

# A Content Analysis in the Studies of YouTube about Panic Buying Bear Brand Milk Video in COVID-19 Pandemic Era

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## ABSTRACT

This study aims to determine the public's response, how the video can inspire and boost product branding on the market, and the most influential recommendations. This research methodology uses qualitative content analysis with data collection using the purposive sampling technique with reporting criteria to determine the population. Then it is reduced to get a sample of 29 discussion videos with a minimum of three standards to a maximum of 9,133 comments. The results showed that public opinion's response to the classification of polarization strategy coding into 4 (four) groups of comments (Relevant: 3.976, Negative: 3.661, Positive: 452, and Irrelevant: 1.044). User comments indicate categories related to each other and paraphrase the strategy by formally segmented. The four groups are further divided into five major groups, which include the Negative group consisting of Stupidity Assessment: 816, Marketing Strategy Tricks: 384, Settings: 310, Panic Situation: 250, Hoarder: 148, Relevant consisting of Product Availability: 383, Featured Products: 375, Type of Milk: 342, Business Oriented: 283, Understanding Milk Brand: 215, Positive consists of Prevent or Help Heal Corona-19 Viruses: 34, Clean Up Lungs: 31, Restoration of Body Condition: 31, Maintain Health: 29, Increase Body Immunity: 25, and Irrelevant consists of Condition: 210, Expression: 209, Symbol: 178, Human Physics: 159, Meaning: 142. Based on the data above, this study focuses on the level of patterns that influence each other's decisions in panic buying conditions whether you want to buy bear brand milk or not, especially at the Relevant, Negative, and Positive groups which appear to have the same number of comments.

**Keywords:** *Customize Cognitive Bias; Bear Brand Milk; Panic Buying*

## 1. INTRODUCTION

The spread of "Panic Buying Videos of Bear Brand milk customers" at the first time appeared on Twitter with a duration of 29 seconds and then also found on YouTube had gone viral and became a trending topic on social media in Indonesia. Those situations also occur in other places or countries, adjusted for the consumer panic index. Domestic and world virus transmission contributes significantly to the timing and severity of panic between countries [1]. Consumer panic indicates changes in consumer buying behaviour during the COVID-19 pandemic [2]. Did the viral video spontaneously describe how customers looked, causing panic buying [4] and rushing no longer consider purchase behaviour according to ethical rules? Those behaviours

had implications for individual motivational factors in making decisions under risk and explained the psychological assumptions underlying those models for threats with a self-protective role [3]. Therefore, the image of people's faces of fear of death affected the mindset of individuals in finding a solution to survive in society.

The COVID-19 pandemic created a psychological burden of fear or anxiety for everyone's safety about maintaining their survival. As these periods also, the people were more sensitive to conditions. They were facing like by experiencing more fear of threats than losing their family; fear of lack of supplies made people conduct overbuying by buying. Hoarding medicines fear of contagion of COVID-19 made people reduce mobility

activities so that the tourism sector slump and anxiety of a bleak economic future made people put the brakes on spending, so many businesses lost turnover, and even many went bankrupt. Psychological disorders in the form of fear also caused anxiety, stress, depression, which then caused a decrease in immunity.

It could not separate from evaluating customers' perceptions of the product itself the phenomenon of "Panic Buying Videos of Bear Brand Milk." It had studied the customer response of bear brand milk products on social media Twitter [4] which had been an effect on the level of trust in these products to be exaggerated or even been mythical. The myth of bear brand milk about branding had continued to develop over the years, both created by marketers and by the product's customers themselves via WOM (Word of the Mouth), or stories naturally in between consumers themselves on social media. Those steps had become a unique phenomenon by building branding not only by producers but also by customers.

Customers' comprehension of myths or facts related to the effects of bear brand milk built it by the perception that the fear of death was the consequence to be faced. The spread of bear brand milk mythical information continuously disturbed their cognitive bias. Cognitive bias also occurs in Dana Riksa's research [5] on the behaviour of people who did not comply with the government's appeal during the covid-19 pandemic. So, when milk consumers were declared to have the ability to increase immunity by preventing the spread of the COVID-19 pandemic, it became an option for consumers to admit "Agreed" by buying bear brand dairy products.

