
Analysis Of Audience Reception To Youtube Content One Percent-Indonesian Life School (In The Video *Susah Ngobrol Karena Pemalu? Cara Mengatasi Kecemasan Sosial*)

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Abstract

Social media serves as a communication tool tailored to users' needs and as a platform for disseminating health education messages to internet users. Satu Persen – Indonesian Life School utilizes its YouTube account to convey messages focusing on education and lessons not taught in schools. In this study, Stuart Hall's theory is employed to analyze how audiences respond to the educational messages from Satu Persen – Indonesian Life School in the contexts of dominant hegemonic position, negotiated position, and oppositional position. The research findings indicate that the audience consuming content from the Satu Persen – Indonesian Life School YouTube account in the video "Susah Ngobrol Karena Pemalu? Cara Mengatasi Kecemasan Sosial" have varied receptions. Seventeen informants interpret the message in a dominant hegemonic manner, one informant negotiates the position, while none interpret the message in an oppositional hegemonic position. Most informants respond positively to the content presented by the Satu Persen – Indonesian Life School YouTube account because they are able to adapt media messages to their culture, perspectives, and personal experiences. Overall, the informants align with the message conveyed by the Satu Persen – Indonesian Life School YouTube account, although they adjust one part of the message to fit their personal context. The informants, as audience members of the Satu Persen – Indonesian Life School YouTube account, perceive the figures appearing in the video as experts in the field of education, represented through the shared video content on YouTube.

Keywords: *Reception Analysis, Social Media, Social Anxiety*

INTRODUCTION

In 1994, the term "social media" first appeared in the Tokyo online media known as Matisse, during the early period of the internet that saw the development and launch of the first social media platforms. Since then, the number of social media platforms and their active users has seen a significant increase, making them one of the most vital applications in the context of the Internet (Aichner et al., 2021). In general, social media can be defined as a series of interactive applications on the internet that allow users to create, manage and share their own content, both individually and in the form of collaboration (Davis, 2015). This term refers to various digital platforms that facilitate users to display personal profiles, interact with others, and create, share, and comment on various types of digital content such as text, images, sound, and video (Döring, 2021). Facebook Instagram there are many different types of social media platforms that function differently, including Facebook, websites, Wikipedia, YouTube, and Instagram, each with a specific role tailored to the needs of its users. According to Aichner et al. (2021), social media is not only used to interact with previously known people, but also to initiate interaction with previously unknown people, interact with corporations as both consumers and information providers, as well as to promote products. In addition, social media also plays an important role in professional networking and the search for information related to job openings.

Hootsuite and we Are Social collect data about social media platforms that are widely used by Indonesians. Of Indonesia's total population of 268.2 million, about 150 million people actively use social media. Youtube is one of the favorite platforms among millennials. In terms of percentage, Youtube ranks first in terms of social media usage with 88%, active users

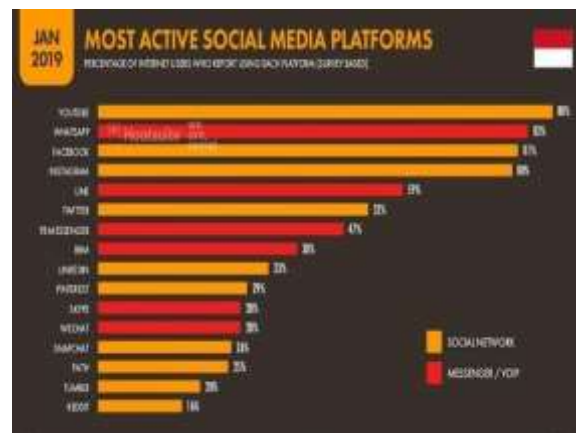


Figure 1. Most used social Media Platform in Indonesia Source: Hootsuite and We are Social, 2019

Furthermore, social media is also used to educate about mental health. Instagram facebookwith the increasing use of the internet and social media, information about mental health is increasingly being spread through various digital channels such as websites, applications, and social media platforms such as YouTube, Instagram, Facebook, Twitter, and TikTok. This shows that education on mental health can be delivered through a diverse range of social media.

According to the American Psychiatric Association, anxiety is an emotion characterized by feelings of tension, worry, and the presence of physical changes such as increased blood pressure, sweating, teeth grinding, dizziness, or rapid heartbeat, and generally these worries are repeated. One of the forms of anxiety that occurs today is social anxiety, which the American Psychiatric Association (2000) defines as a sustained fear of certain or more social situations, associated with shame, fear or anxiety that is not proportional to the threat at hand.

