

THE INFLUENCE OF THE VESPA SPEEDING INDONESIA YOUTUBE CHANNEL ON SUBSCRIBER LIFESTYLE

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Abstract

The development of technology has resulted in social media becoming an online tool that allows individuals and groups to share digital content. Among the various forms of social media, vlogs (video blogs) and YouTube stand out as platforms that offer information through a combination of images, sound, video, and text. YouTube, in particular, is widely used by people for informational purposes and features diverse channels spanning various topics, including music, travel, culinary arts, and automotive enthusiasts. Piaggio's Vespa, known as a legendary brand, is one of many brands that offer Vespa products. As a pioneer in the automotive industry, Vespa chose to launch a YouTube Channel called Vespa Ngebut Indonesia, dedicated to Vespa riders in Indonesia. This study aims to examine the influence of the Vespa Speeding Indonesia Channel on the lifestyle of its viewers, particularly young adults, and how this influence drives them to purchase a Vespa. The study focuses on the age group that watches and subscribes to the Vespa Speeding Indonesia Channel the most. Data was collected from 100 participants through a questionnaire distributed via Google Forms, and statistical analysis using a Likert scale was employed to analyze the data. The research utilized an explanatory quantitative analysis approach based on the SOR theory. The findings of this study indicate that the Vespa Speeding Indonesia Channel has a significant impact on the lifestyle of its subscribers.

Keywords: Automotive, Lifestyle, New Media, YouTube

1. INTRODUCTION

In Indonesia, the use of the internet has become increasingly common due to the advancement of technology, allowing people to access various forms of information easily. According to a survey conducted by the Indonesian Internet Service Providers Association (APJII) in 2019, the number of internet users in Indonesia reached 196.7 million, accounting for 51.8% of the total population of 266.91 million in 2016. Moreover, social media platforms like Facebook, Instagram, and YouTube have experienced significant growth, driven by the expansion of technology and information. This growth indicates that the internet is no longer limited to just email and websites, but has evolved to include new media forms such as blogs, video sharing sites, online games, and more. Among these new media platforms, YouTube stands out as one of the most widely recognized video networking sites globally (Palinoan, 2017).

Social media refers to online tools designed for interaction and the sharing of digital content among individuals in a community (Nyangeni et al., 2015). Video blogs, also known as vlogs, are a form of social media content that combines images, sound, video, and text to convey information. YouTube is a prominent platform that offers advertising services in the form of videos (Wibisono et al., 2019). The average viewership on

YouTube consists of individuals aged 18 to 34, and the platform offers a diverse range of content, including music, news, movies, and lifestyle-related videos (David et al., 2017).

Previous studies have explored the usage of social media and its impact on individuals' social behavior, lifestyle, and other factors influencing its use (K. Hashim, King Abdulaziz University et al., 2016). In the modern era, many people rely on video content for information. YouTube, as a widely used social media platform, serves as a means for fulfilling their informational needs. It hosts various channels dedicated to music, travel, cooking, and even the automotive industry. The automotive channels, in particular, provide valuable information about the pros and cons of different motor vehicle technologies, assisting Indonesian individuals in finding reliable information and references (Adiyanto, et al., 2018).

YouTube features numerous user-uploaded channels, including those related to product reviews. As such, it has become a sought-after platform for viewers who seek information about products through YouTube videos. Vespa, a brand of scooters from Piaggio, is among the many brands available in Indonesia. Despite its prevalence, Vespa holds a special place in people's minds, as it goes beyond being a conventional motor vehicle and is seen as a lifestyle choice. Vespa's presence in Indonesia has had a significant impact, as it is associated with fashion and embodies the characteristics of a stylish two-wheeled vehicle. Thus, Vespa is not just a product of the automotive industry but also a symbol of lifestyle (Separsa Kusuma & Suparna, 2015; Andika & Prisanto, 2020).

In a study conducted by Shabir et al., it was noted that an individual's lifestyle is strongly influenced by the impressions they repeatedly encounter, which can have either positive or negative effects depending on the person's interpretation (Shabir et al., 2014).

