

**THE INFLUENCE OF ATTA HALILINTAR VLOG CONTENT ON
YOUTUBE SOCIAL MEDIA TOWARDS INTEREST
IN MAKING VLOGS
(Case Study at SMA Negeri 19 Bekasi in 2020-2021)**

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Abstract

Creating vlog content on YouTube presents an excellent opportunity to connect with audiences and share personal interests. Atta Halilintar, an Indonesian YouTuber and influencer, has garnered substantial popularity through his vlog content, which typically showcases his daily life, travels, family, and various adventures. This study aims to assess the impact of Atta Halilintar's YouTube vlog content on social media, particularly its influence on generating interest in vlog creation. The vlog content produced by Atta Halilintar has gained widespread attention among content creators due to its potential as a source of income or supplementary earnings. The research population consisted of 877 students from SMA Negeri 19 in Bekasi City for the academic year 2020-2021, with a sample size of 100 respondents chosen through purposive sampling. Data collection utilized a questionnaire employing the Likert scale. The analysis involved the Product Moment Correlation Test and Determination Test, performed using SPSS version 24. The findings indicate a positive correlation between Atta Halilintar's YouTube vlog content and the interest in vlog creation at SMA N 19 Bekasi. The study concludes that Atta Halilintar's vlog presence on YouTube significantly influences teenagers' interest, particularly within SMA Negeri 19 Bekasi. The YouTuber's credibility and popularity attract followers to explore similar content, as evidenced by a t-test resulting in a p-value of 0.000, indicating a significant impact of vlog content on the interest in creating vlogs.

Keywords: *Interests, Vlog Content, Youtube*

1. INTRODUCTION

Currently, the media that is often used to obtain information is social media. The relationship between users can be described through the concept of techno-social system where the relationship will give birth to a larger network of users in this case the community in the offline world which has complete components including order, value, structure to the existence of social reality (Fuchs & Sandoval, 2014; Kusumawardani & Hanggoro, 2018).

Social media that is currently being favored by many people is Youtube (Maulana et al., 2023). Youtube is one of the video sites that provides various information in the form of 'moving images' and can be relied upon. This site is indeed provided for those who want to search for video information and watch it directly (Iksanti & Lestari, 2018). People can participate in uploading videos to Youtube servers and share them with the world (Baskoro, 2009)

Youtube is a social media where users can access, download and share videos (Afriana et al., 2017). Data compiled by Google states that the Youtube social media platform currently has more than 1 billion users, this figure indicates that almost one third of the total internet users have used Youtube social media and this figure can be seen that

users have seen video content on Youtube for hundreds of millions of hours every day and generated billions of views. (Larasati & Manalu, 2017; Tamburka, 2013)

The number of channels that earn six figures per year on YouTube is increasing by more than 40% per year, the number of channels that earn five figures per year on YouTube is increasing by more than 50% per year, and the number of channels that have more than one million subscribers is increasing by more than 75% per year (youtube.com) Almost every day there are many videos that recommend Vlog content on the Youtube site. Vlog content has diverse content, for example from genres, ranging from the categories of comedy, music, gaming, entertainment, how to & style, daily life and so on. Researchers limit this research to daily vlog and comedy content because this content is one of the contents of the Vlog genre that is favored by its audience. This can be seen from the number of subscribers to Vlogs with the theme of daily life and Prank which can reach millions of viewers.

The vloggers who make Vlogs with the theme of daily life and Prank above generally seem to show their daily lifestyles, for example, often traveling to a place, going to the mall, and other daily activities. Prank is making something trap to friends. Being a vlogger is a very profitable thing. Something that is a hobby can make money from youtube. The income from YouTube is roughly 1 USD per 1000 views, but it turns out that this figure cannot be used as a benchmark for income, because if someone makes a video to upload to YouTube and no one clicks on the ad even though the number of views has reached 1000 then getting 1 USD is unlikely. Therefore, if someone's video gets 1 million viewers, the income that can be obtained is 550 USD or around 7,000,000 (www.sepulsa.com).

