

Youtuber's Strategy in Determining Opinion Leaders on Covid-19 Pandemic Video Content

Hayana¹, Ramli²

¹Pascasarjana Institut Agama Islam Negeri Parepare

²Institut Agama Islam Negeri Parepare

¹Hayanaheart@gmail.com

²ramli@iainpare.ac.id

Abstract

This study is entitled youtuber's strategy in determining opinion leader in covid-19 pandemic video content. This study at to determine: 1) What was the YouTuber video content program during the Covid-19 pandemic?, and 2) What was the YouTuber strategy in determining opinion leader? This study method used a descriptive qualitative approach. The data were obtained using a list of questions given to the informants. Then, the data were analyzed and reviewed. After that, an abstract was made of all the results of the interview. The number of informants was three people with different opinion leader, including whether hidden or unhidden. The selection of informants in this qualitative study used purposive sampling technique, which was a method of deliberately determining informants based on certain criteria or certain considerations. In this study, the selection of informants was based on criteria, including: number of subscribers, uploading videos during the Covid-19 pandemic, and having opinion leader. Data analysis was by using thematic data, which the findings were processed based on themes in accordance with the framework. The results of this study indicated that YouTubers had various programs such as music, vlogs, podcasts, and tutorials. This depends on the needs and passion of the YouTubers. It also showed that the YouTuber's strategy in determining opinion leader had two flow schemes. First, the YouTuber first identified the content idea to be made, then found an opinion leader by paying attention to the opinion leader criteria, such as sources of attraction and sources of trust. Second, YouTubers determined opinion leader before content was created. Information exposure obtained from opinion leader would be a reference material for the emergence of content ideas. In addition, YouTubers also paid attention to the requirements of opinion leaders such as social perception, ability in abstract thinking, emotional stability, public speaking and action.

Keywords: *Youtuber, Opinion Leader, Content*

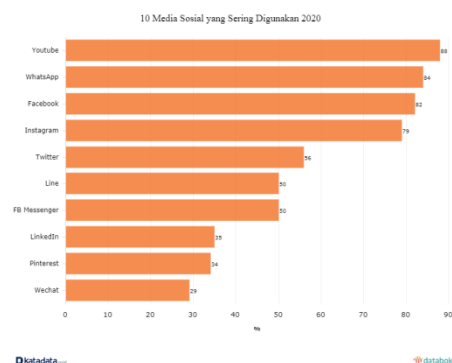
1. Introduction

Opinion leader is an intermediary for various information received and passed on to the local community. The party who is often the media for spreading in the village community is usually played by an opinion leader. They are very trusted and used as role

models and a place to ask questions and ask for advice in all matters. However, what about opinion leaders for YouTubers? Where YouTubers become a conduit of information for audiences who not only reach urban areas but have also reached rural areas, they are often called global villages.

Youtuber is the name of the YouTube account owner who is actively uploading video content. Various video content can be accessed via the youtube.com link, such as music, movies, news and information, sports, lifestyle, gaming and vlogs. A vlog or video blog, as the name implies is a video blog containing opinions, stories or daily activities which are usually written on a blog. Since the emergence of YouTube in 2005, making vlogs has become increasingly popular. The many variations in the presentation of YouTube content make YouTube the most frequently used platform to shift other social media platforms.

Dwi Hadya Jayani in the Databox We Are Social platform, Hootsuite explained that the first position of the ten most frequently used social media in Indonesia in 2020 was YouTube with the percentage of users accessing YouTube reaching 88%. The most frequently accessed social media are WhatsApp at 84%, Facebook at 82% and Instagram at 79%. For information, the average time spent by Indonesian people to access social media is 3 hours 26 minutes. The total active users of social media are 160 million or 59% of the total population of Indonesia. Looking at this data, if it is related to the Covid-19 outbreak situation with an invitation to stay at home, of course it will affect the quantity of time social media.



