

Content Strategies of The Hamzah Family Beginning Entrepreneurs on Youtube in Attracting Viewers

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ABSTRACT

One of the beginner entrepreneurs of the Hamzah Family in creating Youtube channel content can attract or attract viewers to watch his channel account. So, readers who might want to create a channel account can also follow in the footsteps of the Hamzah Family in the process of content creation to uploading. A novice entrepreneur is someone who has just started a buying and selling business as well as a production business in which the aim is to make a profit. Hamzah's family is one of the public Youtubers with 129k subscribers. Loading video content that inspires many people by creating content about selling ideas, cooking ideas, snack ideas that are easy to imitate, fast, and delicious. The background is about developments around technology that impact human life, namely new media. The positive impact is that it is used wisely to sort out information, news or shows as needed. Youtube is a new media that can allow users to share photos, videos, and interact with many people.

Keywords: Youtube, Content Strategy, Hamzah's Family.

1. INTRODUCTION

In the era of globalization, there are rapid changes. From time to time information technology makes it easy for users to be able to access various existing devices such as social media that does not consume energy and costs a lot to communicate with others online. So that these things make it easier for users to interact anytime and anywhere without worrying about how far the locations are from each other.

The internet is a collection of networks that cover the whole world, says no one can be responsible for using the internet. At first the internet could only be used for the military, but now the internet is a necessity and entertainment among the public.

Internet users in Indonesia in early 2021 reached 202.6 million and this number continues to reach 15.5% or equivalent to 27 million people compared to last January [1]. The total population of Indonesia, which is 274.9 million people, means that internet penetration in Indonesia in early 2021 has reached 73.7%.

Social Media is defined to present themselves as well as interact, share, work, communicate with other users in forming a social bond according to Nasrullah [2]. Basically, with social media this is done to share two-way activities as a form of collaboration, exchange and getting to know each other in written, audiovisual, and visual forms

The definition of Youtube is one of the media for disseminating information that is of interest to the Indonesian people. Many people become content creators on Youtube as a source of making money. A content creator has a channel where video content can be of one type

according to his request or maybe like vlogs, tutorials, recipes, etc.

Youtube has the understanding as an application in the form of videos that can be installed, published, and shared throughout the world, Youtube is a social media site that is often used by the public. People use Youtube to view the latest news, find information, even for entertainment.

As he said, Sianipar Youtube is a database consisting of popular videos on social media as well as a provider of various informative information [3]. Youtube function to view videos live. Youtube was created as a site for uploading videos which is very popular, especially among young people, even Youtube as a site for sharing information today.

The content chosen by a Youtuber must have different characteristics from the others. According to the Big Indonesian Dictionary (KBBI), information is available through media or electronic products [4]. Content delivery must be carried out through various media directly or indirectly, such as audio, CD, TV and the internet, even now it can be done through cellphones. The world of creativity in Indonesia is growing, one of which is the development of creativity in content. According to creativity is the result of interaction between a person and his surroundings, to create a new combination, based on data, information that already exists or is known before, namely all experiences and knowledge that a person has had during his life, be it the school environment, family environment, , as well as from the public environment [5]. Many content creators compete for creativity to create content that can attract the audience's attention.

Creativity is a source in creating content, creative content that many people like is sure to create a lot of similar content in the future. Creative content is usually over a long period of time. Creative content will usually get more responses from the public.

Hamzah's family is one of the public Youtubers with 129k subscribers. Create video content that inspires many people by creating content about selling ideas, snack ideas, and cooking ideas quickly and deliciously. The video content uploaded to the Hamzah Family channel has reached 226 videos. It can be accessed freely by anyone, regardless of the age limit specified. Based on the explanations that the author has discussed, the researchers chose the Youtube account of the Hamzah Family account owner to be research material starting from March 31, 2021 - April 9, 2021, because researchers want to know more about why the Youtube channel has many views in the sense that it can attract the public. to watch the videos and can increase the number of subscribers quickly.

Communication theories have been studied at the University, so in this study, researchers used the foundation, namely new media, to explain everything related to channeling information from the giver to the recipient of information and to make it easier for someone to find things they want such as entertainment, information, educational facilities and as a medium for buying and selling transactions.

1.1. Problem Formulation

1) What is the strategy of beginner entrepreneurs on the Hamzah Family Youtube channel account in attracting viewers?

1.2. Research Purpose

This research is to provide information about the strategy of budding entrepreneurs on the Hamzah Family Youtube channel account in attracting viewers and how to disseminate information through Youtube social media.

1.3. Benefit of Research

This research is expected to provide benefits to readers, namely:

1) Academic Benefit

Hopefully this report can be useful for those who read it about how to be able to manage a channel well and get a response from the community, and can be useful as reference material for the Faculty of Communication Studies in the field of Journalism concentration at Tarumanagara University in terms of the benefits and functions of social media in influencing the audience. Social media is an online media, which users can easily adapt, share and create a social network.

