

Youth Economic Empowerment Strategy Based on the Utilization of the YouTube Platform in YouTuber Tapen Bondowoso Village

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Abstract

Tapen Bondowoso village in Bondowoso Regency has undergone digital transformation, evolving into a YouTuber Village driven by the creative endeavors of its youth. This qualitative phenomenological research investigates the use of the YouTube platform in the village, outlines the youth economic empowerment strategy through content creation, and assesses the economic status of youth pre, and post-empowerment. Utilizing snowball techniques, the researchers identified young YouTubers as informants and employed interviews, observations, and documentation. Findings reveal active community participation in YouTube content creation, motivated by economic and environmental factors. The empowerment strategy encompasses enablement, strengthening, protection, support, and maintenance. Post-empowerment, there is a significant positive impact on the economic conditions of youth, evident in improved income and heightened fulfillment of needs. This research highlights the transformative role of YouTube-based empowerment for both individual youths and the broader Tapen village community.

Keywords

Youth Economic Empowerment Strategy; Utilization of YouTube Platform; YouTuber; YouTuber Village



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1. INTRODUCTION

In the era of digitalization like today, technological advances and internet use in Indonesia are growing quite fast and rapidly. This can be seen from internet users, who continue to increase yearly. The 2023 we are social report shows that the number of internet users in Indonesia as of January reached 213 million. This number increased by 5.44% compared to the previous year of 202 million. If you explore further, there has been an increase in internet users in Indonesia in the last decade. There were an additional 142.5 million internet users in the country from January 2013, reaching only 70.5 million people (Annur, 2023).

The rapid development of internet users also impacts the trend of using social media platforms. Several social media platforms are developing and widely used by

people in Indonesia, including WhatsApp, Instagram, Facebook, Twitter, YouTube, and other internet-based applications. Of the many social media platforms, YouTube is one of the most popular and widely used social media platforms by the public. This can be seen from the 2023 Internet penetration and behavior survey results by the Indonesian Internet Service Providers Association (APJII), which shows that YouTube is the most widely used social media platform by Internet users in Indonesia. The YouTube platform is used by 65.41 percent of the total internet users in Indonesia. Meanwhile, Facebook is 60.24 percent, followed by Instagram at 30.51 percent, TikTok used by 26.80 percent, WhatsApp at 1.57 percent, and Twitter at 0.91 percent users (West Java Seconds Team, 2023). If you look at the international scale, it shows that there are around 2.527 billion users of the YouTube platform worldwide based on the reach of its global ad audience in April 2023. The data also ranks the YouTube platform 2nd among the world's most active social media platforms. YouTube itself is a platform that allows users to watch, upload, and share videos on it (Jonathan, 2023) ; (Kemp, 2023) ; (Helianthusonfri, 2018).

People use YouTube as a platform of choice for several reasons, including finding information and knowledge, looking for entertainment, and channeling their talents or creativity to make YouTube a field to earn money or income. An individual or group of people active in uploading or producing a video through the YouTube platform is referred to as a YouTuber. The uploaded video or content can be in writing, images, video clips, films, and other interesting content. Through videos produced on his YouTube (Meilian, 2020); (Helianthusonfri, 2018) account channel, a YouTuber can get a share of YouTube revenue for ads contained in their videos, then with high popularity will also make many brands offer cooperation so that their products can be promoted. This means a YouTuber will later earn income. In this case, those who can earn this income are YouTubers who have joined or meet the requirements as YouTube partners (Photo et al., 2020).

Tapen Bondowoso YouTuber Village is one of the areas located in Tapen Village, Bondowoso Regency, East Java, where, in 2019, it was officially dubbed as YouTuber Village. The village was initiated by a young man named Imam Januar, one of the residents of Tapen Village, Bondowoso Regency. The initiation of the YouTuber Village departed from unemployment and poverty in the Tapen area in 2019 due to Covid 19. Unemployment occurs not only in people who do not have an education but also in several graduates who have just graduated from college. The income level of the people also decreased at that time, making it difficult to meet their daily needs (I.Januar, Personal Communication, 2023).

