

Effect of Adsense on Deddy Corbuzier's YouTube on the Viewing Interests and Viewing Actions of Universitas Sumatera Utara Students

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Abstract

This article aims to analyze the effect of adsense on Deddy Corbuzier's Youtube on the viewing interests and viewing actions of Universitas Sumatera Utara (USU) Students. The theory used is the theory of mass communication, new media, uses and gratifications, interest and attitude theory. This type of research is quantitative with correlational methods. The total population in this study amounted to 16,874 people with a total sample of 400 respondents. The sampling technique uses rational sampling with the characteristics of students who have watched Deddy Corbuzier's Adsense Youtube. Data collection techniques are using questionnaires and library research. The results showed that adsense program ad impressions with viewing interest had a correlation value of 0.446, adsense program ad impressions with the act of watching had a correlation value of 0.579, and adsense program ad impressions with viewing interest with the act of watching had a correlation value of 0.633. Display of Adsense Program Ads on Deddy Corbuzier's Youtube Adsense influences Interest and Viewing Actions among USU Students. The results of the positive correlation value show a unidirectional relationship, that viewing interest will increase viewing actions on Dedy Corbuzier's YouTube adsense. The significance value is the existence of a significant relationship between the action variable and viewing interest.

Keywords

effect of ad impressions;
 youtube adsense; youtube
 Deddy Corbuzier; viewing
 interest, viewing actions



I. Introduction

A communication expert namely McQuail (2011) explains that the characteristics of new media are interconnectivity, access to individuals as recipients and/or senders of information, as well as interactivity or interaction with audiences. YouTube as one of the new media is a video site that provides reliable information in the form of "moving images". This website is indeed for those who want to find video information and watch live broadcasts. We can also participate in uploading videos to the YouTube server and sharing them worldwide. From November 2005 to April 2006, YouTube received US\$11.5 million in investor capital for the first time since its founding, namely Sequoia Capital. With the addition of quite a lot of funds, YouTube is growing rapidly. As of July 2006, there were more than 65,000 new videos uploaded daily on YouTube, and 100 million videos watched daily. (source: http://www.usatoday.com/tech/news/2006-07-16-youtube-views_x).

With the high number of views and videos on YouTube, it's natural for YouTube to become a part of internet culture. The freedom of people to use their personal computers without government interference makes it possible to present news from a more diverse perspective. However, in this day and age, many entrepreneurs or business people are still looking for ways or opportunities for something that is currently popular to advertise their products. The high number of YouTube viewers has made many artists participate in making YouTube adsense, one of which is Deddy Corbuzier. These days, there are tons of ads that can be found in almost every video on YouTube. When Youtube users watch a video, the first thing that appears is a product promotion video. This also happened to Deddy Corbuzier's Youtube adsense. Many ads will appear when watching Deddy Corbuzier's YouTube adsense.

The world of advertising has developed into part of the largest industry which is considered very promising by involving the mass media, both top-line media and bottom-line media (Lumban Toruan, 2018). The presence of advertisements in YouTube videos, of course, provides a ranking increase that varies from user to user. Do users miss advertisements or pay attention to advertisements and what are the preferences and attitudes of YouTube application users, especially viewers of the Deddy Corbuzier Podcast channel in dealing with advertisements. Adsense for YouTube application ads is also one of the biggest incomes that can be achieved by a YouTuber, for example Deddy Corbuzier's YouTube channel. The author's interest in analyzing YouTube Adsense is because the number of viewers on Adsense is very large and when making observations by looking at the comments column, the researcher finds many people who are still classified as students adding comments to the columns that are already available. That is what prompted Deddy Corbuzier to call every viewer on his YouTube channel "smart people".

II Review of Literature

This study uses a positivism paradigm in which various realities, symptoms and phenomena are seen as something that can be grouped, relatively fixed, concrete, observable, measurable and the relationship is causal (Sugiyono, 2014). Theories used in this study include mass communication theory, new media, uses and gratifications, interest and attitude theory. Mass communication is a communication process carried out in mass media such as newspapers, radio and television which is disseminated to the public (Effendy, 2015: 20). Organizational communication is satisfaction of organizational member toward several communication aspects occurs within organization (Syakur, 2020). Communication is the process of delivering accurate, clear, consistent, and comprehensive information as well as coordination between relevant agencies in the implementation process (Mahendra, 2021). Communication management is one of the important aspects in implementing a program or policy (Irma, 2020). Therefore, those who lead the organization and who play a role in conveying or sending messages within the organization need to understand and perfect their communication skills. New Media is internet-based media using computers or digital devices that can create their own content without having to wait for other people to produce it and get a response in a short amount of time (Levinson, 2013: 5). Uses and Gratification Theory is a theory that focuses on audience satisfaction as media consumers and message selection (Humaizi, 2018: 205). Stiggins (in Ikbal, 2011: 12) defines interest as a dimension of affective aspects that play a large role in human life, while action is an aspect related to the individual's desire to perform actions in accordance with his beliefs and desires (Gerungan, 2009: 161).

