



Modern Community Capital Social (Case Study on Increasing the Popularity of Millennial Youtubers in Makassar City)

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Abstract

YouTube has become an internet media that is in demand by various audiences around the world. Youtuber is a new job that is synonymous with Millennials in this 4.0 industrial era. This study aims to determine the use of social capital trust by youtubers in increasing popularity, as well as to determine the use of social capital linking youtubers in increasing popularity. This study uses a qualitative approach, with informants namely millennial youtubers who live in the city of Makassar. Data collection techniques through observation, interviews and documentation, with data analysis techniques using: data reduction, data presentation and drawing conclusions and verification. The results of the study show that trust social capital is widely used by youtubers to increase their popularity, in this case increasing the number of subscribers and viewers on their youtube channel. Many YouTubers use social capital linking or networks to increase the number of subscribers and viewers. The social capital of the network used is by utilizing the friendship and community of YouTubers in the process of designing content, taking videos, editing to uploading videos and socializing YouTube channels in order to minimize the cost of managing YouTube channels for YouTubers.

Keywords: Social Capital, Trus, Network, Popularity.

1. Introduction

Developments that occur globally make people are required to be able to compete in order to show their existence. One of the global developments that is fast and has quite an impact on the pattern of people's lives is the development in the field of technology and information. The phenomenon of this development is characterized by information that is so quickly obtained and distributed that it can even reach various parts of the world. In addition, the use of gadgets and an easily accessible internet connection makes people in this modern era want all matters to be resolved quickly. The development of technology and information is quite rapid , it can be said that one of the targeted generations is those born around the 1980s - 2000s or commonly referred to as the millennial generation. Millennials are a *cohort* term in demographics which means followers or groups. Ali and Purwadi (2017) argue that currently there are four large *cohorts* in demographics, namely *Baby Boomers* (born 1946- 1964) ,Gen X (born 1965-1980), Millennials (born 1981- 2000), and Gen-Z (born 2001-present). The results of research released by the *Pew Research Center* clearly explain the characteristics of the Millennial generation compared to previous generations. One of

the striking characteristics of the Millennial generation compared to previous generations is the use of technology and pop culture or music. Millennials cannot be separated from technology, especially the internet and entertainment, because it has become a basic need for them. It is undeniable, the majority of internet users are the millennial generation because they were born when internet technology was becoming known. A survey conducted by the IDN Research Institute in collaboration with the Alvira Research Center in 12 major cities in Indonesia entitled Indonesia Millennial Report 2019 shows that 94.4% of Indonesian millennials have been connected to the internet, even most of them have experienced addiction and even dependence on the internet. The existence of the internet is considered to be very important when in its development social media also comes with various forms and functions. The facilities offered by social media also attract a lot of attention from mankind. This makes some social media to be superior with the number of users on a regular basis.

From some of the social media above, which is of particular concern in terms of facilities and functions is Youtube. Youtube is one of the easiest means to appreciate talents and interests. Only with an internet network and a device or camera as a recording device, the video is ready to be launched and enjoyed by *viewers*. The phenomenon that has occurred recently is where a lot of people, both individuals and groups, have become "*youtubers*". This also happened in Makassar City. Makassar City is one of the most important cities in economic development in Indonesia. The city continues to show very progressive growth from various sectors, the stretch of economic activity is felt. In addition to the conducive condition of the Government system, strategic position, as well as the growth of various varied economies and tourist attractions as well as infrastructure support that continues to be developed. For millennial youth in the city of Makassar, one of the fun jobs and can also be used as a source of creative economy is to become a *YouTuber*. This *social capital* can be seen from the main elements contained in it. Basic elements of social capital are, among others: participation in the network, *reciprocity* (reciprocity or exchange of kindness), *trust* (confidence or trust), social norms, values, and proactive measures. If it is associated with *youtubers*, it can be said that social capital has an important role in supporting its popularity. Starting from the network of friends they have, mutual trust that is built between *YouTubers* (content creators) and *subscribers* or *viewers* (content lovers) and often there is a fairly close bond between *YouTubers* and their followers. The focus of the problem in this research is how to elaborate on the use of *trust* social capital and the use of social capital *linking* YouTubers in increasing popularity.

2. Metods

This study uses a qualitative approach with a case study method. The case that will be observed in this study is about how youtubers in Makassar city utilize social capital, especially social capital *trust* and *linking*, in increasing their popularity. John W. Creswell defines qualitative research as a method used to elaborate and understand the meaning ascribed to social or humanitarian problems.

