



The power of Youtube in popular culture dissemination: the case of Bakar Production

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ABSTRACT

The advancement of communication and information technology is a necessity. One of them is new media technology in the video and audio platform called Youtube. Youtube is a social media that is at the peak of its glory in today's masses. Popular culture is born from YouTube so quickly regardless of the class of society. This research aims to describe how Balekambang kethoprak artists maintain their economic status and continue to work in a space that no longer exists. New media in the YouTube platform is the vehicle for disseminating their work. The research is an empirical qualitative research, with the subjects being the artists who are members of the Balekambang kethoprak artists' forum. The data collection technique is observation and direct interviews with subjects on the spot. The guide for extracting data is management theory, as they implement it to maintain their personal lives and artistic lives. The results of the research found that the new media Youtube is an effective tool in disseminating works of art. Especially during the Covid 19 pandemic, new media helped maintain the sustainability of the artists' work, including Balekambang kethoprak artists.

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1. INTRODUCTION

The digital culture, ICT revolution and the interactive communication promoted by the web 2.0, has brought with it that media are increasingly using new narratives (Andión, 2019). The Youtube is a website which has the aim of facilitating its users to share videos that they have, or just watch and enjoy the video. Youtube has benefits, including to find video clips music, short movies, television shows, movie trailers, learning videos and so on, which is the work of a particular party. The sharing media used to publish vlogs is YouTube (Handoyo, 2019). Ron Rice defines new media as communication technology that involves computers computers (either mainframes, PCs, or notebooks) that facilitate users' notebook) that facilitates its users to interact with each other or with the information they want (Wiryaning & Pratami, 2019).

Youtube is currently the video provider in the United States, and even the world, with 43% of the market. It is estimated that 20 hours of video are uploaded to YouTube every minute with 6 billion views per day. Youtube has now become a variety of needs of

its users, the features offered by advances in technology Youtube is currently very help from various aspects of the needs that the user needs (Fatty Faiqah, 2016). Youtube is a social media that used to upload videos, watch various videos, and can also share videos where they can be seen by everyone (Tinambunan, 2022).

YouTube is a popular video video sharing website where users can load, watch, and share video clips for free (Fatty Faiqah, 2016). Youtube is a social media whose content is video, providing tools or facilities for creating channels (Witrie Nuringtyas Gita A, 2020). Founded Social media is a pervasive part of everyday life. That is, new media occupies more and more spaces in individuals' lives both in intimate and work sphere. In addition, due to convergence, new media brought together interpersonal and mass communications in the same environment. This fact has caused a wide range of changes in cultural industries (Figueiredo & Bolaño, 2017).

The Covid-19 pandemic has affected all sectors (Hanindharputri & Sagung Intan Pradnyanita, 2021). In this discourse, there are many things that are uprooted from their social and economic bases, and one of them is the field of arts and culture. The arts and culture sector are inevitably affected by the pandemic, when public spaces are closed to display artists' works. Then there is no interaction between artists and art lovers, which in turn affects the economy of the artists and their families. For them, their work is actually free from material expectations, but they are human beings who must survive, and their life is to do "dharma" or good deeds, whose manifestation is through work and creation. Digital media and the internet offer new ways of storing, informing, engaging, selling, learning and providing services to customers with new versions (Pertiwi & Irwansyah, 2020).

The rapid growth in technology has increased the digital performance of the organization, its impact on society, and the workflow of the organization (Varadaraj & Al Wadi, 2021). In this study, Bakar Production, which uses digital media for the dissemination of its artworks, is quite interesting to observe. The kethoprak artists who are members of the Balekambang kethoprak seninman, move their performance field from the world of physical stages to digital stages.

2. RESEARCH METHOD

This simple study was conducted with a qualitative descriptive approach or method. The informants involved in this research are in accordance with the position or structure in the community. By selecting informants according to these positions, it is hoped that they will provide adequate information because they are assumed to understand their duties and obligations. Primary data was collected through in-depth interviews with informants. The informants of this research are Balekambang kethoprak artists. In addition to interviews, data was also accessed through observation of all data related to the implementation of management functions, to youtube accounts where works are digitally staged. Digital data that can be accessed is [https://www.youtube.com /@bakarproduction793](https://www.youtube.com/@bakarproduction793). In that account there are many works that are performed virtually. Furthermore, the data was selected and selected to be able to explain this study (Yuwono & Kurnia, 2023).

