UTILIZATION OF 'AQUAJAYA X AQUARISET' YOUTUBE ACCOUNT AS A MEANS OF EDUCATING AQUASCAPER

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Abstract

This research starts from the phenomenon of technology that causes the dependence of human activities on the internet in life. Technological advances make it easier for people to find and get the desired information and entertainment through social media. One of the many people explore the hobby is Aquascape. So, researchers researched how AquaJaya x AquaRiset uses YouTube as a means of education. The main purpose of this research is to find out specifically the use of YouTube as educational advice for aquascape using social information processing theory. This research uses a descriptive qualitative method with semi-structured interviews with a content owner of the AquaJaya x AquaRiset YouTube account, and three viewers and subscribers of the account. The AquaJaya x AquaRiset YouTube account is proven to apply the values of social information processing theory and provide education to aquascapes.

Keyword: Communication; Information; Edukasi, Aquascape; YouTube; Social Information Processing

Introduction

The entry of the era of globalization has had a significant impact on society, one of which is the change that seems to have an impact, namely technological developments. Information technology innovations began to emerge along with the growth of the information technology industry, with the existence of smartphones Humans can communicate with each other even though there is distance and the presence of various kinds of applications that help the development of the information technology in question. Of the various types of applications, there is the YouTube application, which makes it easy for people around the world to get important information.
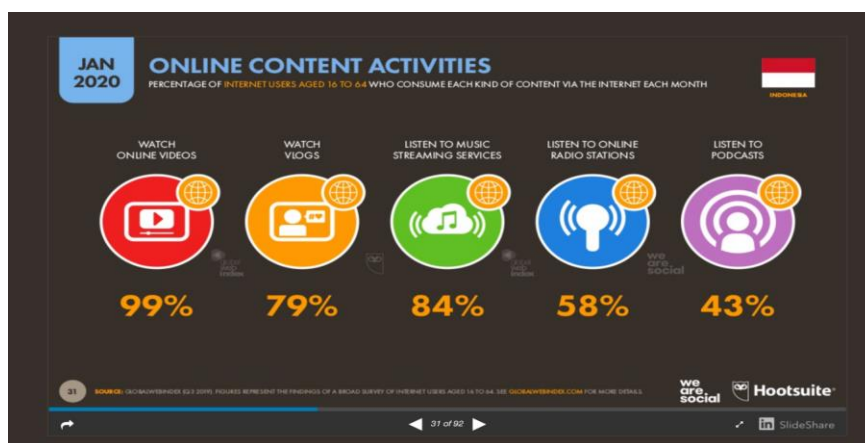
Figure 1. Data on the percentage of internet users in Indonesia who spend most of their time watching videos per month
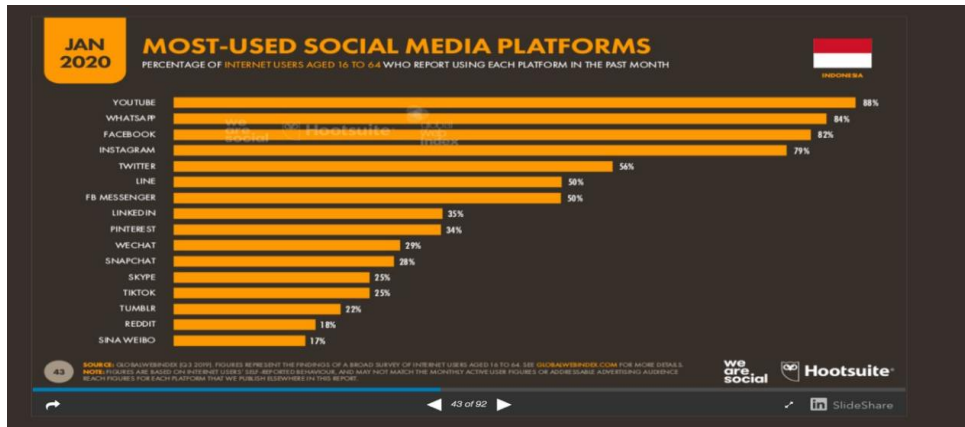
Source: Kemp, 2020

Developments in technology and information can help and make it easier for humans to carry out activities, view news, watch virtual concerts, listen to music, or search for information that is currently hot on social media. The news delivered on the platform has a positive impact, namely it can be useful to be able to maximize and facilitate all community activities (IDCloudHost, 2018).