As a pioneer in the automotive industry, Vespa has taken the initiative to create a YouTube channel called "Vespa Speeding Indonesia." The purpose of this channel is to provide engaging and informative content with various themes. While the target audience primarily consists of Indonesian Vespa enthusiasts, the channel also caters to individuals who may not own Vespa scooters, aiming to introduce and promote the Vespa brand. The channel covers topics such as technology, official racing event schedules, and Vespa product reviews, which have gained popularity among many young people, as evidenced by its 37,600 subscribers (source: Vespa Indonesia YouTube). The Vespa Speeding Indonesia YouTube Channel aims to enhance subscribers' understanding of Vespa scooters and their features. The channel's presence may also have an impact on the lifestyle behavior of its viewers.

The objective of this study is to investigate whether the Vespa Speeding Indonesia YouTube Channel influences the lifestyle choices of its subscribers. The study aims to explore the inclination of many young people to choose Vespa motorcycles as a means of projecting a contemporary lifestyle and to demonstrate their prestige. By using a Vespa scooter, they perceive themselves as belonging to an elevated social class and become part of a distinct community.

According to Gizha, the owner of the Vespa Speeding Indonesia YouTube Channel account, the channel was created to inform the public about both old and new Vespa models. Through its content, Vespa Speeding Indonesia aims to foster and educate Vespa users about speed-related topics.

The findings of this research can serve as a reference for future studies, whether for conducting new research or analyzing the validity of the current findings. Additionally, it is expected that this research will contribute to the education of future researchers, encouraging them to explore similar themes or further develop the subject matter of this scientific article.

2. LITERATURE REVIEW

2.1. The Influence of the YouTube Channel

Influence is a crucial element in communication that determines the success or failure of desired outcomes. It can manifest as changes in knowledge, attitudes, and behavior (Cangara, 2018). In the context of this study, influence among teenagers can lead them to forget their own identity, as they are easily swayed by current trends from other countries, including lifestyle choices, language, fashion, and socialization patterns (Febriansyah, 2020).

According to Ruthellia's research cited in Putri (2020), there are six indicators of influence, which are as follows:

1. **Credibility:** Refers to the trust established with the audience. It examines how creators are perceived as reliable and trustworthy in delivering video content.
2. **Attractiveness:** Relates to the shared interests between the creators and the audience. This indicator focuses on how videos are visually appealing and cater to the audience's interests and hobbies.
3. **Power of a Creator:** Describes the ability of creators to evoke admiration from the audience through their vlog content. In this study, the creator aims to captivate the audience by presenting captivating information about Vespa products.
4. **Attention-Grabbing Vlog Content:** Highlights the distinctive nature of vlogs compared to other video types. Creators continuously strive to produce content that captures the audience's attention.
5. **Understandable Vlog Content:** Emphasizes the importance of using accessible language and clear communication to ensure that the audience comprehends the purpose and objectives of the YouTube channel.
6. **Informative Vlog Content:** Focuses on providing valuable information. YouTube channel creators should strive to deliver information that is easy for the audience to grasp (Putri et al., 2020).

These indicators of influence shed light on the factors that contribute to the impact of a YouTube channel on its viewers. They offer insights into how creators can effectively engage with their audience and establish a strong connection through credible, attractive, and understandable content.

2.2. Lifestyle

Lifestyle refers to an individual's way of life, encompassing how they spend their time, their values, and their perspectives on the world around them (Anida, 2018). Konig's research (1984), as stated by Paul B. Hartono, suggests that modern culture gives rise to a modern lifestyle. This lifestyle serves as a benchmark for individuals when it comes to their actions and beliefs. Furthermore, lifestyle can be seen as a means of self-expression and adapting to new things or cultures that emerge due to societal changes. As a result, teenagers are willing to invest their time and money in purchasing or modifying Vespa

vehicles after watching the Vespa Speeding Indonesia YouTube Channel (Monanda, 2017).

In Mandey's research, as mentioned in Putri's study (2020), three indicators of lifestyle were identified:

1. Activity: Refers to the activities undertaken by consumers, such as the products they use, their purchases, and how they fill their free time.
2. Interest: Represents the objects, events, or discussions that capture sustained attention and excitement. Interests can take the form of hobbies, pleasures, or significant aspects of a consumer's life.
3. Opinion: Denotes the viewpoints and responses expressed by consumers in response to various global, local, or economic issues, serving as a way to navigate and balance these concerns (Putri et al., 2020).