In Indonesia, there are many well-known YouTubers, one of which is a content creator named Atta Halilintar. Atta Halilintar's popularity refers to the title he earned as a content creator or in other terms called the first Youtuber who managed to get the most Subscribers in Southeast Asia, reaching 22 million and Atta Halilintar generates an income of 1.8 billion to 29.7 billion every year according to Atta Halilintar (Rilanti, 2019). The key to the success of Atta Halilintar's YouTube channel is that he is always diligent in uploading content that is interesting and in demand by many people (up to date). Atta Halilintar often makes videos with other YouTubers or with artists and musicians in Indonesia according to (Rilanti, 2019).

Creative and interesting content will get more response from teenagers. As with vlog (prank) content being content that teenagers are interested in and like, the vlog (prank) content created by Atta Halilintar is disguised as something unexpected so that the people around feel entertained and every prank content created by Atta Halilintar contains implied messages that can make the audience get different thoughts and opinions so that the messages received are different (Elvani, 2020). The existence of Atta Halilintar on YouTube is a unique and important phenomenon to study. Subscribers who are fans of Atta Halilintar's videos will influence individual actions.

Previous research conducted by (Annastasia, 2020) entitled "The Effect of Prank Content in Youtube on the Negative Attitudes of North Sumatra University Students". Based on this research, it was found that the negative attitude of students with variable X and variable Y was 0.739. So that the activity of watching videos with content containing Prank on Youtube is proven to be closely related to the emergence of negative attitudes from North Sumatra students. Thus the results of the hypothesis are accepted, namely H_a , while H_o is rejected or in other words the Prank video content on Youtube has an effect

on the attitude of students at the University of North Sumatra. The amount of influence obtained is 55% and 45% Influenced by other factors. These results are in line with the research entitled "The Effect of Informal Language on Mak Beti's Video Content in Attracting Subscription Interest in Arif Muhammad's Youtube Channel" conducted by (Nasution, 2019), It was obtained that between variable X, which uses non-formal language in the content, and variable Y, namely subscription interest, the calculated rXY value is 0.333 and r table is 0.197. With such results, it is known that informal language has a certain impact on Mak Beti's konten, thus causing interest in subscriptions in Arif Muhammad's complete set.

Based on the phenomena that have been described, this study aims to analyze the effect of attahalilintar vlog content on youtube social media on interest in making vlogs. This study holds significant potential to contribute to the understanding of the impact of YouTube vlog content on social media platforms, with a particular focus on Atta Halilintar's influence. By delving into the connection between his vlogs and viewers' interest in creating their own content, the research addresses both academic inquiries and practical implications for the world of digital media and content creation.

2. LITERATURE REVIEW

2.1. New Media Theory

Basically, new media theory is an idea that talks about the development and renewal of media. According to Croteau 1997 in (Kurmia, 2005), the new media itself is a type of digital media with an advanced concept following the times and involving automatic and concise technology, the type of new media produced or born from a technological innovation includes television media, the use of satellites, optical fiber technology (optical fiber) and the computer. So that it can easily present information anytime and anywhere, in this case the utilization of the internet has combined the functions and usability of several other media into one, which includes writing, sound or audio, as well as images and videos (McQuail's in English). Efendi et al., (2017).

New media makes it easier for a person to get what he wants, and refers to the opinion expressed by R Cahyo Prabowo in (Parsaorantua et al., 2017) In essence, new media can be interpreted as a tool or instrument in carrying out various activities such as communicating, exchanging messages, interacting, and obtaining the news needed by utilizing internet channels.

2.2. Social Media

According to Shirky 2008 in (Puspitasari, 2018) social media is sharing, cooperating and taking action simultaneously between users, media is an important factor in conveying messages because it has an effective influence and an effective message is a message that is able to influence the target group desired by the sender of the message. (Ramdan et al., 2019).

Social media provides a wide range of personal content, a means of enhancing the skills and capabilities of its users to be able to connect with other users and create content responses because social networking is a trend that occurs in today's society. (Funk, 2011).