In the Era of Globalization, technological developments have begun to develop very quickly. People's daily lives cannot be separated from these platforms, one of which is Youtube Media. Youtube is often used by the

community Starting from watching videos for entertainment purposes only, listening to music, and even getting information.

Based on the graph above (Kemp, 2020), data on internet usage shows that watching online videos is 99%, watching daily vlog videos is 79%, listening to streaming music is 84%, and listening to podcasts is 43%. From these data, it can be concluded that the Indonesian people are most fond of watching online videos.


Ficture 2. Data on the percentage of platforms from social media that are the highest used by the public
Source: Kemp, 2020

Based on the graph above (Kemp, 2020), the result is that Youtube occupies the top position of 88%. It can be concluded that Indonesian people enjoy using YouTube media for all aspects of their activities. Currently, through YouTube media, everyone can access various kinds of content such as movies, music, vlogs, podcasts, art, and even hobby-related activities.

Indonesian people often find out information related to their favorite hobby, starting from tips and tricks, Do It Yourself (DIY), or tutorials on making materials related to this hobby, and how to care for it. One of the hobbies that are quite popular among people lately is art aquascape. Aquascape art is much loved by the people of Indonesia because artists and YouTubers have started making aquascapes in their respective homes. The initial trigger for the Aquascape trend to return was when Irfan Hakim made an aquascape in his megabank aquarium because 80 percent of his predatory fish died. Then

Irfan Hakim made a breakthrough in his aquarium to create an aquascape called Super Megatank. this has re-triggered the aquascape trend in Indonesia.
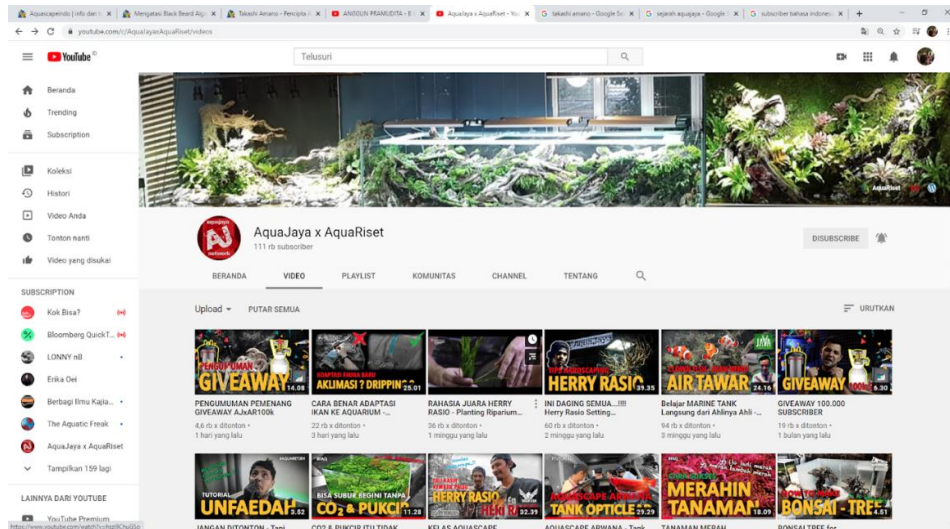
Source: From Research Processed Data, 2020

Figure 3. Aquascape Content Creator Profile on Youtube Media Named AquaJaya x AquaRiset

Aquascapeincluded in the vivarium, vivarium is the Latin term live which means viva (life), so the meaning of vivarium is a place made by being shaped to resemble a natural habitat or like the original ecosystem of life on land or water. HobbyAquascapeIt has traveled all over the world, one of which is Indonesia. Aquascape It was present in Indonesia in the 1990s. The Indonesians first noticed the aquascape in 1993. The activity and hobby of aquascape process may seem expensive at first glance, but you don't always have to spend a fortune to aquascape. We can start trying to create and maintain our own Aquascape. (Newa, 2018).

One of the content creators on YouTube media whose content is Aquascape and has many fans, namely the AquaJaya x AquaRiset account. His YouTube account was established 2 years ago and until now he has consistently created content about Aquascape. has content that contains a complete aquascape guide from start to maintenance. Currently, AquaJaya x

AquaRiset has 111,000 (One Hundred and Eleven Thousand) subscribers on their YouTube account.

