VIDEO "DOA UNTUK ORANG TUA" IN CHANNEL YOUTUBE (VIRTUAL ETHNOGRAPHY STUDY ABOUT VIDEO "DOA UNTUK ORANG TUA" ON CHANNEL YOUTUBE KASTARI ANIMATION OFFICIAL)

Rachmaniar, Ikhsan Fuady

Fakultas Ilmu Komunikasi,Universitas Padjadjaran
Jalan Raya Sumedang-Bandung Km. 21, Jatinangor 45363

E - m a i l : rachmaniar01@gmail.com

ABSTRACT

The purpose of this study was to analyze the response of netizens is related video "Doa untuk Orang Tua" on youtube channel Kastari Animation Official.
The method used in this research is qualitative method with virtual ethnography approach to analyze the existence video "Doa untuk Orang Tua" on youtube channel Kastari Animation Official. The main objects of this research is the video "Doa untuk Orang Tua" on youtube channel Kastari Animation Official. The technique of collecting data through participant observation and study of literature.

These results indicate that the response of netizens related the video "Doa untuk Orang Tua" on youtube channel Kastari Animation Official are: 1) many netizens who gave positive remarks concerning the video, 2) there are netizens who give negative comments concerning the video, and 3) there are netizens who express some request related to the uploaded video.

K E Y W O R D S : video, youtube, virtual ethnography

I N T R O D U C T I O N

In web kominfo.go.id mentioned that institutions e-Marketer market research revealed that the population of the country netizens reached 83.7 million people in 2014. This figure has meaning at least once a month every Indonesian

The 9th International Graduate Students and Scholars' Conference in Indonesia (IGSSCI)
SUSTAINING THE PLANET: A CALL FOR INTERDISCIPLINARY APPROACHES AND ENGAGEMENT

523

people access the Internet. eMarketer estimates that netter Indonesia will reach 112 million people by 2017.

The fact that one of them can be seen from the increasing number of YouTube viewers and a reduced number of television viewers.

Based on the results of research firm Mildward Brown is known that 30 percent of the population in Indonesia, 52 percent of them watch a video on the Internet - the behavior of smartphone owners in Indonesia, more watching video on the Internet than watching the show on television.

In tekno.kompas.com mentioned that Indonesia is now more people watch videos on the Internet than watching the show on television. It was revealed from the research firm Millward Brown about the behavior of smartphone owners in Indonesia. More specifically, 30 percent of the population in Indonesia, 52 percent of them watching videos on the Internet, one of YouTube, via smartphone, tablet, or laptop.

YouTube party itself states that the number of viewers they are now much more than TV viewers.

In teknologi.metrotvnews.com mentioned that YouTube party claimed that Interpublic Group, one of the biggest advertisers in the world, plans to transfer funds of $ 250 million on advertising for television into an ad for YouTube.

This fact implies that the existence of YouTube becomes the media chosen by audiences. Not surprisingly if netizens want to know something about anything, including how to teach children about prayer for parents, netizens are trying to find it through certain social media, and one of them via YouTube. Then when they find the video in question, various comments appear in comment field.

Based on that fact, the authors became interested in analyzing netizen comments regarding the content of that video.

To answer these questions, the authors use qualitative research with virtual ethnographic research tradition.

Qualitative research is research that is empirical (observable by the senses correspond to reality), with observation of the data is not based on measures of mathematical first set of researchers and must be agreed upon (replicated) by other observations, but by the expression of research subjects, as desired and understood by research subjects. The qualitative approach uses the concept of naturalness (accuracy, completeness, or originality) the data and what is actually happening on the ground.

A qualitative approach is especially worth to examine the attitudes or behavior in a somewhat artificial environment, such as in surveys or experiments. Qualitative researchers emphasize the process and meaning rather than quantity, frequency or intensity (which mathematically can be measured), although researchers do not proscribe descriptive statistics in the form of a percentage frequency distribution or to complete data analysis (Mulyana, 2007: 11).

While traditional virtual ethnographic research is conducted ethnographic methods to see social and cultural phenomenon in the cyber space (Nasrullah, 2014: 171). Ethnography Virtual questioned the assumption that already applies in general about the internet, to interpret as well reinterpretation of the internet as a way of simultaneously the medium used to communicate, an "ethnography in, of and trough the virtual" - the interaction of face-to-face, or face to face is not required (Hine, 2001).

LITERATURE

Video

According to the Indonesian big dictionary, video means:
a. section that emits the image on your television set;
b. recording a live picture or television programs for broadcast over television air

Meanwhile, according to Azhar Arsyad in Media Pembelajaran, video is the images in the frame, where frame by frame is projected through the lens of the projector mechanically so that the screen looks live image

YouTube

YouTube is a popular video sharing website set up in February 2005 by three former PayPal employees: Chad Hurley, Steven Chen, and Jawed Karim, which was originally not developed by Google, but Google later acquired and merged it with service- Another Google service - just like Google acquires bloggers (Nanuru, 2013).

