACKNOWLEDGMENT

I would like to thank Mr.Pawito and Mr.Andrik Purwasito for guidance and direction in completing this research.

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