

Analysis of the Communication Model of Atta Halilintar on YouTube

Supadiyanto¹, Pelagia Adinda We e Pande², Vespian Varianta³, Tri Budiarti⁴

¹ Communication Studies Bachelor Program, STIKOM Yogyakarta, Indonesia

² Communication Studies Bachelor Program, STIKOM Yogyakarta, Indonesia

³ Communication Studies Bachelor Program, STIKOM Yogyakarta, Indonesia

⁴ Communication Studies Bachelor Program, STIKOM Yogyakarta, Indonesia

Corresponding Author's E-mail: supadiyantostikom Yogyakarta@gmail.com

Abstract. Atta Halilintar successfully became a YouTuber with the highest subscribes in Indonesia. Total subscribers reached 19.4 million people and 1,743,742,459 viewers. On average there are 1.77 million views per day. Atta Halilintar has uploaded 617 videos. YouTuber is a profession that is loved by millennial youth. The profession is dynamic, not bound by space and time, and other advantages. Atta Halilintar makes characters and artists as guest stars or main topics in some of the videos uploaded by Atta Halilintar. Atta Halilintar made President Joko Widodo the main topic in the content uploaded on YouTube. How is Atta Halilintar's communication model through a video titled: "Grebek Istana RI President Jokowi! Atta Appointed as a Child"? The research paradigm is qualitative. Data collection techniques through: library research, analyzing or reviewing videos. Analyze the data by looking at and reviewing Youtube videos of Atta Halilintar (<https://www.youtube.com/watch?v=9SH6QcPNfT4>). The video was chosen because of its exclusive content and coverage. As a result, Atta Halilintar uses slang, is popular, and often using iconic language. Support eccentric costumes with colored hair. Atta Halilintar's communication model breaks the conventional communication tradition and the content model that YouTube fans love. Atta Halilintar can utilize Joko Widodo's popularity as the President of Indonesia and the sacredness of the Presidential Palace and the momentum of the 2019 Elections to attract the attention and sympathy of YouTube viewers. However, a number of corrections must be made so that the quality is better.

Keywords: *communication, YouTube, slang, iconic, Atta Halilintar*

INTRODUCTION

Society in consuming mass media experiences a changing trend in the era of convergence of mass media and industrial revolution 4.0. The existence of large-scale changes in the application of mass media industry technology, has a major impact on the behavior of middle and upper classes, as well as the lower middle class, the ages of young children, teenagers, and adults, and parents. All levels of society experience a trend of change. The presence of social media that is very friendly, flexible, flexible, and globalized makes its presence an alternative media with more and more users.

The number of Internet users in the world has now reached 4,356,103,800 people. If specified again, the number of internet users is dominated by YouTube users reaching 4,034,987,909 people, followed by Facebook users by 2,328,343,400 people, Twitter users by 352,309,622 people, Pinterest users by 256,245,900 people, Skype users by 206,570,500 people, there are 79,883,700 Tumblr users (<https://www.internetlivestats.com/>).

The growth in the number of internet users and social media, really has implications for various changes in media consumption trends in the world. In the Indonesian context, the number of Internet users has reached 171,260,000 people (data as of 30 June 2019, <https://www.internetworldstats.com/stats3.htm#asia>). The era of mass multimedia convergence and the 4.0 industrial revolution also made Internet technology the prima donna in the constellation of the media industry. YouTube as social media with the most users in the world, has become a very prospective new medium to become the mainstream media in the future. More and more YouTubers are newcomers, because anyone can easily register and upload videos to the site: <https://www.youtube.com>. YouTube as an open and free channel (without the need to pay), making the channel that attracts everyone's attention. Moreover, all the content on YouTube can be accessed from all corners of the world as long as it has a device (computer, laptop, iPad, Notepad, or cell phone) connected to Internet technology. All content that has been uploaded on YouTube and published there, can also be downloaded and accessed many times without reducing the image and sound quality of the video content. Thus, YouTube has channel advantages compared to other social media channels. Through YouTube also between content producers (YouTubers) and content users (viewers) can interact with each other through the comments column below the video content on YouTube.

What's even more appealing to YouTubers is that YouTube can be used as a media for advertising, entertainment, sources of information and education, and a source of monetizing money for YouTube content owners.