The myth of bear brand milk has started to increase the body's immune system, which directly protects the body's health from the threat of the COVID-19 pandemic. Therefore, the myth now supports the use of bear brands, making it difficult to dispel the logic of common sense as constructed reality in customers' minds. As part of the confirmation bias, customers believed that their selection of the bear milk brand was the best choice compared to other product brands, like what Peters did. Still, it was only ignoring the point of view of others by seeking referrals that were appropriate to support their paradigm. Uwe used confirmation bias to help us align social reality with our beliefs [6]. Confirmation bias has created a new brand myth in customers' minds.

Individual understanding of the efficiency of bear brand milk impacts how they treat the product brand compared to other product brands. How they look at the people around them is against the product compared to people who support it. The treatment and perspective on both sides depending on how people use the confirmation bias. The confirmation bias means this knowledge deficit by exploring how manifestations of confirmation bias contributed to the development of 'echo chambers' at the height of the Covid-19 pandemic [7].

The previous study by S.M. Yasir Arafat [8] evaluated the nature, extent, and impact of panic buying as reported in the media. S.M. Yasir Arafat collected the English media reports published until May 22, 2020. The information developed a structured format for collecting data and the keyword "panic buying." Araz Ramazan Ahmad [9] conducted a study on 516 social media users on how social media itself reported mental health and spreading panic over COVID-19 in the Kurdistan region of Iraq.

Another study by Muhammad Naeem [10] examined the role of social media and what people thought and felt on individual and collective levels about the role of social media in creating panic behaviours. Muhammad Naeem surveyed 34 (Thirty-Four) consumers with one active social media account. In contrast to the role of social media, Panic Videos of Customer Buying Bear Brand Milk had their level of panic or anxiety.

Furthermore, according to Steven Taylor [11], other studies show Panic Buying by an anxious minority of shoppers leads to fear contagion among other shoppers, amplified by widespread dissemination, via social media, of images and videos of Panic Buying and empty shelves in stores. Thus, a snowballing effect arose where fear of scarcity creates absolute but short-term shortages. Therefore, the researcher wants to know if the research has any similarities.

The points above are various characters that appear as possible responses to discussion comments about panic buying videos on YouTube as social media. Consciously or unconsciously, cognitive biases have affected our thinking in our daily lives. Cognitive bias for human life is tough to avoid, but it is necessary to know yourself better. It has influenced several individual decision-making to consume milk, which is affected mainly by the threat of the COVID-19 pandemic. Therefore, this study focuses on knowing people's responses on YouTube about "customer's panic buying videos on bear brand milk" and how the video could be inspiring to boost the product branding in the market? In the study of the bear brand milk panic buying video? What comments are the most influential recommendations of the people?

The following paragraphs represent the general review of the theories and concepts that played this study. The main ideas and concepts are descriptive paradigm, cognitive bias, confirmation bias, and content analysis, which analyse the material.

## 2. METHOD

This study uses an interpretive qualitative content analysis. This method analyses data and interprets its meaning [11]. As a research method, it represents a systematic and objective means of describing and quantifying phenomena [11]. It is essential to report the

results from the validity perspective, and readers should follow the analysis and conclusions [11].

## 2.1. Choose data sources

This study uses a population of news about Panic Buying Bear Brand Milk on YouTube media on July 3, 2021. The subject of this research is news on panic buying bear brand milk which airs between July 3, 2021, to September 25, 2021, which is packaged in a discussion

by YouTube into 29 news headlines. This research focuses on analysing the comments on the YouTube news titles. The criteria for reporting panic buying bear brand milk have based on the choice of the number of words that contain, among other things, a minimum of 3 user comments. Then the user comment data is grouped again based on the total number of user comments into three different criteria, that show in Table 1 – 4 show grand total of the all criteria.

