

Establishing An Identity Through Youtube

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Abstract: Youtube is one of the most influential social media in Indonesia. By watching YouTube, someone can find his or her identity, and know about what he or she likes to watch. The purpose of this study was to explain the influence of youtube social media in shaping the identity of Jakarta State University (UNJ) communication science students. The theory used in this study was identity theory. This research uses quantitative methods. The population in this study were students of the social sciences faculty, with a sample of 40 respondents from the UNJ communication science student. The results of this study indicate that the average respondent agrees that youtube can influence respondents in establishing self-identity through video content provided by youtube.

Keywords: *Youtube, Social Media, Identity*

Introduction

The growth of information and communication technology has evolved along with the development of the way individuals interact with other individuals. The presence of the internet today, becoming a digital platform for its users, to create a new cultural space. The use of the internet on the one hand, facilitates a variety of human activities. Various access to information, including entertainment-related information from around the world, can be searched through the internet. With the internet, its users can penetrate the dimension of life of users, in terms of time and space, and can be accessed by anyone, anytime, and anywhere.

The existence of a new cultural space created along with the presence of the internet, making a cultural shift. The shift was felt once in Indonesia, where people used to live a culture using traditional media, now over time, transformed into living a culture with digital media.

The large use of social media in the community, also affects the way people communicate with each other. Communication is conducted by a person with others by mediating computers and other electronic instruments, otherwise known as Computer-Mediated Communication (CMC) The use of Facebook, Twitter, Google Plus, and other social networking sites becomes a way for people to communicate, meet new people, and express themselves. Facebook, for example, with its tagline Facebook helps you connect and share with the people in your life, providing a facility for someone to share their daily experiences, chat with friends, upload photos, and play online games. According to Usita (2010), interactions in cyberspace form an identity within a person. Furthermore, he argues that if a person's experience and relationships have an impact on one's identity, then the interactions that occur in cyberspace also have an impact on the individual. In line with Usita's findings, from the descriptions in the previous paragraph, there is a tendency for someone who uses social media to shape their identity in cyberspace.

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The use of social media can encourage a person to establish his or her identity in cyberspace. In other words, one's self-identity is negotiable. Facebook, for example, forms a space for its users to reshape their identity. Ellis in Benage (2011) found that Facebook is a personal and social identity created by the communication process. This means that, in fact, every interaction and communication conducted on social media is an expression of one aspect of the identity of the people who are interacting.

Unlike the research that has been done by other scientists before, in this study, will focus on other social media that is youtube. Youtube is a video sharing social networking site that gives its users the opportunity to watch streaming videos of various genres in one container namely youtube.

Youtube is one of the most influential social media in Indonesia. Youtube is one of the social media platforms that is a site for sharing videos. On youtube social media, its users share content about various things. The content that is shared, ranging from science to things that are not very important. Youtube is now the most popular medium for downloading or uploading videos. Youtube users can load, watch and share video clips for free. Generally, video clips on Youtube contain music clips, event reports, news, movies, TV, to the narrative of academic activities, which is a video made or edited from its own users almost every day there are many videos that recommend youtube content on the YouTube site.

Google Indonesia also noted, since 2014 when content on youtube began to boom, there has been an increase of up to 600% of videos uploaded to YouTube. Youtube content can come from a variety of genres, ranging from comedy, music, gaming, entertainment, how to & style, daily life and so on. This can be seen from the increasing number of youtube subscribers which can reach the number of hundreds to millions of viewers. The youtube content creators who create the above content. Reported from REPUBLIKA.CO.ID, Wojcicki, said that Youtube now has 1.8 billion registered users, or users who simply log in every month. This number is not included for users who watch videos without signing up for an account. Based on these numbers, we can read that youtube becomes a social media platform that is liked by many people. This is because, in streaming video content provided by youtube, a lot of content contained in youtube, which can provide features in the form of subscribe. The subscribe feature is where users can subscribe with youtube creator content. With the subscribe feature, users can continue to be able to find out the latest updates of the videos uploaded by the youtube creator content. With the subscription feature, youtube users can see and subscribe to what they just like.

Youtube also helps users in determining their favorite videos as reported from kumparan.com, said youtube create a tab of recommendations that bring pentonton leads to new songs that are liked by the audience When watching a video on YouTube, a series of recommended videos on youtube continues to update the content that users like this because the recommendations are related to the video that the user watches and usually according to what the user likes. YouTube uses a machine learning system so that recommended videos are relevant to viewers. an artificial intelligence division called Google Brain is the way behind how youtube can lead its users to view recommended videos on YouTube. The division, which has been in use since 2015, uses a technique known as unattended learning, where its algorithms can find connections between different inputs that software engineers can never guess. That why recommended videos that come out on YouTube aren't always the same and fickle, but they're still relevant to the user's habits.