In general, social anxiety can negatively affect various aspects of an individual's life, including difficulties in work, disturbances in terms of Education, interpersonal relationships, as well as other activities (Antony & Swinson, 2008; Butler, 1999 in Suryaningrum, 2016). Discomfort when in social situations and interacting with others becomes difficult to overcome because it cannot be avoided continuously by the individual who experiences it. People with social anxiety often exhibit consistent thought patterns and behaviors in both in-person interactions and through digital platforms. They tend to experience high levels of anxiety, perform behaviors to reduce anxiety, have a lot of negative thinking, and often interpret situations negatively when interacting both in person and online (Carruthers et al., 2019).

One percent-Indonesian Life School is a life skills education media that teaches life lessons that are not taught in schools to achieve the ideal life that everyone deserves, which conveys related messages through the one percent – Indonesian Life School Youtube account. The information presented by this one percent focuses on basic life skills, personal finance, self-understanding, social relationships, productivity, career, and the meaning of life. This Youtube account was founded in January 2019 who had a simple dream, namely to disrupt the current education system. As our name is one percent, we also want to improve the knowledge of the people of Indonesia. YouTube account one percent-Indonesian Life School is one of the educational platforms that already has 3.12 million followers, and has 953 videos, the number of video viewers is 188,731,285 as of February 20, 2024. One unique feature of the one percent –

Indonesian Life School YouTube account is the use of colorful visualizations and informative, concise, and easy-to-understand content.

Several previous studies have investigated audience reception in various contexts. Winarti and Sarasati (2024) conducted a study on the audience reception of mental health campaign content delivered through the Instagram account @marshanda99 in adolescents. The results showed that audiences rated the content by dominantly correlating media messages with the benefits, viewpoints, and experiences felt by informants. In general, the mental health content on the @marshanda99 account is delivered with a positive purpose, benefit and value, and the content of the message is easy to understand and interesting, so it can contribute to the campaign from teenagers to adults. Kawiswara and Wenerda's (2022) research focuses on receiving Psikologid podcast messages as a learning medium for student mental health. Through interviews with eight informants, the study found that each informant interpreted the podcast message according to their different personal circumstances, showing variations in the meaning given to the message. Another study conducted by Ariestyani and Ramadhanty (2022) discusses the audience's reception to young people's sexual health content on the Instagram account @tabu.id by using Stuart Hall's decoding concept. The results showed that the majority of informants responded positively to the content because they were able to adapt the media message to their culture, point of view and experience. However, there are some messages that do not match the views of the audience.

RESEARCH METHODS

This study adopts a qualitative methodology that focuses on the observation of phenomena and in-depth into the essential meaning of the phenomena. Analysis and clarity in qualitative research are strongly influenced by the strength of the use of words and sentences. Thus, (Basri, 2014) concludes that qualitative research focuses on the process itself and how the results are understood. Qualitative approaches focus more on the human aspects, objects, and institutions, as well as the interactions between them, in an attempt to understand behavior, events, or phenomena (Mohamed, 2010).

The object of this research is one percent Youtube video content-Indonesian Life School entitled *Susah Ngobrol Karena Pemalu? Cara Mengatasi Kecemasan Sosial* uploaded on January 27, 2023 has 350 thousand more viewers with 16 thousand likes the data was taken February 20, 2024. For the purpose of this study, the researchers set the following criteria : one percent YouTube account followers-Indonesian Life School and have seen the video content entitled *Susah Ngobrol Karena Pemalu? Cara Mengatasi Kecemasan Sosial*, as well as who has ever felt social anxiety. The informants interviewed were 22-year-old Farhan Budiman, who had seen the content and experienced social anxiety. The second informant was 21-year-old Rega Fahrizal, who had seen the content and experienced anxiety. Furthermore, 20-year-old Aria Nurpediansyah, she has also seen the content and experienced social anxiety.

Researchers used one of the data analysis techniques by Miles & Huberman (quoted in Herdiansyah, 2011) which consists of four stages, namely data collection, data reduction, data display and conclusion. Data collection starts from looking for sources of data obtained through interviews and observations. In this study, researchers collected data through interviews from informants about the reception of one percent-Indonesian Life School through Youtube content entitled *Susah Ngobrol Karena Pemalu? Cara Mengatasi Kecemasan Sosial*.