2) Practical Benefit

Hopefully this report can give ideas to anyone who wants to become a content creator or commonly called a youtuber so that it has a good and positive impact.

2. THEORETICAL BASIS

2.1. Theory and/or Concept

New media is one of the major theories of "Mass Communication" at the end of the 20th century [6]. New media is also called internet-based new media which is used on computers or mobile phones. Changes initially with satellite communications and the use of computers that may become any form of information so that audiences can share media through the same reception center. In line with the development of computer-based technology, changes have changed some of them in communications such as radio and satellite. Followed by storage media for example CD-ROM and personal media creation, which is the link between public and private communication in the media environment.

McQuail made four new media groupings, first, interpersonal communication, namely mobile phones and email. Second, interactive play media such as computers, and third, information search media in the form of search engines. Fourth, collective participation media to exchange information, experience opinions that can create a relationship and emotional.

Based on the type of use, five main categories of new media can be identified, namely:

- 1) Personal communication media. Includes telephone and electronics. Personal content can be easily removed.
- 2) Interactive game media. Focused on innovation, namely on interactivity and process satisfaction on the use of media, especially on computers.
- 3) Information disbursement media. As a search engine, it is very important because it is considered a library of data sources of size, quality and accessibility.
- 4) Collective participation media. The use of the internet to be able to exchange information, experiences, ideas and social networks.
- 5) Broadcast media substitution, Refers to the use of media to download and receive content

New media have communication tools by sharing similar things and enabling digitization and availability to private users as a means of communication. New media also have many characteristics and are not easy to define, new media and their application share areas into the realm of mass

communication or can directly and indirectly have an impact on traditional media.

2.2. Youtube Part of New Media

New media is media that requires an internet, in today's digital era, people need cellphones for their survival, cellphones are the communication tool chosen by the community because they have practical value and are easy to use, carry around compared to other communication tools because cellphones are no longer available. tertiary or secondary needs but have entered into primary needs. As a technology-based online media tool, it has a flexible character and can also function privately or publicly.

Youtube can be declared a new medium, please note that to access YouTube, you must require the internet. Youtube itself is accessible anytime and anywhere via a mobile phone, ipad or tablet or computer. Because Youtube is interactive, in the application there is a comment column where audiences can exchange ideas or share about videos that have been uploaded or ask the channel owner and make impressions on Youtube itself can also reply to these comments. This reciprocal relationship or exchange of thoughts can make people have many networks in terms of friendship.

Broadcasting according to broadcast radio expert, Ben H. Henneke, is broadcasting to provide knowledge to share something with the public. Although information can reach many listeners, it is focused on an individual person. Communication can be said to be successful if someone who listens feels understand and is interested in what he hears.

Youtube is said to be one of the broadcasters because Youtube itself provides information about publishing something to the audience. Youtube conveys something to someone or an audience through its videos or audio. If a channel gets a lot of subscribers, then the uploaded video can be accessed by all viewers based on recommendations or in the form of a share link.

2.3. Youtube as Broadcasting Media

Youtube provides a variety of information in the form of moving images. This site is also available for people who are looking for video information about what they want to find. Anyone who can access it can join in uploading videos to Youtube.

Youtube is one of the broadcast media nowadays, because the early emergence of Youtube made certain people lazy to watch tv, for other countries themselves, their interest in watching tv has started to decrease because Youtube makes them happy to watch videos online [7]. Those who are still interested in watching TV are parents, while teenagers are more interested in watching TV. In Indonesia, many

viewers prefer to watch or watch on Youtube instead of television for many reasons, namely:

- 1) Can see comedy entertainment, movies and others
- 2) Looking at education such as tutorials
- 3) Can see content such as gadget reviews or other reviews

Even many television programs that present their programs on Youtube.

Youtube also provides new jobs for people who have creativity or talent in the video world, content on Youtube is also released. But of course, this freedom has its advantages and disadvantages. The advantage is that as viewers, we can freely access any video or information that is available on Youtube, without having restrictions like those on television which have censorship features.

Vice versa, the weakness found on Youtube as a viewer, this freedom allows children who are not old enough to watch negative videos. As content creators, some produce irresponsible content such as spreading hoaxes, about porn and hijacking something that has copyright.

3. RESEARCH METHODS

This report uses the descriptive content analysis method because it can find out the variables independently, one or more and do not have to compare or connect with other variables (Anshori, Iswati, 2019). While content analysis is a technique that uses an analysis and understands a text [8]. Content analysis is one of the main methods in communication science [8]. Krippendorff said the method of making a series of conclusions in which the data is correct and can be imitated but must pay attention to the context. Because this method makes it easier for researchers to go through a process that is less complicated than other methods. This method uses media such as books, magazines, newspapers, tv and others as a source of data so that it does not require other people to be the object of research. [8]

The subject of this research is by choosing one of the Youtube social media which contains a person who creates a Youtube Channel account, which is referred to as a Youtuber, as follows:

Hamzah's family is a content creator on Youtube social media which consists of the family of Mr. Hamzah, his wife and two children.