The qualitative research process according to Creswell involves important efforts, which include asking questions and procedures, collecting specific data from the research subject, analyzing data inductively from specific themes to general

themes, and interpreting the meaning of the data. The final report of this research has a flexible structure or framework. The research conducted qualitatively is a research perspective that is inductive style, focuses on individual meaning, and translates the complexity of a problem (Creswell, 2010). This qualitative research aims to explore as much information as possible about the social capital of YouTubers in increasing their popularity. Where the indicator of its popularity is the number of YouTube subscribers and viewers. This research also uses a case study approach. According to Usman and Purnomo (2011) case research or *case study* intends to study intensively about the background of the current situation and social interactions, individuals, groups, institutions and society.

Creswell argues that a case study is an in-depth exploration of an activity, event, process or individual based on extensive data collection. Case studies are divided into three types, namely historical case studies, observational case studies and biographical case studies. In this study, the observation case study approach is used, namely the study prioritizes observation and participation as a data collection technique, meaning that the observed data are current data. For this reason, researchers must participate in the activities observed (Indrawan and Yuniawati, 2014). This research was conducted in Makassar City, South Sulawesi Province. The research location was chosen with the consideration that Makassar City is one of the meeting cities for many Millennial generations. Starting from those whose goal is to continue their education, to some who go to Makassar City in the hope of getting a job. In this study, the research informants are millennial youtubers who live in the city of Makassar.

Furthermore, the researcher can then determine the research informants who are the sources for the benefit of obtaining information, using *purposive sampling* informant withdrawal *techniques*. Informant withdrawal technique using *purposive sampling* was chosen because this technique selects informants with various assessments and certain considerations according to the needs of the researcher so that they are considered worthy of being informants. The criteria that the researchers determined were: Have a youtube account and have uploaded videos on youtube, Millennial generation, born in the 1980s –2000s, Domiciled in the city of Makassar, Have a minimum number of subscribers of 1000 subscribers and Have a youtube video that has been watched by 1500 *viewers*. The sources of data from this study are: Primary Data, namely the results of observations and interviews with informants, as well as documentation. This data is obtained directly during research and is used as the main data in writing research results. Then secondary data to assist in the preparation of research results are references used in writing both in the form of books, journals, and articles. The data collection techniques used in this study were: Observations or observations were made on the object or subject of research, not only at the beginning of the study but also during the research. According to Poerwandari (1998), observation is an action taken that leads to accurate observations in order to find and record phenomena that are considered important, and consider the interrelationships between aspects of the phenomenon.

Observation in qualitative research according to Poewandari is a natural context (Gunawan, 2014). The researchers observed were about the YouTube content, the number of *subscribers* and the number of *viewers* from potential informants. There are several ways that researchers did in this observation, such as opening the *youtube*

channel of prospective informants and observing the number of *viewers, comments, likes* and *subscribers*. In addition, researchers are also looking for more comprehensive information on the links *Socialblade.Com* or *Noxinfluencer.com* and other related sites. Then the depth Interviews conducted directly, this is done to obtain the views, attitudes and mindset of informants about issues that investigation. In general, the aspects contained in the interviews that the researchers conducted were about the reasons for the informants choosing to become youtubers and how the informants used social capital, especially social capital *trust* and *linking* in increasing their popularity.

3. Result and Discussion

Informants interviewed in this study amounted to 4 people with various numbers of *subscribers*. Informants were selected by *purposive sampling* and used in-depth interview data collection methods with the aim of providing information about the focus of the research.

Name	Age (Years)	Youtube Channel	amount Subscriber (researcher's last review)	Content
Irwan	± 21	Irwan Revan	.58 thousand	Music
Nurasint a	±26	Queenza 12	2.2 thousand	Collab, Business: DIY
Ardin Yahya	± 24	Ardi n Yahya	.44 thousand	Adventures: expedition, camping, etc
Irwan Miuri	± 27	Studio Sky	.65 thousand	Sports

Source: Researcher Data, 2021

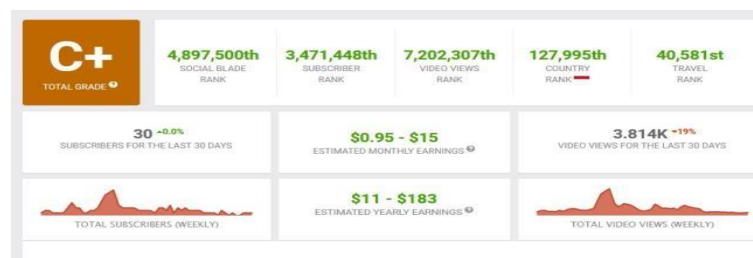
Based on the data on on the characteristics of the informants, it is known that the YouTuber ranking based on the YouTube content for Irwan is known Based on the observation that YouTuber named *channel* irwan R evan be at *grade C +* according *socialblade.com*, where the ratings are seen by YouTuber content, the number of people who viewed the content, the number of followers even to the youtuber rank comes in place. So according to *socialblade.com* Irwan *Revan* is ranked C +.

