

# CHAPTER I

## INTRODUCTION

### 1.1. Background of the problem

Based on data we are Social which was uploaded in January 2021 by katadata.co.id stated that as many as 94% of internet users in Indonesia reached the highest percentage compared to other social media users (Lidwina, 2021a)

There were 89 respondents in the research entitled "The Influence of Community Nutrition Education Innovation Based on Social Media Marketing on Knowledge, Attitudes and Behavior in Stunting Prevention Efforts" which came from various social media platforms, with the following details: Facebook 8 people (9, 0%), Instagram 48 people (53.9%), TikTok 10 people (11.2%), Twitter 10 people (11.2%), and YouTube 13 people (14.6%). Most respondents were aged 18-24 years, reaching 69.7 percent, followed by 25-29 year-olds at 13.5 percent, 30-34 year olds at 14.6 percent, and 35-39 year olds at 2.2 percent. From the age analysis based on social media, it can be seen that Facebook users tend to be aged 30 years and over, while Instagram, TikTok, Twitter and Youtube users tend to be under 30 years old. In fact, almost the majority of YouTube users (92.3%) are aged 18-24 years. (Simanjuntak et al., 2022)

Instagram users in Indonesia reached 97.17 million. This figure experienced a slight increase of 0.10% compared to the previous month which reached 97.07 million users. Regarding gender, Instagram users are dominated by women with a proportion of 51.4%, while 48.6% are men. Based on age, 38% of Instagram users in Indonesia are in the 18-24 year age group, while 29.8% are from the 25-34 year age group. There are also 12.5% of Instagram users aged 13-17 years, 12.2% in the 35-44 year age group, and 4.7% in the 45-54 year age group. The remainder are users aged 55 years and over (Mustajab, 2023)

Quoting (Luthfi, 2021) explains that YouTube is the social media most widely used by Indonesian internet users. With more than 170 million internet users in Indonesia, 93.8% of them, or the equivalent of 159.46 million people, actively use YouTube. Apart from that, the average time spent by Indonesian internet users to access YouTube reaches 25.9 hours every month. From this data, it can be concluded that YouTube dominates as the social media most widely used by internet users in Indonesia.

Based on the We Are Social and Hootsuite report in the Databox article explains that in January 2023, the number of YouTube users worldwide will reach 2.51 billion.

However, there was a decrease of 1.9% compared to the figure in January 2022. According to reports from We Are Social and Hootsuite, the majority of YouTube users in the world are men, especially in the 25-34 year age category, reaching 11.9% . Meanwhile, women in the same age category only account for 8.8% of total YouTube users (Annur, 2023)

According to (Akbar, 2018), theory and research results show that the dissemination of information via YouTube is very effective, considering its popularity as the largest video-sharing media portal that is widely used by the public to search for information. This process involves cognitive, affective, personal integration, social integration, and delusion effects on users who search for information through this platform. However, it is realized that with the large amount of information circulating on YouTube, some of it may be is a hoax. Therefore users need to be wise in viewing and filtering the information on YouTube, and checking the credibility of content creators. Content that comes from professional media companies is generally considered more trustworthy and does not spread hoaxes. YouTube users also have a responsibility to share or create their content, and when searching for information, the responsibility lies on the account that created the content and the viewers who access it. The Uses and Gratification theory explains that the audience is considered active and has a purpose in using mass media. The mass communication process occurs with the initiative of the audience, and mass media compete with other sources to satisfy needs. The purpose of selecting mass media can be inferred from the data provided by audience members.

YouTube has various advantages and disadvantages. According to research results by Rizca Haqqu, et al (2019), it is very satisfying when teenagers enjoy watching videos on YouTube, and this does not only apply to teenagers. Children, the elderly and various other professionals also find pleasure in watching various shows on this platform. YouTube provides various content appropriate to character and age, giving viewers a complete choice. During the pandemic, YouTube experienced very rapid development. There has been an increase in the amount of diverse content in the number of channel owners on YouTube. Many of them use this YouTube channel as a potential source of income, either in the form of personal satisfaction through appreciation for the work they produce, or as a source of additional income, even as their income (Dulwahab, 2023)

It is explained in the data from the Central Statistics Agency regarding the Use and Utilization of Information and Communication Technology implemented in 4,014 schools spread across 34 provinces, as follows (Use and Utilization of Information and

Communication Technology (P2TIK) in the Education Sector 2018, 2024) :

**Table 1. 1Percentage of Use and Utilization of Information and Communication Technology at Each School Level**

Sector	Level	Percentage
Education	elementary school	64.55%
	JUNIOR HIGH SCHOOL	19.22%
	SENIOR HIGH SCHOOL	16.23%