3. RESULTS AND DISCUSSIONS

One should not conclude that the Internet has now finished changing. The Internet, although a network in name and geography, is a creature of the computer, not the traditional network of the telephone or television industry. It will, indeed it must, continue to change and evolve at the speed of the computer industry if it is to remain relevant. It is now changing to provide new services such as real time transport, in order to support, for example, audio and video streams. The availability of pervasive networking (i.e., the Internet) along with powerful affordable computing and communications in portable form

(i.e., laptop computers, two-way pagers, PDAs, cellular phones), is making possible a new paradigm of nomadic computing and communications (Guedon, 1997).

Digitalisation, as part of technological advancement, provided the opportunity for the birth of the internet, which is defined in English as international connection networking for the birth of the internet, which is defined in English as international connection networking (Indrawan et al., 2020). Youtube, Whatsapp, Facebook and Instagram are the most widely used social media by Indonesians today (Nugeraha et al., 2020). The value orientation of communication content in the era of intelligent media should also shoulder the purpose of disseminating socialist core values, generate emotional identity, and form affinity and cohesion (Yuhan Liu, 2023). Many features on social media have also been equipped with AI technology, such as sentiment analysis technology in monitoring brand awareness on social media (Nirwana, 2023).

This evolution will bring us new applications - Internet telephone and, slightly further out, Internet television. It is evolving to permit more sophisticated forms of pricing and cost recovery, a perhaps painful requirement in this commercial world. It is changing to accommodate yet another generation of underlying network technologies with different characteristics and requirements, e.g. broadband residential access and satellites. New modes of access and new forms of service will spawn new applications, which in turn will drive further evolution of the net itself (Guedon, 1997).

The most pressing question for the future of the Internet is not how the technology will change, but how the process of change and evolution itself will be managed. As this paper describes, the architecture of the Internet has always been driven by a core group of designers, but the form of that group has changed as the number of interested parties has grown. With the success of the Internet has come a proliferation of stakeholders - stakeholders now with an economic as well as an intellectual investment in the network (Guedon, 1997).

We now see, in the debates over control of the domain name space and the form of the next generation IP addresses, a struggle to find the next social structure that will guide the Internet in the future. The form of that structure will be harder to find, given the large number of concerned stakeholders. At the same time, the industry struggles to find the economic rationale for the large investment needed for the future growth, for example to upgrade residential access to a more suitable technology. If the Internet stumbles, it will not be because we lack for technology, vision, or motivation. It will be because we cannot set a direction and march collectively into the future (Guedon, 1997).

According to Aborisade, New Media is a form of interactive communication involving the use of technology and media modalities in digital technology such as Internet, podcasts, RSS feeds, social networks, text messaging, blogs, wikis, virtual worlds and others. New Media makes it possible to create, modify, and share contents, using relatively simple tools that are often free or inexpensive. New Media requires computer or mobile device with Internet access (Olunmi, 2019).

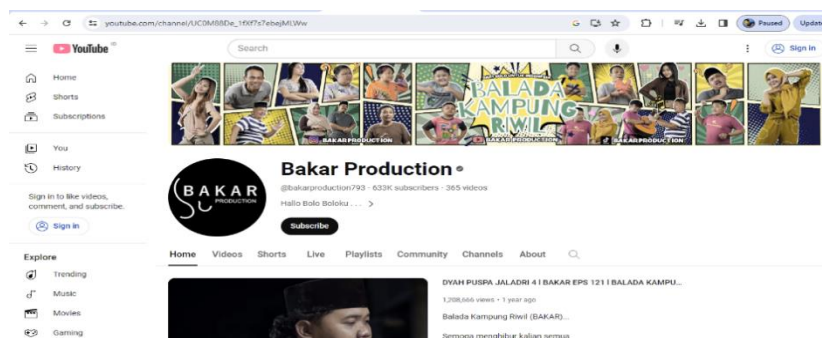


Figure 1. Bakar Production Youtube Account: Balekambang Kethoprak Artists' Digital Dissemination Medium

What New Media Does? (1) *Connected*. It connects people with information and services. With the new media, it is possible for people to share information using new media tools. Services provided by different organizations and individuals can also be shared with the new media tools as well. (2) *Collaborative*. With new media, people can collaborate with one another on different issues. People in one organization can collaborate and work together as a team using new media tools. People from different organizations or communities can also work together using new media tools. (3) *Create*. More importantly, new media tools help to create new content, services, communities, and channels of communication that help the delivery of information and services which would not have been possible without the new media (Olubunmi, 2019).