Atta Halilintar is one of Indonesia's young people who has proven successful in utilizing social media called YouTube as a money machine for his career. Atta Halilintar whose real name is Muhammad Attamimi Halilintar is the eldest son of the Halilintar Anofial Asmid and Lenggogeni Faruk couple. Atta has 10 siblings namely: Sohwa Mutamimah Halilintar (Sohwa, April 25, 1996), Sajidah Mutamimah Halilintar (Sajidah, July 17, 1997), Muhammad Thariq Halilintar (Thariq, January 29, 1999), Abqariyyah Mutammimah Halilintar (Abqariyyah, July 13, 2000), Muhammad Saaih Halilintar (Saaih, Mart 16, 2002), Siti Fatimah Halilintar (Fatim, September 26, 2003), Muhammad Al-Fateh Halilintar (Fateh, February 25, 2006), Muhammad Muntazar Halilintar (Muntaz, May 20, 2008), Siti Saleha Halilintar (Saleha, October 1, 2010), and Muhammad Shalaheddien El-Qathan Halilintar (Qahtan, August 12, 2012).

If you look closely, the content on YouTube is very diverse. The content produced by Atta Halilintar has special characteristics by offering material in the form of entertainment, informative, and informal communication models that are

supported by a variety of ideas and figures that are offered to YouTube viewers. The appearance of Atta Halilintar in various types of media, in addition to YouTube, also boosted the existence of Atta Halilintar in public spaces. Therefore, it is not wrong Atta Halilintar is currently known as a YouTuber with the highest number of subscribers in Indonesia, even in Southeast Asia. For this reason, researchers are interested in researching more about Atta Halilintar's YouTube content. The growing trend of YouTube users is the main attraction in the context of the dynamics of the social media industry. The main problem statement (single) in this research is: how is the communication model constructed by Atta Halilintar in attracting millions of YouTube viewers through a video titled: "Grebek Istana RI President Jokowi! Atta Appointed Children?"?

LITERATURE REVIEW

The study of YouTube video content has been carried out by a number of researchers both domestically and abroad. However, research that has focused on Atta Halilintar's video works has not been done by researchers in Indonesia. This is strange, because Atta Halilintar is a well-known YouTuber in Indonesia. In-depth research on the work of Atta Halilintar is still minimalist. In terms of quantity, Atta Halilintar since 2014 has published more than 600 YouTube video content. That is, the contents can be used as research objects. This research is very strategic in the social media research map that is currently popular. Based on the search and exploration of the results of previous studies, the following researchers reveal the results of extraction of the seven previous studies.

First, research by Jimi N. Mahameruaji et al. entitled: "Vlogging Business in the Digital Media Industry in Indonesia". This research uses the case study method. The locations of this research are Jakarta and Bandung which have high penetration and access to social media. Researchers conducted interviews with five vloggers who are domiciled in Jakarta and Bandung, two representatives from YouTube, and three representatives from the digital media industry in Indonesia. In addition, researchers also conducted observations on various programs or programs created by YouTube in Jakarta and online searches related to various YouTube programs posted on the official website. As a result, vloggers gather, network and become a large community. YouTube's role as one of the major social media in Indonesia is very significant. YouTube is actively looking for new talents, forming and managing communities, and building various systems so that these vloggers have a sustainable business or career through the Community Project program and "YouTube Benefits for Creators". These programs provide opportunities for vloggers in Indonesia to obtain information, guides that can be put into practice directly, and various personal assistance that can be used to grow their businesses. Secondly, the research belongs to Iga Tikah Rilanti and Sunarto with the title: "The Influence of Youth Audience Perceptions About Halilintar Atras Vlogs and Youth Peer Group Communication Intensity Against Youth Motivation Levels to be Atta Halilintar Subscriber". The paradigm of this research is quantitative. The researcher uses manually multiple regression analysis to test hypotheses on three variables.

This study uses probability sampling with the sampling technique used is multistage random sampling technique. The conclusions of the study show that the results of multiple linear regression tests on the variable perception of adolescent audiences about Atta Halilintar vlogs (X1), the intensity of adolescent peer group communication (X2) on the level of motivation of adolescent audiences to become the subscriber of Atta Halilintar (Y) obtained a significance result of 23,664 (X6) $23,664 > 3,252$ it can be interpreted that the relationship owned is significant. These results indicate a positive effect occurs when the variable of youth audience perception of Atta Halilintar (X1) vlogs with the intensity of adolescent peer group communication (X2) jointly influencing the level of motivation of adolescent audiences to become subscriber of Atta Halilintar (Y).

Third, research by Amelia Murti Kuncoro et al. entitled: "Vlogger as a Channel Towards Indonesian Productive Millennial Generation". Analysis of research with descriptive models. Data collection techniques with a literature review. The result, being a vlogger means that someone becomes an influencer for many people, especially vlog viewers. Being a role model and inspiration for many people, vlogger is one of the most influential channels in increasing the productivity of the millennial generation today. There are various vlog of vloggers, among others: daily, travel, food, gaming, beauty, and review and unboxing.

