

Motive, Meaning and Social Action of Youtube Content Creators in Indonesia

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Abstract: This article is a study towards the dynamic of social media usage and its users, especially YouTubers. This research was aimed to explore the meaning of YouTube for content creators, find out the motive, and know the behavior of a content creator in YouTube. This research used social phenomenology research method from Alfred Schutz by employing a qualitative approach. The data were obtained by conducting interviews with 11 YouTubers which were selected via purposive sampling. The results of the study indicated different motives. There were 11 motive groups that encouraged informants becoming YouTube content creators. The motives were classified into 3 main motives: personal-use motive, social motive, and commercial motive. Furthermore, the behavior was being examined through phenomenological context; it had a meaning that as content creators, the informants were able to manage strategies to overcome the experienced obstacles to embody their motives. This research also revealed that YouTube was gradually constructed as a means to work or to be creative; means of media and information consumption, and means of business. YouTube turned out to be the reality of expression and business. One's behavior actually communicated who or how a person will form a self-identity.

Keywords: Content creator, YouTube, phenomenology.

INTRODUCTION

YouTube currently ranks third as the most visited website in Indonesia by Alexa.com Kumparan [1].

It is well known for its Broadcast Yourself slogan where it serves as a video sharing site that provides various audio-visual information Abraham [2]. In 2011, YouTube was ranked first as a video sharing site. Due to the existence of this site and its ability to attract the attention of wide community, Google Inc. bids its luck to buy YouTube that is worth US \$ 1.65 billion in 2006 Prakoso [3]. YouTube video site is one of the social networking site variants that develops and demonstrates an interest in the convergence of digital communication media for today's young Jakarta, Chandra & Wahid [4].

Working with YouTube, content creators create their own videos and upload them on their respective YouTube pages. A former study is conducted by Emma Maguide in her journal writing entitled Self-Branding, Hotness, and Girlhood in the Video Blogs of Jenna Marbles. The study revealed that uploading videos via YouTube is very advantageous to gain audiences and at the same time, transforming self-representation into a profitable personal brand. Maguire [5]. There are phenomena which are not initially deemed to be necessarily recorded in a video, turned out

to be ultimately something enjoyable for some people. The similar finding is also stated by Robyn Longhurst's conducted research in a journal entitled: YouTube: A New Space for Birth. Something which is previously considered to be personal, now, it begins to be distributed to the public especially due to the rapid development of social media. Longhurst [6].

YouTube user group is very flexible. Age no longer works as a barrier. There are zero boundaries between the older generation and younger generation. Everyone from different generations and social levels can access YouTube for free. A study conducted by Dave Harley and Geraldine Fitzpatrick entitled YouTube and Intergenerational Communication: The Case of Geriatric 1927 stated that YouTube is a place of social interaction that can serve as a medium of communication between generations and as a reciprocal learning. Harley & Fitzpatrick [7]. YouTube provides a channel of interaction between users and YouTube content providers or creators.

Content creators do not necessary alter themselves into a content creator on YouTube. Surely,

there is a background of experience, awareness, and motives owned by each content creator. The actions of content creators are a construction of social reality in which each content creator has their respective actions related to their content in order to maintain and increase viewer number. In addition to previous statement, seeing the growing number of content creator every year, it possibly means that many people are feeling tempted to become a content creator. This proves being a content creator is a fun and rewarding activity. The actions of content creators definitely have its own motives and meaning for YouTube. The actions could be translated as a means of popularity; career's starting point, source of income, channeling ideas, and many others. Lange [8].

When it is reflected back to each individual as described by Kierkegaard in Zainal [9] based on existential analysis, that in every human study, the first thing to do is how to put subjectivity or human subjective experience as an important factor to be given an attention. In principle, human beings are not always rational beings. They are not robots who do not own will and feelings. In fact, they are creatures that are able and require of having free "feeling" and "wish". The behavior and events in human life are not always based on the ratio, but also based on human's spontaneous emotion and free choices.