Departing from this phenomenon, Imam Januar has an initiative or solution to reduce unemployment that occurs by carrying out an empowerment activity. One of the empowerments is by inviting the community, especially local youth, to take advantage of opportunities from one of the digital platforms, YouTube. Through the empowerment activities, the youth in the village are expected to improve their skills and expertise and successfully create as YouTuber content creators. These empowerment activities are carried out so that the youth can successfully earn income, avoid difficulty finding a job, and be free from poverty. So, it is unsurprising that the empowerment activities were initially focused on local youth. Still, the community in the village has followed the empowerment activities, including children, adolescents, and adults. Until now, many successful YouTubers are in the village, estimated to reach approximately 300 people. Tapen Village eventually became known as the village of YouTubers. This village is known to various regions, thus making young people who were initially unemployed become content creators who can generate income and grow the economy (I.Januar, Personal Communication, 2023).

YouTuber Village models still need to be found in Indonesia. Even though digital villages or digital villages have emerged, research by Izharsyah et al. (2022) discusses the development of Digital Villages. This research only leads to village administration, which is developed in digital form and has yet to discuss empowerment, especially for youth (Izharsyah et al., 2022). Research conducted by Yunadi and Ardiyanti (2018) and Widodo et al. (2023) on the digital MSME Village program. Both studies show that the Digital MSME Village program can increase sales turnover and increase villagers' income. Both studies differ from this study, which is more directed at the specifications of the YouTuber Village with a youth base (Widodo et al., 2023; Yunadi & Ardiyanti, 2018).



Source: Image obtained from an interview with the initiator of Kampung YouTuber Tapen
Figure 1. Magazine about YouTuber Tapen Bondowoso's Village Published in USA and Germany Media

In addition, if you look at the data that researchers have obtained from mass

media and interviews, Tapen Bondowoso YouTuber Village is the area with the highest number of YouTubers compared to other YouTuber Villages. This is as stated by the initiator of Kampung YouTuber Tapen Bondowoso, which was broadcast through national digital media such as websites to broadcasts on television stations. It is recorded that the YouTuber Village in Bondowoso has approximately 300 YouTubers (I.Januar, Personal Communication, 2023). In the YouTuber Village in Banyumas, there are 33 people, and the YouTuber Village in Sumenep Madura, according to the initiator's statement, is estimated to be more than 10 YouTubers (Nugroho, 2022) ; (UA, 2022).

The data above is an interesting phenomenon to study, that theoretically, today, there has been a digital-based Village or Village as a result of technological transformation. This phenomenon needs to be explored to answer the research objectives, namely first, exploring the use of the YouTube platform in Tapen Bondowoso YouTuber Village, describing the youth economic empowerment strategy based on the use of the YouTube platform in Tapen Bondowoso YouTuber Village, third, describing the economic condition of youth before and after empowerment.

2. METHODS

This research uses a qualitative approach with a phenomenological type of research. The qualitative approach in this study was chosen to understand the specific phenomena or symptoms experienced by the research subject, namely by describing in the form of words and language and using several natural methods. This type of phenomenological research seeks to describe the general meaning of several individuals to various life experiences of participants related to a phenomenon, symptoms, events, and events that occur more closely and in detail (Moleong, 2019); (Creswell, 2015).

This research was conducted in the village of YouTuber Tapen Bondowoso. As for determining informants, researchers used the Snowball Technique, which was carried out on many creative people as YouTuber content creators. Six informants were the subjects of this study, considering the determination of informants by the direction of the first informant or previous informants. Some informants include the Head of Tapen Village, the initiator of YouTuber Village Tapen Bondowoso as a key informant, and four other informants who work as YouTubers. The selection of informants was based on the direction of key informants, namely Imam Januar, the initiator of YouTuber Tapen Bondowoso Village. In all, the six informants were male with an age range (23-30 years). The average informant education level is only high school graduates.

This qualitative study also used primary and secondary data to answer three research focuses. Primary data sources are obtained through interviews, observation, and documentation. Secondary data sources are generated from some literature, including books, journal articles, websites, and other relevant literature. The collected data is then analyzed using the Miles and Huberman Model, which is then verified using source triangulation and techniques to test the validity of the data.

The research process is done by revealing the phenomenon of the digital transformation journey that occurred in Tapen Village which started from the YouTube platform. Then, as stated by Creswell (2015), researchers coding the phenomenon so that it is easy to trace. Coding is done to make it easier for researchers to reduce and analyze data. From this process, valid research results were obtained after the triangulation process was carried out (Creswell & Creswell, 2018).

