

VIEWER RECEPTION TOWARD YOUTUBER'S GIVEAWAY

Dyva Claretta¹
Marta Wijayanengtias²

^{1,2} Communication Science Department, UPN Veteran East Java, INDONESIA

Abstract

Lately Youtuber is one of the favorite professions by people because easy to getting money from uploading videos that generate AdSense. The amount of AdSense that you get depends from account owners traffic, that is the number of viewers on the video uploaded. This makes Youtubers use their brain more creative to promoting their channel with giveaway as the way. However, when something becomes a trend, there will be various reactions from the audience. For example, news about suspicion about Youtubers who give fake giveaways, giveaway law in islam, videos of giveaway reactions by Youtubers, how to get giveaways from Youtuber and many more. From the many pros and cons, the reason based on the main goal of Youtuber making giveaway to get AdSense, makes value of the video ignored. So that video is considered less education and seems just a setting. From this response, the researcher wants to know how the viewer reception about giveaway trend that youtuber doing lately using Stuart Hall's theory. The results of this qualitative descriptive study found that the viewer's reading position is negotiated reading because they accept the existing giveaway trends, but they are quite selective and have their own standard to join giveaway and choosing Youtube videos.

Keyword: Reception, Giveaway, Youtuber

^{1*}Corresponding author, email: ldyva_claretta.ilkom@upnjatim.ac.id

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1. INTRODUCTION

Globalization is a topic that is widely discussed today. This is directly proportional to the influence and impact caused, one of which is the increasingly progressive aspect of culture. Where people continue to accept dynamic changes and increasingly develop from mixing cultures with each other, so it is difficult to find authentic culture without the influence of other cultures.

The term often used for this phenomenon is popular culture or mass culture, which is produced through industrial techniques of mass production and marketed for the benefit of the mass audience of consumers. This culture develops because of the ease of production with the help of technology such as photography, printing, sound recording, and so on, according to Malthy in Tressia (2012). In addition, according to Ben Agger in Burhan Bungin (2009: 100), popular culture is formed from the hegemony of the mass media which gives the power to spread influence in society.

We know that mass media is divided into two, namely traditional mass media and modern mass media. In line with popular culture which is assisted by the convenience of technology, the focus of this research is modern mass media, specifically cyber or online media.

One of the number one cyber mass media or online media in Indonesia today is Youtube. Reporting from Katadata.co.id 2019, which has conducted a survey on 150 million social media users in Indonesia, it was found that 88% of them were Youtube users, followed by second place 83% were Whatsapp users, 81% Facebook and so on. As for the user profiles, 55.5% are male, 66% of social media users aged 18 - 34 years spend an average of 3 hours 26 minutes and songs are the most searched for on Youtube

In the wide scope of online media, including Youtube media, of course it involves various components of the actors in it. Among them are the terms viewer, subscriber, content creator, and so on. Even though all roles in Youtube benefit from their respective goals, content creators or known as YouTubers here can get bigger profits than just viewers because they use Youtube as a land of money or even a promising profession.

The benefits that you get are the result of AdSense. AdSense is the result of Google's mediation between advertisers and content creators, where advertisers advertise their products or services to account owners through the help of Google or Youtube Studio on Youtube media. The amount of profit that can be reaped depends on the account owner's traffic, namely the view of the Youtube channel itself, so the higher the audience for one video, the higher the

Adsense value the account owner who uploaded the video will get. Here besides Adsense, there are actually several Google products that can make money such as Adwords, Admob, Freemium, and so on according to Tekno.kompas.com. However, because of the high interest in Youtube in the world, people decide to make money from uploading videos at home which can be done at any time rather than working hard outside the room, so Adsense is the answer that is closest to society today.

If you type "How to get money from Youtube" on Google, there will be many pages that we find. This shows that in line with Youtube as the number one media in Indonesia, Youtube is also increasingly being looked at by many people to make money with evidence of the emergence of many YouTubers - YouTubers with various content ranging from simple content that displays their eating activities (Mukbang), reviews of purchased items, even daily activities. Of the large number of YouTubers who want to get coffers from Youtube, this certainly raises a competition to get viewers' attention. Various ways have been done to do this, for example click bait titles, attractive thumbnail views, and the recent trend of giving giveaways.

According to pusatgratis.com, "giveaway" is an event to distribute free product licenses by the organizer. If

On Youtube, the products that YouTubers share with viewers for free are usually smartphones, televisions, and various other electronic goods with various conditions such as subscribing to YouTuber channels, following YouTuber's other social media, giving interesting comments and similar things. One example is Atta Halilintar as a YouTuber who in 2019 got the Asia Pacific record as number one YouTuber in Asia with 15 million subscribers, Raffi Ahmad with his YouTube channel Rans Entertainment, who recently broke the record for 30 hours of non-stop live streaming, and Baim Paula with 15,7 million subscribers. The names of these big YouTubers can be said to be influencers who are also influential in spreading this giveaway trend on Youtube. In the end, this influence made YouTubers - YouTubers, ranging from not yet famous to famous, to follow this trend, for example, YouTuber Wirda Mansur giveaway, YouTuber Jenny Fransisca giveaway, YouTuber Indira Khalista giveaway, and many more.