Fourth, research conducted by Syahrul Hidayanto and Irwansyah with the title: "YouTube-Vlog: Birth of the Era of User-Generated Content and the Vlog Industry in Indonesia". The approach used in this article is a qualitative approach by conducting literature reviews, and exploiting other secondary data such as audio, video, news portals, and texts on YouTube social media. As a result, YouTube Vlogger can take advantage in various ways. One of them is through the revenue generated from advertising in their videos with programs such as the YouTube partner program. The YouTube partner program allows video creators to monetize content on YouTube in many ways, including advertisements, paid subscriptions, and merchandise. Since reaching the highest level of popularity after 2015, YouTube-Vlogger began using the services of the Multi Channel Network (MCN). MCN is an intermediary for agencies who want to work with YouTube-Vlogger. MCN has the duty to make videos, conduct training, research, analyze, and take care of video copyrights. The presence of the MCN, certainly led to the high revenue obtained by YouTube-vlogger. The MCN benefits from each contract the vlogger obtains for cooperation with certain brands. In addition, MCNs can enter into profit sharing agreements from Google AdSense YouTube-vlogger. The YouTube-Vlog phenomenon truly shows the participatory power of YouTube users who not only can change the world but also determine where the world will change. Fifth, research conducted by Ferdi Arifin entitled: "YouTube Preacher and Commodification of Da'wah Content". The method used in this study is specifically directed towards virtual and visual observation (virtual ethnography) on some of the da'wah content displayed through YouTube by several Indonesian clerics. In addition, the literature study was conducted to strengthen the analysis through a review of several previous studies on the context of da'wah and social media. As a

result, propaganda in the YouTube channel has been commodified through the monetization form offered. This refers to changes in the use value of YouTube as a medium which is then used as an exchange rate in economic interests. By utilizing preaching content as a message, the number of viewers as a media audience, YouTube has the power to reward account holders for making money according to established criteria through the use of YouTube accounts and broadcast messages. This is also followed by several preachers or clerics who use YouTube as a means of da'wah. To get religious symbols is now very easy, through YouTube. But keep in mind that YouTube is never responsible for the propaganda content uploaded. YouTube is only responsible for paying for content that has a large audience and has many followers.

Six, research by Supadiyanto (2012) entitled: "Quovadis Online Journalism, Predicting the Future of Print Media and Online Media". This research paradigm is qualitative. The results showed that the era of the print media industry in Indonesia was coming to an end as a result of the shift of print media consumers to media in the network. The fantastic increase in the number of Internet users each year, and the interest in reading young people in paper-based media is very low, resulting in the collapse of various print media companies. Media in the network, including social media that utilizes the use of Internet technology and devices, will be excellent in the future because of the various advantages they have because they are more interactive, easier, cheaper, and can be accessed from anywhere and at any time.

Seventh, the results of research belonging to Albertus Magnus Prestianta and Adi Wibowo Octavianto (2019) entitled: "Measuring the Potential of YouTube Channels as a Source of Passive Media Income". This research did not mention the research method used specifically. It's just making the Noxinfluencer site the main data source. Noxinfluencer is a site that provides statistics on YouTube channels. The site presents information related to each channel. Noxinfluencer has data that is constantly updated every day and is guaranteed accuracy because the data is obtained from the Youtube Application Programming Interface (Youtube API). The analysis found that the majority of YouTube channels that have the highest number of subscribers belong to individuals. This means that in YouTube, YouTuber's influence is more dominant than media companies and if you see that YouTube access continues to increase in the future, the role of opinion leaders and gatekeepers shifts from the media to individuals who successfully meet the needs and satisfaction of audience information (uses and gratification).

Based on the previous six studies above, it can be drawn that YouTube has transformed potential media that attract the attention of young people of the world and in Indonesia in expressing their ideas and creativity. On one hand, YouTube is an alternative medium for vloggers or YouTubers or content creators to earn income and of course popularity. Many artists originated from YouTube, which later became popular in the mainstream media. In research owned by Jimi N. Mahameruaji et al opened public knowledge that YouTube became a prospective medium for strengthening networks and businesses. But this research has not

specifically explored how YouTube is able to attract audiences to make it a favorite medium.