The Corona Virus Disease (Covid-19) pandemic in Indonesia began with the findings of sufferers on March 2, 2020. As of September 13, 2020, 218,382 positive cases of Covid-19 have been confirmed nationally and in South Sulawesi 13,291 cases. In

response to this pandemic, several regions have imposed Large-Scale Social Restrictions (PSBB). Several Indonesian YouTubers, both artists and non-artists, have uploaded video content related to Covid-19. Some have uploaded singing collaborations, video tips, poems, and even pranks. Like YouTuber Ferdian Paleka, with his trash prank help video content, he managed to grab the public's attention. Even Ferdian Paleka's video content brought him into the realm of law. Ferdian Paleka and his two friends were arrested by the police on Friday, May 8, 2020 in the early hours of the morning by a joint team from the special team from the Directorate of General Criminal Investigation and the Bandung Police Resmob.

Ferdian and two other perpetrators have officially become suspects in the case of a basic food prank on transgender women after being arrested on the Jakarta Merak Toll Road. The three were charged with Article 45 paragraph 3 of the ITE Law concerning insult or defamation through electronic information and also additional two articles, namely Article 36 and Article 51 paragraph 2 of the ITE Law Number 11 of 2008 with a threat of 12 years in prison and a maximum fine of Rp. 12 billion. This case is a lesson for YouTubers to be careful in uploading video content. Youtubers need to have opinion leaders who are role models in making video content so they don't violate the morals and laws that apply in the unitary state of the republic of Indonesia. Moreover, in QS. Al Nur/24:11 so as not to tell lies.

The translation is, indeed, those who bring false news are from among you too. Don't think the news is bad for you, it's even good for you. Every one of them will be recompensed for the sins he has committed. And whoever of them takes the largest share of the sins he has committed, he will also receive a great punishment. In addition, in QS. Al-Hujarat/49:6 is also required to always clarify or *tabayyun* when receiving information from people who are not recognized.

Therefore, looking at this phenomenon, this study tries to examine how YouTuber video content is during the Covid-19 pandemic and how the strategy is to determine opinion leaders in supporting uploaded video content. Based on the description above, the researchers formulated the following problems: First, how was the YouTuber video content program during the Covid-19 pandemic? Second, what is the youtuber's strategy in determining opinion leaders?

2. Method

This study uses a qualitative descriptive type of research. The description is intended to collect actual and detailed information, identify problems, make comparisons or

evaluations, and determine what other people do in dealing with the same problem and learn from their experiences to set plans and decisions in the future. Descriptive research describes and interprets objects as they are. Researchers did not control and manipulate variables. The main objective is to choose the type of qualitative descriptive research to systematically describe the facts and characteristics of the object or subject being studied.

This research is targeted at youtubers (creators) as content creators. Researchers deliberately do not focus on the domicile area of YouTubers, but researchers focus on content according to uploads during the Covid-19 pandemic.

The reason researchers choose youtuber users is because youtube media is one of the most popular platforms by viewers. Especially in the midst of the Covid-19 pandemic, viewers are increasingly being treated to various information, especially in the form of audio visuals.

The approach in this study uses a qualitative approach. Qualitative research is carried out to build knowledge through understanding and discovery. Qualitative research approach is a research and understanding process based on the method of investigating a social phenomenon and human problem (Iskandar & Pd, 2009). This study seeks to emphasize meaning.

In qualitative research, data collection can be done by means of in-depth interviews both online and offline. Researchers use this method in order to provide a broad speaking space for informants (youtubers) in providing answers according to their frame of reference.

Qualitative methods are more based on phenomenological philosophy that prioritizes appreciation (*verstehen*). Qualitative methods seek to understand and interpret the meaning of an event of human behavior interaction in certain situations according to the researcher's own perspective (Usman & Akbar, 2008). So the researcher is the key instrument in collecting data, the researcher must actively observe YouTubers and their content.

3. Discussion

3.1. Youtuber Content Program

Derived from English *programe* or *program* which means event or plan. The Indonesian broadcasting law does not use the word *program* for events but uses the term *broadcast* which is defined as a series of messages presented in various forms. Youtuber content programs certainly vary depending on the YouTuber's passion and needs.