Given that Youtuber is also an influencer who is an influential figure, this trend has certainly generated a pro and contra response from both the public and the artists and influencers themselves. Both dubious responses are in the form of video reactions or in the form of tips and tricks to get giveaway prizes, for example from Tempo.co, which wrote news about gambling; "Giveaway Owned by a Crowded Artist Questioned" uses a photo of Baim

Wong as one of the big YouTubers' names, Page Star.grid.id which writes "Upset Many YouTubers Make Giveaway as Youtube Content, Ustad Abdul Somad Reveals About Alms in Islamic Law", " Is GIVEAWAY Good for a Youtube Channel? " on YouTuber Kevin Hendrawan's content, "Can You Giveaway But It's Lies?" on YouTuber Eno Bening's content, "3 WAYS TO WIN GIVEAWAY RANDOM PICKER || TIPS AND TRICKS TO WIN GIVEAWAY " on YouTuber Liatriana content, and many other responses if we type about Youtube giveaway on Google or Youtube itself.

Along with the pros and cons, in terms of YouTubers or other influencers with big names such as Ernest Prakasa, Uus, Dedy Corbuzier and many other YouTubers, they started to mention useless content that has risen just because of the giveaway they are holding, besides YouTuber who holds a lot it is said that he has a large number of subscribers not because of his work but because of the lure of the giveaway offered. Given the many quotes about how to get the giveaway, it means that many people as viewers expect free prizes from this trend. This is what makes researchers want to know how public acceptance as a viewer towards this giveaway trend? Is the content still a consideration or not?

2. METHODS

This research uses the reception analysis method or reception study in order to find out how the viewer's acceptance position towards the giveaway phenomenon on Youtube. Including interactive qualitative research where the researcher interacts directly with informants through in-depth interviews to obtain data.

Research subjects are viewers who have experience participating in giveaway with an age range of 18 to 34 years based on the research on the profiles of the most social media users in Indonesia according to Katadata.co.id. The specifics are 5 people aged 22-25 years who have participated in the giveaway on Youtube.

3. RESULT AND DISCUSSION

a. Youtube giveaway analysis

Youtube giveaway is an activity to distribute prizes for free to viewers with products from the YouTubers themselves and sponsored products with certain conditions that must be met. For example, with the condition of subscribing to channel organizers and sponsors, following the organizer and sponsor's Instagram account, providing interesting comments, tagging a certain number of friends, posting giveaway activities on participant social media, or

doing challenges or challenges ordered by YouTubers such as photo contest which will then be judged as the giveaway winner.

Giveaway is the right strategy to promote the channel and increase the subscriber as agreed by the audience in the next distribution, from the Megakuis.com site, the sentence stages for the giveaway are written as follows:

- Shrinking the target
- Using influencing sentences
- Sentences make sense
- Provide solutions
- Opsinal time to commemorate certain celebrations

We often encounter these tricks and have been applied by YouTubers, especially in video titles that click bait, attract attention, influence, provide solutions and certain celebrations. For example "Give away 3 hp Oppo A12 || sepesial Indonesia's 75th independence "by Swisscomm Official channel," GIVEAWAY TOTAL 7.5 BILLION DATENG AGAIN # SICEPATASLIINDONESIAEPS5 "by channel Rans Entertainment, and" STILL CARS AND MOTORS FOR ALL OF YOU !! " by Baim Paula channel

The titles given use large letters and write the prizes clearly and use the word "giveaway" a lot in order to clarify the existence of free gifts and make it easier for giveaway hunters to find channels when typing keywords. From the search results using the keywordtool.io analysis, it was found that there were 507 videos using the word giveaway and 167 hashtags (#) giveaway per day on Indonesian Youtube. And the search results show the appearance of searches with the names of the same big YouTubers, for example "giveaway baim wong trans7", "halilintar gen giveaway", "giveaway atta halilintar 2020", "giveaway jess no limit", "jessica jane giveaway", and many more.

Through the Youtube Help option, Youtube has set the Youtube contest policies and guidelines through two points. The first is the general limitations and requirements between them, includes:

Responsible for the contest itself

- Contests comply with applicable regional and international laws
- Contests should not encourage third parties to break the law

- User not allowed to transfer ownership of entries
- Contests are free and subject to local lottery laws
- Contests may not be manipulated by third parties or organizers so that they cannot reflect user interactions on Youtube.
- May not associate or affiliate with Youtube in the contest unless Youtube has approval.