3. FINDINGS AND DISCUSSION

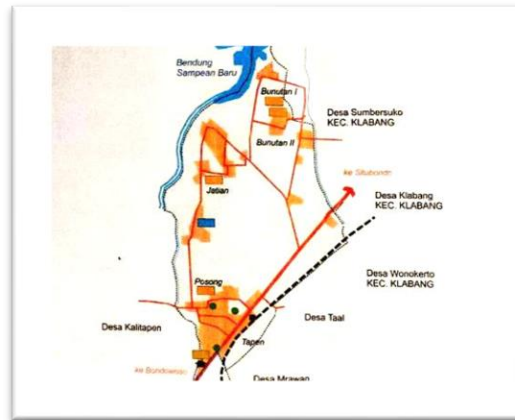
3.1. Profile of YouTuber Tapen Bondowoso Village

YouTuber Tapen Bondowoso Village is one of the areas located in Tapen Village, Tapen District, Bondowoso Regency, East Java. In 2019, the area began to be known by the wider community as the village of YouTuber Tapen Bondowoso. The area's popularity as a YouTuber village was initially inseparable from the role of one of the young men named Imam Januar, who initiated the establishment of the YouTuber village in the region.

Imam Januar is a resident of one of the hamlets in Tapen Village, Tapen District, Bondowoso Regency. The hamlet is called Posong, which was originally also the starting point, the central center of community activities that are known to be active in creating YouTubers. Along with the increasing number of people who have succeeded in becoming YouTubers in the hamlet, it also encourages several other hamlets, such as Krajan, Jasaba, Jatian, and Bunutan hamlets, to become YouTubers. In the end, many people in the village created as YouTubers and helped make Tapen Village better known to the region with the nickname Tapen Bondowoso YouTuber Village (I. Januar et al., 2023).

If you explore further, Tapen Village, or an area quite known as the YouTuber Village, has a total population of 4,993 people. At the same time, the area is 332,571 Ha. It is located approximately between 113°92'99"-113°93'09" East Longitude and 7°82'71"-7°85'45" South Latitude. If viewed administratively, the area is also located 15 Km from the Province between Bondowoso City and 21 Km from Situbondo City, with an altitude of ± 221 M above sea level. The area also has the following boundaries (Desa Tapen, 2021):

- North : Pandak Village and Summersuko Village
- East : Kalitapen Village and Taal Village
- South : Kalitapen Village
- West Side : Kalitapen Village and Gentong Village



Source: *Tapen Village Profile*

Figure 2. Map of Tapen Village, Tapen District, Bondowoso Regency

Geographically, Tapen Village also has Natural Resources (SDA) that are quite abundant in it. Among several existing natural resources, land in the form of rice fields has one of the highest natural resource potentials compared to other natural resources, reaching 274,246 ha. Rice fields have a large enough land area, so it is unsurprising that farming activities are also one of the population's livelihoods, which is quite high compared to other professions (Desa Tapen, 2021). However, after people discovered that YouTube could bring in a fairly high income, many people ultimately competed to become a YouTuber. The activeness of several youths or the community in creating as content creators YouTubers also makes the economic condition of the community (YouTubers) better. In this respect, it is very different from the previous economy. One of the proofs can be seen from the community's income, which is known to be higher between before and after becoming a YouTuber (I. Januar et al., 2023).

3.2. Utilization of YouTube Platform in YouTuber Tapen Bondowoso Village

As we all know, YouTube is still a popular platform widely used by the public. This popularity can be seen from the many internet users using the YouTube platform in everyday life. The reasons for its use also vary, ranging from using YouTube to find information entertainment to utilizing the YouTube platform as a field to earn income.

In its utilization activities, someone who uses the YouTube platform is at least divided into two categories, first the category as a passive YouTube user, the second category as an active YouTube user. Referred to as a passive YouTube user is someone who uses YouTube only acts as a viewer (consumer), while referred to as an active user is a YouTube user in addition to acting as a video viewer, on the other hand also acts as a user who massively co-produces videos and shares them (producer-consumer) on their YouTube channel (Hermawan, 2022).

Content or video produced by YouTubers in the village also varies, ranging from short films to health content, Islamic content, and others. Of the several types of content, Islamic or religious short films, and videos are some of the content choices YouTubers often produce. The content of the short film in question is like an inspirational video, and the video contains lessons played by a person or a group of people with a fairly short duration. However, there is a very valuable moral message in it. Meanwhile, one of the Islamic content produced is chanting solawat and prayers of life (Observation in YouTuber Tapen Bondowoso Village, 2023).