In the research of Iga Tikah Rilanti and Sunarto, only explored the motivations that influenced students' interest in Semarang to become followers of Atta Halilintar's YouTube. While the research of Amelia Murti Kuncoro et al, reinforces that Vlog on YouTube is the most influential channel for young people. This research only relies on the study of literature. Research by Syahrul Hidayanto and Irwansyah shows that YouTube is a mutually beneficial interaction between corporations, content creators, agencies, and various parties in social media that can be directed for business purposes, as well as other interests. Ferdi Arifin's research examines the commoditization process of propaganda through YouTube that takes place in Indonesia. That the main mission of the preachers began to shift from the original call to virtue and prevent evil in order to get the willingness of God towards commercial missions. Supadiyanto's research explores the future of print and online media.

By referring to the results of previous research, there has not yet been found one study that examines the process or model of communication built by Atta Halilintar in attracting millions of YouTube viewers through a video entitled: "Grebek Istana RI President Jokowi! Atta Appointed Children?". This research has the advantage of trying to be a pioneer research in analyzing the communication model developed by Atta Halilintar, its relevance to success concerned being the most calculated YouTuber in Indonesia and the Southeast Asian level. It is hoped that in the future, the results of this research can be further developed and more complex in relation to the future of YouTube in Indonesia in contesting with the current mainstream media. Seeing the current trends, researchers have confidence that one day in the future, social media called YouTube has the opportunity to emulate the influence of mainstream media.

METHODOLOGY

The paradigm of this research is descriptive-qualitative-positivistic. This paradigm is deliberately chosen to adjust to the object of research in the form of YouTube videos that can be accessed openly, free of charge, and from anywhere that is accessible to access to Internet technology. The qualitative paradigm has the advantage of reading communicator messages conveyed through text, audio, video, and graphics based on interpretations of textual (contextual). Data collection techniques are done by: literature review, and reviewing a selected YouTube video in its entirety. Data analysis was carried out by looking at and analyzing Atta Halilintar's YouTube videos that were uploaded on <https://www.youtube.com/watch?v=9SH6QcPNfT4>. The YouTube video was deliberately chosen by researchers because the content is exclusive because it involves national figures and a place that not everyone can access, namely the Bogor Presidential Palace. Review YouTube videos through the meaning and interpretation of text, visuals, audio, and graphics or insertions of information that appear in the YouTube video that causes the video to attract millions of viewers.

Based on its history, there are two streams (paradigms) in research methodology. Namely quantitative and qualitative paradigms. In the next round of history, a dual research paradigm develops (the result of a marriage between quantitative and qualitative paradigms). In this research, what is explored is the search for meaning for messages that are implied (latent) from the communication model that is visible to the eye. In the study or analysis of content / content itself, in theory is divided into two major streams namely: the flow of transmission and the flow of production and the exchange of meaning. Transmission flow sees communication as a form of sending messages whose processes are static and linear from the sender to the recipient. Whereas the flow of production and the exchange of meaning see communication as a process of spreading meaning constructed by the parties involved in the communication process. The message is what can be detected by the five senses (manifest), while the meaning is what is implied (latent) and cannot be detected by the five senses. In practice, the transmission flow eventually gives birth to quantitative content analysis techniques (quantitative content analysis), while the production flow and the exchange of meanings eventually give birth to framing, discourse, semiotic and narrative analysis methods (Eriyanto, 2015: 2-5). So the approach in this study is more likely to use the discourse analysis approach. The research time needed to complete this research is four months from August to November 2019.

RESULTS

Analysis of Communication Model built by Atta Halilintar in YouTube Video: "Grebek Istana RI President Jokowi! Atta Appointed as a Child?"

Atta Halilintar's video titled: Grebek Istana RI President Jokowi! Atta Appointed Children? which was uploaded on April 1, 2019 and can be accessed via YouTube: <https://www.youtube.com/watch?v=9SH6QcPNfT4> able to attract millions of people because it has been seen as many as 7,420,773 times (views). The video has a thumbs up symbolizing 372,000 likes, and 15,000 dislikes. Amazingly, the video got 24,620 comments from YouTubers, and Atta Halilintar's total subscribers were 19.4 million people. A remarkable achievement. The video was uploaded before the April 17, 2019 elections. Of course, the strength of the video must also be read politically. That there is a strategic effort, both in terms of Atta Halilintar and from the aspect of Joko Widodo himself who really needs the support of political campaigns or election campaigns when making the video. This means that the meeting between Atta Halilintar and Joko Widodo can be interpreted as an ordinary YouTube event, but it also needs to be interpreted politically. That Atta Halilintar needs content that can improve its performance on social media, thereby increasing the number of viewers and subscribers, while Joko Widodo needs a large mass support, especially from YouTubers, who are predominantly young and sociable.

Here is the logic of the plot built by Atta Halilintar through a YouTube video entitled: "Grebek Istana RI President Jokowi! Atta Appointed as a Child?".