2.3. Social Media

Social media, as outlined by research conducted by Van Dijk cited in Nasrullah (2015), refers to online platforms that facilitate user activities and collaboration. It serves as a medium for strengthening relationships and social bonds among users. In essence, social media enables various forms of two-way communication, including written, visual, and audiovisual exchanges. It revolves around three fundamental aspects: sharing, collaborating, and connecting (Puntoadi, 2011).

2.4. YouTube

YouTube is a highly popular social media platform that allows users to upload, watch, and share videos. It ranks among the top websites globally, generating substantial web traffic. YouTube accounts are referred to as channels, and the platform offers opportunities for marketing and generating profits (Zarrella, n.d.).

The primary motivation behind researching the Vespa Speeding Indonesia YouTube Channel is its significant number of subscribers. The channel was created by its owner to consistently provide up-to-date product information from Vespa Speeding Indonesia, with the aim of influencing the lifestyle of its subscribers.

According to Rutelia, as cited in Putri (2020), YouTube content delivers messages and information through videos that explore everyday activities. Creators strive to make their content interesting, easy to understand, and captivating to the audience, establishing credibility, allure, and authority in the process (E. R. David et al., 2017).

2.5. S-O-R Theory

The S-O-R (Stimulus-Organism-Response) theory is an appropriate framework for addressing the research problem as it reveals the relationship between the messages conveyed through Vespa Speeding Indonesia YouTube videos and the responses of the audience, ultimately influencing the lifestyle of subscribers.

The S-O-R theory, a communication theory, explains the effects of stimuli. It focuses on the specific response generated by a stimulus. It predicts and analyzes the adaptation between the message and the response of the communicator (Effendy, 2009).

In this study, the S-O-R theoretical framework establishes a relationship between the influence of the Vespa Speeding Indonesia YouTube Channel and the lifestyle of its subscribers. The components include the Message (influence of the YouTube channel),

Communication, and Effect (subscriber lifestyle). The S-O-R theory predicts and estimates the correspondence between the message and the communicative response (Monanda, 2017).

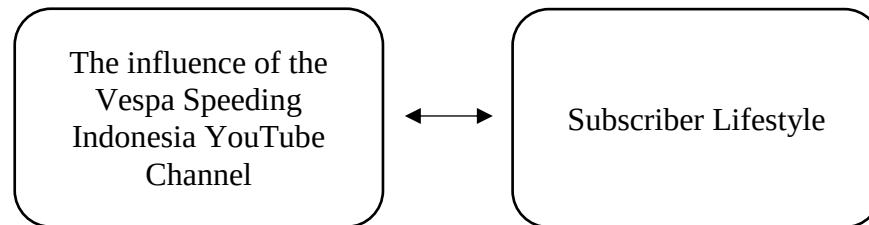


Figure 1. Framework of Research

3. RESEARCH METHOD

This research focused on subscribers of the Vespa Speeding Indonesia YouTube Channel, specifically targeting the age group that had the highest viewership based on YouTube's audience data. The chosen age range was 18-24 years, which accounted for 54.4% of the total subscribers, resulting in 20,454 subscribers. To determine the sample size, the Taro Yamane formula was used with a precision level of 10% and a confidence level of 90%, resulting in a sample size of 100.

$$n = \frac{N}{N d^2 + 1}$$

$$\begin{aligned} n &= 20.454 : ((20.454 \times 0,1^2) + 1) \\ &= 20.454 : ((20.454 \times 0,01) + 1) \\ &= 20.454 : (204,54 + 1) \\ &= 20.454 : 205,54 \\ &= 99,5 (100) \end{aligned}$$

The research employed an online survey method using Google Forms to collect data from active subscribers. Conducting the survey online was chosen to adapt to the conditions of the ongoing COVID-19 pandemic and the implementation of PPKM. The survey aimed to gather feedback from active subscribers for further data processing.

This research follows a quantitative approach with an explanatory type and a positivism paradigm. The positivism paradigm views reality and facts based on observable phenomena. In this research, reality is measured using valid and reliable research instruments. The positivism model is a traditional, experimental model commonly used by sociologists, emphasizing a new approach to knowledge (Rizal, 2019).