As it has been previously explained on the background, the researchers were interested in examining the diversity phenomenon of YouTube content creator action in Indonesia. The focus of this research was to comprehend the action of content creator as a particular behavior related to the content creator's motives and meaning of YouTube. Thus, the formulated research problems were as follows: what was the motive of being a YouTube content creator; what were the actions and behaviors displayed by each content creator; and what was the meaning of YouTube for content creators?

This study was aimed to determine the motive in becoming a content creator, knowing the actions and behaviors displayed by a content creator, and exploring the meaning of YouTube for content creators.

REVIEW OF LITERATURE

Youtube

YouTube is reliable video site providing information presented in moving pictures. This site is provided for those who want to search for video information and watch it live. We can also participate by uploading videos to YouTube server and sharing them around the world. Baskoro [10].

YouTube is initiated by three former Paypal employees: Chad Hurley, Steve Chen, and Jawed Karim. Hurley is a design alumnus at Indiana

University of Pennsylvania, while Chen and Karim are alumni of computer science at the University of Illinois Urbana-Champaign. The domain name 'YouTube.com' itself was activated on February 15, 2005, and in the following months YouTube was started to be built. They published a preview of the website in May 2005, or 6 months before the official launching.

Once established, YouTube got its first capital investment from Sequoia Capital for \$ 11.5 million in November 2005 - April 2006. With huge additional capital, YouTube is growing fast. In July 2006, there are over 65,000 new videos uploaded daily on YouTube, and there are 100 million videos viewed per day (USA Today, 2006).

Having an efficient and ubiquitous FLV (Flash Video) file format as the standard of movie coding uploaded by users has turned YouTube to be easily and instantly accessible for people on the internet.

In addition to the technological advance, YouTube is inspiring people to watch videos over the web utilizing the social networking features of Web 2.0; such as comments, groups, home page for members, subscriptions, and other community-based ideas which are popularized through websites like MySpace, Facebook, and others Yogapratama[11].

Max Weber's Social Action

Weber sees sociology as a study of social action between social relations. It is also called as the paradigm of definition or social science Ritzer [12]. Human action is regarded as a form of social action when it is directed toward others. Within this kind of relation, the action of content creator could also be implied to be a form of social action because vlogs are also closely related to human actions directed at others. Vlogs are said to be a form of human social action because the vlog actually one way to ask for a response or to give a response toward other's created or presented videos Soekanto [13]. In general communication understanding Devito [14] Effendy [15], vlog is a form of social action of a person or group of people concerning to the delivery of ideas and messages to others.

Social action for Weber is an individual action as long as it has a subjective meaning or a meaning for himself and it is directed toward the actions of others Weber in Ritzer [12]. An individual action directed to an inanimate object does not fall within the category of social action. Social action is an action that is clearly directed to others. Social action may be a thoughtful or subjective act that may occur due to a positive influence of a particular situation or it is a deliberate act of repetition as a result of the influence of a similar situation or a passive agreement in a particular situation Weber in Turner [16].

There are five basic characteristics which according to Weber, Ritzer [12] Turner [16] are included as a social action: (1) if the action of man according to his actor contains subjective meaning and this may include various real actions, (2) the real action can be done completely only in thinking performance, (3) the action may be resulted from a positive influence on a situation of deliberately repeated action, or an action in the form of a tacit consent from any party, (4) the action is directed against a person or to some individuals, and (5) the action cares for the action of others and is directed towards other person.

Alfred Schutz's Phenomenology

Alfred Schutz is the first person attempting to explain how phenomenology can be applied to develop insight into the social world. Schutz focuses on the way people perceive the consciousness of others, but at the same time people also live in a stream of self-consciousness. The perspective used by Schutz to understand that kind of consciousness is by employing the concept of intersubjective. What is meant by this intersubjective world is the life-world or the world of everyday life, Goodman [17].

They seek to enter into the conceptual world of the subjects that they examine in such a way in order to understand what and how a living being's understanding to interpret experience is available in various ways through the interaction with others, and that our sense of experience shapes reality. The methodological foundation in the social sciences based on Schutz's thinking is known as the study of phenomenology, which is actually a critique of Schutz for Weber and Husserl's ideas on sociology Schutz [18].