2.3. Youtube

Youtube can be defined as a social media platform that is accessed online, contains video content and can be utilized as a medium for searching videos, watching videos, and exchanging videos with other users spread out all over the world (Budiargo, 2015). Currently, the social media that is being favored by many people is Youtube, (Baskoro, 2009) Youtube is a video website that provides information in the form of "moving images" and real-time or direct display. A person can follow uploading videos to the youtube channel (Melita, 2019). A platform to enhance the skills and capabilities of its users to engage with other users and create content responses because social networking is a trend in today's society (Funk, 2011).

(Nasrullah, 2018) stated that the media used to interact and exchange information in a network of cooperation between users and content creators, there are several special characteristics or main characteristics of social media, which include: information shared is not intended for one person only, the recipient of the information determines the time of interaction, the message is sent freely, the message is sent faster, and the recipient determines the interaction. (David et al., 2017). The most common type of video uploaded on Youtube media is video content containing music clips, movies, and other video content that is created and released by the users themselves and Youtube is not in direct physical contact, but correspondents to interact directly with commenters and even with communicators who upload videos online. (Thanissaro & Kulupana, 2015).

2.4. Content and Vlog

According to (Cecariyani & Sukendro, 2018) content is one of the main characteristics of social media, indicating that content on social media is entirely produced by the account owner. Terminologically in the Big Indonesian Dictionary (KBBI) the origin of the word Prank is a term that exists in English, which can be interpreted as an action in the form of jokes or banter aimed at certain people or certain groups with the intention of providing entertainment to the audience who watches, in this vlog (prank) content can be measured using media exposure through factors, namely frequency is data collection on how often audiences watch content, duration is calculating how long the audience spends watching content, attention is the relationship between the audience and the content of the content and feels attention in a content. (Annastasia, 2020; Ardianto, 2007).

Vlog content (prank) the emergence of humor about things that are not natural or something strange according to Setiawan in (Rahmanadji, 2007). According to Sujoko, vlog content carries out all the goals of ideas and messages, teaches and looks at problems from various angles, smooths the mind and entertainment, makes people realize that they are not always right and tolerates something. (Mulia, 2019).

2.5. Atta Halilinar

Young people who have succeeded and won many followers on the Atta Halilinar channel have the most followers with 24 million subscribers who are young Indonesians who have managed to steal the attention and succeed in their careers, the Halilinar family is the most unique family with 11 children each with their likes and expertise and Atta Halilinar started a YouTube account in 2014 and is consistent in uploading videos every day making subscribers increase within 6 years to become a "Youtuber" which is a general term in Youtube media to refer to content creators or popular Youtube users who produce

and upload video content made by them for other users to watch according to (Elvani, 2020).

2.6. Interest

Interest according to Sardiman 1990 is a feeling of liking and pleasure in an object, if the object is in accordance with the goal and related to one's needs, Youtube, namely Muhammad Attamimi Halilintar or often known as someone will see someone's interest in an object (Kasmawati, 2017). While according to (Soufia & Zuchdi, 2004) that interest is a motivation that encourages people to pay attention to activities or other objects, interests that arise in a person give birth to certain motivations or impulses to interact and what makes someone interesting makes someone encourage him to do more active (Ahmad, 2018). Interest according to Purwanto human action to a goal and is an encouragement to interact (Harjanto, 2013).

2.7. Teenagers' Interest in Subscribing to Youtube Channels

Users who have free subscription access to a YouTube channel are commonly referred to as subscribers. Subscribers have an important role in the development of a channel because if a channel has many subscribers, it allows videos on the channel to be played more often, thus the video appears more often on the YouTube homepage and can reach more new people to watch the video according to YouTube (Thanissaro & Kulupana, 2015).