At the beginning of the video, the following series of text is written: "Thank you for clicking this video. But don't forget guys, click the Subscribe button. Because subscribe is free. With subscribe, you support this channel and continue to upload almost every day. Remember subscribe is free. It's free. It won't hurt. You click the subscribe guys button. Enjoy watching. Enjoy ...".

That the sentence above is an opening sentence for every YouTube video published by Atta Halilintar. Explain, the opening sentence remembers and invites YouTube viewers to become a friend of Atta Halilintar on YouTube, which is simply by clicking on the icon: subscribe. The placement of the sentence uttered by Atta Halilintar is important because it is related to the future fate of Atta Halilintar's YouTube account in the present and future. Because through the addition of the number of subscribe is certainly related to the income obtained by Atta Halilintar, because it will also affect the number of viewers who view the content or video. Cleverly Atta Halilintar emphasized that pressing the subscribe button is free or not paid. This means that Atta Halilintar builds persuasive communication that is seated at the beginning of the video, to always remind YouTube viewers to do that.

If analyzed from the sentence structure above, use a combination of Indonesian and English. The Indonesian language chosen by Atta Halilintar is clear because it is the language of unity and is easily understood by many people in Indonesia. While the use of English, shows that Atta Halilintar wants to impress that he wants to go international the video. English as an international language, is certainly strategic in placing the video in the YouTuber constellation in the world. However, the variety of Indonesian used in the spoken language model, or not standard. His analysis, Atta Halilintar wants to build communicative communication with its viewers with a "young and energetic, and slang" language style. The word "ingat", which means to remember; as well as the word "Gaada", which means no, deliberately used as a slang for young people generation Z and Alpha. Call guys, enjoy ... used Atta Halilintar to bring viewers' emotions to him. By saying the word guys, Atta Halilintar intends to greet young people who have been fans. With the intention that they are increasingly interested in watching the video and increasing the number of viewers.

The scene begins by showing footage of Joko Widodo saying the iconic word Atta Halilintar namely: "Asiaap ...". Spontaneously, Atta Halilintar was seen jumping up and down with joy while clapping his hands repeatedly after hearing Joko Widodo say the iconic word. The next scene, Joko Widodo says: "if you want, fourth child". Atta Halilintar answered: "wow, I am Pak Jokowi's fourth child".

Prologue: Atta Halilintar opened the event by greeting viewers in front of the Bogor Presidential Palace in his trademark black shirt with AHHA writing and wearing a Barong patterned jacket that reads AHHA. Atta Halilintar also wears dark glasses and headbands, colored hair, sneakers, and jeans. Her clothes and hairstyle symbolize a sociable, dynamic person.

In the next scene, Atta Halilintar knocks on the palace door, and gets a big surprise. Because the person who opened the door to the Presidential Palace was Joko Widodo himself. Joko Widodo wore white clothes, where his sleeves were

folded. The pants worn by Joko Widodo are black. Of course this is very surprising and a special momentum. Atta Halilintar claimed to be nervous, nervous, and misbehaving at the doorstep. I was so happy, Atta Halilintar worshiped Joko Widodo by holding his palms together in front of his head and bowing. While greeting and good afternoon to Joko Widodo. Then Jokowi invited Atta Halilintar to walk around the Presidential Palace, while they talked as if flowing because they were interspersed with jokes (humor). In between walking around the Presidential Palace, Atta Halilintar gave a gift to Joko Widodo in the form of a puppet jacket. Of course this step is a smart promotion strategy, not only to Joko Widodo, but to all viewers as well. Aside from being a content creator, Atta Halilintar also plays its position as an advertiser. Because he wears AHHA brand clothes, and also gives a memento to Joko Widodo with a jacket with the AHHA brand as well.

The material discussed between Atta Halilintar and Joko Widodo includes: the question of Atta Halilintar, why Joko Widodo always gives gifts in the form of bicycles. The reason given by Joko Widodo is because the price of bicycles is cheap, healthy, and without the need for gasoline. What is special is that Joko Widodo also said the word "Asiaap ...", the word that became iconic of Atta Halilintar during his time as a YouTuber.