Vallerand and Houlihan mention two types of passion, namely obsessive and harmonious. Obsessive passion refers to a motivational drive that compels a person to do

certain activities. Meanwhile, harmonious refers to a motivational drive that directs a person to engage in activities voluntarily and generates personal will and support to pursue these activities. When YouTubers create content and activities that they really like, this is what is called passion. Commitment to uploading videos, for example one content per day, the youtuber will have an obsessive passion and when the youtuber enjoys the process of creating that content, this youtuber will be included in harmonious passion, meaning being a youtuber is a fun hobby. Apart from entertaining yourself, you can also entertain others. Not only entertaining, the uploaded content can also educate or provide information to viewers. Of course, this depends on the type of content the youtuber creates. Diverse YouTube content considering that YouTube users are also very diverse, both men and women with various ages.

In preparing youtube video content, YouTubers must determine which target audience to target, including adjusting the YouTuber's passion. Here are some types of youtuber show programs: Music, and music is one of the most common content found on the YouTube platform. Starting from professional singer accounts to cover singers. On the other hand, YouTubers who do not have singing skills will usually only reupload other people's music by changing the visualization display, such as adding music lyrics (songs) or combining other videos. However, it would be more interesting if YouTubers could make their own original music.

Tones or sounds that are arranged in such a way that they contain rhythm, song and harmony (especially those using instruments that can produce sounds) are called music. The ability or skill in performing a song must of course be supported with confidence, as in the picture below:

Youtuber Al-Amin is covering a religious song. Youtubers tend to choose songs based on preferences, or adjustments between song lyrics and the situation that occurs. The YouTuber uploaded a cover video entitled Ramadan ala Mustofa Atef (From Aisya Cover) which was uploaded on April 21, 2020. The video was uploaded to coincide with the holy month of Ramadan. In the video, Al Amin uses the green screen technique. This editing technique makes it easy to change the video background as desired. In addition, it will strengthen the inserted lyric text (easy to read with a dark background).

The emergence of a positive assessment that will increase the self-confidence of YouTubers so that they respect themselves more and dare to appear in front of the camera while singing. Regarding the audience's response, it will be a suggestion and criticism for YouTuber Al-Amin. Confidence in all aspects of the advantages possessed by YouTubers will feel able to achieve various goals in life. Of course, YouTubers need confidence in

various content, because with confidence, YouTubers will dare to upload their videos to the YouTube platform.

Vlogs, Vlogs (video blogs) are content that is also favored by many YouTubers. Usually contains travel videos that explore the beauty or uniqueness of a particular place. Youtubers usually appear individually or by more than one person. Describe what you see and feel. Like traveling or culinary.

Some YouTubers who already have high subscribers will get travel or culinary accommodations for free. Because there are business owners who are being promoted by youtubers. Each party between the business owner and the YouTuber will benefit each other. What's more, if the effect of video content created by youtubers increases sales of business owners. Then came the term endorse.

Videos that have sound, visuals and motion have high effectiveness which can more easily attract the attention of viewers. Moreover, if you present a detailed picture of the camera capture (not blurry/noise), use a backsound that is appropriate to the situation that occurs in the vlog content. Usually to get backsound that is free from copyright claims, YouTubers will download various backsounds by writing the keyword no copyright in the search. Backsound can be uploaded via the savefrom.com site or other sites. For example, in covering music, YouTubers who make vlogs with close up videos certainly need confidence. Like the image below:

Youtuber Al-Amin is currently creating a vlog video that explores his trip to Kodingareng Island, Makassar. A cheerful face is shown by a youtuber. Al Amin calls the content the hashtag (#Vlog10Minit), because this content is no longer than 10 minutes long. The video was uploaded on October 7, 2020. Al Amin, accompanied by a colleague, visited one of the islands in the Makassar region, Kongareng Keke. In the description of the video, Al Amin wrote: "While diving, drinking water, while working, also taking a vacation. This time we spent the weekend on a beautiful uninhabited island in Makassar Kodingareng Keke". This shows that Al Amin actually went to the island not only on vacation but also to complete his work as a journalist.