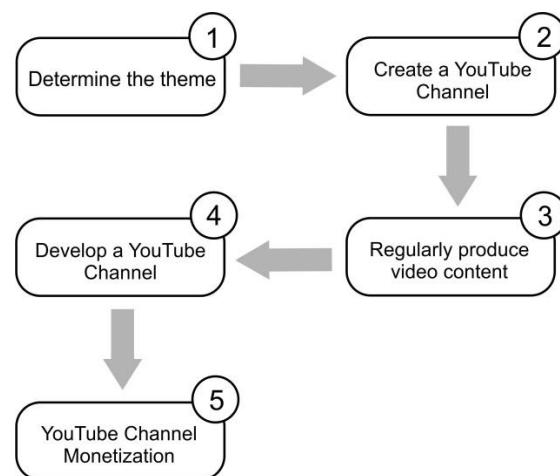


Source: Researcher Documentation

Figure 3. Community Activities while Creating Content or Videos

The massive community utilizing the YouTube platform as a YouTuber content creator, of course, will be kept from the process or stages carried out so that people succeed in becoming YouTubers and earning income from YouTube. Several stages are usually carried out by young people who have successfully become YouTubers in the village, both from the beginning when they first plunged into becoming YouTubers

managed to reap rupiah coffers from their YouTube channels consisting of at least several stages in their activities, including (1) starting from determining the theme or focus of the content to be run, (2) creating a channel YouTube, (3) consistently upload videos/content, (4) always improve/develop the quality of the YouTube channel, and (5) can monetize if the requirements to become a YouTube Partner Program (YPP) have been met. YouTube account monetization is done so that YouTubers can earn income from videos or content previously uploaded through YouTube channels. After monetization, YouTubers refocus on developing their YouTube channels as in the previous description number 4.



Source: Data processed by researchers

Figure 4. Stages of Using the YouTube Platform as a YouTuber Content Creator in Tapen Bondowoso YouTuber Village

In that case, there is also a difference in the time needed between one YouTuber and another in utilizing the YouTube platform. Some use YouTube every hour, some use YouTube for 3-4 hours, and some even use YouTube for a total of 8-12 hours every day. The length of time used has covered various stages, from the initial stage of making videos, the editing process, to the final stage of uploading videos. In addition, this time is also used by YouTubers to review further the development of viewing graphics from previously uploaded videos and to watch videos from other YouTubers as additional inspiration or new ideas for further content creation.

Several factors encourage people to eventually jump into becoming a YouTuber. Based on data from researchers in the field, the factors influencing people to use the YouTube platform to become YouTuber content creators come from at least two factors, including economic and environmental factors. In the economic factor itself, financial needs are one of the reasons people initially plunged into becoming YouTubers. Erratic work, as well as relatively low-income generation, also encourages people to find ways to avoid these conditions. Finally, Kampung YouTuber Tapen

Bondowoso's initiator improved his economic condition by becoming a YouTuber. The fairly high income from YouTube also makes people previously low-income try to take advantage of YouTube by becoming YouTubers.

The second factor is the environment. Environmental factors are also one of the reasons why people jump into becoming YouTubers. This environmental factor comes from the invitation of one of the YouTubers who can make other people interested in becoming YouTubers. One of the people who has managed to earn income from YouTube turned out to be able to hypnotize other people to try the same thing. So, invitation after invitation is often done, which in the end also encourages people to join in becoming a YouTuber.

3.3. Youth Economic Empowerment Strategy Based on the Utilization of YouTube Platform in YouTuber Tapen Bondowoso Village

Since the area is known as the YouTuber Village, many from the community and the youth involved have become content creators and YouTubers. The fairly high-income generation, as well as the number of YouTubers who are known to be quite large in the area, also seems to encourage other people, both those who live in the area and those from various regions in Indonesia to visit the area to learn more deeply about creating a YouTuber.

One thing that needs to be known is that the known Tapen Village as the Village of YouTuber Tapen Bondowoso is a gradual change. But a long process has been done before so that people in the area have successfully created content creator YouTubers. Imam Januar is one of the young men in this village known to be the initiator or pioneer of the formation of the YouTuber Village located in Tapen Village, Tapen District, Bondowoso Regency. The community's economic condition, which was previously known to be quite difficult, and the phenomenon of unemployment still rife, is one of the reasons why Imam Januar initiated the area into a YouTuber Village. In this case, this is done through empowerment activities for the community.