Schutz puts humans in a subjective experience of performing and taking an attitude in everyday life. The world is a practical activity. Man has the ability to decide to do anything related to himself or others when we want to analyze the elements of consciousness directed towards a series of goals related to his own projection. So, human's daily life could be labeled as a self-made project. Because every human being has certain desires that they are trying to pursue an achievement based on the previously decided orientation Campbell (1994: 235-237) [19].

Symbolic Interactionism

The view of symbolic interaction sees man not as a product but as a free actor. The actor will select, examine, think, group and transform meaning in relation to the situation where the course of action takes place Sukidin [20]. Individuals as subjects in social life, are both active and proactive actors. According to Colley, this is the basis of symbolic interaction that every human interaction is always filled with symbols, both in social life and in life itself. The self is not

isolated, but it is social. Individuals are mirrors to see themselves Mulyana and Solatun, ed. [21].

A content creator is a free actor capable to think of his actions. They are able to choose and think in determining the created content and displayed imagery within a specific purpose. Although, it is not common to see that they just follow the wish or desire of their fans and followers.

An action does not just simply appear. Creating a video content is intentional. This is in line with what Jerome Manis and Bernard Meltzer have mentioned in Littlejohn which provide some central concepts of symbolic interaction. First, one's behavior is intentional. Second, we cannot understand the experience of an individual by observing his behavior alone, but we need also to comprehend and understand the individual for sure Littlejohn [22].

RESEARCH METHODS

The objects of this research were YouTube content creators that produced content on YouTube and had been undergone the activity of making content for at least 6 months; they domiciled in Jabotabek area, the subscriber number was above 10.000, and owned a specialized content such as comedy, beauty, food, game and so on.

The research was utilizing qualitative approach form. This research used phenomenology research method with the aim to reveal the meaning of YouTube for each content creator and to uncover the awareness and motives of YouTube content creator as unique human beings. Where all the actions performed by content creator were an intended construction for particular things depending on each content creator individuals.

This study employed the key informant term. Key informants in this study were the individuals involved in the phenomenon, there were namely 11 channels of YouTube Indonesia. The key informants were:

- Cameo Project. The YouTube channel of Cameo Project was established since 2008. Their videos are identic with parody and fun campaign. At the present time, Cameo Project Channel already has 241,860 followers and 298 videos.
- Samslese ID. Samslese is a YouTube channel created by four alumni of London School of Public Relationship. This group consists of Fadil, Clarissa, Nina, and Sandra. This channel specializes itself in game content and challenges. This channel has a total of 176,343 followers and a total number of 81 videos until today.
- Rachel Goddard. Rachel Goddard's YouTube channel is identical with fashion and beauty. Rachel started her own channel in June 2014.

However, her channel began to be managed professionally since she moved to Kazakhstan in early 2015. Currently, Rachel Goddard has 371,714 followers and 230 videos.

- Shandy Koo. Shandy Koo's YouTube channel is still fairly new because the first video was uploaded on June 28, 2015 entitled "Love?". Shandy Koo's YouTube Channel is focused more on short stories of love affairs. Shandy Koo's name is previously known because Shandy is a member of Last Day Production's YouTube Channel that has 893,683 followers. Shandy Koo's YouTube Channel has 25,010 followers and a total of 52 videos.
- Crack An Egg. Crack An Egg is a YouTube channel hosted 2 main hosts and 1 additional host. This channel has a specialization in information content. Crack An Egg is quite often uploading videos, it can be proven by number of 342 videos and 215,963 followers on its channel. Crack An Egg first video entitled "Hypnotic Experience" was uploaded on June 14, 2014.
- Ken & Grat. This channel is a channel owned by a couple namely Kenneth and Gratia. This channel focuses its content on culinary things. At present, this channel already has 94,934 followers with a total amount of 181 videos.
- Dhana Xaviera. Dhana Xaviera is a medical student who owns a beauty content channel. The contents consist of day to day makeup tutorial to hijab makeup. These days, this channel already has 56 videos with 66,251 followers.
- Filo Sebastian. Filo was a communication student at the London School of Public Relation. Filo is an indigo person and he creates paranormal and horror content related to his own personal experience. Until now this channel already has 53 videos with 65,658 followers.
- Enjoy Aja. Enjoy Aja is a channel that was focused on the culinary content. It is owned by two friends, namely Andri and Affandy. Starting from 2010 with bike content, in the present day, it focuses more on food. This channel already had 463 videos with 35,763 as its followers' number.
- Miawaug. Miawaug is a channel that belongs to Reggie. It specializes itself in game and technology content. Miawaug itself had been ranked under the 12 categories of channels that had the largest subscribers in Indonesia. The total number of its followers was 806,856 users and it already had 1206 videos.
- Davidbeatt. Davidbeatt is a channel that contains pranks and social experiment of David himself. David started his channel in 2015 and today, he already has 124,421 followers and 37 videos.