The second point is the official contest rules which contain:

- Includes a link to Youtube community guidelines
- To explain the applicable legal regulations
- Subject to and consistent with Youtube's terms of service
- Contests must be run and prizes must be awarded according to official rules
- Responsible for all aspects of contest administration
- Youtube is not a contest sponsor and does not hold any obligation for the contest held.
- Explain personally the rules of the contest being held.

From the rules that have been set on the Youtube service above, it becomes the basis for the contra that arises by making reaction videos about fake giveaways that don't draw prizes or don't actually distribute prizes. YouTubers - YouTubers who were touched on have certainly violated Youtube rules and could be subject to sanctions. From the keyword analysis found 17 words per day about the word fake giveaway, for example, we found "fake giveaway giveaway", fake raffi giveaway ", " fake entertainment giveaway rans ", " fake giveaway ", and many others.

In addition to searching for giveaways and fake giveaways on Youtube, on the pro side, videos on how to win giveaways for giveaway hunters have appeared. The number of videos related to these tips is also quite a lot so that every day shows at least 85 searches on Youtube related to the phrase "how to win a giveaway". Call it for example the Ai Uchu channel with the title "HOW TO WIN GIVEAWAY IPHONE JENNY FRANSISKA || COMENT POCKER INSTAGRAM "which has been watched by 21 thousand viewers," TIPS TO WIN GIVEAWAY RANDOM PICKER IN JENNYFRANSISCA MOODCEWEKK OHMEYGAT AWTEUTIC LATEST 2020 "by faraa fn channel which has been watched by more than 204 thousand viewers, and" TWO SECRETS WIN RANDOM PICKER liatriana_.

The names of YouTubers who make these video tips are new names that are not widely known in the per-Youtuban world, but the three examples above and videos whose content contains how to win YouTuber giveaway have quite high viewers or viewers. This proves the high level of public interest in giveaway activities which are currently trending.

If we are looking for when the giveaway began to penetrate the world of Youtube on Google, there is no definite month or year when it will start filling Youtube a lot. However, several sites such as Pojoksatu.id say that giveaway has started to become a trend on Youtube since artists have turned to YouTubers. On this site, quotations from Andi Atthira, a soap opera screenwriter about Youtube, are written as rubbish because of the content of artists who often show off wealth, drama for dime, giving other people's work, buying and selling and so on. As well as Andi's insinuation regarding artists who hold fake giveaways using their popularity as artists so that they have many participants who quickly enlarge their Youtube channel. Apart from giving giveaways on Youtube, since artists have become YouTubers, there is no definite time when this will happen, but before the giveaway entered Youtube and it became a trend, giveaway or giving itself has been in human culture for a long time and is widely held on other social media such as Facebook, Instagram, Twitter, and even websites openly to promote a product.

b. Experience the subject as a viewer following the giveaway

Before entering the position of informant as a viewer, the researcher will start by describing the basic information and experiences of the informants when participating in the giveaway. The audience can perceive broadcasts and receive messages from the media differently based on several factors, Melvin D. Fleur's individual difference theory (Uchana Onong, 2003)

Everyone has field experiences that are obtained and stored during their own life (Moerdijati, 2016).

Of the five informants, two informants, namely informants 3 and 4, admitted that they participated in the giveaway which was held on Youtube more than once, while the other three informants, namely informant 1, informant 2, and informant 5 only once. In addition, some informants have also participated in giveaway on other platforms as a giveaway hunter or giveaway hunter.

The five informants started using the Youtube platform between 2011 and 2016. Two out of five informants admitted to having their own Youtube channel but it is currently inactive, and the five of them are currently only passive users or YouTube viewers.

Apart from informant 2, the four informants have had the experience of participating in giveaway on platforms other than Youtube, namely Instagram. Informant 1 as a giveaway hunter has more experience following giveaway on Instagram and has even succeeded in winning the giveaway several times, while the other four informants have never won giveaway on various platforms though. The five of them were attracted by the reason of "fun" following and knowing giveaway on Youtube shows, comments and exploring what is there. The number of YouTubers and influencers on Instagram and Youtube media who display the giveaway they hold influences media users to follow their content, because a large number of people are easily influenced by the mass media according to George Orwell's theory of mass society culture (Danesi, 2009).

Regarding the terms or instructions given by YouTubers to viewers to get giveaway prizes of course by increasing the number of followers, viewers, or subscribers, some of which instruct not only to subscribe to their Youtube channel but to other social media such as personal Instagram, subscribe to other Youtube channels, even also the sponsor's social media that they mentioned. Artists need popularity to carry out their profession (Ester Meilanny, 2015). Not only subscribing and following the giveaway organizer's social media, from the five informants, informant 4 received instructions which arguably required effort through a photo contest which would then be assessed.