Hendri, S. expert of KEMENKOMINFO (www.perhumas.or.id, 2017) Based on data from the Indonesian Broadcasting Commission (KPI) in 2016, the number of young TV viewers has decreased significantly due to the existence of smartphones that can provide more detailed and complete information and are easily accessible and the number of Youtube viewers has increased very high in a video can be watched many times, while TV shows can only be watched once at the right time. (Sulianta, 2015) mentioned, teenagers' interest in subscribing to YouTube sees from the conversation (trending) then, social media is able to present what is being a lot of people and send or forward messages in a new communication with technology that is different from traditional social media (Larasati & Manalu, 2017).

According to (Setiawan, 2010) interest is a feeling of liking and being interested in something usually characterized by a sense of pleasure, attention, compatibility or suitability in something, a sense of interest arises by itself and can develop, the dimensions that give rise to feelings of interest in subscribing to the YouTube channel are needs are a person's needs related to feelings of pleasure, social motives are to gain learning and experience in a content, and emotional is to put an intensity of attention to an object or activity in the channel (Nasution, 2019).

2.8. Research Framework

The framework is the researcher's train of thought as the basics of thought to strengthen the sub-focus that is the background of this research.

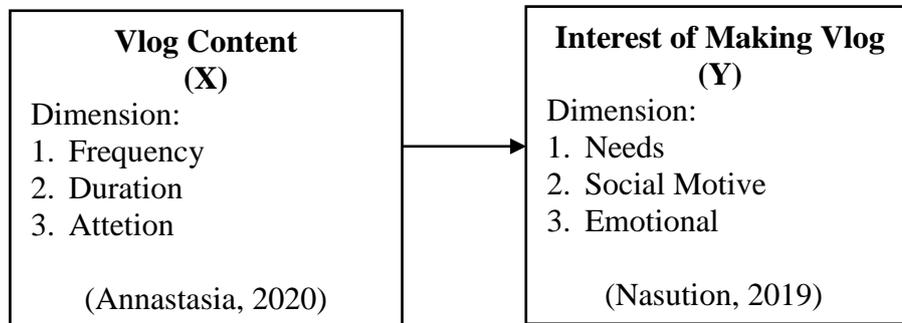


Figure 1. Research Framework

2.9. Research Hypothesis

Hypothesis is a temporary formulation in the answer to research (Sugiyono, 2013). The word "temporary" in this case is used because the initial formulation presented is based on the time of data collection by researchers. The hypotheses presented are:

Ha: Atta Halilintar's vlog content on YouTube social media affects interest in making vlogs.

H0 : Atta Halilintar's vlog content on YouTube social media has no effect on interest in making vlogs.

2. RESEARCH METHOD

This study utilizes quantitative research, and uses correlational research procedures and correlational research activities to review the division in a correlation bond between 2 or more variables (Susetyo, 2014). The correlation research method aims to determine changes in factors related to one or more based on the correlation coefficient (Suryabrata dalam Gozali, 2018).

The research was conducted at SMA Negeri 19 Bekasi class of 2020/2021. The reason for choosing a location at SMA Negeri 19 Bekasi class of 2020/2021 is because the researcher is domiciled in Bekasi and in the study, information is needed on the age of 16-17 years as respondents for ease of conducting research. Sampling was carried out using the simple random sampling method, which is sampling from a population that is carried out randomly without regard to the degrees in the population according to (Sugiyono, 2013). Furthermore, the target population at SMA Negeri 19 Bekasi class of 2020/2021, with a total of 877 students. The sampling method is using the Slovin formula which is measured through an error rate of 10% as follows:

$$N = \frac{N}{1 + Ne^2}$$

$$N = \frac{877}{1 + 877(10)^2} = \frac{877}{9.77} = 87,9 *$$

* rounded to 100 Respondents.

Based on the above calculations, the sample of respondents in this study was adjusted to 100 people or around 12% of the total students of SMA Negeri 19 Bekasi, this was done to facilitate data processing and for better test results. So in this study using an error tolerance level of 10%.

Questionnaires are data accumulation techniques along with providing written questions to respondents for answers (Sugiyono, 2013). For the needs of this study, researchers will distribute questionnaires to students of SMAN 19 Bekasi City according to the number of samples needed.