The data collection techniques used in this study was in-depth interviews and observations. In

addition to the first obtained data, the second data collection was taken from library study and video documentation on YouTube.

The data analysis techniques utilized three stages of data processing: data reduction, data presentation, and conclusion. Data reduction was the selection process, the concentration of attention, simplification, abstraction, and transformation of rough data obtained in the field. Data presentation was a description of a set of arranged information that was allowing space for drawing conclusion and data retrieval. Conclusion withdrawal was made since the beginning of data collection with a continuity search of meaning of any symptoms obtained in the field, recording the linkage or pattern of explanation and its configuration.

The technique of checking the validity of the data was done by using triangulation. According to Moleong, triangulation was used to check the validity of data by utilizing something different. Triangulation was required as a comparison of data Moleong [23]. The triangulation used was source triangulation. It was exercised by comparing and rechecking the degree of confidence of information obtained through different times and tools. Triangulation was carried out in this study to recover data or findings by comparing them with various sources. In this study, the triangulation would be done by conducting interviews with people that also stayed around the content creator such as relatives, crew, and other content creators to make the data comparable.

RESULTS AND DISCUSSION

Motive as a Content Creator

Taken from eleven content creator informants, the researchers received several motives why they became YouTube content creators and were active in it. Thus, based on the phenomenology of Alfred Schutz in researching the creator's phenomenon of this content, researcher divided the motives of the creators into 11 motives. The motives were:

- Killing Time Motive: Most of the informants did not have a definite main goal when they began to create their channels because few years ago YouTube was not too booming unlike today.
- Sharing Motive: Based on this motive, the informants made YouTube Channel and became content creators because they wanted to share information and experience that they had have. Informants who responded to this motive tend to have prior experience in a particular field and love to share stories.
- Video Addict Motive: Based on this motive, the reason why they jumped into YouTube environment was because initially they liked the film or video.

- Changing Motive Platform: initially, the content creator posted videos on YouTube as a means of switching his hobby. The point here was if informants' previous motive was making video as a hobby. In changing platform motive, the informants had a certain established hobby (outside creating a video), then that hobby was expanded or transferred into YouTube platform from other social media.
- Self-Expression Motive: the content creators' reason on why they altered themselves into YouTube content creators was the need to be able to utilize YouTube as a medium to express and voice their ideology.
- Self-Existence Motive: The reason of becoming a YouTube content creator was to be famous and well known by many people.
- Content Business Motive: Being a content creator worked as way of starting up a business by earning money from uploading content on YouTube. Some of the informants wanted to have this hobby as an occupation and some even had already set themselves as full-time YouTubers.
- Spread Motive Portfolio: the initial stance of creating a YouTube Channel because the content creator wanted to share his portfolio. Therefore, his short film works would be able to be watched by many people.
- Future Business Promotion Motive: The informant wanted to utilize the awareness of the community towards himself as a content creator. This

awareness was used to promote its upcoming business to make it easier in its marketing process.

- Inspired by Motive: In becoming a content creator, of course, the informants were inspired by others who had already become a content creator.
- Influencing Motive: By being a content creator, he/she was expected to be an influencer and a motivator for others.