**Table 1** Total Comments <100 Comments

No.	YouTube Title	Number of Comments	Reality Comment	Number of Comments	Publisher
1	TRENDING, PANIC BUYING, BEAR'S MILK IS A SHORT	5	5	0	KABAR BANTEN TV
2	PANIC BUYING! BEAR'S MILK BECOMES A STRUGGLE BECAUSE OF THE WA STORY!! #ANABEL	65	64	-1	Robby S. Putra
3	"Video Panic Buying Bear Brand Milk / Bear Milk BEAR BRAND OR MILK BEARS BECOME HURRY FOR THE COMMUNITY WHEN PPKM EMERGENCY "	23	21	-2	Nindya Tw
4	Viral Video Like Looting, It Turns Out to Be a Fight to Buy Bear Brand Milk @ Indogrosir Sawangan	15	15	0	Mitra Reskrim Community
5	BEAR BRAND PRICE UPDATE 1 CARTON TODAY	9	9	0	Fitria Dewi Channel
6	The Bear Brand Milk Becomes a Conquest of the Citizens, Can It Really Ward Out Covid-19? Here's the Nutritionist's Answer	51	47	-4	Tribunnews
7	Covid 19 Soaring, People "Panic Buying" Bear Brand Milk and Oxygen Tubes.	8	8	0	Nadine Firaisha
8	Panic Buying Bear Brand Milk   This is the reason	4	4	0	Mrs. Ariyani Channel
9	Viral! Panic Buying Residents Conquest of Bear Brand Milk That Is Considered to be Effective in Dealing with COVID-19 - BIM 06/07	13	13	0	Bulletin iNews
10	Is it true that Bear Milk can fight Covid 19? The Panic Buying Phenomenon makes the stock empty	14	13	-1	News Streamers
11	"PANIC BUYING" Ahead of Emergency PPKM Leads to Scarcity and Price Increase  TvOne Market News	25	25	0	Kabar Pasar TvOne
12	BEAR BRAND SHOOT    TIKTOK VIRAL 2021 TRENDING TODAY	37	35	-2	HST2586 HERI SUTANTO
13	Panic Buying Beard Milk	3	3	0	Al Ghufon
14	PANIC BUYING BEAR BRAND	30	29	-1	Nanda Agam Channel
15	BEAR MILK IS HARD TO FIND   THERE ARE A LOT OF WAREHOUSES	8	8	0	DANANG ZAKARIA TV
16	Rare Bear Milk Viral on the market Due to Panic Buying	55	52	-3	Wagfront
17	Panic Buying: Due to Lack of Education Regarding the Covid-19 Virus?	67	67	0	Bisniscom
18	Viral Video Panic Buying Residents Fight for Bear Brand Milk Due to Emergency PPKM??	10	10	0	Mimin Lambe Turah
19	Prevent Panic Buying During a Pandemic	15	14	-1	MetroTVNews
20	Viral Panic Buying Bear Brand Milk During PPKM   What Milk Are You Fighting For?	11	11	0	Sinawang Printing
<b>Total Comments</b>		<b>468</b>	<b>453</b>		

**Table 2** Total Comments 100-500 Comments

No.	YouTube Title	Number of Comments	Reality Comment	Number of Comments	Publisher
1	Panic Buying! VIRAL Video Residents Fight for 'Bear Brand' Bear Milk at Supermarket, Emergency PPKM?	354	347	-7	Miftah's T.V.

No.	YouTube Title	Number of Comments	Reality Comment	Number of Comments	Publisher
2	Can Bear Brand Milk Prevent Covid-19 Virus?    Panic Buying Phenomenon    Nurse Says	174	171	-3	Ranu G.S.
3	100 Percent Hoax Anti-Covid-19 Bear Milk, this is the Doctor's Explanation	105	102	-3	iNews id
4	Viral Dozens of Buyers Running for Bear's Milk	144	136	-8	Tribun Jateng
5	Viral Video Violent Residents Fight for Bear's Milk in Supermarkets, Employees Runaway	493	471	-22	Tribunnews
6	BEAR BRAND MILK IS A SHOOT FOR COVID 19?? THIS IS DOCTOR VITO DAMAY'S EXPLANATION	109	109	0	Indra Skom
<b>Total Comments</b>		<b>1379</b>	<b>1336</b>	<b>-43</b>	

