

## The Phenomenon of Youtuber as a Jobs in The Modern Era (Case Study of Meranti Village Youtuber)

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### ABSTRACT

*In today's modern era, researchers want to see how the emergence of a new job into people's lives, especially the people of Meranti Village, researchers want to see how the phenomenon of YouTubers in Meranti Village can become a job in the modern era?, and the purpose of this study is to find out how the YouTube application can be more used in the realm of new work in today's modern era. This type of research is qualitative research, the subject of this research is Meranti Village YouTubers, namely Beny, Mugi, Febi, Oddy, Deny, Agus, Arief and Koko Data collection techniques in this study are by using observation, interviews, documentation, and conclusions. Informant determination using purposive sampling. The results showed that the phenomenon of YouTubers as a job in the modern era that occurred in Meranti Village was due to an era progress that continued to grow and to the efficiency of the work done by them and could get a fairly decent income and easy to do the work, researchers also saw how they did their daily lives from waking up in the morning, starting to create content until night editing videos. Researchers also see how YouTubers can change social and economic status, but there are also some YouTubers who fail and don't continue it.*

**Keywords :** Phenomenon, Youtuber, Modern Era, Work

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### ABSTRAK

Di era modern saat ini peneliti ingin melihat bagaimana munculnya sebuah pekerjaan yang baru kedalam kehidupan masyarakat terutama masyarakat Desa Meranti, peneliti ingin melihat bagaimana fenomena youtuber di Desa Meranti bisa menjadi sebuah pekerjaan di era modern?, dan tujuan dari penelitian ini adalah untuk mengetahui bagaimana bisa aplikasi youtube lebih digunakan dalam ranah pekerjaan baru di era modern saat ini. Jenis penelitian ini adalah penelitian kualitatif, subjek penelitian ini adalah youtuber Desa Meranti yaitu Beny, Mugi, Febi, Oddy, Deny, Agus, Arief dan Koko. Teknik pengumpulan data dalam penelitian ini adalah dengan menggunakan observasi, wawancara, dokumentasi, serta penarikan kesimpulan. Penentuan informan menggunakan purposive sampling. Hasil penelitian menunjukkan bahwa fenomena youtuber sebagai pekerjaan di era modern yang terjadi di Desa Meranti di karenakan sebuah kemajuan jaman yang terus berkembang serta ke efisiensi pekerjaan yang di kerjakan oleh mereka serta bisa mendapatkan penghasilan yang terbilang lumayan dan mudah untuk melakukan pekerjaan tersebut peneliti juga melihat bagaimana mereka melakukan keseharian mereka dari bangun pagi memulai membuat konten hingga malam mengedit video. Peneliti juga melihat bagaimana youtuber bisa merubah status sosial serta ekonomi tetapi ada juga beberapa youtube yang gagal dan tidak melanjutkannya lagi.

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**Kata Kunci:** Fenomena, Youtuber, Era Modern, Pekerjaan

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## I. INTRODUCTION

In today's era, the work we know is not only in the form of work in the agricultural sector, plantations, and jobs that concern any agency. As we know that someone with a common job so far will get a salary by

them entering a job arena and following various things that exist in the world of work and there are some jobs that include formal and informal that we usually know with informal examples, agriculture, labor or even people who open a business themselves we give examples of grocery, and for formal, namely civil servants and employees of state-owned enterprises.

The advancement of the internet is a lot of work that used to be done by coming to the office and now can be done at home and with the advancement of the internet this creates a new job that exists in the modern era that is being a YouTuber who works in the field of social media, YouTubers are currently very much in demand for various groups and various regions around the world by making YouTube as an office or place where they work and these YouTubers can be said to be a Work that can be done by anyone and with anyone as long as they have the intention and of course the facility to become a content creator or we usually say as YouTubers.

A person can be called or said to be a YouTuber, if he has made YouTube as a medium to share videos about himself. (In the form of creativity: be it a short film (Short Movie), Video Review, Song Video Clip, Tutorial, Daily Vlog) etc. In addition, generally they have been widely known to people and have used YouTube as one of the online media to earn money, especially from advertising Google AdSense.

Google Indonesia noted that since 2016 video content uploaded to Youtube has increased by 600 percent. One of the advantages that YouTube has over its predecessor broadcast media is freedom. Viewers can get information that is not provided in other broadcast media. Content creators can also create freely without any restrictions. In general, becoming a YouTuber is just to get money and wealth. Because YouTuber is indeed a job profession in this modern era. So a YouTuber doesn't deserve to be called unemployed. Youtuber is a job profession in this modern era. So a YouTuber doesn't deserve to be called an unemployed. By creating a channel about your Passion, you will be forced to take the time to explore, learn, keep up with you, and keep trying and practicing your Passion, which may have been neglected for reasons of "no time" or "no time", or "don't know how!" This will make you develop your passion regularly. And even cooler, build your followers and fans in the area of passion that you really like from an early age.