Based on the 11 motives that had been described in the previous section, the researchers re-grouped those motives into 3 main motives: personal-use motive, social motive, and commercial motive. This grouping was initiated due to the similarity of the 11 motives' common goal.

- Personal-use motive was a combination of killing time motive, video addict motive, platform changing motive, portfolio spread motive, self-expression motive, and self-existence motive. This grouping was based on the personal use of the creator or the personal interests of the creator.
- Social motive was a combination of sharing motive, inspired by motive, and influencing motive. This grouping was based on motives that relate to the social environment or others, whether the motives were caused by the influence of others or as a mean of influencing others.
- Commercial motive was a combination of business motive content and future business promotion motive. The grouping was based on motives that aimed to bring in profit in the form of income or money.

Table-1: Motives in Being Content Creators

No.	Motives	Sub-motives	Informant
1	<i>Personal-use motive</i>	<i>Killing time motive Video addict motive Platform changing motive Portfolio spread motive Self-expression motive Self-exitance motive</i>	Filo Sebastian, Miawaug, Crack an Egg, Dhana Xaviera, Cameo Project, Samsolese ID, Rachel Goddard, Shandy Koo, Enjoy Aja, Ken & Grat, Davidbeatt
2	<i>Social motive</i>	<i>Sharing motive Inspired motive Influencing motive</i>	Filo Sebastian, Miawaug, Crack an Egg, Dhana Xaviera, Cameo Project, Samsolese ID, Rachel Goddard, Shandy Koo, Enjoy Aja, Ken & Grat, Davidbeatt
3	<i>Commercial motive</i>	<i>Content business motive Future business promotion motive</i>	Filo Sebastian, Miawaug, Crack an Egg, Dhana Xaviera, Cameo Project, Samsolese ID, Rachel Goddard, Shandy Koo, Enjoy Aja, Ken & Grat, Davidbeatt

Source: Processed from Research Results in 2017

The Meaning of Youtube

The meaning of YouTube for each of the informants was of course different depending on the content creators' year of experience, awareness, and also their interaction towards others. However, after conducting interviews with eleven informants, the

resulting of YouTube's meaning interview sessions were more or less similar and interrelated.

Some informants answered that YouTube functioned as a means for the informants to create and work on something. Those who were nobody in a real

life could be somebody on YouTube. Anyone of any social class could access YouTube and could also be a content creator.

Moreover, by seeing the escalating growth of YouTube development in Indonesia, it could not be denied that YouTube could be a place for a new job for

everyone. For other informants, YouTube was also served as daily media consumption. The informants claimed that they could not get out of YouTube in their day to day life. In conclusion, there were 3 meanings of YouTube according to the informants. They were as follows.

Table 2: The Meaning of YouTube for Content Creators

No	Meaning	Informants
1	Working/creative media	Cameo Project, Davidbeatt, Samssolese ID, Crack an Egg, Shandy Koo, Enjoy Aja, Filo Sebastian, Ken & Grat, Miawaug, Rachel Goddard, Miawaug
2	Means of media and information consumption	Dhana Xaviera, Crack an Egg, Shandy Koo, Ken & Grat, Davidbeatt, Davidbeatt, Enjoy Aja, Saomssolese ID
3	Means of business	Crack an Egg, Enjoy Aja, Rachel Goddard, Filo Sebastian, Miawaug, Saomssolese ID

The Relation of Content Creator’s Motives and the Meaning of Youtube

The motives owned by the content creators, ultimately made a particular meaning for the creators. All of the informants answered that YouTube served as a creativity development / working media. This meaning was closely related to personal-use motive and social motive. In this case it was very clear that the motives owned by the creators could generate meaning that YouTube was a platform for creators to pour their ideas and ideologies into an enjoyable work’s products for others.

The second meaning stated that YouTube served as a means of media consumption and information. This meaning was closely related to social motive and personal-use motive. This meaning had been very clearly implied due to the advances of technological literacy level of the content creators especially in utilizing social media such as YouTube. The meaning also had a definition of previous media consumption source replacement and the content of information consumption; when they needed something, they were always looking for it via YouTube. Usually, the creators who were starting their YouTube Channels like this, had already been accustomed to find information on YouTube, and had shifted their viewing habits via YouTube media.