At the event, Joko Widodo said Atta Halilintar was the fourth child if Atta Halilintar wanted, in response to Atta Halilintar's question: "How many children am I, Mr. Joko Widodo?" Hearing this answer, Atta Halilintar then shook hands with Joko Widodo and sat down as if symbolizing a child who was silent to his parents, while Joko Widodo sat in a chair. Video duration of 11 minutes over 8 seconds took place at the Bogor Presidential Palace. Exactly the locations being explored are in front of the Bogor Presidential Palace, Garuda Room to receive state guests, the back porch of the Bogor Presidential Palace (for a one-on-one lobby between Joko Widodo and honored guests), living room or family, dining room, and lounge work (but the video session was immediately finished, connected with Atta Halilintar's other Youtube video entitled: President Jokowi's Room Tour ... Use AHHA !!!). The video concludes with a statement hanging from Atta Halilintar like this: "We will be appointed by Mr. Jokowi's place of work. It's almost rare for people to get in. This is very special".

In between the linear motion or video plot above, you can see a number of insertions of images or photos, sound, or text, and graphics and animation effects. Adverts often appear on these YouTube videos. This is done to strengthen the YouTube video that is being displayed. Insertions of images, photos, text, graphics, and animation effects show the editor of the Atta Halilintar team has strong research support, thus further enhancing the quality or appeal of the video. In addition there is background music, or sound/sound effects to support the performance of Atta Halilintar and Joko Widodo themselves.

If we look closely, that Atta Halilintar interpersonal communication with Joko Widodo using slang spoken language, tends not to use standard language. The communication channel that is built is made to be flowing, dialectical, reflective, and impressed spontaneity. That is, Atta Halilintar does not rely on notes or paper

held. However, Atta Halilintar managed to build neat communication, like communication between his own child and father. So the language used is not rigid. However, Atta Halilintar still respects Joko Widodo as the President of the Republic of Indonesia by saying the word Mr. or Mr. Joko Widodo (Jokowi), every time he mentions his name. Atta Halilintar himself mentioned his name many times as "gue". "Gue" is the word for me or me, in the Jakarta dialect. This can be interpreted that, Atta Halilintar, with all his slang behavior, his hyperactive behavior during a dialogue with Joko Widodo at the Bogor Presidential Palace in the YouTube video, continued to show respect and communication ethics.

But in terms of visualization, Joko Widodo's clothes are white, while most of the walls of the Presidential Palace are also white, causing bad visuals. Because the picture of clothing and the background of a white wall or wall that seemed to blend. This needs to be seriously considered in the visual order. While Atta Halilintar's clothes are visually appropriate for the video. Although, in fact the glasses that he wears, ethically it is strictly in the presidential office, it is not appropriate to be used indoors, let alone have a dialogue with Joko Widodo in the Presidential Palace. If the context is outdoors, for example in the front yard or back of the Bogor Presidential Palace, it is very appropriate to wear these color glasses. Some scenes also appear to be repeated, or appear to be stacked. An imperfect video editing process results in the ineffectiveness of the message conveyed to the viewer. Shooting is done by relying on medium shoot techniques (around 80 percent). Seen there are a number of awkward shooting, the intention is to lead to shooting with medium shoot, but also not classified as shooting long shots. It should be enriched with a variety of shooting variations, especially adding to the intensity of close-up shooting techniques for a number of scenes that do require strengthening the momentum. This is done to further increase the emotion of the viewers. In the future, Atta Halilintar's cameraman and artistic system must pay attention to a number of these corrections, so that the results are more optimal. The strategy undertaken by Atta Halilintar which made Joko Widodo the main character in the video, became the communication model played by Atta Halilintar in increasing the appeal of the video. By "banging" himself with national figures, then Atta Halilintar will also be affected so that it will increase its popularity in front of YouTube viewers.

Of course the domino effect is not just popular on YouTube, but also has an effect on its popularity in the entertainment world both offline and online. The strategy played by Atta Halilintar was apparently also carried out by YouTubers in Indonesia and abroad. Atta Halilintar's video was uploaded on April 1, 2019 or exactly 16 days before Election (April 17, 2019).

DISCUSSION: YouTube and the Future of Social Media in Indonesia

Atta Halilintar is a young man who is very phenomenal because he has many talents. Aside from being a YouTuber, he also works as an entrepreneur and advertising star. Based on data at <https://www.noxinfluencer.com/youtube-channel-rank/top-250-id-all-youtuber-sorted-by-subs-weekly>, monthly income of

Atta Halilintar obtained from YouTube is predicted to be USD 132,120 or equivalent to Rp 1,849,680,000 (assuming USD 1 = Rp 14,000).

As is known, Atta Halilintar only started joining YouTuber since January 26, 2014. The total video uploaded was 617. The video has been watched 1.74 billion times, with the majority of the audience living in Indonesia (91.8 percent), living in Malaysia (5.4 percent), and living in other countries (2.8 percent). Globally, the number of subscriptions owned by Atta Halilintar is ranked 130th in the world and the 1st in Indonesia. YouTuber with the largest number of subscriptions in the world is held by T-Series (subscribe to 114 million), rank 2 is held by PewDiePie (101.46 million subscribe), and number 3 is held by Cocomelon-Nursery Rhymes (62 , 3 million subscribe).

