

# Millennial Response Watched YouTube of Beauty

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## ABSTRACT

In the YouTube channel, Beauty activities are divided into two main activities namely decorative, and Beauty treatments including hair, face, body, hands, and feet. The influence of YouTubers as content creators is important for the channel's presence and increasing viewership and or subscriber. On the other hand, Beauty YouTubers as an economic activity agency are trying to increase sales of Beauty products and services through the YouTube Beauty channel. This research is qualitative and uses the Netnography approach. Online community in this study aged 15 to 22 years. The combination of data retrieval using Google Form, interview, Forum of Discussion Group (FGD) to get deeper answers from respondents and analysis of YouTube Beauty treatment video content from 6 special ethnic groups of Java Island. YouTuber's work does not just look technically good on a smartphone screen. YouTubers' expertise in exposing the advantages and weaknesses of Beauty products or services is perceived to have an impact on economic activity. The results of the adolescent feedback show a variety of behaviors and purchasing power capabilities of adolescent Beauty products or services.

**Keywords:** *YouTube, YouTubers, Beauty, Millennials*

## 1. INTRODUCTION

Meetup between YouTubers and fans that took place in several places in Jakarta, Bogor, Bekasi, Depok, and Tangerang, became a concern for researchers to study this. YouTubers get a great reception by their fans or subscribers. In the past, people only knew actors, artists, or singers as idols. Unlike today, YouTubers become celebrities and producers within the YouTube channel. Indonesia recognizes the name Atta Halilintar as Indonesia's No 1 YouTuber. In 2020, Atta Halilintar with 24.9 million subscribers was even named Asia's No 1 YouTuber with fantastic monthly earnings. Behind the popularity of YouTubers, YouTubers are becoming economic agents among millennials. In the meeting, there are transactions selling books, CDs, t-shirts, and other products. In Beauty channels, products, and services become part of YouTuber meeting activities transactions. Teenagers get distracted and make deals on the skills done by Beauty YouTubers and buy the same stuff to emulate what Beauty YouTubers do. The role of YouTuber doubles as an instructor, producer, scriptwriter to economic activist.

YouTube according to Alexa.com is the second most visited website after Facebook through gadgets. Teenagers' proximity to gadgets greatly influences

attitudes in seeking information. The study described 154 secondary students using Google and YouTube, WhatsApp 98.68% and Facebook 96.71%, Instagram 50.66%, Twitter, WeChat, Telegram, and other social media less than 35% of students [1]. With the Internet, everyone has the potential not just to be a writer, but subjectivity will be expanded into the production field itself. The Internet generates conditions in everyone who has access to be produced. YouTube is widely recommended in classroom learning. YouTube research took place in various countries, for example, Malaysia, USA, and Ireland with various responses that influenced the behavior of its users including research that called Indonesia the most addicted country to Twitter. In research in Ireland, one of YouTube's content related to [2], [3], [4], [5], the field of Beauty offers one form of online consumption with the Blog and YouTube platforms [6], [7].

This study contributes to seeing how millennials respond in watching YouTube Beauty channel impressions. Beauty activities consist of decorative activities and treatments including hair, face, body, and feet or hands. Decorative Beauty activities aim to improve the appearance of themselves by masking facial or body deficiencies and accentuating the advantages of

self in improving the appearance of people. Meanwhile, Beauty treatments are self-care from inside or outside the body to be healthy and fit. Some research on YouTube is more about millennial classrooms [1], [3]. The Netnography study researchers explored millennials as an online community that exposed the new habits of respondents in the digital age. This community has a new information space so that it forms a two-way space within the Beauty channel that the author needs to understand more. Generally, classroom research is made by survey, in this study used the Netnography method to make the online community of millennials better understood but with a combination of data in the form of filling out questionnaires and interviews. Researchers followed several offline events from YouTubers. The combination of data selection in the form of questionnaires is not enough in understanding attitudes and behaviors so that interviews and Discussion Group forums are conducted in understanding the behavior of new millennials. YouTuber's economic activity space is more evident to millennials by looking at what responses they show when they watch YouTube until a deal to purchase Beauty products such as cosmetics takes place in a talk show by Beauty YouTubers.

## 2. METHOD

This research is qualitative and uses the Netnography approach [8], [9]. Netnography is an Ethnographic derivative where Ethnography work areas are used in online communities. [10]. Netnography method has more to offer to service researchers. Technological developments not only create new digital forms of service but also affect customers and service users. Through the Netnography research, researchers can gain new perspectives on traditional services or explore new types of digital services (online entertainment streaming, online storage space, or online gaming) [11]. Netnography is a qualitative methodology aimed at studying the behavior of virtual communities. In this study, the online community was millennials aged 15 to 22 with a total of 139 people. The age that is considered to seek self-identity with a variety of technologies so-called as Millennial [12]. In the study, various methods were carried out to obtain the data. First, fill out questionnaires through google form platform as many as 104 teenagers, junior high school, and senior high school with 15 to 17 years old. The questionnaire fills out a new millennial habit of using YouTube in search of Information including the name of a Beauty YouTuber idol.