**Table 3** Total Comments >500 Comments

No.	YouTube Title	Number of Comments	Reality Comment	Number of Comments	Publisher
1	Bear's Milk Becomes a Fight; This is Nestle Indonesia Says	2.590	2.407	-183	Tribun Timur
2	Jakarta Excites, Viral, Bear Milk Invaded by Residents at Mini Market, What's Up....?	3.407	3.346	-61	Tribun Timur
3	The Conquest of Bear Brand Milk: Don't Be Fooled by Myths, These Are Experts Saying  Newsroom Narrative	1.643	1.591	-52	Narasi Newsroom
<b>Total Comments</b>		<b>7.640</b>	<b>7.344</b>	<b>-296</b>	

**Table 4** Grand Total

No.	YouTube Title	Number of Comments	Reality Comment	Number of Comments
1	Total Comments > 500 Comments	7.640	7.344	-296
2	Total Comments 100-500 Comments	1.379	1.336	-43
3	Total Comments < 100 Comments	468	453	-15
<b>Grand Total</b>		<b>9.477</b>	<b>9.133</b>	<b>-354</b>

## 2.2. Coding Classification

Based on the total number of comments, the author arranges YouTube user comment classifications based on their relevance to the video content given by the description associated with the posted video. YouTube user comments ranked using the opinion polarity strategy into four classes: 'relevant,' 'irrelevant,' 'positive,' and 'negative.' [12].

Comparative analysis of the classification of YouTube users' comments regarding the news about the Bear Brand Milk Buying Panic Video resulted in various understandings of user comments assuming that every video posted has a related description related to the uploaded video.

## 2.3. Develop Categories

Based on the results of the classification of user comments on news reports about the panic buying bear brand video, the writer then developed the categorization of the data. The development categorization aims to know the impression of user comments on the news analyzed according to the classification. The categorization results use a strategy to summarize user comments on information about panic buying the bear brands milk in stages [11].

### 2.3.1. Relevant

Comments of YouTube users compiled as positive comments from panic buying videos of bear milk brands that have a positive meaning, comments, or comments that have a positive attitude by discussing positioning their comments on the dialogue involved in the video. The author develops categorization using a paraphrase strategy based on the number of comments. Regarding the conclusion of the categorization, it is complementary to the point of view of the selected parameters in a segmented manner. As a result, the authors use this as a formal segmentation strategy [11], as an illustration of the reaction from user review studies YouTube regarding reporting of panic buying videos of bear brand milk that are arranged into smaller units so that one unit fits exactly one subcategory in a dimension.

### 2.3.2. Negative

Good coding. YouTube user comments classify negative comments from the bear brand milk panic buying video, which means negative comments or comments with a negative attitude with the discussion positioning their comments on the dialogue involved in the video. The author develops categorization using a paraphrase strategy based on the number of comments. Regarding the conclusion of the categorization, it is complementary to the point of view of the selected

parameters in a segmented manner. As a result, the author uses this as a formal segmentation strategy [11] to research YouTube users' comments about the news of panic buying videos of bear brand milk, which has the position of user comments as a coding unit. The context unit refers to the material needed to understand the team.

### 2.3.3. Positive

YouTube user comments classify positive comments from panic buying videos of bear brand milk that have a positive meaning, comments, or comments that have a positive attitude with the discussion positioning their comments on the dialogue involved in the video. The author develops categorization using a paraphrase strategy based on the number of comments. Regarding the conclusion of the categorization, it is complementary to the point of view of the selected parameters in a segmented manner. As a result, the authors use this as a formal segmentation strategy [11], as an illustration of the reaction from user review studies YouTube regarding reporting of panic buying videos of bear brand milk that are arranged into smaller units so that one unit fits exactly one subcategory in a dimension.

### 2.3.4. Irrelevant

YouTube user comments classified as irrelevant from panic buying videos of bear brand milk are 1044. The author develops categorization using a paraphrase strategy based on the number of words. Regarding the categorization results, the author considers paraphrasing a good process, fulfils the research results, and does not need to be re-segmented. Therefore, the author believes that the user comments are irrelevant. The material their words discuss is outside or has no relationship to the theme of this study.