This study employs an explanatory quantitative research design, which aims to gain a more detailed understanding of the current conditions and to establish relationships between variables to help the researchers form hypotheses for further analysis. The purposive sampling technique was employed to select the sample for this study. This technique allows researchers to subjectively select and determine samples based on specific criteria, ensuring that the study meets its objectives. The selection criteria involved grouping the subscribers and narrowing down the sample to include only active

subscribers within the 18-24 age range. The survey questionnaire consisted of several statements related to the research topic for respondents to answer.

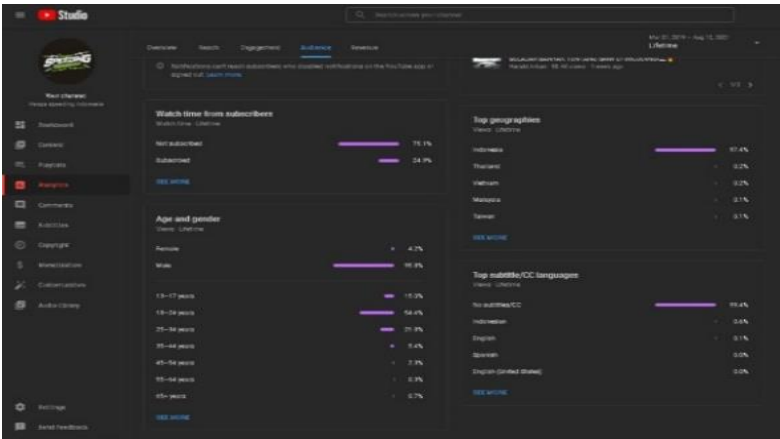


Figure 2. Data of subscribers of the YouTube Channel audience Vespa Speeding Indonesia

Table 1. Indicator of each variable

Variables	Dimension	Indicators
Influence of YouTube Channel (E. R. (Eribka) David et al, 2007)	Credibility	1. Always believe in delivery of the creator by the video viewed. 2. Always be sure that the creator is very expert in delivering the video.
	Attractiveness	1. Interested in watching because of a hobby. 2. Every video that is delivered is always interesting. 3. The shooting is perfectly made.
	The power of the creator	1. Always amazed every time a video is watched. 2. Creator reviews the video interestingly 3. Creators are always amazed every time they convey information about vespa products
	Interesting Vlog	1. Interesting information every time watching this channel. 2. The information always attracts viewers
	Comprehensible Vlog	1. Comprehensible language 2. Comprehensible information
	Acceptable Vlog	1. The information conveyed is received easily 2. Satisfaction is always gotten in every time watching the vlog
Subscriber Lifestyle	Activity	1. Interested in joining the vespa community 2. The latest information about vespa automotive is obtained
	Interest	1. Getting more interested in vespa products 2. Always interested in having the latest products reviewed in the channel

3.1. Operationalization of Variables

Based on the acquisition of the results of the operationalization structure of the variables that have been formed, there is a hypothesis as an important role to determine the direction of the resulting research results by proposing a hypothesis as follows:

H₀: The influence of the Vespa Speeding Indonesia YouTube Channel has no influence on the lifestyle of subscribers

H_a: The influence of the YouTube Channel Vespa Speeding Indonesia has an influence on the lifestyle of subscribers.

The results of the questionnaires that have been distributed to respondents will be processed to obtain significant results from the calculations produced by the questionnaire itself, with Validity Test technique which is useful for seeing how accurate the instrument used on each indicator is formed. Reliability Test to see a measure of stability or consistency of test scores refers to the extent to which the test measures without error and can be trusted (Chan & Idris, 2017). The data analysis technique uses Simple Linear Regression Analysis Technique as a decision-making of the proposed Hypothesis Test with the output generated from ANOVA, Coefficient and Model Summary on IBM SPSS 25 software.