As stated by (Sugiyono, 2011), Data collection can be done in various settings, various sources and in various ways. When viewed from the setting, data can be collected in natural settings/surveys or others. When viewed from the data source, data collection can use primary and secondary sources. Furthermore, when viewed in terms of data collection methods or techniques, data collection techniques can be carried out by interview, questionnaire, observation, and a combination of the three problems. Researchers in this case use quantitative methodology to test random sampling techniques.

In the preparation and implementation of this study, researchers utilized dependent and independent variables. The independent variable, also known as variable X, is "Atta Halilintar vlog content on YouTube social media" while the dependent variable, also known as variable Y, is "interest in making vlogs".

Table 1. Operationalization Variable

Variable	Dimension	Indicator
Vlog Content (Annastasia, 2020)	1. Frequency	1.1 The intensity of watching vlog content.
		1.2 Frequency of watching vlog content.
	2. Duration	2.1 Diration of watching vlog content.
		2.2 Time interval in watching vlog content
	3. Attention	3.1 Interest in watching vlog content.
		3.2 Evoking feelings in vlog content.
Interest in Making Vlog Content. (Nasution, 2019)	1. Needs	1.1 The tendency to subscribe to youtube accounts.
		1.2 Following every content on youtube account.
	2. Social Motive	2.1 Tendency to gain experience in content.
		2.2 Knowledge gained from youtube account.
	3. Emotional	3.3 Tendency to prioritize YouTube account content.
		3.4 Feelings of enjoyment or dislike of YouTube account content youtube account.

In addition, the study ensured data reliability and validity by employing tests such as Cronbach's alpha for consistency, Pearson correlation for validity, R^2 for predictive ability, and a statistical t-test for evaluating the impact of the independent variable.

3. RESULT AND DISCUSSION

3.1. Respondent Demographics

In this study, researchers distributed 100 questionnaires. Respondents of this study were students of SMA Negeri 19 Bekasi. Respondents' demographic items are gender and age.

Table 2. Respondent Demographics

Item	Indicator	Frequency	Percent
Gender	Male	28	28%
	Female	72	72%
Age	16 years old	58	58%
	17 years old	42	42%

Table 2 shows that out of 100 respondents, 28 respondents (28%) were male and 72 respondents (72%) were female. Furthermore, 58 respondents (58%) were 16 years old and 42 respondents (42%) were 17 years old.

3.2. Validity Test

Table 3. Validity Test Results

Variable	Indicator	r-statistic	r _{table}	Conclusion
Vlog Content (X)	X1	0.839	0.165	Valid
	X2	0.559		Valid
	X3	0.817		Valid
	X4	0.834		Valid
	X5	0.570		Valid
	X6	0.807		Valid
	X7	0.877		Valid
	X8	0.800		Valid
	X9	0.818		Valid
	X10	0.850		Valid
	X11	0.863		Valid
	X12	0.861		Valid
Interest in Making Vlog (Y)	Y1	0.479	0.165	Valid
	Y2	0.637		Valid
	Y3	0.632		Valid
	Y4	0.588		Valid
	Y5	0.513		Valid
	Y6	0.612		Valid
	Y7	0.677		Valid
	Y8	0.568		Valid
	Y9	0.652		Valid

Y10	0.721	Valid
Y11	0.745	Valid
Y12	0.656	Valid

Based on the calculation results in table 3, it is obtained that all question items have a validity coefficient (r) value greater than the r-table (0.165), so that all question items are declared valid.

2.1. Realibility Test

Table 4. Reliability Test Results

Variable	Reliability Statistic	
	Cronbach's Alpha	N of Items
Vlog Content	0.941	12
Interest in Making vlog	0.856	12

Table 3 shows that the Cronbach alpha value for the Vlog Content Variable is 0.941, while for the Interest in making vlogs Variable is 0.856. This value is considered a good value and is appropriate (George & Mallery, 2010).