The third revealed meaning said that YouTube was a means of business. This meaning was closely related to commercial motive. Beginning from the motive to generate profits via YouTube, ultimately, YouTube had been becoming a means for doing business and making money for the content creators although not all of the informants interpreted YouTube as a personal place for doing a business. In addition, the informants also stated that YouTube could bring a lot of job. Those who were considering YouTube as their main job were those who had been earning more money

than their previous work. Some said they want to keep making money from YouTube in line with their main job.

The Implementation of Preserving Self-Existence

One particular motive of being a content creator was self-existence. Being a YouTube content creator was not only meant as a behind-the-scenes creator, but also as the person in front of the screen. In the end, many people would recognize who was the person behind the content or the creators himself. Next, he/she could be considered as an artist in the YouTube world.

The rapid increase of creator growth rate from year to year on YouTube emerged a lot of new content creators. Similar to the competition in other media such as television stations where one tv station competes with other television stations, the content creator could be assumed as a separate television station for the audience. If on television competition the number of rating was very influential, in YouTube platform the number of the subscribers was very important. In fact, the number of subscribers did not affect the content creator’s revenue on YouTube. However, a big number of subscribers indicated that the number of views was also big.

To be able to continue to maintain and enhance their existence as content creators, of course, the creators must have a good and proper strategy. In achieving the motive of self-existence, the content creators also reveal the strategy of competing in the world of YouTube.

The most widely used strategy was to interact with the subscriber. Since YouTube had more features than other media, in YouTube, subscribers could provide feedback directly through the comment field or from the personal social media of the content creators.

Interaction was very important because the audience or fans would feel happy if they could interact directly with their idols. In addition to giving response to the existing comments, often time, the content creators held a question and answer or conduct a giveaway session.

The second strategy was uploading videos consistency that also held prominent stance like question and answer session or subscriber interaction. Just like television shows, for content creators, defining a consistent airing time turned out to be the key to maintain self-existence. The consistency of uploading videos, made the content creators' videos was awaited by subscribers and later on, it would retain the subscriber's awareness towards content creator's existence.

There were also 3 other answers, such as selecting content, improving video quality, and collaborating with other creators, but it seemed to be just a complementary strategy. The interaction with subscribers and uploading videos consistency were the ultimate implementation that content creators should do to maintain their existence.

Keeping Self Image with Social Responsibility

A YouTube content creator would definitely be a particular artist in the world of YouTube. It would be a no wonder, if some creators had a motive of being a positive impact for the people who watch them. Content creators were hoping to become influencers and motivators for others. The content creators also hoped that the content could be useful and move the hearts of many people.

It could be said that YouTube content creators had already been as public figures. To be a public figure meant whatever he/she did was under public spotlight and he/she must maintain a good personal attitude, especially to what was the content featured in the videos.

In this case, the informants were aware of their responsibility as content creator in terms of keeping their attitude and words in front of the camera. People who watch videos on YouTube were not just adults, and YouTube itself did not yet have a good video filter unlike television in Indonesia. Many of the informants claimed that their videos were seen by small children who certainly need good guidance in understanding the videos.

The content creators were trying to present a good self-image that could be set as a good example for people who watch their videos. Informants were also confessing that in the real world, they may not be that perfect, but if there were improper words that accidentally came out at recording time, it would usually be anticipated during the editing phase.

The motives of being a positive impact for others should correspond with the social action of maintaining social responsibility because what the creators displayed in front of the camera had become a reflection of their self-image in the public eye, and as a public figure, all of the actions and opinions issued by content creator would be noticeable by other people.

The Essence of Youtube for Content Creators

YouTube belongs to social media platform that has 4 different features from other social media: video recommendations through similar videos, email links to share videos, comment fields (along with other social networking functions), and embeddable video player. At the beginning, the content creators jumped right into the world of YouTube due to their desire to be able to share videos with others. Over a period of time, YouTube changed to be a widely talked and used social media by many.