4. RESULT AND DISCUSSION

4.1. Hypothesis Testing

The formulation of the problem in this study is "is there an influence of the YouTube Channel Vespa Speeding Indonesia on the Lifestyle of its Subscribers?". In answering the research problem, a correlation coefficient analysis is used which results in a correlation coefficient value (r) of 0.659. The relationship between variable X (YouTube video channel influence) and variable Y (subscriber lifestyle) is 0.659. This correlation value is strong. Strong means that there is a unidirectional relationship between the Vespa Speeding Indonesia YouTube Channel and the subscriber's lifestyle.

**Table 2. Hypothesis Testing Result
ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.979	1	21.979	79.018	.000 ^b
	Residual	28.650	103	.278		
	Total	50.629	104			

a. Dependent Variable: Y

b. Predictors: (Constant), X

**Table 3. T Test Result
Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.531	.381		1.394	.166
	X	.831	.093	.659	8.889	.000

a. Dependent Variable: Y

It is already known that the sig. value for the effect of X on Y is $0.000 < 0.05$ and the t value is $8.889 > t$ table 1.660, on Y. Thus, it can be concluded that this study rejects the null hypothesis (H_0) and accepts the alternative hypothesis (H_a) which states that there is a significant relationship between the Vespa Speeding Indonesia YouTube Channel and the subscriber's lifestyle.

In the table above, there are results from the Sig. value of 0.000 on variable X (YouTube video channel) and F count of 79.018. Thus, the hypothesis proposed H_a is accepted (there is a significant relationship between the Vespa Speeding Indonesia YouTube Channel on the subscriber's lifestyle). Because variable X (YouTube video channel) has a significant effect simultaneously by meeting the Sig. value requirement below 0.05 and the F value is greater than the F table of 63.004 as an assumption for making a significant decision from the F test.

4.2. Coefficient of Determination

The coefficient of determination (R^2) is an activity carried out to measure how far the model's ability to explain variations in the dependent variable. An R^2 value close to one indicates that the independent variable provides almost all the information needed to predict the independent variation (Imam, 2006). The results of the calculation of the coefficient of determination of this study can be seen in the following table :

**Table 3. Coefficient of Determination Result
Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659 ^a	.434	.429	.527

a. Predictors: (Constant), X

The table above shows the R Square value of 0.434. the results of this calculation indicate that the magnitude of the influence of the independent variable on the dependent variable that can be explained by this equation model is 43.4%. The results of the calculation of the coefficient of determination prove that the variable influence of the YouTube Channel Vespa Speeding Indonesia has a strong influence on the lifestyle of its subscribers can be explained by this equation model is 43.4% and the remaining 56.6% is influenced by other factors not included in this regression model.

The results showed that the Vespa Speeding Indonesia YouTube Channel had an influence on the subscriber's style, and the influence was 43.4%, in the correlation

coefficient interpretation guidelines, the influence was included in the "strong enough" category with an average of 0.40-0.599.

5. CONCLUSION

Based on the findings discussed above, it can be concluded that subscribers of the Vespa Speeding Indonesia YouTube Channel respond positively to the stimulus provided through the channel. The messages conveyed are delivered regularly and made as engaging as possible through well-packaged video content in terms of content and production quality.

The Vespa Speeding Indonesia YouTube Channel also has the potential to reach a wider audience through advertisements on social media platforms. This strategy aims to spread product information and exert a strong influence not only on subscribers but also on individuals who may be unfamiliar with the brand.

The Vespa Speeding Indonesia YouTube Channel serves as an organism by consistently delivering high-quality information through its video content. This approach helps potential customers and existing subscribers better understand the products being offered. The channel believes that presenting interesting and relevant content can enhance consumer engagement, build trust, and cater to the needs of the target audience.

The response from subscribers to the Vespa Speeding Indonesia YouTube Channel has been overwhelmingly positive. This is evident from the high determination coefficient, indicating a strong influence of the channel on the subscribers' lifestyle choices.

Based on the research findings presented, it is recommended to improve the stimulus in the form of understandable vlog content on the Vespa YouTube channel. This can be achieved by using language that is easier to comprehend, ensuring that the conveyed information is more readily accepted by subscribers.

While the Vespa Speeding Indonesia YouTube Channel has received a positive response from subscribers, the researchers note a lack of subscriber participation in the Vespa community. Therefore, it is suggested to organize more frequent activities beyond YouTube videos, such as rolling thunder events or contests, to encourage greater engagement and involvement from subscribers.

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