This account is very helpful for aquascapes because it often answers our concerns through the videos it displays. Seeing that the AquaJaya x AquaRiset account is one of the accounts that provide education for Aquascapers, and therefore with the context mentioned above, the researcher is curious to learn more about the use of the AquaJaya x AquaRiset Youtube account as a teaching tool for Aquascapers. The author uses descriptive qualitative analysis which aims to find out how AquaJaya x AquaReset distributes it to its audience. Quoting from the background of the problem this research, a problem can be formulated in this study, namely "How does AquaJaya x AquaReset utilize YouTube as an educational tool?"

Research Method

The method of this research in general is a scientific activity that is carried out in stages, structured, and also has certain goals, both theoretical and practical. The initial stage is the determination of topics, symptoms, or certain issues, collecting data, and then analyzing it so that an understanding is obtained later. It is said to be gradual because there are steps that must be carried out in stages before passing through the next stage (Raco, 2010, p. 2-3).

Researchers use qualitative techniques for these articles made using natural-scientific contexts, therefore qualitative types are also called naturalistic. A qualitative approach in another sense is used because of the process of collecting data and analyzing it qualitatively, this is also known as a method called ethnography because it is usually used in the field of cultural anthropology (Sugiyono, 2011, p. 8).

As stated by Sugiyono (2011, p.207), qualitative research is thorough in nature, not allowing this type of research to be used. The focus of the research results is to combine research variables with the wider social environment with instruments (*place*), the perpetrator (*actors*), and activities (*activities*).

Table 1. Research Focus

Focus Study	Elements	Evidence	Methodology
Social Information Processing	Verbal Instructions	1. The language used in the content 2. Use of text in video content displays 3. Use of pictures in the video	Interview and Documentation
	Temporal Guide	1. content formation theme 2. specific strategies in content creation 3. step-by-step content creation 4. Interesting content	Interview and Documentation
	Motivation	1. FAQ 2. Webinar interaction 3. Interaction in the media.	Interview and Documentation

In the research conducted by Aini, the researchers used analytical techniques from field data using models *Miles and Huberman*. As stated by Miles and Huberman (1984) (in Sugiyono, 2016 p.246) activities are carried out continuously in qualitative and interactive data analysis until completion until data saturation is found. In this model, there are several activities carried out by researchers, namely:
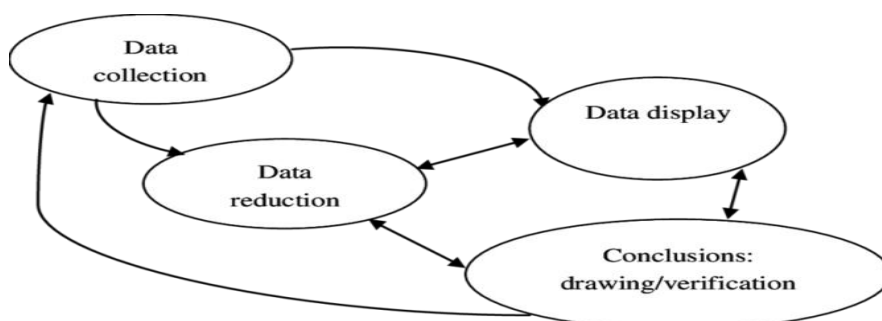
Figure 5. Data Analysis Component (Interactive Model) Model

The information obtained from the picture above is:

1. *Data Reduction*

   The process of thinking and requires high intelligence and breadth of insight. Data reduction reduces the level of complexity and complexity of data obtained from the field by researchers.

2. *Data Display*

   Data display is a researcher's attempt to assemble information to describe or present data and take action. The form of qualitative data display is based on Miles and Huberman (in Sugiyono, 2016, p.249) in the form of narrative text.

3. *Conclusion drawing/ verifying*

   At the verification stage, the researcher concludes and verifies the data collected when he went into the field. Results are considered credible if supported by reliable and consistent evidence at an early stage.

   Research began in October 2020. to interview content creators and viewers from the AquaJaya x AquaRiset YouTube account in January 2020. The interviews were conducted with preliminary interviews and then went to the core of the problem to be researched. The researcher used primary data in the form of interviews with related parties regarding the "Utilization of the 'AquaJaya x Aquareset' YouTube Account as an Educational Tool for Aquascapers".