The next stage, data reduction is a process of selection, separation, attention to simplification, abstraction and transformation of data emerging from records in the field. Data reduction is to summarize, select the main content, focus on important content, then look for

themes and patterns. Basically, it is the process of bringing together and combining all the data obtained into a single article for analysis. Then the next stage, the data display is to make it easier for researchers to see the whole study or certain parts of the study. The presentation of the data is done by describing the results of the data obtained from interviews with informants in the form of narrative texts, and supported by documents or photographs to draw conclusions. Furthermore, the conclusion is to verify the data continuously during the research process. The conclusion contains an overview of all types of research results based on interviews and observations. The last stage is the results of the data obtained by researchers categorizing the meaning that describes the position of the audience in interpreting the reception according to Stuart Hall, namely the hegemonic-dominant position (dominant hegemonic position), negotiating position (negotiated position), hegemonic-opposition position (oppositional hegemonic position).

RESULT AND DISCUSSION

The results showed variations in the way informants interpreted messages delivered by the YouTube account one percent – Indonesian Life School. The data of this study were collected through in-depth interviews focused on six aspects. It was found that there were 17 informants who interpreted the message in a dominant hegemonic manner, one informant in a negotiating position, while none of the informants interpreted the message in an opposition hegemonic position, as seen in the table below :

Fokus Pertanyaan	Informan 1	Informan 2	Informan 3
Pendapat informan mengenai awal mula mengetahui akun Youtube Satu Persen – Indonesian Life School	<i>Dominant</i>	<i>Dominant</i>	<i>Dominant</i>
Pendapat informan mengenai apakah informan menerapkan saran dari konten video Youtube Satu Persen – Indonesian Life School yang berjudul <i>Susah Ngobrol Karena Pemalu? Cara Mengatasi Kecemasan Sosial</i>	<i>Negotiated</i>	<i>Dominant</i>	<i>Dominant</i>
Pendapat informan mengenai efek setelah menonton konten video Youtube Satu Persen – Indonesian Life School yang berjudul <i>Susah Ngobrol Karena Pemalu? Cara Mengatasi Kecemasan Sosial</i>	<i>Dominant</i>	<i>Dominant</i>	<i>Dominant</i>
Pendapat informan mengenai akun Youtube Satu Persen – Indonesian Life School	<i>Dominant</i>	<i>Dominant</i>	<i>Dominant</i>
Pendapat informan mengenai apa yang membuat tertarik untuk menonton video konten dari akun Youtube Satu Persen – Indonesian Life School dengan akun Youtube lain	<i>Dominant</i>	<i>Dominant</i>	<i>Dominant</i>
Pendapat informan mengenai perbedaan akun Youtube Satu Persen – Indonesian Life School dengan akun Youtube lain	<i>Dominant</i>	<i>Dominant</i>	<i>Dominant</i>

Table 1. Decoding messages against one percent Youtube accounts – Indonesian Life School

Source: Refined Researchers

The first time knowing something new is one of the important things, because how the initial information received by consumers is entered into the consumer's own memory will affect how long the information will last. Researchers asked the beginning to know the Youtube account of one percent-Indonesian Life School. Here's what informants think about the beginning of knowing one percent Youtube accounts – Indonesian Life School : Informant 1: “My source of information about the one percent-Indonesian Life School initially came from my anxiety in

my daily life.” Informant 2: “I know because often passing in the timeline continue to be interested and so often watch until now.” Informant 3 “ ” at first I found out from my friend, after that watched myself and found out even more”

Researchers found answers from the first, second and third informants, each informant had a different way to find out at first, but social media became a way for informants to find out the Youtube one percent – Indonesian Life School.

Furthermore, if the needs of consumers can be met, consumers themselves will feel satisfied and get benefits. The researchers asked whether the informants applied the advice from the Youtube video content One Percent-Indonesian Life School entitled hard to chat because shy? How To Deal With Social Anxiety. Here's the informant's opinion: Informant 1 “ ” I watched and applied the video anyway, because it started from my anxiety at the beginning, for advice from the video I took the advice to learn to enrich myself by reading books about mental health and other books anyway.” Informant 2: “Wow, I watched the video and have applied the advice from the video above, I must be forced to be bolder to chat with other people forced to write continuously until it becomes normal to chat, there is a name for the technique but I forget.” Informant 3 “ ” I applied the video anyway, because I had these symptoms. The suggestion from the video is that I use extinction techniques, it's like for example I'm afraid to talk to other people but have to be forced to dare to talk to get used to it.”