This giant social media does not only exist in urban areas but to all areas that they already have access to the internet and the youtube application is one of the applications that are widely accessed in the Asahan Regency area of North Sumatra, more precisely in Meranti Village, work as a YouTuber is in great demand by various groups with various age levels, They see that being a YouTuber is very tempting because of the large income and flexible work.

Based on the background, researchers want to provide an understanding to the public about a phenomenon that occurs in the social sphere, especially in the world of work how a technological advancement can change something new.

## **2. LITERATURE REVIEW**

### **Phenomenon**

According to Waluyo (2011), phenomena are a series of events and forms of conditions that can be observed and assessed through scientific glasses or through certain disciplines, phenomena can also be interpreted as a fact in people's lives which occur due to changes that occur or are made by the community itself in everyday life. This action is sometimes carried out by some community members so that it gives rise to a memorable phenomenon in the community itself.

### **Work in the modern era**

If in the past a job was done manually and required quite a lot of labor but now the work can be done with only one person which of course with the tools to become a content creator or YouTuber, along with the advancement of professional technology in a job also develops from time to time, for example if in the past we sent letters only by relying on delivery services such as POS, Not to mention we have to wait for a fairly long delivery time, but now we can send messages only by using sophisticated electronic devices, namely by using mobile phones, computers, laptops and so on. Currently, many new job professions have emerged that take advantage of the sophistication of electronic devices that exist in this modern era.

### **Youtuber**

Youtuber is more defined as someone who creates content and publishes it on YouTube, and not just using it. Generally, the term youtuber has another meaning, namely a group or individual who has their own youtube channel, creates, broadcasts it and seeks subscribers and not only that they make money by becoming

a A group of YouTubers or individuals who have their own YouTube channel, create, publish it and find subscribers and not only that they make money by becoming a YouTuber. YouTube is one of the most popular social media platforms in the world. Every day, millions of people around the world watch videos on YouTube. This makes YouTube a promising opportunity for content creators, including YouTubers. YouTubers are active YouTube users who regularly publish video content they create (García et al, 2016). Currently, there are many people who are active as YouTubers in Indonesia. Being a YouTuber means creating and uploading videos to YouTube. The video can be a variety of content, ranging from entertainment, educational, to informative.

The time period to be famous on Youtube is also not determined by how many months or years. Many of the creators who are successful in just a matter of months and even in 1 year have been able to taste the amount of wages given by Youtube to creators who are able to attract a lot of audience attention. The creative content offered is also diverse. Starting from Prank, Mukbang, Social Experiment, etc. Being a YouTuber is not difficult, and the capital is not too much. If you have a recording device such as a Smartphone, then with the help of high-speed internet, everyone can become a YouTuber. Youtubers or Youtube account owners now have to be more creative and innovate in every episode of their Youtube account, so that viewers never get bored and that is a strategy to attract Subscribe and like on their account.

The motive for using Youtube both as a youtuber and subscriber is divided into 3 indicators, namely:

1. Entertainment and relaxation.  
Because of the content (very interesting, feel happy / enjoy, avoid time when bored, know what happens outside the environment, can see videos without having to pay)
2. Interpersonal relationships.  
Because of the content (encouraging others, expressing yourself freely, meeting new people, getting new points of view, giving input and comments).
3. Friendship.  
Because of the content of the content (reducing loneliness, not feeling alone).

The term source of income on Youtube is Monetise. Monetization is a way to make money from Youtube, can be by displaying ads, accepting sponsorships from other parties, selling their own products, and so on. As a Youtuber, in order to monetise your videos, you must join the YouTube Partner Program (YPP). YouTubers can earn money from ads served on their videos, as well as from premium YouTube subscribers who watch their content. There are two types of Youtube Partner Program, namely Google AdSense and MCN (Multi Channel Network).

### **3. METHOD**

#### **Types of Research**

This type of research is descriptive research with a qualitative approach that aims to produce a complete description of the thing under study, in the sense of producing a clear picture between variables. In this case, researchers want to dig deeper into the phenomenon of YouTubers as a job in the modern era in the people of Meranti Village.

#### **Research Location**

In this study, the author chose the location of the study in Meranti Village, Asahan Regency, North Sumatra. The choice of this location is based on Meranti Village which is still considered a village but many of the people have used existing technology to become a new job in the current era, the focus of this research focuses on the people of Meranti Village who have become YouTubers and have earned income from it.