The type of vlog content uploaded by YouTuber Al Amin is called a travel vlog. In addition to these types of vlog content, there are also vlogs related to daily activities such as daily creators, food vlogs such as visiting restaurants, gaming vlogs such as showing action while playing games (gaming), beauty vlogs such as discussing skincare, and reviews and unboxing such as opening and showing. goods to viewers equipped with an explanation from the youtuber. Videos will be made as attractive as possible to attract viewers to be interested in clicking on the uploaded video. If a youtuber has a minimum

of a thousand subscribers and has gotten 4,000 hours of viewing for the last 12 months, the youtuber will have the opportunity to get a share from youtube.

Podcasts, the term podcast originally appeared in 2004 when Ben Hammersley mentioned the word podcasting in his article on guardian.com discussing audioblogs and online radio. For 7 months, the term podcasting seemed to disappear until finally some people used it as a name when registering a domain like Dannie Gregoire who registered the podcaster.net domain. Another note, mentions that audio podcasts have grown since 2005, when Apple added podcast material to iTunes with limited themes. Over time podcasts have grown and diversified. Podcast is the process of distributing audio files over the internet using an RSS subscription. The term podcast itself comes from Playable On Demand and Broadcast. The meaning of podcasts can be in the method of delivery and also in the content. Initially the audio product was in the form of an mp3 file, but it developed into an audio video favored by youtubers as one of its contents, such as that of Dedy Corbuzier's podcast. Usually podcasts are synonymous with sitting on a chair with table and mic accessories. Resource persons will answer various questions posed by youtubers. Video editing techniques will highlight the close-up expressions of YouTubers and sources.

The ease of publishing video podcasts makes this type of content popular in Indonesia. Whether or not a podcast is interesting depends on the chosen theme as well as how YouTubers appear to talk (ask) to the source. The quality of the public speaking speakers also determines, especially if the speakers can present inspiring and personal humorous information.

Tutorials, video tutorials contain guides or ways about the application (how to use) or how to make something. For example in the field of culinary, fashion or tips and tricks in the world of beauty.

3.2. Youtuber Strategy in Determining Opinion Leader

According to Michael Porter in his article *Competitive Strategy*, strategy is a set of different actions or activities to deliver unique value (Surepi, Rahmat, & Julita, 2021). Strategy can also be seen as a pre-determined set of goals. Another perspective views that strategy is a plan that is manifested in a pattern of various series of actions. However, there are strategies that sometimes appear as unplanned actions (not intended), and seem to appear suddenly (as emergent) (Mintzberg, 2007). Like youtubers who create video content based on sudden situations.

Opinion Leader, determining opinion leaders in YouTube content, of course, considers many things. Like, how is the content matched with opinion leaders. If the youtube account channel is privately owned, of course the youtuber has full authority in determining the figure of the opinion leader. Every YouTuber has a figure who is used as an opinion leader. However, not all of these figures must be present in front of the camera. Some tend to be hidden (hidden) not visible but affect youtuber content.

Youtuber those who have thousands of subscribers as shown in table 4 indicate they have followers. It is a matter of pride for YouTubers who have the highest number of subscribers. The more subscribers you have, the more your channel is classified as having video followers. However, not all subscribers will watch every video uploaded by a youtuber. Because on YouTube, there is a bell button. This button serves as a reminder (notifier) when a youtuber has uploaded a new video. Subscribers have the right whether they want to activate the bell feature or not.

Figure opinion leaders displayed in video content are usually of special interest to viewers. especially if the opinion leader has a lot of followers. Here's the figure of an opinion leader, both in front of the camera and only in youtuber's cognition. This depends on the concept of the video carried by the youtuber.

Opinion leader for youtubers, Interview data shows that not all of the opinion leaders for YouTubers have to appear directly on the video. However, it can be hidden and only affects the idea, content or nature of the YouTuber. For opinion leaders who appear directly in front of the camera with YouTubers, they usually have the capacity to speak according to the theme raised by the YouTuber. Like Al Amin who prefers the head of the South Sulawesi Provincial Service. According to him, the head of the service will control and understand the programs being carried out.

In negotiating with opinion leaders to be willing to appear in front of the camera, YouTubers need communication skills. Submission of messages such as interpersonal communication to others must obtain results in the form of meaning between one another. Youtuber's interpersonal communication skills will make it easier to share information, get along and collaborate.