Researchers have found answers from each informant, informant first apply the advice of the video by enriching themselves by learning, reading books about mental health. For the second and third informants apply suggestions using extinction techniques. Thus each informant has applied the advice from the video but with different suggestions. Then, the researchers asked the informants about the effects after they applied the suggestions from the Youtube video content of one percent-Indonesian Life School, entitled hard to chat because shy? How To Deal With Social Anxiety. Here are the responses from each informant :

Informant 1: “if for me personally it is quite useful and helpful in my own, social anxiety is reduced but it is still a little difficult to chat with other people who have never known at all, now the advice from the video is also less effective in me is about being forced to dare to chat with others, it may be effective in others but in me less effective.” Informant 2 “ ” actually, after I watched, understood and applied what I watched from the one percent – Indonesian Life School video, because the symptoms of social anxiety that I experienced were still at a small stage, it helped, so it was more comfortable to chat with people” Informant 3: “I think it's very influential anyway, the social anxiety that I experience may be at the secondary level, yes, I think until school I have to move to home schooling also because of the anxiety, it's quite improved because of the video and yes, see now I am interviewed also want to even though I just met you.”

Researchers found answers related to what effect the informants felt after applying the suggestions from a video from the one percent – Indonesian Life School. The first informant felt the effect of the change quite well after applying the advice to enrich themselves by studying and reading books about mental health, but there was one suggestion that was less effective. The second and third informants also felt a good effect after applying the suggestion using the extinction technique. Thus each informant got a good effect after applying the advice from the video, but the advice from the video was adjusted back to their personal circumstances.

Next, the researchers asked the informants what the informants think about the one percent-Indonesian Life School. Here are the answers from each informant : Informant 1 “ ” I think it's good that you can see the change before and after watching the video from one percent-Indonesian Life School although the change is that big, it still changes and can motivate people who watch it”. Informant 2 “ ” “”Hmm, it's good because it makes the viewers motivated, especially me and becomes a fun spectacle for me not to get bored, usually educational channels like to make the audience bored but this channel is not, there are many benefits to this channel”.

Informant 3 “ ” Okay in my opinion, the video is interesting, it helps me a lot and motivates me. The interesting side is because I see my pretty good perubahan after watching and the video is easy to understand and practice in everyday life.”

It can be concluded that the opinions of each informant agree that the Youtube Channel One Percent – Indonesian Life School shows a good direction to watch, provides interesting visuals, lots of knowledge that can be taken and can be easily understood for the audience.

After knowing the opinions of each informant, the researchers also asked the difference of one percent – Indonesian Life School with other Youtube accounts. Here are the responses from each informant : Informant 1 “ ” maybe from the way it can be easily understood by me and maybe others, especially young people” Informant 2 “ ” Actually I don't really know because I only watch a few educational videos besides this one percent, but if compared to others maybe from a simpler way of explaining on this channel, it's easy to understand” Informant 3 “ ” because looking at the way this channel presents the video, I think the person in this video is already an expert in their field”.

Each informant answered with almost the same answer, namely the difference with other Youtube accounts is from a simple, easy to understand and provide interesting visuals to watch and the people in the video are experts in explaining it.

And finally, the researchers also asked what made informants interested in watching videos from one percent – Indonesian Life School. Here are the responses from each informant : Informant 1 “ ” initially from unrest and then looking for social media Youtube looks interesting and applied also works very well on me”. Informant 2: “If I see it in the timeline of this channel as interesting, then I watch it myself and it is interesting and it is my problem at that time” Informant 3: “What is interesting is that I see my friend change after watching it, I also watch videos that I think are needed and yes quite motivated anyway”

The first informant was interested because initially there was unrest in him then looking for a Youtube solution and there was a video from one percent, the second informant Rega was interested because he saw the visual timeline was interesting to watch and the third informant Aria was interested because she saw a change in her theme attitude after watching and finally watched too. Thus, each informant was interested because there was a problem of social anxiety in each informant.

Discussion

1. Dominan Hegemonic Position

In this section, the researcher would like to describe the results of the study with the three informants who have problems with social anxiety related to how each informant gives meaning to the message conveyed by one percent – Indonesian Life School through its Youtube video content. The audience received the full message and interpreted the message as desired by one percent – Indonesian Life School as a Youtube channel in the field of Education.