#### **Unit Analysis**

Unit Analysis is things that are taken into account as the subject of research of all elements that are the focus of research (Bungin, 2007). The unit of analysis and object of study in this study is the Meranti Village Youtuber who has earned income from YouTube.

#### **Informant**

Informants are subjects who understand the information of the object of research as actors and others who understand the object of research (Bungin, 2007). In this study to determine informants, purposive sampling techniques will be used, namely selecting informants who match the criteria in a population with the following criteria:

1. A YouTuber

2. Have income from the youtube channel they have
3. Making youtube the main job
4. Minimum income IDR 1,300,000

### Primary Data Collection Techniques

Data collection techniques in research using qualitative research consist of observation, interviews, and documentation.

### Secondary Data Collection Techniques

In collecting data using secondary techniques, researchers will use literature study methods in the form of journals, books, scientific writings, and theses in accordance with the research theme that will help the author complete the information collected in the primary data.

## 4. RESULT AND DISCUSSION

From the explanation of the informant in the thesis, it can be seen why the people of Meranti Village prefer to become a Youtuber rather than having to work in existing public jobs and their answer is to fleksibelan to become a YouTuber and become a YouTuber is a job that can be done by anyone as long as they have an interest in starting it.

Table 1. Matrisk Research Results of YouTuber Phenomenon as Jobs in the Modern Era in Meranti Village

NUM	Research Reference	Conclusion
1.	The Early Introduction Process of Meranti Village People to Become Youtubers	For the people of Meranti Village themselves, becoming a YouTuber came from Beny and he began to invite other friends to become YouTubers.
2.	The Motives of the People of Meranti Village to Become a YouTuber	The villagers prefer to become a YouTuber because they find it difficult to get a job and the lack of salary obtained from the job so they excuse the profession of becoming a YouTuber.
3.	The existence of YouTubers in the lives of the people of Meranti Village	They feel happy about having YouTubers in their village because they can be an introduction to their village and become an existing progress
4	The image built from being a youtuber	Many of the villagers feel proud and happy about the YouTubers in their village because doing so will build the existing community to continue to progress and change their lives

Social media and the environment have a big influence on becoming a YouTuber because with the existence of individuals who start to become a YouTuber, many people who want to participate and try to become a YouTuber to change them for the better in economic and social factors, being a YouTuber is also a reference because work is flexible and easy to do just by having a smartphone, Internet package and YouTube account to get started.

Table 2. The Trend of Being a Youtuber in Meranti Village

NUM	Research Reference	Conclusion
1.	The daily life of a Youtuber	Many YouTubers do the work of being a Youtuber casually because they are the ones who determine how their work will start and there does not have to be a specific time and special things that they need to prepare

The presence of YouTubers in Meranti Village is a pride that exists in the Village community because it is a reference for new work that can be tried by all people in Meranti Village and this is also a lot of people from villagers who initially did not have a job to start becoming a Youtuber to earn income from it and because of this many of them initially worked in public jobs We know that it is a profession to be a Youtuber.

Table 3. Meranti Village People's Interest in Becoming YouTubers

NUM	Research Reference	Conclusion
1.	Inhibiting factors of becoming a Youtuber	The growing interest in becoming a Youtuber in Meranti Village is a good progress, but there are several inhibiting factors for some people who cannot become a Youtuber due to minimal knowledge
2.	Become a Youtuber because of knowledge	Many of the teenagers who understand the existing technology they are starting to use it to their advantage, for example, by becoming a Youtuber they can earn a fairly sufficient income with a relaxed or flexible job
3.	Not making Youtuber the main job	Some of the YouTubers in Meranti Village do not make YouTubers as their main job but as a side job that is done whenever they want, different from other YouTubers.

## 5. CONCLUSION

Based on research that has been conducted by researchers, it can be concluded that there are various factors that influence the interest of YouTubers Meranti Village to make YouTube a job in the modern era. is because the job of being a Youtuber becomes a fleksibel job and has rules that are only made by the creator of the channel so that many of them want to make YouTube as their main job and from YouTube itself can make a decent income from them making YouTube videos and evaporating them on their channel. And for subscribers and the number of viewers affects the salary of YouTubers. This conclusion is obtained from the results of researchers who show that the income of being a Youtuber is indeed very influential for their lives, and it depends on the number of subscribers and viewers on each video they upload.

Researchers also looked at how becoming a YouTuber can change their economic and social status which initially the income they earned only ranged from 1 to 2 million now can be more than that but it does not escape also from their patience and struggle to be able to achieve or earn as much income as they are now.

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