The content created is about selling ideas, snack ideas and cooking ideas

The YouTube channel itself was created from March, 2018 and is active again to create content ideas in April, 2020.

The object that will be discussed is how the Hamzah Family creates creative content so that it has a positive impact on those who watch it.

4. DISCUSSIONS AND CONCLUSION

This study uses a written interview technique that will examine the display in the form of sentences.

4.1. Discussions

Television viewers who have to watch one broadcast or episode continuously and researchers can also base the theory and combine it with the results that the dissemination of information through Youtube is very good because the public widely uses Youtube as a media portal for sharing content.

For example, interpersonal communication media are one of them used by resource persons and a means of searching for information in these social media applications. The Hamzah Family Youtube has a positive interest in spreading information from the content of selling ideas that have been uploaded, making many viewers or views feel interested in this channel account.

New media brought major changes in technological development and impacted human life related to the previously discussed theory, proving that new media are devices around communication technology that have availability for users as a means of communication. There is availability for users to share so that everyone can access it without limits. In particular, this research is more focused on examining the social media Youtube which is related to the internet and both are part of the new media.

Youtube is a social media site that provides a variety of information in the form of videos and for people who want to find out about the content they are looking for [9], the Hamzah family is certainly looking for sources that are viral to be repackaged in their own way because usually what is viral will be sought after by more people. through the search box on Youtube and took the opportunity to make the title easy for others to find.

The selection of the Hamzah Family channel account was due to their need to create content to be understood by novice entrepreneurs and can also be followed regarding tutorials because the channel account is about ideas that can provide a lot of information for users. Using Youtube there is an interesting thing that can be watched repeatedly. This cannot be done or conclude that the use of Youtube is very effective for its users because it is easy to use as technology develops. From the results of the interview, there are several questions that support the researcher's analysis, namely the benefits obtained by the audience, What makes a content considered good / worth watching.

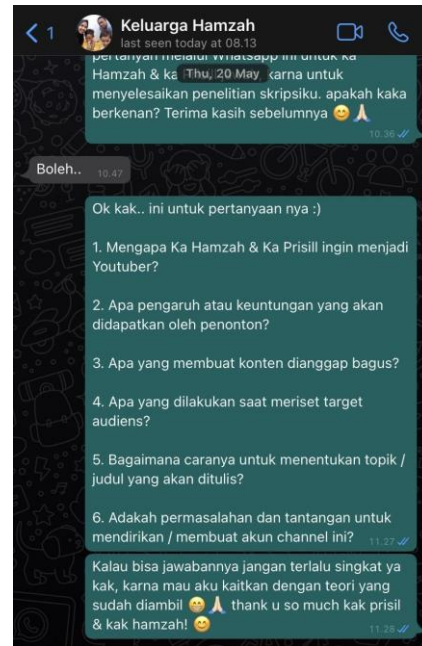


Figure 1.

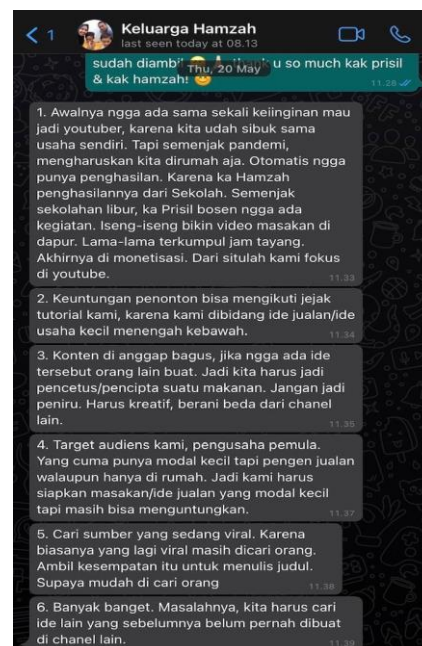


Figure 2.

4.2. Conclusions

From the thesis research entitled The Hamzah Family's Beginner Entrepreneur Content Strategy on Youtube In Attracting Viewers as a medium for disseminating information, Youtube social media is a platform for sharing or uploading videos and establishing relationships between account owners and viewers (viewers). The Hamzah family's strategy in disseminating the information that has been uploaded through Youtube social media is to use easy-to-understand, clear and straightforward information that

makes them get an increasing number of subscribers. There are also obstacles experienced by the Hamzah Family in disseminating information through Youtube, they have to quickly find ideas before other channel accounts create them, making the Hamzah Family channel account ahead of other channel accounts. Create trending content on Youtube and make titles, descriptions as attractive as possible.

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