## 2.4. Analyze results

The first stage is the pilot. It was then that the authors considered applying the overall coding classification to YouTube comments using a polarity strategy [12]. This stage produces coding classification comments into four categories (Relevant, Negative, Positive, and Irrelevant). The next stage is when the writer examines the categorization to summarize or paraphrase the comments [11]. Then the following results are from paraphrasing the comments followed by a formal segmentation

strategy procedure [11], which applies to three classifications: relevant, negative, and positive. Next, Before the author moves to the principal analysis stage, there is a process of evaluating the quality of coding classification, categorization, and segmentation. This procedure involves reliability and validity. Since this study had only one coder, the authors compared the coding across time points to check coding consistency (Stability) [13]. The form of coding is valid if the category adequately reflects the concept studied [14]. The author begins the principal analysis of the content of the comments afterward. The procedure is close to the pilot phase. The author of matching the data findings with the results of interviews with other parties, namely consultancy, found both have in harmony to support each other. Each alignment contribution becomes a finding category. Data that contradict each other is considered a new category.

## 3. RESULT AND DISCUSSION

Our findings showed that results and discussion could make as a whole that contains research findings and explanations.

### 3.1. Results

About panic buying videos of bear brand milk on YouTube, packaged into 29 different themes from various discussion points. The video coverage is the subject of research published on individuals, major newspapers, or well-known television stations. The report has a number minimum of minimum user comments of 3 comments out of a total of 9,133 user comments consisting of three large groups of statements, namely the number of user comments below 100 words, the number of user comments below 500 comments, and the number of user comments being above 500 comments.

The news of the panic buying video of bear brand milk caused controversy over the discussion of polarization, both as users of supporting comments, being in the middle, or users of words that were against it. They have a variety of reasons for making comments in support. Therefore, based on the results of the comment classification code, it is as declared in Table 5.

**Table 5** Number of Comments

No.	Classification	Quantity
1	Relevant	3.976
2	Negative	3.661
3	Positive	452
4	Irrelevant	1.044
<b>Total Number of Comments</b>		<b>9.133</b>

### 3.1.1. Relevant

The relevant code classification of YouTube users' comments related to the news of the Bear Brand Panic Buying Milk Video is 3,976 comments. Based on the number of user comments, the author then categorizes and at the same time performs proper segmentation. The

results of the categorization and segmentation are as follows: Covid-19 Situation, Competency Level, Dairy Product, Other Product, Product Journey, Place, Control, Product Procurement Rules, Purpose of Procurement of Goods, Payment Process, Human Resource, Idea until Maintains (Table 6-13).

**Table 6** Categorization and segmentation

Covid-19 Situation
Lockdown PPKM (The Emergency Public Activity Restrictions)
Competency Level
Compete Product Competition Level Video Story Construction

**Table 7** Products

Dairy Products	Other Products
Type of Milk	Featured Products
Product Availability	Product Compatibility Rate
How to Consume Milk	Level of Confidence
Product Consumption	
Milk Packaging	
Product Composition	
Dairy Experience	
Serving Procedure	
Product Acceptance Rate	
Price Differences	
Expired	
Understanding Milk Brand	

**Table 8** Rules

Place	Control	Product Procurement Rules
Recommended Milk Place	Self-control	Purchase Restrictions
Event Place of Occurrence	Balance	Boycott
Sales Points	Naturally	Penalty

**Table 9** Purpose

Purpose of Procurement of Product		
Business Oriented	The benefits of milk	Terms of Destiny
CR7 Effect	Detoxification	Faith
Re-sell		Pray
Economy		End Times

**Table 10** Human need

Payment Process	Human Conditions	Human Resource
Ability to Pay	Health	Office
Free	Body Immune	Work Needs
Present	Virus	Work Experience
Discount		Position

**Table 11** Ideas

Ideas	Conserve	Paradigm
Topics	Orderly Culture	Credible
Viewpoint	Reflection of the Nation	Knowledge Level
Logic		

**Table 12** Status

Needs Support	Milk Brand Status	Crowd
Race	Ownership Stock	Milk Cluster Health Protocol

**Table 13** Maintains

Maintains		
Understanding Level	Lifestyle Dietary Habit	Sharing Tips

### 3.1.2. Negative

The negative code classification for YouTube user comments related to the news of Panic Buying Videos Susu Bear Brandis 3,661 comments. Based on the number of user comments, the author then categorizes and at the same time performs proper segmentation. The

results of the categorization and segmentation are as follows: strategy form, information distribution, event creation, product pick style selection, product introduction, several ways products are known, several reasons for well-known products, multiple uses of products for different purposes, different ways of view, different forms of development significant (Table 14-23).