Interpersonal communication that has characteristics such as messages packaged in verbal and non-verbal forms that are oriented to the content of the relationship between YouTubers and opinion leaders. This verbal and non-verbal behavior has spontaneous characteristics. This will make the answers of opinion leaders who are used as sources

will be answered as they are. Of course, this will make it easier for viewers to understand the topics discussed.

Active and interactive activities both as message delivery (opinion leader) and message recipients (youtubers and viewers) in a series of processes will occur mutual acceptance, absorption and delivery of responses. Responses from youtubers can be in the form of non-verbal communication such as nodding their heads as a sign of understanding, while responses from viewers can be in the form of clicking the like or dislike buttons or being able to comment on the video comments column on youtube.

Each individual can change each other's views, provide inspiration or enthusiasm and encouragement to change thoughts, feelings and attitudes in accordance with the topics discussed. Like a government program run by the head of the Service, the program may not run due to miscommunication with the community. However, after watching a video podcast uploaded by YouTuber Al Amin, the public understands the opinion leader's explanation.

In terms of narrative paradigm and storytelling, both sides of the youtuber and opinion leader have the ability to tell stories. This is in accordance with Walter R. Fisher's opinion that humans are indeed storytelling creatures (*homo narrans*, storytelling humans). All experiences and understandings of life that are passed are considered as narratives that can be shared by others. It depends on what the benefits are when the narrative is shared (shared).

Opinion leader those who have the ability to convey persuasive messages effectively will be able to convince the audience about the reasons or arguments expressed. Including youtubers who suggest to follow the tutorials that have been made previously. In addition, YouTubers tend to be interested in conveying and receiving a story about the life around them. Youtubers understand the life of the surrounding environment and convey it to others by designing stories from their experiences. Opinion leaders and youtubers must have a way of determining stories that viewers can trust. by using narrative rationality or narrative rationality will strengthen the arguments expressed. If the narrative makes sense it will be easy to believe. Although the coherence of a story that can stimulate the emotional aspect of viewers is also very decisive.

Youtuber determine opinion leader, *Youtuber* provide an assessment of all opinion leader statements. Of course, this assessment was carried out long before sitting together in front of the camera. The judgments made can affect the belief system that was

previously held. Youtubers will apply new concepts to their content when they succeed in getting ideas from the opinion leaders they follow. The involvement of the ego, namely the personal relationship with the issue in question, will also have an effect. The message of opinion leaders who are in the area of receiving youtubers or viewers will encourage changes in attitudes or points of view. According to social appraisal theory, arguments that fall within the area of acceptance will be more persuasive than arguments that fall outside the area of acceptance. The greater the involvement of the youtuber's ego and related viewers on the issue.

The researcher sees a scheme in the selection of opinion leaders that is different from each informant, including how to place the role of opinion leaders in the content. This scheme shows how youtubers have patterns in determining their opinion leaders. This scheme is a design that contains a description of how YouTubers achieve their goals, namely finding opinion leaders. The following is a schematic of the results of the researchers' observations:

The first scheme shows the youtuber has a content idea, then from that idea the youtuber determines his opinion leader to support the video content. This one scheme was implemented by Al Amin. Al Amin has a content idea and then looks for an opinion leader that fits the theme of the content. While the second scheme from the beginning, the youtuber determines the opinion leader in making video content. From exposure to information obtained from opinion leaders, content ideas will emerge. This scheme was implemented by the informants Alim Akkas and Zulrahman. The following table shows the strategy for determining opinion leaders:

Youtuber will match the suitability of the video content created. The reflection of credibility assessment and narrative ability will indirectly be imitated by youtubers. Like how to convey effective video messages that are easily understood by viewers. how to make creative videos so they don't get boring or boring for viewers.