**Table 1. 2Percentages of Radio, Television and Telephone Use in Each School Level**

No	Use	Level	Percentage
1.	Radio in teaching and learning activities	Whole School	19.08%
		SENIOR HIGH SCHOOL	22.36%
		JUNIOR HIGH SCHOOL	18.30%
		elementary school	18.48%
2.	Television in teaching and learning activities	Whole School	21.32%
		SENIOR HIGH SCHOOL	25.29%
		JUNIOR HIGH SCHOOL	25.27%
		elementary school	18.97%
3.	Telephone in teaching and learning activities	Whole School	46.01%
		SENIOR HIGH SCHOOL	73.56%
		JUNIOR HIGH SCHOOL	54.84%
		elementary	36.45%

		school	
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**Table 1. 3Percentages of Connections Used**

No	Connection	Percentage
1.	Fixed N arrowband	9.90%
2.	Mobile B roadband	34.85%
3.	VSAT (satellite )	4.01%

**Table 1. 4Percentages of ICT Qualifications at Each School Level**

No	Qualification	Level	Percentage
1.	Information and Communication Technology (ICT) Field	elementary school	6.90%
2.		JUNIOR HIGH SCHOOL	11.33%
3.		SENIOR HIGH SCHOOL	14.43%

In the past month, around 94% of internet users aged 16-64 in Indonesia have used YouTube. This percentage is the highest when compared to other platforms. Most of them also actively use WhatsApp (87.7%), Instagram (86.6%), and Facebook (85.5%). Meanwhile, only around 63.6% accessed Twitter, 52.4% used Facebook Messenger, and 44.3% used Line in the same period (Lidwina, 2021).

Social media is now also used in Islamic boarding schools. Islamic boarding schools are Islamic religious-based educational institutions. In Islamic boarding schools, some regulations determine whether or not they are allowed to bring information technology or simply access social media for their students.

Cell phones can disrupt students' learning concentration, which is very important in the educational context to achieve optimal learning outcomes. Therefore, students can focus on the learning process and achieve better achievements by avoiding unnecessary distractions, such as using cell phones. Apart from that, the use of electronic devices can also act as a means of adaptation in regulating themselves using

technology. By prohibiting the use of cell phones in the school environment, students need to learn to control their own use of devices, as well as prioritize more essential tasks and obligations. This ability to manage time and tasks is an important skill for students, which can help them become more organized and disciplined in their daily lives. (Suryanto, 2023). One example is PPM MBS Yogyakarta, which forbids its students to using gadgets.

However, PPM MBS Yogyakarta can adapt to social media as a means of publishing activities to parents of students so that parents can find out the activities their children are doing. Apart from that, the use of social media Also become Wrong one method for comparing and introduce activity to audience which can make it easier get feedback from viewers.

As a video sharing platform, YouTube provides benefits in facilitating communication that allows people to interact without being limited by location or time. This means that prospective students and parents, as the parties involved, can quickly and easily get information and experiences related to school through video sharing. YouTube is a suitable place to explore school information (Sawyer, 2011).

PPM MBS Yogyakarta, through the account YouTube “MBS TV” capable of giving information on activities, for example the construction of a new building for the Boys' school, series activity PSB And Still Lots others. To get results which maximum so that spread increasingly rapidly, necessary exists management for account YouTube MBSTV. MBS TV was founded on January 20 2018 and already has 8.11 thousand subscribers and 496 videos.

PPM MBS Yogyakarta has 2,335 male and female students as of September 2023. However, the large number of subscribers does not match the number of viewers who are relatively few and rarely get likes and comments from their followers.

Islamic boarding schools attract the attention of researchers as research objects, especially in investigating the potential and effectiveness of using YouTube to increase promotions. In this context, research can be focused on how Islamic boarding schools can optimize the platform as a publication medium. This research took place at PPM MBS Yogyakarta and was entitled "Strategy MBS Youtube Account Management TV As Media Publication". Researchers want to know the strategy used by PPM MBS Yogyakarta in managing the MBS TV YouTube account.

## **1.2. Formulation of the problem**

In the context of the background that has been explained, the problem

formulation that may be faced in this research is:

1. How does management strategy MBSTV as media publication?
2. What are the supporting and inhibiting factors for MBSTV as a publication media?

### **1.3. Research purposes**

1. Knowing the strategies used by MBS TV as a publication media
2. Knowing the supporting and inhibiting factors as a publication medium

### **1.4. Benefits of research**

1. The results of this research can become valuable academic reference material, contribute to existing literature, and increase insight for researchers interested in similar topics. The information found and findings in this research can provide added value to understanding and knowledge in the field of publication strategies via YouTube, so that it can be used as a basis for further research or as a reference in an academic context.
2. The results of this research have the potential to be a valuable study or support in the development of other research related to this topic. The information and findings found in this research can provide a useful basis and insight for further research that wants to deepen or expand understanding of promotional strategies via YouTube, especially in contexts related to education or educational institutions such as Islamic boarding schools.
3. The results of this research can become a strong basis for improving the MBS TV management system. The findings and analysis of this research will provide valuable information to identify areas of improvement needed in MBS TV management, especially in the context of using YouTube as a publication medium. Thus, the results of this research can become a strategic guide to increasing the efficiency and effectiveness of the MBS TV management system.