**Table 14** Strategy Form

Strategy Form
Marketing Strategy Tricks Gimmick Public Opinion

**Table 15** Information Distribution

Information Distribution	
Issue Rumors Motive Mode	Mythos Hoax Deception

**Table 16** Event Creation

Event Creation
Settings Manipulation

**Table 17** Product Pick Style Selection

Product Pick Style Selection
Barbarian Looting

**Table 18** Product Introduction

Product Introduction
Viral Trending

**Table 19** Several Ways Products are Known

Several Ways Products are Known		
Acting Soap Opera Drama Theatrics	Social Media Cause News Report Mouth to Mouth	FOMO Effect Panic Buying Panic Situation

**Table 20** Several Reasons for Well-Known Products

Several Reasons for Well-Known Products		
Endorsement Sponsor	Price Setting Trade Politics	Promotion Trade Propaganda Advertisement

**Table 21** Multiple-Use of Products for Different Purposes

Multiple-Use of Products for Different Purposes		
Placebo Effect Lactose Intolerant	Hoarder Middlemen	Bandwagon Effect Talkative

**Table 22** Different Ways of View

Different Ways of View		
Pity Paranoid Empathy	Provocation Stupidity Assessment	Overacting Tacky Primitive Overreacting

**Table 23** Different Ways of View

Different Forms of Product Significant		
Failed Government	Content Prank	Greedy (Serakah) Greedy (Rakus) Greedy (Tamak) Greedy (Kemaruk) Selfish

### 3.1.3. Positive

The positive code classification of YouTube users' comments regarding the news of the Bear Brand Milk Buying Panic Video is 452 comments. Based on the number of user comments, the author then categorizes

and at the same time performs proper segmentation. The results of the categorization and segmentation are as follows: The action of Corona-19 Virus, the body conditions, the kind of diseases, use of products, Product Value, Consumption Habits, Product Utilization and fully as described in Table 24-26.

**Table 24** Corona-19 virus conditions

The Action of Corona-19 Virus	The Body Conditions	The Kind of Diseases
Prevent or Help Heal Corona-19 Viruses Before and After the Vaccine	Body Endurance Increase Body Immunity Maintain Health Keep Stamina Body Poison Neutrality Restoration of Body Condition Suggested to be Healed	Relieve Asthma Clean Up Lungs Reduce Heat Inside Cure Dengue Hemorrhagic Fever Cure Fever Cure Flue Cure GERD Cure Heart Disease Curing Typhus Cure Malaria Tuberculosis Healing Supplements Cure Refuse Wind Relieve High Heat

**Table 25** Consumption Habits

Use of products	Product Value	Consumption Habits
Selling price Sold out Brand Image Product processing method Distribute, and there is no price increase Subscribe to the product Purchasing shop Sales shop	Product Priority The most sought-after products Nutritious Products Quality products Useful products Favorite products Product recommendations	Consumption from the past until now Consumption increases Routine consumption Consumption often Consumption every day

**Table 26** Product Utilization

Product Utilization		
Facilitate defecation Increase weight Neutralize alcohol poisoning Neutralize drugs As a strong drug	Skin Care Products Products without diarrhea effects Product flavor	Envy over product success Benchmark



### 3.1.4. Irrelevant

The code classification is irrelevant to YouTube user comments related to the news of the Bear Brand Milk Buying Panic Videos, totaling 1,044 comments. Based on the number of user comments, the author then performs a

categorization stage which considers it fulfilled at that stage. Needed no further step was because it did not have a relationship between the criteria. In addition to this, user comments are in a category that the author cannot understand about their meaning because they are outside the discussion material.