With income from the YouTuber of Rp 1.8 billion per month, surely Atta Halilintar will become a billionaire who in the future deserves to be taken into account in the world of social media. The YouTuber profession also cannot be underestimated when seeing Atta Halilintar's success in building his career on YouTube, which just turned into the 6th year, already earning billions of rupiahs per month.

Based on the Law of the Republic of Indonesia Number 7 of 1978 Concerning the Financial/Administrative Rights of the President and Vice President, an Indonesian president gets a basic salary and monthly allowance of Rp 62,740,030. Thus, the monthly salary obtained by Atta Halilintar is more than 29 times greater than the monthly salary of the current president of the Republic of Indonesia. Naturally, then many young people in Indonesia loved YouTube and wanted to imitate the steps of Atta Halilintar.

The growth in the number of Internet users in Indonesia which has been amazing over the last 21 years, shows strong evidence of this. Referring to the data <https://www.internetlivestats.com/>, the number of Internet users worldwide on October 11, 2019 at 23.08 WIB as many as 4,360,049,580 people. The number of YouTube users has exceeded 6,752,550,380 people, and Facebook users are 2,331,597,990 people. This fact shows that the dominance of the use of social media in the world, especially YouTube has been very unusual. Specifically in Indonesia, based on the 2018 APJII poll results show that 45.3 percent of internet users use the internet to watch movies / videos, 17.1 percent to play games, 14.6 percent to listen to music, 5.9 percent to watch games, 1.6 percent for karaoke, 0.9 percent for listening to radio, 1.3 percent for other purposes, 12.2 percent answered they never used, and 0.1 percent did not know, and 1 percent did not answer. More specifically, the poll also noted that 50.7 percent used Facebook, 17.8 percent used Instagram; 15.1 percent use YouTube; 0.4 percent use Instagram; and 1.7 percent use Twitter; 16.4 percent used the other type and said they never wore it. While the We are Social Survey (2019) noted that 150 million Indonesians use social media, of which 132 million use YouTube, 121.5 million use WhatsApp, 120 million use Instagram, 43.5 million use Pinterest, 49.5 million use LinkedIn, 57 million use Black Berry Messenger, 70.5 percent use Facebook Messenger, 78 million use Twitter, and 88.5

million use Line. Thus, it can be interpreted that of the 150 million social media users, most of them have more than 4 types of active social media used.

The figures above reinforce the signal that the future of social media is very prospective, especially used by those who enter the Z generation (born between 1990-1999) and Alpha (the second generation in 2000 to the present). With Indonesia's landscape that has vast land and seas, while national and regional development has not been evenly distributed in this country, and Internet technology infrastructure facilities are

Based on the site at: www.moneysmart.id and kumparan.com, to find out the amount of YouTuber revenue from YouTube ads there are 2 indicators that can be used namely CPM (Cost Per Mile) and CPC (Cost Per Click). CPM itself is the money that YouTuber will earn every 1,000 ad views on all videos that have been uploaded and viewed by viewers. In Indonesia, the nominal is around Rp. 7,000 per thousand ad impressions.

Meanwhile, CPC is the nominal that YouTubers will get for every 1 person who clicks on an ad that runs on YouTuber's videos on YouTube. The money that will be transferred is around Rp 5,000 to Rp 12,000. All of that can be obtained with a minimum subscriber requirement to increase 1,000 in the last 1 year and the video has been watched for 4,000 hours by all viewers in the span of the past 1 year. Furthermore, if the count is through the method of affiliate marketing, the amount varies greatly depending on the agreement of the two parties. But the percentage can be estimated from 0.1 to 10 percent of the price of the products successfully sold. From the way of selling, of course the money earned depends on how much profit you want to take. The more famous YouTuber is, the easier it is to also sell lots of items at a higher margin.

Finally, there is a facility as an endorsement, where salaries are earned based on an agreement between YouTuber and the endorser. Generally the amount of money that goes into an account depends on the number of subscribers it has. It could be millions or even hundreds of millions if YouTubers are already of the caliber of Logan Paul and Pewdiepie (<https://www.moneysmart.id/berapa-gaji-youtuber/>).

However, referring to the new regulations issued by YouTube effective on January 16, 2018 requires that YouTubers get 4 thousand hours of broadcasts in the last year and 1,000 subscribers (subscriber). If you meet these requirements, then the YouTuber can monetize his account to get ads from AdSense.