The following are some previous studies that are relevant to the topic of this research. The first research is about the influence of advertising, ethnocentrism and audience attitudes towards the decision making of watching the film Warkop DKI Reborn: Jangkrik Boss! Part 1 for visitors to the Rajawali Purwokerto Cinema (Restu and Nikita, 2017). The results of this study explain that advertising has a significant effect on viewing decisions but viewing decisions are not only influenced by advertising variables, ethnocentrism and the attitude of the audience itself. Subsequent research is about how the influence of "Londokampung" Youtube shows on the level of knowledge of the Suroboyoan language on subscribers in Surabaya (Wahyu and Ismojo, 2019). It is known that there is a significant relationship between the influence of watching YouTube shows 'Londokampung' and the level of knowledge of the Suroboyoan language among subscribers in Surabaya. Subsequent research also explains how to explain the effect of vlog content on Youtube on the formation of attitudes of Communication Studies students at FISIP Sam Ratulangi University based on the Hypodermic Needle theory (David et al, 2017). The results of the study state that the mass media influences directly, quickly and greatly determines the attitude of audiences like a syringe which influences the audience to realize, understand and accept the contents of the video so that students are happy and like watching and want to try the things they see and even want to become a vlogger. From several previous similar research references, it is known that advertising can influence its audience in decision making, knowledge and attitude formation. However, this study explains whether adsense (a form of new type of advertising) on Deddy Corbuzier's YouTube adsense can affect interest and viewing actions of University of North Sumatera or Universitas Sumatera Utara (USU) students. The purpose of this study consists of three parts, namely to analyze the effect of adsense program ad impressions on viewing interest, analyze the effect of adsense program ad impressions on viewing actions, and analyze the effect of adsense program ad impressions on Deddy Corbuzier's YouTube adsense on interest and viewing actions among USU students.

III. Research Method

This study uses a positivism paradigm which means giving more emphasis to experience as a source of knowledge which is considered in line with the views of philosophical schools such as empiricism, behaviorism, naturalism and science (Bungin, 2015).

This type of research is quantitative research using correlational methods to measure the relationship between different variables and predict the dependent variable and facilitate research design (Rakhmat, 2012: 43). The population in this study were active students at the University of North Sumatra or Universitas Sumatera Utara (USU). However, because the population is very large, the researchers limited the population by using a simple random sampling method, namely a draw without checking or paying attention to the similarities and layers in the population (Sugiyono, 2016). Of the 15 faculties at the University of North Sumatra, four faculties were obtained as a population using a lottery method, namely the Faculty of Economics and Business with 5,447 people, the Faculty of Law with 3,848 people, the Faculty of Humanities with 4,490 people, and the Faculty of Social and Political Sciences as many as 4,089 people. From the four faculties, the total population in this study was 17,874 students.

The sampling technique used is rational sampling with the characteristics of students who have watched Deddy Corbuzier's Adsense Youtube. By using the Slovin formula with an accuracy of 5% with 95% confidence, a total sample of 400 people was obtained. Data collection techniques used include field research by distributing questionnaires and literature research from books, magazines, online media, the internet and other sources.

There is one independent variable (X: Impressions of Adsense Ads) and two dependent variables (Y1: Viewing Interest and Y2: Viewing Actions) in this study. The ad impressions studied included visualization, intensity of stimuli, novelty, and repetition. Variable Y1 or interest in watching includes: positive attitude, fun, expectations, needs, emotional attitudes, and social motives while the act of watching includes receiving, responding, appreciating, and being responsible.

IV. Discussion

Based on gender, the majority of respondents were 283 women and 117 men. Respondents by faculty consisted of 117 Faculty of Economics and Business, 58 Faculty of Law, 64 Faculty of Humanities, and 101 Faculty of Social and Political Sciences.

The results of testing the validity and reliability of the independent and dependent variables on the 38 questions that were given to 30 respondents were declared valid so that the researcher could continue the next stages of analysis.