Google Form charging is done by asking some communities of elementary school until college students to answer the questions available. Separately, a live interview was conducted with respondents to several female teenagers aged 15 to 19 to get a more detailed and detailed explanation of viewing Beauty impressions such

as attitudes, desires, and understanding of the content and how teenagers' attitudes in following what YouTubers exemplify in the Beauty channel. Interview directly individually done to understand some explanations related to expression in channel watching, purchasing decisions of Beauty products and services. At other times, the interview continued with Forum of Discussion Group (FGD) by forming a group of teenagers aged 19 to 22 years with a total of 35 people in the Google Classroom and Zoom platforms.

This is done to better understand the attitudes, thoughts, and views of respondents in watching Beauty YouTube channels. How they react while watching, what they think while watching and whether they follow the behavior of YouTubers. When grouped in the age range between 19-22 years, it turned out that respondents' answers were more mature in understanding the content of impressions whether in the form of knowledge, skills, or advertising.

A variety of data is collected and analyzed to understand what millennials are practicing in keeping with YouTuber's behavior about Beauty products and services. Researchers attempted to visit several meetings held by Beauty YouTubers and see how millennials respond when meeting with YouTubers and the results of cosmetic sales from those meetings. In the meeting, respondents' questions were conducted on the Beauty channels that they watched on YouTube screens.

Furthermore, the research explanations will be explained using rational choice theory or Rational Action theory. Where social behavior is caused by the behavior of the individual that results in the decision. This theory becomes the determinant of individual choice. On the other hand, the analysis of YouTube video material contains Beauty activities in the form of decorative and treatment from various ethnic groups or special cities in Java such as Betawi, Banten, Cirebon, Sunda, Yogyakarta, Madura. Analysis of YouTube's 205 Beauty content is divided into decorative activities of makeup, hair, body, hands and feet, and self-care ranging from face, hair, body, hands, and feet to what the material is and how it is created and produced. YouTube video criteria are tradition of ethnic Beauty in Java island namely Betawi, Baduy, Sunda, Java, Cirebon in Java island. The majority of Beauty channel content is more produced by SPA clinics or industry in promoting Beauty therapy at a Beauty clinic or SPA.

## 3. RESULT AND DISCUSSION

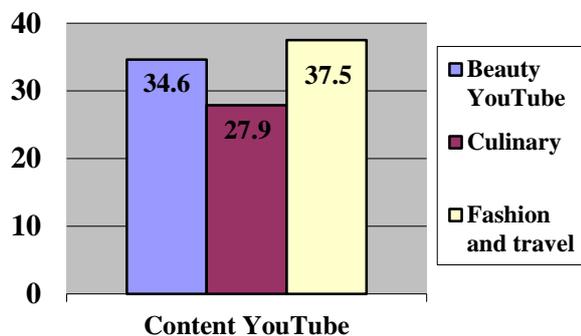
YouTube content consists of two traits that are positive and negative created by content creators or YouTubers. If a content creator is already famous then the content creator becomes a celebrity by the public known as YouTubers. Unlike artists or television actors in the past, the artist used to work in a team that made

himself only the perpetrator of the show while other work was done by others. This work YouTubers more complex ranging from originators of ideas, producers, and figures in YouTube videos that he made himself. In various references, YouTube with negative content is higher than positive content in gaining subscribers.

High YouTuber earnings are an attraction for people to become YouTubers, increasing in the number of YouTubers per year. Even in research, it says there is always a new space for YouTubers to succeed quickly [13]. YouTube itself insists on content creators that there should be no duplication with someone else's channel. Video channels must be self-made and original. YouTubers work to reach customers by paying attention to material content or impression techniques to make it an interesting spectacle.

YouTube as a public domain becomes a private domain where daily life seems to be not separated from video [14]. Beauty channels by YouTubers are purposely created and uploaded to increase the amount of video production. Video is watched by the community or individuals. If a viewer likes the video and is subscribed by the viewer so that if there are new impressions that can follow the video created by the Idol YouTubers. In YouTube video data we can see the number of times the video has been watched and the status of likes or dislikes as a form of audience participation engagement. The online community in this study was millennial who was born from 2001 to 2005 educated high school as much as 87.5%, college 10.6%, and the rest of junior high school.

More than two-fifths of respondents (43.3%) stated that they always watch YouTube channels to view Beauty content, the same as the population that says they always watch Beauty content, more than two-fifths of respondents (43.3%) often view Beauty YouTube content. More than a tenth of respondents (12.5%) rarely view this content, and less than a tenth of respondents (4.25%) never view Beauty content on YouTube.