Meanwhile, speech act theory helps youtubers understand how opinion leaders achieve something with their words. Pronunciation of words is included in the intonation of speech and speech style. Between YouTubers and opinion leaders, they adjust to each other regarding the choice of intonation and speaking style. The illocutionary act (illocutionary act) carried out by the youtuber against the interlocutor will invite or arouse the interlocutor (opinion leader) in understanding the intent and purpose. Illocutionary actions such as assertives are statements that will support the truth, directives are actions that encourage the interlocutor to do an act such as ordering to like, comment and share,

commissives are actions to encourage the speaker to take actions in the future which consist of promising or guaranteeing,

Youtuber will pay attention to how the track record of opinion leaders, consistency between words and actions, mastery of topics and the ability to convey arguments will determine whether the youtuber will choose him as an opinion leader or not. Including seeing the requirements of a leader in an opinion leader, it can be seen as the concept proposed by Floyd Ruch in the picture below:

At least an opinion leader must have the requirements as a leader as shown in Figure 14 (previous page). Leaders must have sharpness of thought (social perception). This means that they are able to provide their perception of the social environment by relying on sharpness in thinking. Leaders must have the skills to deal with the problems at hand (ability in abstract thinking). That is, opinion leaders must be able to become problem solvers, at least determine where their position is in seeing the problem. Leaders have a stable feeling, are not easily affected by outside influences (emotional stability). That is, opinion leaders have maturity in thinking and expressing their emotions and are not easily influenced by negative things. The conditions for this assessment are which encourages youtubers to choose their opinion leaders in creating video content on youtube. An opinion leader who always has a noveltic (novelty) mind in expressing ideas will be an added value for youtubers.

4. Conclusion

Based on the discussion in the previous chapter, it can be concluded that several types of youtuber content programs include music. Music is one of the most common content found on the YouTube platform. Starting from professional singer accounts to cover singers. On the other hand, youtubers who do not have the expertise in singing, will usually only reupload other people's music by changing the visualization display, such as adding music lyrics (songs). Furthermore, vlogs (video blogs), where vlogs are content that is also much favored by youtubers. Usually contains travel videos that explore the beauty or uniqueness of a particular place. Youtubers usually appear individually or by more than one person. Describe what you see and feel. Like traveling or culinary. Next, a podcast with a characteristic feature of an opinion leader in front of the camera (sitting together while asking questions). then the next content is the tutorial. Where the video tutorial contains a guide or ways about the application (how to use) or how to make it (culinary/fashion/beauty).

Then the video created will also be colored. In addition, how the source of trust. The second factor that can cause successful communication is the communicator's trust in the communicator. Trust has a lot to do with the profession or expertise of a communicator. This includes the credibility and narrative ability of opinion leaders. An opinion leader is also seen as social perception, meaning that a leader must be able to have sharpness in dealing with situations. Ability in abstract thinking, meaning that the leader must have abstract skills towards the problems at hand and emotional stability, meaning that the leader must have a stable feeling and not easily affected by outside influences. The second factor that can cause successful communication is the communicator's trust in the communicator. Trust has a lot to do with the profession or expertise of a communicator. This includes the credibility and narrative ability of opinion leaders. An opinion leader is also seen as social perception, meaning that a leader must be able to have sharpness in dealing with situations. Ability in abstract thinking, meaning that the leader must have abstract skills towards the problems at hand and emotional stability, meaning that the leader must have a stable feeling and not easily affected by outside influences. The second factor that can cause successful communication is the communicator's trust in the communicator. Trust has a lot to do with the profession or expertise of a communicator. This includes the credibility and narrative ability of opinion leaders. An opinion leader is also seen as social perception, meaning that a leader must be able to have sharpness in dealing with situations. Ability in abstract thinking, meaning that the leader must have abstract skills towards the problems at hand and emotional stability, meaning that the leader must have a stable feeling and not easily affected by outside influences. The second factor that can cause successful communication is the communicator's trust in the communicator. Trust has a lot to do with the profession or expertise of a communicator. This includes the credibility and narrative ability of opinion leaders. An opinion leader is also seen as social perception, meaning that a leader must be able to have sharpness in dealing with situations. Ability in abstract thinking, meaning that the leader must have abstract skills towards the problems at hand and emotional stability, meaning that the leader must have a stable feeling and not easily affected by outside influences.

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