2.2. Multiple Regression Analysis

Table 5. Multiple Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	25.096	1.300		19.310	0.000
Vlog Content	0.376	0.060	0.533	6.236	0.000

a. Dependent Variable: interest in making vlog

Based on the results of the simple regression analysis, the following equation can be produced:

$$Y = 25.096 + 0.376 X$$

The coefficients of the multiple linear regression equation above can be interpreted as follows:

1. Constant of 25.096 means that if Vlog Content (X) is equal to zero, then Interest in making vlogs (Y) will be positive at 25.096.
2. The regression coefficient of 0.376 means that every increase in Vlog Content (X) by 1 unit, the Interest in making vlogs will increase by 0.376.

However, to see whether there is an influence of Atta Halilintar's Vlog Content on YouTube social media on the Interest in making vlogs, a case study at SMA Negeri 19 Bekasi, a t test is carried out and the results can be seen in Table 6.

Table 6. T Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	25.096	1.300		19.310	0.000
Vlog Content	0.376	0.060	0.533	6.236	0.000

a. *Dependent Variable:* Interest in making Vlog

The T-test results obtained a p-value of 0.000, or smaller than 0.05. This shows that there is a significant influence of Atta Halilintar's Vlog Content on YouTube Social Media on Interest in making vlogs at SMA Negeri 19. That is, from the results of the t test, it can be concluded that exposure to Atta Halilintar's vlog content positively influences the interest of students at SMA Negeri 19 to create their own vlogs. Atta Halilintar's vlog content may have successfully inspired and motivated students to be interested in the world of vlogging and try to create their own vlogs. This shows that Atta Halilintar's vlog content has a strong appeal and is able to influence the interest of SMA Negeri 19 students in creating their own vlog content. The interesting, inspiring, and entertaining vlog content presented by Atta Halilintar may have succeeded in attracting students' attention and stimulating their interest in entering the world of vlogging.

Then to see how much variance of the dependent variable can be explained by the independent variable, the coefficient of determination is used. The coefficient of determination can be seen in Table 7:

Table 7. Coefficient of Determination Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.533 ^a	0.284	0.277	4.572190

Whereas, it can be seen from the table above that the correlation coefficient value obtained is 0.533. This shows that Atta Halilintar's vlog content on YouTube social media and interest in making vlogs have a significant relationship. If the correlation coefficient is squared, the R² value obtained is 0.284. The coefficient of determination is calculated by squaring the correlation results and then multiplying by 100%. Then the coefficient of determination is obtained 0.284 x 100%, amounting to 28.4%. This means that Atta Halilintar's Vlog Content on Youtube social media contributes an influence of 28.4% to the Interest in Interest in making vlogs. While the remaining 71.6% is influenced by other variables outside the research model. The influence of Atta Halilintar's Vlog Content on social media which is only 28.4% occurs because interest in making vlogs is influenced by many other factors such as youtuber popularity, youtuber ability, audience needs, sophistication of technology used, quality of videos uploaded and so on.

4. CONCLUSION

Based on the results of data analysis, it has been found that there is a significant effect of Atta Halilintar's vlog content on social media on the interest in making vlogs among high school students at 19 Bekasi during the 2020-2021 academic year. This

indicates that the higher the Atta Halilintar vlog content on YouTube and social media, the higher the interest in making vlogs at SMK Negeri 19 Bekasi. This is because Atta Halilintar's content and vlogs are able to attract sympathetic audiences due to their simplicity and interesting nature, which effectively conveys education and has a positive impact on YouTubers. The results obtained demonstrate that a small portion of the vlog content influences the interest in making vlogs and is influenced by the variables studied, while most of the other factors are influenced by variables outside the research model.

Based on the conducted research, there are several positive and useful insights that can be derived. This study contributes to knowledge and provides a broader understanding of the impact of social media, particularly YouTube, on attitudes and the utilization of communication media within the field of Communication Science. Thus, this research can serve as a reference for future studies with a wider and distinct perspective. The influence of vlog content on the interest in creating vlogs can encourage YouTube content creators to be more cautious and diverse in their video uploads, ensuring that audiences consistently respond positively to this form of entertainment content.

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