**Figure 1** YouTube content seen by college students

**Table 1.** The Frequency in Watching Beauty Channel

| Frequency  | (%)  |
|------------|------|
| Watched    | 43.3 |
| Often      | 43.3 |
| Rarely saw | 12.5 |
| Never saw  | 4.25 |

Beauty YouTube content seen by respondents was in the form, as much as more than half of respondents (51.0%) saw make-up content, less than a fifth of respondents (19.2%) saw grooming content, more than one-tenth of respondents saw hairdressing content (12.5%), fashion ( 12.5%) and Bridal make-up (5.8%).

**Table 2.** Percentage of Frequently Viewed Beauty Specific Channels

| Types of Beauty channels | (%)  |
|--------------------------|------|
| Makeup                   | 51.0 |
| Hairdressing             | 11.5 |
| Therapy                  | 19.2 |
| Fashion                  | 12.5 |
| Bridal makeup            | 5.8  |

In this study, millennials with an early age turned out to have a higher emotional closeness on YouTubers by watching YouTube videos online or offline held by YouTubers. In this case, the audience will attempt to attend a face-to-face meeting through a Beauty class or talk show. Viewers can repeatedly watch various videos on their idol channels. "... I just watched it and didn't think anything of it...", A review of most respondents watching Beauty channels is that they watch beauty channels without burden. In the results of the missed interview that respondents watched only because of interests, likes, and hobbies alone.

Nevertheless, Tolbert explained that there is a gender influence in choosing a YouTube Beauty channel [15], with 104 middle and high school children as respondents in this study only 4 teenage boys are willing to be interviewed while other male respondents do not want to answer for reasons of Beauty field as female territory so they are not willing to fill out questionnaires or interviews. Teenagers prefer impressions according to

the gender of themselves whether a female or male. In addition to offline meetings between audiences and YouTubers, YouTube strives to maximize the involvement of active online participation of subscribers. In maintaining closeness to the audience online by filling in the comment field [16], or giving the status of likes or dislikes over the video uploads it sees to maintain emotional closeness and YouTubers. For respondents to Beauty channels over the age of 17, as many as 35 people can already see YouTube with a high awareness to know a channel is negative content, positive, or advertising category.

Viewers over the age of 17 can already prioritize and make needs choices over teenagers under the age of 17. In addition to the huge number of makeup impressions, the names of YouTubers Makeup Artist (abbreviated MUA) are more familiar than the names of Beauty therapy Youtubers. The respondent's answer when asked the name MUA his idol answered not only the names of female MUA but also there are male MUA names. In a YouTube Beauty channel search, the dial code can be with the MUA name answered by the respondent.

The impact of decorative makeup and hairstyling activities continues to influence Beauty channel viewers to do the same activities independently. By doing makeup activities independently, teenagers will buy one or more cosmetic ingredients or Beauty tools at an affordable price by the teen according to YouTuber recommendations. Unlike beauty therapy channels, responses to Beauty therapy impressions are more visible as advertisements.

The name of the Beauty therapy Youtubers is less familiar than the MUA name and none of the names of the treatment Youtubers appears in the millennial respondent's answer so the calling code is not with the names of the YouTubers but by mentioning the type of Beauty therapy or the name of the Beauty therapy area. In interviews, Beauty therapy channels are considered not cheap so it has less of a strong effect on the purchasing power of teenagers. Most of the treatment impressions do show more about how Beauty therapy is processed in one clinic so as not to reach the purchasing power of teenagers to do the same activities independently or do treatment activities according to YouTubers' recommendations.

The audience can only watch the Beauty process without being able to feel the service directly. In a study, YouTube did provide entertainment, interaction, and trendiness [17]. Influence social media on luxury goods brands that YouTube channels are not for short-term interests but build relationships with consumers. If consumer see a YouTube vlogger similar to them will likely develop the same attitude and evaluation attitude as the vlogger. Unlike everyday consumer goods, luxury fashion brands in particular build long-term relationships with consumers. Thus, one way increases the likelihood

of repeated purchase behavior [18]. In this case, the Beauty treatment activities at the clinic are part of a high-cost Beauty activity that will not be affordable for teenagers in general. In line with rational theory, purchasing depends on the individual to see based on consideration of desire or need. In this case, viewers of pre-adult Beauty channels began to realize to resist the desire to purchase items witnessed through the gadget. They can state which ad content is or not and decide on purchases with a priority scale first. The maturity of age will affect the behavior in watching the Beauty channel itself until the purchase transaction against beauty products or services.

#### 4. CONCLUSION

The Beauty channel has a lot of teen viewers. Teenagers are making YouTubers the new idol of the day. Respondents watch Beauty channels only based on interest or hobby and watch without load. Respondents to the Beauty channel were dominantly female. Teenagers' purchasing power is not directly proportional to their sales and love of YouTubers. Social media like YouTube remains close to consumers, especially luxury goods, because relationships are built on long-term relationships. They watched repeated impressions with the impersonation of behavior. YouTubers should understand the target audience that will watch their channel so that the number of subscribers will increase.

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