**Table 27** Irrelevant

Categories	Number of Records
Religion	57
Weight	1
Animal	44
Trade	1
Movie	3
Human Physics	159
Hotel	2
Join Experience on YouTube	1
Condition	210
Corruption	5
Quality	1
Course	1
YouTube Link	12
Ghost	1
Meaning	142
Emigration Problem	1
Similar to Ad	1
Country	2
Personal	1
Racist	5
Character	2
Symbol	178
Technology	1
Figure	4
Expression	209
<b>Total</b>	<b>1044</b>

### 3.2. Discussion

The news of Covid-19, with the development of the number of people affected or dead, and the implementation of PPKM (Enforcement of Restrictions on Community Activities), adds the burden on the community, whose movements are always more restricted. Information about the death that occurred to the friends, neighbors, or immediate family creates a feeling of pressure for fear, anxiety, worry, or panic in a person excessively by directly affecting the level of psychological thought. Therefore, overcoming these problems is to find the best solution by considering several aspects.

This YouTube video discusses the origin of bear brand milk products from a country, and in fact, the product comes from Switzerland. The relevant category is the discussion of user comments about bear brand dairy products. Understanding the error of user comments who feel confident about the product's origin is intentional and tends to make mistakes or biases [15].

Psychological and economic pressures make people use their authority to bear brand milk by responding to its comments. In addition, to the bear brand milk for sharing,

it can also be helpful to support the treatment of various types of diseases related to Covid-19. The tendency to discuss bear brand milk people relies on the similarity of preference on milk quality for multiple functions [16].

In addition to these products for public consumption, it is also an effort to maintain body health by increasing its resistance for consumers. Consumption of the bear brand milk for people in general and incredibly sick people has become a must to meet body health intake. The higher the level of consumption, it is suspected that it will improve or heal the person's illness. It has become a conversation or gossip for some audiences, associated with preventing and healing Covid-19 for some people. The product has become a product recommended by doctors to help heal the sick, but not to use it as a cure for COVID-19 sufferers, even though social media, namely WhatsApp, has become a communication tool between them to convince them of this. Therefore, convincing people to follow by consuming bear brand milk through WhatsApp media is a communication process of the Bandwagon Effect [17].

Social media WhatsApp is a communication process of the Bandwagon Effect in giving confidence to the public to consume bear brand milk as a prevention and

cure for the Covid-19 pandemic, which is beyond the power of medicine or medicine. This process provides a psychological healing solution for the individual who consumes it with a temporary or short-term impact as a placebo effect [18]. These become a new experience for bear brand milk consumers, sharing with others on social media.

Video panic buying bear brand milk is an activity in a video that offers a product that explains the level of competition for the product. Competition is related to the need for bear brand milk which has a different understanding of the product depending on each person's confirmation of bias [19].

Based on users' s comments regarding Bear Brand Milk, the Dunning-Kruger effect [20] on these products is more determined by the individual's ability to think about bear brand milk products markedly by participation in product purchases which are considered unreasonable.

#### 4. CONCLUSION

The study results about A Content Analysis in the Studies of YouTube about Panic Buying Bear Brand Milk Video in COVID-19 Pandemic Era can conclude YouTube users' comments for grouping. Some words have characteristics opinion relevant, negative, positive, and irrelevant.

Encoding frame by category. The next step is grouping or building comments users with a categorization strategy. Using paraphrasing strategy into the minor units creates a new understanding or understanding. It is much more economical to divide these parts into smaller pieces, such that each piece is small enough to fit into one of the pieces. In this way, it is clear which part of the passage has meaning.

Mapping material means dividing it into units so that each segment/unit fits into one category of the coding framework. It is essential for three reasons. First, segmentation forces us to consider all relevant material. Second, because the unit size fits the coding framework, it is forced to express the purpose explicitly. Lastly, segmentation ensures that the coder interprets and refers to the same piece of material. It is a prerequisite for comparing their coding at a later stage.

The results showed that public opinion's response to the classification of polarization strategy coding into 4 (four) groups of comments (Relevant: 3.976, Negative: 3.661, Positive: 452, and Irrelevant: 1.044). User comments indicate categories related to each other and paraphrase the strategy by formally segmented. The four groups are further divided into five major groups, which include the Negative group consisting of Stupidity Assessment: 816, Marketing Strategy Tricks: 384, Settings: 310, Panic Situation: 250, Hoarder: 148, Relevant consisting of Product Availability: 383,

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