Then for YouTubers with the channel name Quenzaa 12, the position and rating can be seen as follows:

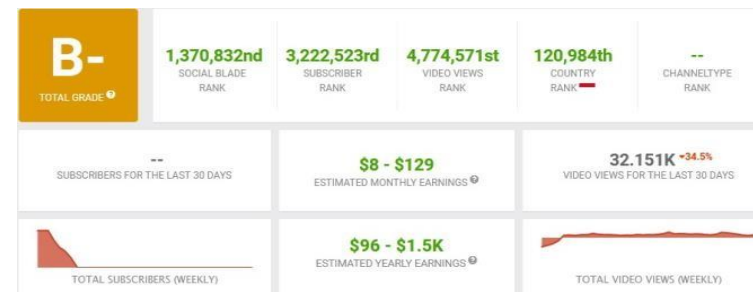




The results of the research carried out show that thanks to the content that is served, such as making crafts, whether he does it himself or involves his students making Nurasinta or whose *channel* name QUEENZA12 is in *grade* B- based on *socialblade.com*, the 26-year-old youtuber started YouTube in December 17, 2014 until now and has had. 42.2 thousand *subscribers* and *uploaded* 65 videos.



While the third YouTuber with the name Ardin Yahya's youtube *channel*, is ranked C. *Travel* or *adventure* is the content presented by Ardin Yahya's youtube *channel*, traveling alone or *solo hiking* in several mountains in Sulawesi and providing education on his journey. Making this 24-year-old youtuber rank C+ based on *socialblade.com*, starting YouTube on March 17, 2012 Ardin Yahya already has 2.44 thousand *subscribers*.



Studio Langit is a *channel* that contains content about sports and has *uploaded* 102 videos with a *subscriber* count of 2.65 thousand, the youtube account formed on December 26, 2019 is ranked B- based on *socialblade.com*. In addition, *socialblade.com* also publishes data on the number of *subscribers*, *viewers* and income as seen from the activities of the last 30 days when this data was loaded. The following is Studio Langit's activity and income data according to *socialblade.com*

Based on the comparison data above between Ardin Yahya, Studio Langit and Irwan Revan. It can be concluded that the highest number of *subscribers* was obtained by Irwan revan with a total of 4,580 which is quite a significant difference with the two competitors being compared, but in terms of the number of *viewers*, Studio *Langit* got.

Both the number of *subscribers* and *viewers* will greatly affect the income that YouTubers will get. While in another comparison between Queenza12, Studio Langit and Irwan Revan. The highest number of *subscribers* was obtained by Queenza12 with a total of 42,200 which is quite a difference when compared to the other two youtubers.

On the other hand, Queenza12 also got the same thing as seen from the number of *viewers* who have watched the content he created and amounted to 3,441,017 .