Results and Discussion

   According to Bungin (2007), cooperation that has been promised by informants in general, then concrete efforts to participate in helping researchers identify things that are needed, and can help provide suggestions on what should be done. In this study, there were 4 informants or research subjects who were interviewed or asked for their opinions. Based on the results of interviews conducted by researchers, the results were obtained:

   In this study, the authors need to a description of the data we obtained from interviews, the first data raised by the resource person Wendy Kurniawan the owner and creator of the content on the AquaJaya Youtube account: *"E.. because most of my content is talking about health, right? I talk*

so long from the script so that people don't get bored with what I'm talking about. Yes, I will always give writing or I will give animations that I make myself, or I will insert videos or related photos and sometimes I take my photos, sometimes I take them from someone else's, from Google, basically what I can insert in the video" (W.Kurniawan, Personal Communication, 12 March 2021).

So it can be concluded that verbal instructions were found and helped customers and viewers from Aquajaya x AquaRiset to get additional information and education from the content provided by the AquaJaya x AquaRiset account.

The temporal instructions carried out by the AquaJaya x AquaRiset YouTube channel are the creation of a content framework, and not being given a limited time to exchange messages. This is in line with what was said by the resource person, Wendy Kurniawan, the owner and content creator at YouTube Aquajaya X Aquareset, in explaining how to express ideas. content: *"No, actually, it's just improving, but usually if it's more technical, that's what's a bit complicated, I usually make a draft, make a draft, what's it called, yes, the script is what I'm going to convey, if it's very detailed, sometimes I use a teleprompter, use a teleprompter so that the production process is fast, editing is also easier, right? Instead of having to memorize a lot of "A" "E" and "A" E" later in post-production, the production will also be difficult and cut into pieces and complicated. But if for example, the content is more like for settings or product knowledge, a.. that I've never made a script, usually sometimes if it gets stuck at best I just make the framework what I have to do first, and after that, it's running as it is. ." (W.Kurniawan, Personal Communication, 12 March 2021).*

It can be concluded from the sources stating that the YouTube Aquajaya x AquaRiset account has temporal clues such as ways to express ideas for creating content, conducting research, using strategies in creating content to make it more attractive, establishing relationships with subscribers and viewers from the YouTube AquaJaya x AquaReset account so that information and education can be conveyed properly.

In this study, Wendy Kurniawan, the owner of the Aquajaya x Aquareset account, explained*"...recently I was invited by friends in Bandung to make*

something like an Aquascape lecture, a webinar, actually the content is like a complete Aquascape guide too, but because we're showing it live, so it's more interactive, so people can ask directly..." (W. Kurniawan, Personal Communication, 12 March 2021). "…Yes, on average, we limit it to an hour, even though it's not enough. Even though only 30-50 people are watching, there are quite a lot of questions, right? 1 hour isn't enough. (W.Kurniawan, Personal Communication, 12 March 2021

The process of interaction between content creators and their followers creates a relationship between the audience for the AquaJaya x AquaRiset account, for example by giving a love sign to each comment from followers and viewers, not only liking the comments on the AquaJaya x AquaRiset account, but also replying to comments in every content so that they can discuss directly with the account owner. Therefore there is no limited amount of time in exchanging messages and also the relationships that are formed will make it easier to provide information or education provided by the AquaJaya x AquaRiset YouTube account to viewers and followers.

After the researcher has conducted semi-structured interviews has described the data from the interviews and made direct observations, the researcher can conclude the results of the data analysis into a discussion. This YouTube account 'AquaJaya x AquaRiset' also fulfills Lasswell's elements of mass communication*, Says What, in Which Channel, to Whom, and With What Effect'.*

Social media communication as Lasswell said consists of 5 elements (*who? Says what? in which channel? To whom? With what effect*) carried out by AquaJaya X AquaReset in media if a communicator understands the various communication components used in the YouTube communication process, it will produce effective and unambiguous communication. Several sources revealed that after watching videos from the AquaJaya x AquaReset YouTube account they made suggestions and comments given by the communicator, it can be concluded that the elements of Lasswell communication in this study went well.