4.1 Analysis of Adsense Impressions on Viewing Interest

Based on the research results, it was found that 256 respondents chose to agree that adsense program advertisements on Dedy Corbuzier's YouTube adsense had an effect on interest in watching USU students. Meanwhile, 142 respondents chose to strongly agree, but as many as two respondents chose to disagree. Adsense program ad impressions and viewing interest have a low but sure relationship and adsense program ad impressions will increase viewing interest on Dedy Corbuzier's YouTube adsense. In addition, there is also a significant relationship between ad impressions and viewing interest. Currently, respondents or community phenomena really like to watch YouTube adsense, but sometimes what is displayed on YouTube adsense sometimes doesn't match the interests and desires of the audience. Some respondents or even viewers like music adsense, entertainment adsense, food adsense and others.

4.2 Analysis of Adsense Impressions on Viewing Actions

The research findings show that adsense program ad impressions on Dedy Corbuzier's YouTube Adsense caused 179 respondents to strongly agree regarding the act of watching Dedy Corbuzier's YouTube Adsense. Meanwhile, 215 respondents stated that they agreed to have the act of watching and the remaining, namely as many as six respondents, did not agree that the adsense program ad impressions affected the act of watching. Adsense program ad impressions and viewing actions have a low but sure relationship and adsense program ad impressions will increase viewing actions on Dedy Corbuzier's YouTube adsense. In addition, there is also a significant relationship between the variables of ad impressions and viewing actions. The viewing action may occur because visually, the adsense is attractive enough for the respondent to take action.

4.3 Analysis of Adsense Impressions on Interests and Viewing Actions

Adsense program ad impressions with viewing interest have a correlation value of 0.446 and have a low but sure relationship because they are in the range of 0.40 -0.70. In addition, the results of positive correlation values indicate a unidirectional relationship. Thus, it can be interpreted that adsense program ad impressions will increase viewing interest on Dedy Corbuzier's YouTube adsense. Based on the output, it is known that the significance value is 0.000 which means it is smaller than 0.05 or 0.10. This value means that there is a significant relationship between the adsense ad impression variable and viewing interest.

The adsense program ad impressions with the act of watching have a correlation value of 0.579 and have a low but sure relationship because they are in the range 0.40 -0.70. In addition, the results of positive correlation values indicate a unidirectional relationship. Thus, it can be interpreted that adsense program ad impressions will increase viewing actions on Deddy Corbuzier's YouTube adsense. Based on this, the significance value is 0.000 meaning < 0.05 or 0.10 meaning that there is a significant relationship between the variable of ad impressions and the act of watching.

Watching interest has a correlation value of 0.633 and has a significant relationship because it is in the range of 0.40-0.70. In addition, the results of positive correlation values indicate that there is a unidirectional relationship. This can be interpreted that viewing interest will increase viewing actions on Deddy Corbuzier's YouTube adsense. Based on this, the significance value is 0.000 which means it is smaller than 0.05 or 0.10. Thus it is known that there is a significant relationship between action variables and viewing interest.

Based on these findings, the podcast on Deddy Corbuzier's YouTube channel has become the center of attention because it displays a lot of conversations in a very informative visual form by inviting guest stars who are sometimes influential people in Indonesia. Not only that, the YouTube channel also has a large number of viewers, reaching millions of views for each uploaded video.

Factors that affect interest are also internal drives related to physical encouragement, motives, maintaining, feeling happy, and so on. The existence of social motives that cause individual interest can cause emotions or feelings of pleasure. According to Wood and Marquis (in Susilowati, 2010), argued that someone who finds an object and can relate then he is interested in the object. So with an interest, ability or experience can arise related to the object. This individual is interested in watching Deddy Corbuzier's YouTube because there is information he wants to know so that this encourages respondents to watch it. After watching and studying it, the individual will be interested in watching the channel in question. And in the end this affects interest and viewing actions among USU students. The emotional feelings that arise when viewing podcasts on Deddy Corbuzier's YouTube channel continuously will increase the interest and viewing actions of respondents.

V. Conclusion

Based on the research, can be concluded adsense program advertisements on Deddy Corbuzier's YouTube channel has an effect on interest in watching University of North Sumatra (USU) students. The advertisements that appeared were responded positively by respondents because they were considered not to be disturbing and also sometimes provided information on the products that respondents were looking for or liked, thus influencing interest in watching.

The adsense program advertisements on Deddy Corbuzier's YouTube channel influences the viewing behavior of University of North Sumatra students. This is because advertising gives encouragement to respondents. The ads that appear are also in accordance with the character of the respondent, so that the respondent still acts to watch the YouTube channel. The adsense program advertisements on Deddy Corbuzier's YouTube channel has an effect on the interest and viewing actions of University of North Sumatra (USU) students.

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