After conducting the interview, the researcher got answers to the reception given by the audience about the benefits and advantages of one percent – Indonesian Life School as a Youtube account. The answers obtained by researchers from informants varied when they interpreted the message from one percent – Indonesian Life School through Youtube video content. The audience stated that the video content of the Youtube account was one percent-Indonesian Life School, entitled hard to chat because shy? How to overcome social anxiety is very useful after watching it, they feel some of their activities have changed for the better, changed improved from the problem of social anxiety and how to communicate informants. Here are the answers of the second and third informants leading to the dominant hegemonic position: Informant 2 “ ” actually, after I watched, understood and applied what I watched from the one percent – Indonesian Life School video, because the symptoms of social anxiety that I experienced were

still at a small stage, it helped, so it was more confident to chat with people”. Informant 3: “I think it's very influential anyway, the social anxiety that I experience may be at the secondary level, yes, I think until school I have to move to home schooling also because of the anxiety, it's quite improved because of the video and yes, see now I am interviewed also want to even though I just met you.”.

Thus, the second and third informants understood the content of the message and there was no rejection of the meaning of the message that was in accordance with what the sender of the message wanted to build, namely one percent – Indonesian Life School.



Figure 3. News One Percent – Indonesian Life School (Source : www.detik.com)

The positive meaning that appears is a form of dominant hegemonic position. According to the online news portal www.detik.com, on August 23, 2023, that one percent – Indonesian Life School is recommended for anyone who likes the topics covered include fundamental skills in everyday life, personal financial management, introspection, social interaction, efficiency and progress in work, and the search for meaning in life. Not only that, the videos are free to anyone.



Figure 4. Positive comments audience in YouTube account one percent-Indonesian Life School entitled Hard Chat because shy? How To Deal With Social Anxiety (Source: Youtube One Percent – Indonesian Life School)

A positive meaning reappeared, where the message that one percent wanted to convey-Indonesian Life School was perfectly absorbed by the informants. Another positive response was obtained through the comments column in the Youtube video in the form of satisfaction after

applying the advice from a video entitled hard to chat because shy? How to overcome social anxiety in from one percent – Indonesian Life School, besides that the audience who commented invited others to watch the video because they felt this video was very educational.



Figure 5. Views Of One Percent Youtube Video Titles – Indonesian Life School
(Source: Youtube One Percent – Indonesian Life School.

The uniqueness of one percent-Indonesian Life School is also shown by the visuals of the uploaded videos. According to informants one percent-Indonesian Life School has a simple character that is easy to understand. The informant felt that the person who explained in the video was an expert in his field. In terms of editing, thumbnails or initial images used, as well as titles that tetera make informants interested in watching it.

2. *Negotiated Position*

In this section, the researcher wants to explain if the reception captured by the informant is not always accepted and fully interpreted by the informant. In this case the informant understands the message that one percent – Indonesian Life School wants to convey as a messenger, the informant re-selects which ones are suitable not to be adapted to his personality. Here's the second informant's answer to the Negotiated Position : Informant 2: “if for me personally it is quite useful and helpful in my own, social anxiety is reduced but it is still a little difficult to chat with other people who have never known at all, well the advice from the video is also less effective in me is about being forced to dare to chat with others, it may be effective in others but in me less effective”.

The second Infoman said that she did not feel a good effect for all the advice in the video but there was also effective advice in the video and it was seen in her after applying the advice from the video from one percent – Indonesian Life School. The informant felt better because he had applied the advice to study and read mental health books, but did not match the advice from the video to use the extinction technique. Thus, the second informant re-selects what is suitable to be adapted to him, this shows that the second informant enters into a negotiated position.

3. *Oppositional Position*

In this position the informant interprets the message and then reshapes it into a different message. Each informant understands the meaning of the message conveyed by the sender, but does not reject the meaning of the message from the sender. Thus, each informant is not included in the oppositional position.

CONCLUSION

From the results of studies that have been presented by previous researchers, it can be seen how the meaning of reception by informants on Youtube account Video One Percent – Indonesian Life School entitled *Susah Ngobrol Karena Pemalu? Cara Mengatasi Kecemasan Sosial* uploaded on Youtube social media, each informant gave a positive reception to the content on the YouTube account of one percent – Indonesian Life School because each informant adjusted the media message to the personal experience of the informant. Overall, the informants agreed with the content submitted by the YouTube account one percent – Indonesian Life School.

After the presentation, the researchers concluded that the meaning of the message of one percent – Indonesian Life School by the audience in this study is dominated by the Hegemonic Dominant Position. Where the informant felt that one percent-Indonesian Life School as a Youtube channel that is an expert in the field of Education has been represented through Video videos that are shared through Youtube. Informants were satisfied with the video shared by one percent – Indonesian Life School because it was useful for informants and others. One informant leads to a negotiated position and no informant leads to an oppositional position, because each of them has no rejection in the content of the Youtube video one percent – Indonesian Life School by informants.

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