The rough calculation that ordinary people do is referring to income of USD 1 per 1,000 views (RPM: Revenue per Mille impression). However, such calculations are actually invalid. In fact the amount of RPM can be higher or much lower than that. Several factors affect the amount of RPM. Socialblade said that the quality of internet traffic (traffic), the country of origin of the account owner, the video category, the price of the ad that aired, adblock, the number of real clicks and so on were the factors that influenced the high or low value set. From a number of factors above, it can be concluded that each YouTuber has a different RPM. How

to calculate it is actually easy. Google has provided an example with the following formula:

$RPM = (\text{Estimated earnings} / \text{Number of page views}) \times 1,000$. If the estimated YouTuber earnings are USD 180 out of 45,000 ad impressions, the ad $RPM = (\text{USD } 180 / 45,000) \times 1,000 = \text{USD } 4.00$ (equivalent to IDR 59,632) (<https://kumparan.com/@millennial/berniat-jadi-youtuber-so-how-to-calculate-income-1538050897767799710>).

It has been proven that there are many YouTubers in Indonesia who get fantastic incentives or monthly salary from YouTube. Many institutions and institutions both engaged in the media and non-media business also use YouTube as a mine of financial income. This proves that YouTube, being a very prospective social media in the present and future.

CONCLUSION

There are two big conclusions that can be drawn. First, Atta Halilintar's creativity in creating YouTube video content is carried out very attractively because it makes famous people "great guests", wear slang, wear slang and contemporary clothing, and use iconic words that are memorable and trendy, making the main factor causing the high number of viewers on the videos uploaded by Atta Halilintar on YouTube. In the YouTube video titled: "Grebek Istana RI President Jokowi! Atta Appointed Children?", Which has been able to attract about 7.5 million views by YouTube viewers; prove the power of the Lightning Atta. However, the video found a number of weaknesses, namely from the visual side, editing, shooting techniques, as well as from the artistic aspects and clothing worn by Atta Halilintar and Joko Widodo themselves.

Atta Halilintar often uses a combination of Indonesian and English. The Indonesian language chosen by Atta Halilintar is clear because it is the language of unity and is easily understood by many people in Indonesia. While the use of English, shows that Atta Halilintar wants to impress that he wants to go international the video. English as an international language, is certainly strategic in placing the video in the per-YouTuber-world constellation. However, the variety of Indonesian used in the spoken language model, or not standard. His analysis, Atta Halilintar wants to build communicative communication with its viewers with a "young and energetic, and slang" language style. There is a strategy played by Atta Halilintar as to why Joko Widodo is a "great guest" in the YouTube video above. The momentum of the Election (April 17, 2019) which became a contestation event between the couple Joko Widodo-Ma'ruf Amin and Prabowo Subianto-Sandiaga Uno; it is an important political argument to consider why Atta Halilintar approached Joko Widodo through the video. In fact, Joko Widodo along with Ma'ruf Amin won the Election contestation (April 17, 2019). Atta Halilintar's YouTube video certainly has a contribution, although there is no research that can be used as a benchmark, in passing the 2019 Election victory. In the future, further research needs to be done immediately. regarding Atta Halilintar's YouTube

content relation above to Joko Widodo's success in winning the Election (April 17, 2019).

Secondly, YouTube is the most widely used social media in the world and has a huge influence on the audience. YouTube has various advantages both from the independence of the YouTubers in independently producing and publishing content videos that have been produced. YouTubers can get a large income both from the monetization program and other programs. The creativity of YouTubers in producing interactive content, colliding with characters or celebrities, being close to the psychology of the viewer, and entertaining; to be a method or method for creating bombastic YouTube video content. In addition, further research is also needed on the future projections of YouTube in the constellation of the mass media industry. In plain view, the increasing number of young people who become YouTubers, is indisputable evidence that YouTube in the future become the mainstream media.

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BIODATA

- Supadiyanto, S.Sos.I., M.I.Kom. is the Chair of the Communication Studies S1 Communication Science College of Yogyakarta (STIKOM). Is a commissioner of KPID DIY Period 2014-2017.
- Pelagia Adinda We e Pande is a student of the Bachelor of Communication Studies (STIKOM) Yogyakarta Studies Force Batch I (3rd Semester).
- Vespian Varianta is a student of the Bachelor of Communication Studies (STIKOM) Yogyakarta Studies Force Batch I (3rd Semester).
- Tri Budiarti is a student of the Bachelor of Communication Studies (STIKOM) Yogyakarta Studies Force Batch I (3rd Semester).

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