a. Discussions

Utilization of trust social capital of youtubers in increasing popularity, Trust can encourage someone to work together with others to bring up productive joint activities or actions. Fukuyama (2010), mentions *trust* as expectations for regularity, honesty, cooperative behavior that arise from within a community based on the norms shared by members of those communities. In terms of economics, *trust is* quite useful because it can be relied on to reduce costs , this is because *trust* creates a person's willingness to place group interests above individual interests. The existence of *high- trust* will create a strong solidarity that is able to make each individual willing to follow the rules, thus helping to strengthen the sense of togetherness. *Trust is* also quite useful for youtubers, especially in the early stages of building their youtube channel. Trust is able to facilitate youtubers to work together and help each other. Mutual trust in others in a community has more hope to be able to participate in solving problems that occur. One of the informants who utilizes *trust* social capital in increasing their capabilities in the youtube world, which leads to increasing popularity is Nurasinta. The content from the Nurasinta youtube channel is about handicrafts and about the use of used goods. When she started her YouTube channel, Nurasinta didn't really understand how to manage YouTube properly so she could increase her subscribers and viewers. Therefore, Nurasinta wants to learn directly from senior YouTubers in Makassar. until finally Nurasinta was trusted to join the *WhatsApp* group for Makassar YouTubers. From that group, Nurasinta learned a lot about YouTube. Social capital linking (network) of youtubers in increasing popularity, networking or *linking* in social relations will usually be colored by a distinctive *typology* in line with the characteristics and orientation of the group. Social groups are usually formed traditionally on the basis of the similarity of hereditary lines (*repeated social experiences*) and the similarity of beliefs on the dimensions of needs (*religious beliefs*) tend to have high cohesiveness, but the range of network and *trust* that is built is very narrow. Instead the group is built on an equal basis and goal orientation as well as the characteristics of the organization's management that is more modern, would have a level of participation of the members better and has a network range that is more extensive. It it can be applied in a group or community of youtuber in Makassar, where they have the same goal of providing video-video that entertains and is also beneficial for the community. From the results of research that has been done, it is not uncommon for youtubers to use network social capital as an effort to develop or increase their popularity, in this case increasing the number of *subscribers* and *viewers* . One of the informants who interviewed researchers admitted that he didn't need a lot of financial capital to become a YouTuber, only with a cellphone camera. He could make videos to *upload* to his YouTube channel. which has an important role in the process of developing a youtube *channel* is a network for example friendship.

The network and its function towards the achievement of a goal cannot be separated from trust. Through the network people know each other, inform each other, remind each other, help each other in implementing or overcoming a problem. Networks are a source of knowledge that is the main basis for strategic trust formation. The most powerful medium for opening a network is socializing in a general sense by

opening up through print or electronic media in a limited sense such as association. Nursinta also uses social network capital in an effort to increase her popularity. Nurasinta is a teacher at an elementary school. According to him, he can use his profession to create content. So once he invited his students to be involved in his videos, of course the video content was about handicrafts. The decision to involve students in content must have been through careful consideration, because according to Nurasinta no one is harmed, in fact she can do two things at the same time, namely creating content and staying in the corridor of educating her students to be more creative. For YouTubers, the benchmark of their popularity can be seen from the number of *subscribers* and *viewers*. *Subscribers* are followers of youtubers who subscribe to the channel of a youtuber who presents their content. In youtube, there are several levels of facilities or awards that youtubers can get if they reach certain points from the number of *subscribers* determined by youtube.

If a channel reached 100 *subscribers*, the channel gets a facility *custom URL* on youtube with the name that they want to be the audience of the channel YouTubers more easily find *Channel YouTubers* do it. If a *channel* successfully mencapai 100.000 *subscriber*, then youtube will give an official award sent directly from the central office of plaque google *silver play button*. If a channel manages to reach 1,000,000 *subscribers*, YouTube will give an official award a *golden play button* plaque. The more *subscribers* to a channel, the greater the rewards and facilities provided by YouTube. *View* is one of the segments that becomes the next center of attention of a *youtubers*. In addition to the existence of a video that will be trending because of a *view*, this segment also affects the calculation of the income that *YouTubers* will receive from Google. In the *view* there is a calculation of the number of *views* and there is a calculation of how many minutes someone sees a video from a *channel*. This makes *youtubers* have a strategy in developing their youtube *channel*.

4. Conclusions

From the results of the study, several conclusions were drawn that *trust* social capital is widely used by youtubers to increase their popularity, in this case increasing the number of *subscribers* and *viewers* on their youtube channel. The social capital of *trust* that is used is to maximize the performance of the youtuber displaying the videos and watched the quality of contents are generated for the *subscriber*, *viewers* and their friends who participated engaged in the development *channel* its YouTube does not feel betrayed the trust that has been given to these YouTubers. In addition to *trust* social capital, YouTubers also take advantage of social *linking* or network capital to increase the number of *subscribers* and *viewers*. The social capital of the network used is by utilizing the friendship and community of YouTubers in the process of designing content, taking videos, editing to uploading videos and socializing YouTube *channels* in order to minimize the cost of managing YouTube channels for YouTubers. Therefore, it is recommended that Youtubers: maximize each video content that is displayed both in terms of video quality, interesting and educational viewing. So that the performances on the trust that have been given can be achieved which leads to popularity. Local Government Agencies: Provide space for work, facilitate access to information for YouTubers so that they can create works that can contribute not only to the region but

also to build popularity in a wider area. Makassar society: Over appreciate works of youtuber Makassar with a way to *subscribe to channel* its YouTube and watch the videos that they *upload* to broaden the content preferred by the public, but it is expected that other researchers to do research that is more deeply related to social capital the youtuber .

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