Figure 2. A digital performances on Youtube, Balekambang Kethoprak Artists in collaboration with Sujiwo Tedjo

Actors of Kethoprak Balekambang make a film as an expression of the human spirit conveyed through the medium of movement. Humans are gradually being substituted by of artificial intelligence and robots in virtually all departments in organisations (Azah, 2021). Society is currently competing in performing various forms and techniques in dancing that are packaged to express themselves into YouTube. How can AI enhance marketing efforts? Everyone wants to be first to leverage technology solutions that enhance the customer journey (Oracle, 2021). Today, the development of technology is rapid and unstoppable. Digitalisation has started to enter the cracks of our daily lives. These technological advances are then widely utilised by the private sector (Subandriyo, 2020).

Some artists and community feel that YouTube is one of their platforms to express themselves because of the high viewers and without limits. YouTube is a part of new media that supports various discourses of work. A situation that allows open opportunities for the community to get fame and profit from the achievement of the work created (Khomariah, 2018). Quoting data taken from the content marketing institute, it explains that Google controls about 40.7% of the digital market, followed by 19.7% by Facebook (Fatimah & Saidah, 2021). There is a fashion element to discussions about AI, particularly in marketing, where the boundary between advanced analytics and AI is definitely fuzzy (Merlin Stone, 2020).

Pop culture itself is easily accepted and developed in modern humans because humans easily accept various information, including accommodate various cultures and values that are promoted through technology. Pop culture is one of the implications of the invasive impact of technology as it occupies many institutions that produce meanings. Technology because it occupies many institutions that produce new cultural meanings and expressions (Pandrianto et al., 2012). The presence of social media has been able to encourage people to publish their ideas and opinions also pop culture to the public (Irwanto & Hariatiningsih, 2020). The development of New Media has given a

tendency to communication patterns of the public in general, this is because the facilities provided by New Media are more than the old media (Ahmadi, 2020) , in this context also the pop culture.

Because of the community's desire factor affect the attitude of openness in convey the ideas that emerge in every gesture. The YouTubers they feel openness in do self-disclosure. Self-disclosure is part of openness, because self-disclosure talks about oneself not about other people. It can be seen that in YouTube people express the gestures and techniques created by their their own work. Derlega and Girzelak (in Suciani 2015) explain five things functions of self-disclosure, namely: (1) expression (2) self-clarification (3) social validity (4) social control (5) relationship development(Khomariah, 2018).

Youtube's characteristics are grouped into 5 parts, namely having no duration limit in video uploading, has a security system that security system, paid, has an offline system and has a simple editor. This is what distinguishes YouTube with other applications because it has characteristics that make many people use it. Besides YouTube has advantages as a media for learning media.

4. CONCLUSION

Finally, on the cognitive aspect, knowing, recognising, or understanding information and communication technology understand information and communication technology. Increase learners' knowledge and interest in knowledge and interest in technology, as well as improving the ability to scientific thinking as well as preparation for education, work and community roles in the future. On the affective aspect, can be critical, creative, appreciative and independent in the use of information and communication technology. Besides that can appreciate creative works in the field of information and communication technology. In the psychomotor aspect, it can be skilled in utilize information and communication technology for the learning process and in everyday life daily life. Shaping the ability and interest of learners' ability and interest in communication.

The guide for extracting data is management theory, as they implement it to maintain their personal lives and artistic lives. The results of the research found that the new media Youtube is an effective tool in disseminating works of art. Especially during the Covid 19 pandemic, new media helped maintain the sustainability of the artists' work, including Balekambang kethoprak artists.

The pragmatic implication of this research is that it can provide encouragement to use digital media widely, according to needs. The specific implication for art activists is that social media is a stage that must be filled by quality works of art and then can be freely spread massively throughout the world.

Suggestions for further research are that in the future a very detailed study is needed, to provide a clear picture of how the digital world, in this case YouTube social media, can be used as an art stage and form a niche income for art workers.

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