Judging from the answers of the five informants based on the interview, the five informants felt less enthusiastic about participating in the giveaway on Youtube compared to Instagram because of the high competitiveness and the five of them had never won giveaway prizes from Youtube itself.

a. Subject comments regarding giveaway trends

From the results of the interview, it was found that informant 1 who liked social content admitted that the current giveaway provision was legitimate for reasons of good intentions to share and was aware of the Adsense system, according to which the channel he watched Adsense was distributed to those in need. Likewise, informant 2 with similar reasons supports the good intention of sharing a fortune. Informant 3 stated that they did not mind this giveaway trend but felt that it was not the right way to increase the number of subscribers. Informant 4 does not feel a problem and is indifferent to what is in the media as long as he does not consume it. And lastly, informant 5 admitted that if YouTubers don't currently use existing methods or trends, they will be left behind and lose competitiveness. From the answer, the five

of them are aware of basic YouTube knowledge, one of which is AdSense, the knowledge framework is one of the factors that affect the decoding of a person's media text (Hall, 2005).

All informants are ignorant of other YouTubers who don't give giveaways but make video reactions about the giveaway trends. Even informant 3 and informant 5 argued that although other YouTubers did not give a giveaway by making reactions both for and against, it means that the YouTuber also used the busy giveaway topic to find an audience as well.

b. Viewer's reception as giveaway participants

According to Stuart Hall (2005), the meaning of imaginary in interpreting media messages or decoding is divided into dominant hegemonic reading, negotiated reading, and oppositional reading. Here, the informant as the audience is likely when interpreting messages from the media to fully accept the media text, omit part of the media text, or completely reject it. The media message in question is the giveaway trend on the Youtube platform.

The research result shows that the position of the five informants is negotiated reading. The five informants considered that giveaway was legitimate to use and had no problem with giveaway being a trend on Youtube at this time, but the informants did not agree with the less useful content that was rising because the YouTubers used this giveaway method.

The five informants are in a negotiated reading position, receiving several considerations and selections based on the knowledge framework, production relations, and technical infrastructure (Hall, 2005), which the informants previously had.

They accept the use of Youtube giveaway to increase subscribers provided that the content presented by the organizer is useful and liked by informants. The four informants agreed that YouTubers have a social responsibility in presenting content so that the subscribers they get from giving a giveaway are in accordance with their target content and do not make videos less worthy of trending.

Meanwhile, informant 4 is indifferent to anything on Youtube, he only watches videos that he likes. However, the five of them were quite selective in participating in the giveaway including informant 1 as a giveaway hunter, they were selective in participating in the giveaway by paying attention to the content presented and the prizes they were after. According to Nurudin (2007: 181), media users will look for the best and most appropriate media sources in an effort to meet their needs.

The audience or the fifth informant argued for fun when they decided to take part in the giveaway on Youtube. Informant 1 as a giveaway hunter is accustomed to following giveaway

on Instagram in order to target the prizes he wants, before this informant had never participated in a giveaway on the Youtube platform so he wanted to try his luck to pretend to be fun to join the giveaway when the Baim Paula channel, which is usually seen holding a giveaway. Informant 2 was also the first to take part in the giveaway on Baim Paula's Youtube channel because he was used to watching it so informants were interested in trying. Meanwhile, informant 3 participated in the YouTube giveaway twice for fun on the Pstore channel and participated in the giveaway on his friend's personal Youtube channel. Informant 4 took part in the giveaway twice from his favorite channels he usually watched, namely Irfan Hakim and aquascape content. Finally, the first 5 informants took part in the Youtube giveaway because the content was fun to explore and the informants saw opportunities. Of the majority of the reasons for fad, the informants are mostly based on the content they usually see or are interested in so that it raises curiosity and interest in the gifts offered

4. CONCLUSION

From the research results, the conclusions regarding the viewer reception to the giveaway by this YouTuber are as follows:

1. The audience has no problem and considers the giveaway which is held by many YouTubers to be reasonable for now so it has become a trend. The audience is in the position of negotiated reading or negotiation reading because even though the audience accepts the giveaway trend on Youtube, the audience does not justify YouTubers whose content is not worthy of giving a giveaway so that channels that are considered less useful have many subscribers. The audience demands the social responsibility of YouTubers to their viewers in presenting videos as an important point before holding a giveaway. Audiences have a filter in selecting the shows and channels that the giveaway follows.

2. The general audience is more likely to follow the giveaway on the Instagram platform. The audience following the Youtube giveaway is based on a “kicks” wanting to try.

The audience does not really pay attention to the pros and cons of other YouTubers who discuss giveaway. The audience thinks that although other YouTubers don't hold giveaways but make video reactions about the giveaway trend, it means that YouTubers also take the opportunity from the topic to increase viewers.

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