The growing use of social media every year made the use of conventional media was declining. Many people began to change their habit of watching television by watching online videos on various platforms, one of them was YouTube. YouTube ranked third as the most visited website in Indonesia. It was also realized by the content creators that the community's habit of watching began to shift from television to YouTube.

YouTube is also increasingly used as a particular means of business. The creators earned revenue on YouTube through ad sense derived from the number of views and also the existing ads on YouTube. The income generated on YouTube was equal to the salary of an employee or even much larger than that. Even some creators had touched numbers above 100 million IDR per month. Based on this fact, there were many content creators who were initially only part time YouTubers eventually decided to become full time YouTubers.

Not only in terms of income earned from ad sense alone, many other advantages were obtained by the creators. They could get endorsement and sponsorship. This was certainly very profitable, because many creators could get free stuff, even when they had to go abroad. They could go to a foreign country without spending any money at all. In addition, the creator's connection network was also extended. Starting from the businesses content, the connection could propagate to other businesses. The content creators could get many new job offers as well gaining an added fame to be known by many people.

Furthermore, the initial channel that was owned by the creators may not only be done alone, but as the channel was progressing, they could begin to set up their own teams to work on their channel(s).

Definitely, this also became a new job field for others. YouTube was originally just an ordinary social media, in the end; it transformed itself to be a separate business media that could bring benefits for the content creators.

DISCUSSION

The content creators were starting from people who knew the existence of YouTube as social media through their interaction with others. Along with that fact, the content creators gained a conscious experience that there was a shift in the existing viewing habit of society, where today's society was a social media society. The content creators also realized that society had begun to shift from television to new media, in this case, YouTube.

Having such knowledge and awareness, these creators then embodied the arising motives to turn them into YouTube content creator. The motives acted as a trigger for the creators to take action by joining YouTube and made their own channel. This action was also accompanied by a process from searching an idea to video execution. In executing a video, the creators were also aware that it took videography and video editing skill so they began to do a self-taught process in order to achieve their goals.

To achieve their motives, the conscious creators must have a competitive strategy in the midst of many other content creators, such as the need for interaction with the subscribers. It was required to have a unique selling point. The creators were also aware of having to establish a good self-image identity as YouTubers. Thus, it was important for them to keep their words and actions in front of the camera as well as outside the camera which was commonly called as the social responsibility of the creator.

The content creators' motives also form a separate definition for creators about the meaning of YouTube for them. This meaning had ultimately set as the main goal of the creators in becoming content creators and producing their own construction. YouTube could be used as a means for content creators to be creative; as a means of media consumption; or as a means of business. In other words, for the content creators, YouTube was a means or media that help them to form their identity. Most of the creators considered Youtube as media to make money or run a business. Meanwhile, others were using YouTube to spread their work to be widely known but still, there was an open chance of getting money and use YouTube as a means of business.