The owner of the YouTube account 'AquaJaya x AquaRiset' also takes advantage of YouTube's new media as a means of conveying educational messages to audiences, where this new media has interactive characteristics

that allow for 2-way communication between account owners and viewers through the comments column and are often carried out by communicators such as replying, give love, give likes to those who comment on the AquaJaya x AquaReset YouTube account, this feature viewers can ask various things about Aquascape that they don't understand or want to clarify and account owners can respond and educate by replying to comments. The YouTube account 'AquaJaya x AquaReset' also has a new media characteristics network because it has diverse content that can be chosen by its followers (*subscribers),* the content presented also conveys the message in detail such as a complete guide aquascape*, product reviews*, webinars, or shop *visit.*

Based on the results of analysis of interviews and observations regarding the utilization of the YouTube account 'AquaJaya x AquaRiset' as a learning tool for Aquascapers using the theory of "Social Information Processing" it can be concluded that the YouTube account 'AquaJaya x AquaRiset' is optimally utilized by presenting various content regarding Aquascaping, in this theory explains how the conscious aspect of e-communication and interact with various features of technology in the media in encouraging the development of affinity and attraction to the environment and also explains text-based communication on computer mediation, often known as CMC, is the way communicators interact. In various contexts and social tasks, SIP is usually used to explain online impressions and the process of creating online relationships. has been carried out by the AquaJaya X AquaReset account according to its elements:

1. Verbal Instructions

    It is said in theory that communicators adapt to the limitations caused by the medium. Verbal cues are used by communicators to transmit social relationships and information, which can also be done visually or in other ways that can convey additional nonverbal data. The YouTube content 'AquaJaya x AquaRiset' also utilizes verbal instructions with AquaReset using Indonesian and is explained in words that are easier to understand than scientific language literature, providing interesting animations, videos, or photos related to what is being discussed, so that viewers can understand more easily, don't feel bored because they only watch content

that contains verbal explanations and make content or videos from AquaJaya X AquaReset easier to understand and interesting to watch.

2. Temporal Guide

   Temporal cues have a meaning about temporal limitations, or the length of time communicators exchange messages will affect the type of relationship they form. If a communicator only has one channel to communicate in CMC then it takes longer to reach the destination. AquaJaya X AquaReset content creators apply temporal guidelines starting from the creation of content which is carried out in research first from various sources, such as other media, namely the Facebook Group, then, pouring out ideas that are carried out spontaneously or outlined in a framework that aims to make each video content mutually exclusive. have the same session segmentation as the others, then shape it into a strategy so that the content looks more interesting and easy to understand, such as being able to take suggestions and input from subscribers and viewers to maximize content creation for the audience.

3. Motivation

   Forecasting future interactions is the likelihood of online encounters between communicators and will continue in the future. Communication professionals who frequently anticipate working with their co-workers tend to communicate more often and build stronger connections. Wendy Kurniawan as the owner and content creator of the Aquajaya x Aquareset account has carried out motivational elements such as being happy to share with her followers doing buying and selling promotions for Aquajaya products which can trigger personal relationships, and Wendy also always responds positively to her followers such as liking comments, replying to comments, and looking for topical references for aquascapes through Facebook groups.

   The Aquajaya x Aquareset account also organizes webinars about Aquascape and discusses the conclusion of YouTube content 'AquaJaya x AquaReset. The pleasure of account owners in exploring, and sharing what they understand about Aquascaping, giving positive responses to their YouTube subscribers such as liking comments, replying to comments, and looking for topic references for Aquascapers through the Facebook group

shows motivation in creating YouTube content 'AquaJaya x AquaRiset' so that the delivery of education about Aquascape to Aquascapers can be conveyed properly.

Conclusion

Researchers conducted this research to know the use of the AquaJaya x AquaRiset YouTube account as a means of educating Aquascapers. The results of the interview found that the viewers of the AquaJaya x AquaRiset YouTube account felt educated and gained new knowledge. The interview results of the YouTube account 'AquaJaya x AquaRiset' showed that the theory of "Social Information Processing" was carried out well, namely it was applied in verbal, temporal, and motivational elements. the use of related animations, photos, and videos to make the content interesting and easy to understand.

In terms of the temporal element, frequent uploads or being diligent in uploading videos on the YouTube account AquaJaya x AquaReset went well in this study. In terms of motivation, such as debriefing with followers of the YouTube account 'AquaJaya x AquaReset', interaction, and building relationships also went well in this study. However, it was found that the AquaJaya x AquaReset YouTube account has a weakness in the temporal element where there are differences in the use of language which results in differences of opinion between viewers and content creators. It was also found that the motivational element of the AquaJaya x AquaRiset YouTube account has a weakness, namely not being the top search on YouTube about Aquascape.

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