As reported by kumparan.com, YouTube reveals, more than 70 percent of watch time on YouTube results from automated recommendations. The video streaming platform daily recommends 200 million videos on the homepage for billions of times in 76 languages. Therefore, over the last 3 years the viewing time of videos found on the YouTube homepage has grown up to 20-fold. 2012 was an important moment for YouTube, when they changed the

algorithm to focus more on watch time than views. More than 60 percent of YouTube users now use their phone or tablet as a means of watching their favorite videos. In the future, YouTube wants its users to spend more time on YouTube and wants to ensure user satisfaction with the time spent. According to the news excerpt, youtube in such a way design the platform to be comfortable by users, users also respond very freely choose the video that they like according to the user's personal identity, cyclically youtube leads the user to determine the video that is liked by the user. This makes youtube into a social media that can determine one's identity.

In this study researchers want to find out, how the phenomenon of youtube makes its users become heavily affected in pecking at their identity. In addition, this study also wants to find out, how in youtube users search for themselves what they want to watch and like, which over time they can find what they like and can find their identity. This research wants to find answers related to the formation of one's identity through social media youtube. Based on the above exposure, the purpose of this study is to know the process of establishing one's identity through youtube social media.

Literature Review

Identity is important in a society with many members. Identity creates an image of a person through; physical appearance, racial characteristics, skin color, language used, self-assessment, and other perception factors, all of which are used in constructing cultural identity. According to Klap in Primada Qurrota A (2016), Identity includes everything in a person who can express legitimately and reliably about himself, his status, name, personality, and past.

Social Identity Theory (SIT) according to Tajfel & Turner in Primada Qurrota A (2015:3) aims that the individual has a concept on himself in socializing and identifying himself. Personal identity sees that an individual is a unique being, has a culture, lives in a group, and social identity refers to knowledge in members of a cultural group and communicates with other cultures. The characteristics of individuals affected by collectivistic in individual communication are three. First, Personality Orientations, describes how personal orientation relates to or communicates with others. Second, Individual Values, are personality values owned by individuals in maintaining and maintaining one's confidence when communicating. The third, Self Constructuals, describes how an individual expresses himself when communicating with another individual.

In Inter-Cultural Communication, according to Nasrullah (2012:126), there are two conditions that can describe how individuals exist and their consequences in interacting on the internet. First, to connect in the cyberspace everyone has to log in to open access to email, social networking sites, or other web pages. When going through the procedure, individuals get their own individualised place where each individual gets a special length of time that can only be accessed by that individual. Second, entering a virtual world sometimes involves openness in self-identity while directing how the individual identifies or constructs himself or herself in the virtual world.

Identity can be identified through physical appearance, racial characteristics, skin color, language used, self-assessment, and other perception factors, all of which can be used to construct cultural identity. Identity according to Berger in Swing (2015: 3), includes everything in a person that can be legitimately stated, and can be trusted about himself, such as his status, name, personality, and past.

According to Marcia in Faridatunnisa (2010: 90), everyone has three schemes about him. The first is actual self, which is how one sees himself now. Second is the ideal self, which is how one wants to be. And third is ought self, which is how a person thinks how he or she should be. These three self-perceptions will result in a person having a gap with his real self. However, no one else, nor oneself, recognizes oneself, as accurately as the Creator knows.

Nevertheless, man has a desire to change and grow, so that man needs to recognize who he is and develop himself according to the potential that the creator has given him.

Gudykunst in Faridatunnisa (2010: 3), states that identity is important in a cultural communication. The concept of identity can also be seen from the cultural aspect that is defined as emotionally significant, which makes a person attached to something, which distinguishes himself from others, making it easier to be known.

Research Methods

This research uses descriptive quantitative research method with survey format. This quantitative research using descriptive format has the purpose to explain, give a summary of various situations or variables. The descriptive format of a survey makes it possible to generalize a particular variable with a larger population. The survey also allows researchers to create studies with very large populations. This very large population allows researchers to use samples to make it easier for researchers. In our research, the population is all students of the faculty of social sciences while the sample is 40 students of communication sciences.

Our research location is at the Faculty of Social Sciences, State University of Jakarta. Quantitative research process is a systematic sequence of the following activities: (1). Conducting exploration, formulating, determining the problem to be researched, (2). Creating research model design and making research parameters, (3). Making the design of research data collection instruments, (4). Collecting research data, (5). Processing and analyzing research data results, (6). Making the design of research report results.

Primary data is data obtained directly from the first data source or research object. Meanwhile, secondary data is data obtained from the second source of the required data. This secondary data is classified into two, namely internal data and external data. Internal data is written data contained in a secondary data source. Meanwhile, external data is data obtained from outside sources. This secondary data is expected to help complete the expected data (Putra and Safitri, 2019).