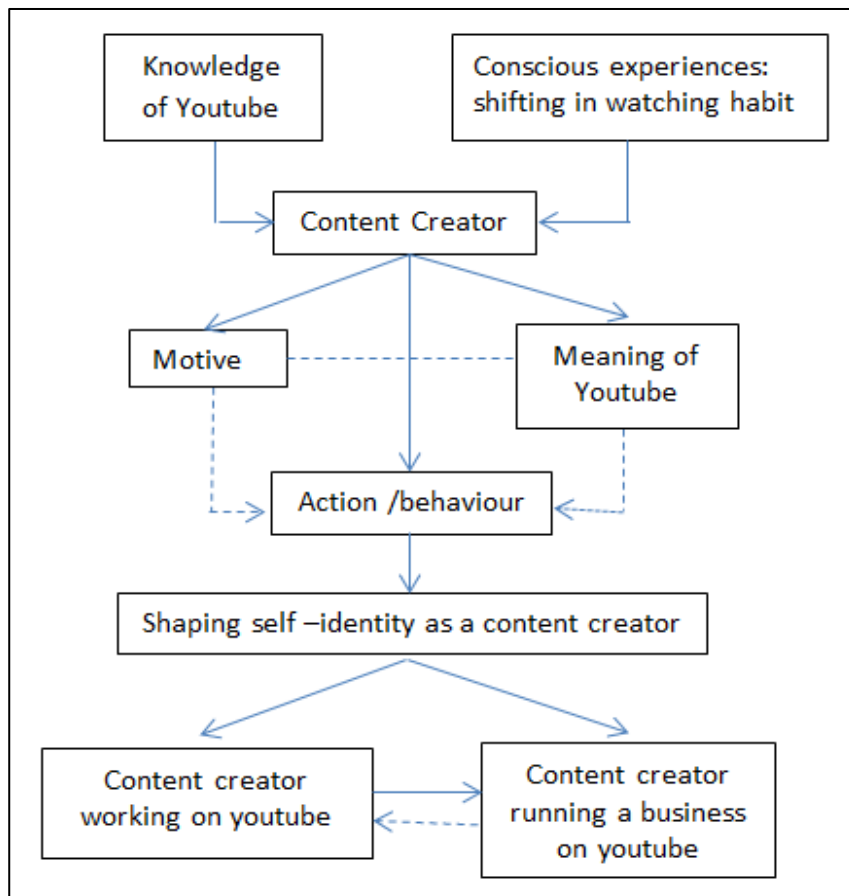


Fig-2: The Schematic Identity of YouTube Content Creator
 Source: Processed from Research Results in 2017

CONCLUSIONS AND SUGGESTIONS

Conclusions

As stated earlier, this study discussed the construction of YouTube content creator action in Indonesia that turned out to be a particular phenomenon as rising new media which was highly demanded by the society, especially young people. This research aimed to explore the meaning of YouTube for content creators within the framework of social phenomenology. Furthermore, this research found out the motives of each individual for being a content creator, as well as knowing the behavior displayed by a content creator on YouTube.

In this study, it was revealed that there were 11 motives to become a content creator which could be divided into reasoning motives and purposive motives. The motives were as follows: killing time motive, motive sharing, video addict motive, platform changing motive, portfolio spread motive, inspired motive, influencing motive, self-expression motive, self-existence motive, business motive content, and future business promotion motive. Next, the eleven motives were classified again into 3 large motives: personal-use motive, social motive, and commercial motive. Furthermore, YouTube itself had a special meaning for the content creator as a means to work / to be creative; as a means of media and information consumption, and as business media.

In this study, the actions that occurred were the actions in which the content creators were finally realized their goals of becoming a content creator.

- It began with searching for ideas, collecting materials, shooting, editing video, to uploading videos on YouTube
- The importance of maintaining and improving the subscriber strategy
- The importance of creative social responsibility
- The importance of uniqueness and character

The content creator's motives also form a separate definition for creators about the meaning of YouTube. This meaning had ultimately become the goal of the content creators in changing themselves to be a content creator and producing their own construction. YouTube could be used as a means for them to be creative, as a means of media consumption, or it could even be used as a means for their business.

In other words, for the content creators, YouTube was a means or media that helped them to shape their identity. For most of the creators who used YouTube to make money or run a business, they considered their YouTube contents as their work. There were also some creators who used YouTube as a tool to widely spread their works. However, it is also possible

that their work can give them money and YouTube becomes a means of business.

Suggestions

As a continuation of this study, the researchers give advice based on two things: academicals and practical advice. For the academicals advice, it is expected that there is further research because the research within this scope of study is very limited. There are still a lot of self-identity factors of YouTube content creator that can be explored in a subsequent research. In addition to the existing identity of content creators; to do work and do business; there are probably many identities that have not been found in this study. There are also many other attributes that can be extracted to complement the actions, motives, and meaning of content creators such as configuration experience and a deeper exploration study of intersubjectivities.

On the practical side, there are many advantages in being a content creator. It is highly suggested that people should more sensitive and begin to explore the new potential of media like YouTube. Being a creator of YouTube content can be a considered to be a new kind of job or as a business media. Furthermore, YouTube Indonesia should also continue to increase the awareness and continue to facilitate YouTube content creator, in order to generate a win-win solution that would be beneficial for both YouTube as a company and YouTube content creators.

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