YouTube is one of Google's services that facilitates its users to upload videos and can access videos created by other users from around the world for free. YouTube is the most popular video database in the world, and the most complete and varied, with a market share of 43 percent. Users can load, watch and share video clips for free. Generally the videos on YouTube are music clips (video clips), movies, TV, and videos made by its own users. The format used by videos on YouTube is flv that can be played on a web browser that has a Flash Player plugin (Nanuru, 2013).

METHODS

Qualitative approach

Qualitative research is research that is empirical (observable by the senses correspond to reality), with observation of the data is not based on measures of mathematical first set of researchers and must be agreed upon (replicated) by other observations, but by the expression of research subjects, as desired and

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Virtual ethnography

Virtual ethnography ethnography is done to see the social and cultural phenomenon in cyberspace (Nasrullah, 2014: 171). Ethnography Virtual questioned the assumption that already applies in general about the internet, to interpret as well reinterpretation of the internet as a way of simultaneously the medium used to communicate, an "ethnography in, of and trough the virtual" - the interaction of face-to-face, or face to face is not required (Hine, 2001). Tom Boellstorff, anthropology professor at the University of California, US states that virtual ethnography study, basically have the same principles with ethnographic research, in which the process of doing and build ethnography using online virtual environment as a location for research.

Boellstorf stated that the research data collection offsite (virtual world) research is tantamount to violating the principle of "in their own terms", because after all everything has a meaning within its own context.

In the virtual ethnography, interviews and surveys can be replaced by collections / archives existing derived from abundant information in online environments such as social networking sites and Internet forums. Information can be found and archived on the Internet without having recorded and written like a traditional ethnographer (Evans, 2010: 2).

Discussion

Based on the video "Doa untuk Orang Tua" on Channel YouTube Kastari Animation Official, there are a few things can discuss:

Positive Comments

Many netizens who gave positive remarks concerning the video. In terms of content, netizens state that video content is good, netizens love the video. Videos are easy to understand and easy to follow by children and parents to teach their children to read out prayers for parents. Furthermore netizens

stated that the video is very useful, it helps them teach their child to read the prayer for the parents. Finally, many netizens say thank you, praise, and permission to share the video.

In essence netizens are feel satisfied with the video uploaded. There are many positive things about the video so that the comment column fullfilled with positive remarks. Clear video titles, good video content, interesting video illustrations make the comment column full of positive remarks.

Negative Comments

There are netizens who give negative comments concerning the video. No matter how good a video, when watched by thousands of netizens, there will still be negative comments that appear in the comment field. And actually the comments submitted are not negative comments, but the way they convey that makes the comment seem to have a negative impression.

When netizens convey in a polite and subtle way, and use an ethical language, people will regard as constructive comments - suggestions and feedback. But when they convey with way it goes wrong, the comments will be regarded as an offensive comment, a negative comment.

The comments submitted by netizens related to the video are comments related to the appearance of mother who does not use a veil, a cat that has the ability to speak, and the absence of the father in the video. When viewed from the content of the comment, actually very suitable, just because of the way of convey that is not polite and do not use the appropriate language, the comment seemed to have a negative impression.

Request

There are netizens who express some request related to the uploaded video. Although in this video there is a negative comment, it must be admitted that the number of positive comments is the most, and there are also contain request.

For comments contain request, consist of::
- the owner of the YouTube channel makes another video related to prayer
- the owner of the YouTube channel make the English version for that video
- YouTube channel owners create child songs related to video contains a prayer
- the owner of the YouTube channel has its own show schedule on one of the television stations

Findings

- Netizens in Indonesia are interested teaching children to be able to read prayers for parents
- When something has an easy-to-understand title, good content, and an interesting illustration, netizens tend to like uploaded videos and they will appreciate it with positive comments and other requests for the video
- No matter how good a video, when watched by thousands of netizens, there will still be negative comments that appear in the comment field. And actually the comments submitted are not negative comments, but the way they convey that makes the comment seem to have a negative impression.

Conclusion

Netizen comments related to video "Doa untuk Orang Tua" on Channel YouTube Kastari Animation Official:

a. many netizens who gave positive remarks concerning the video, 2) there are netizens who give negative comments concerning the video, and 3) there are netizens who express some request related to the uploaded video.

b. netizens in Indonesia are interested teaching children to be able to read prayers for parents

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SUSTAINING THE PLANET: A CALL FOR INTERDISCIPLINARY APPROACHES AND ENGAGEMENT

529