According to Putra and Safitri (2019), the method of data collection in this study using questionnaire method. Questionnaire method or better known as questionnaire is a list of statements that are organized systematically, which is then given to respondents to fill out, and then returned to researchers. Generally, this questionnaire consists of a preliminary section that contains instructions for filling out the questionnaire, then an identity section containing the identity of the respondent such as: name, address, age, occupation, and so on. Next is the content of the questionnaire. From this form of content, questionnaires are distinguished into several forms, such as: (1) Direct open questionnaires, (2) Indirect polls closed, (3) indirect polls open.

The study used an interval or ratio scale, therefore the size of the central tendency used was mean. The application of this central tendency is due to this research using an interval scale. There are two variables in this study, the first variable is the influence of Youtube social media and the second variable is the process of identity formation. The variables in this study have three dimensions namely self-identity, symbolic interaction and media ecology. The first dimension, self-identity is the dimension of the first variable that is the influence of Youtube social media. The second and third dimensions of symbolic interaction and media ecology are the dimensions of the second variable is the process of self-identity formation. In each of these dimensions there are derivatives referred to as indicators. The dimension of identity formation has four indicators, namely forming identity, identity formation process, self-concept and determining identity. In the dimension of symbolic interaction has one indicator that is interaction. And in the ecological dimension of media has three indicators that the media affects something, the media influences identity and the media influences perception.

Findings & Discussion

In this study, the center of attention of researchers is how youtube social media can influence one's identity through the content provided by youtube and the features provided by youtube social media and explain that Youtube social media makes you affected in deciding something. The following is an exposure table of results per indicator of the process of self-identity formation through social media youtube with the aim of understanding the process of self-identity formation through social media:

Table 1.
Mean Per Indicator

NO	INDICATOR	Mean
1	Establishing an identity	2,85
2	The Process of Forming an Identity	2,7
3	Self-concept	2,55
4	Symbolic interactions	2,45
5	Social media affects	2,62
6	Social media influence identity	2,55
7	Social media influences perception	2,65

Based on the table above, it can be known that the highest mean is found in the first indicator that is forming an identity. With youtube social media, respondents form their identity because of the ability of respondents in speaking symbols and acting, as well as responding to what results from youtube content they witness. From the youtube video, respondents will also empathize and take their role in the form of symbolic interactions.

Based on identity theory, respondents form their identity based on a social interaction network where youtube viewers give meaning to their own actions and the actions of others by using the same symbol.

The second highest dimension is an indicator of the process of identity formation, where the average respondent agrees that the process of identity formation of respondents can be influenced also by youtube social media. A respondent as an individual is a unique being, but he has a culture, and lives in a group. Based on social identity theory, youtube social media can form the knowledge of respondents within members of cultural groups, and the knowledge of communicating with other cultures. The characteristics of respondents in youtube social media are also influenced by collectivistic in the communication of respondents in the same viewers group. And the third highest is that respondents agree that social media youtube can influence them in doing something where it is a formation of one's identity. By watching youtube, a person feels he/she has found his identity, he knows about what he likes to watch. Based on the exposure of "self" and "identity", it can be concluded about the respondent's self-identity of recognition and feelings that are believed to be the personal identity of the individual derived from an awareness and continuity of self in recognizing and accepting personal peculiarities, roles, and commitments, so that the respondent behaves according to his needs.

The following is an exposure to the table of results per dimension of the process of self-identity formation through social media youtube with the aim of understanding the process of self-identity formation through social media:

Table 2.
Mean Per Dimension

NO	INDICATOR	Mean
1	Identity	2,7
2	Media Ecology	2,6
3	Social interaction	2,4

Based on the mean per dimension table above, it can be known that the highest mean value is in the first dimension namely Identity, while the second dimension is media ecology is in the second place and the dimension of social interaction is at the lowest level. The average respondent agreed that youtube can establish one's identity.

The result of the table above is the data processing of 7 statements, 7 indicators, 3 dimensions, and 40 respondents. Respondents in this study on average agreed that youtube social media can help to establish self-identity and this study shows respondents agree that youtube social media can help to interact sesame viewer in social media youtube respondents agree that the influence of social media youtube can affect the perception of respondents in doing something, and decide something where it can be concluded that youtube social media can influence perception and decide something where it makes the formation.

Conclusion and Summary

From the results of the table, it can also be the result that the presence of content impressions on YouTube is undeniably also has a positive impact, which is able to provide the latest information about various things in the surrounding environment, able to provide knowledge and increase the interest of viewers in determining the choice of favorite content. And also youtube viewers can further develop what is preferred and learn more new things information in youtube psychologically can determine the identity of pentonton in searching for favorite video content.

Youtube social media is a platform that can create the formation of a viewer's identity because viewers can choose a streaming video that matches their identity. Youtube will direct with the subscription feature, where the average of 40 respondents agree that youtube social media can shape their identity in the content contained in the youtube. The selection of the content to watch becomes a self-identity. Youtube social media can help to establish the identity of the respondent. Youtube social media can help respondents to interact sesame viewer in youtube social media. The influence of youtube social media can affect the respondent's perception in doing something and decide something from what they watch. Youtube social media can affect the perception of respondents.

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