Empowerment is an effort to increase resources, abilities, and knowledge as well as the potential in the community to be developed to lift people's lives to become more prosperous (Alfiana et al., 2023); (Irawan et al., 2023). Through empowerment, the community is expected to avoid social problems that occur in the community, such as the shackles of unemployment, poverty, ignorance, and other problems (Ramadhona, Kaligis & Syafri, 2020).

To encourage the implementation of empowerment activities to run optimally. So, there is a clear goal, and various efforts or planned activities must be carried out to achieve the goal as determined. Therefore, every empowerment activity must be based

on certain strategies to encourage the achievement of successful empowerment by the expected goals (Haslinah et al., 2023); (Jonah, 2016).

Likewise, with the empowerment activities carried out in the Bondowoso YouTuber Village, the research findings show that several empowerment strategies have been carried out by the empowerment or initiator of the YouTuber Village to empower the community's economy so that it becomes more prosperous. The empowerment strategy carried out in the village aligns with the theory put forward by Suharto, in this case, the empowerment strategy (5P), which includes Enablement, Strengthening, Protection, Support, and Maintenance. The five strategies will be further described as follows:

3.3.1. Possibility

The enablement strategy is the first step of empowerment agents, or initiators, in empowering YouTuber Tapen Bondowoso Village. The enablement strategy is an activity to create an atmosphere or climate that allows the potential of the community to develop optimally. An empowerment must free the community from social problems that are being hindered, such as poverty (Mardikanto, 2013).

In addition to the above, strengthening the public's mindset that YouTube can bring a lot of income is often done by initiators to attract public interest to become YouTubers. Strengthening this mindset is carried out as well as changing the mindset of the community that smartphones are commonly used by people in their daily lives only to play games or for communication purposes; it turns out, on the other hand, the community can also use them as a field to earn income. From there, the initiator tried to introduce and invite the local community or youth to start changing their habits in a more positive and productive direction. In addition, people use smartphones for certain purposes that do not earn. On the other hand, the public can also use the smartphone to take advantage of the YouTube platform from the opportunity of digital technology by becoming a YouTuber content creator who can bring high income. So that people can avoid the trap of unemployment and poverty.

Some of the possible strategies above were first carried out by the initiator or empowerment agent in YouTuber Tapen Bondowoso Village in the empowerment activities carried out. Starting from the introduction or awareness of the potential existence of smartphones owned by the public and opportunities from the YouTube digital platform by utilizing it as a YouTuber content creator to earn high income. From these activities, in the end, it succeeded in inviting the public to become a YouTuber.

3.3.2. Strengthening

The strengthening strategy is the second step empowerment agents or initiators

take in empowering YouTuber Tapen Bondowoso Village. The strengthening strategy is an activity to strengthen the knowledge and abilities of the community in solving and meeting their needs. An empowerment must build the ability and confidence of the community that supports independence (Asfahani, 2023); (Mardikanto, 2013).

The strengthening strategy carried out by the initiator in empowering the community, especially the youth in YouTuber Tapen Bondowoso Village, as the data that the researcher obtained during interviews with informants informed that the first strengthening strategy that had been carried out was to build community confidence. Building the confidence in question, the initiator tried to invite the community and informed them that becoming a YouTuber is easy and does not require large capital. In addition, the initiator also often conveys to his community that becoming a YouTuber can be done by anyone, both rich and underprivileged; children and adults can all become successful YouTubers. Activities to build people's confidence have succeeded in making people confident to jump into becoming a YouTuber.

The second strengthening strategy that the initiator also carried out was to educate the public about how to succeed in becoming a YouTuber, starting from basic discussions for beginners to more specific discussions for those already active YouTubers. Providing education or teaching related to how to become a YouTuber is usually done by the initiator at home so that people who previously did not know how to become a YouTuber can finally know. This ultimately helps people who learn to gain a lot of knowledge about tips for successfully creating to become YouTubers.

On the other hand, the strengthening strategy carried out by the initiator of Kampung YouTuber Tapen Bondowoso to attract public interest to become a YouTuber is by making a reflection of one of the people who has succeeded in becoming a YouTuber. In this case, the initiator initially educated one of his students who wanted to be a model to other communities. By becoming a YouTuber, he can earn a lot of income. Then, the student successfully became a YouTuber and managed to get high income from creating YouTube content that had been occupied. So, the student also proves to other communities that becoming a YouTuber can improve the family's economy. As a result, other people followed in his footsteps to participate in creating as YouTuber content creators.

3.3.3. Protection

The protection strategy is the third step of empowerment agents, or initiators, in empowering YouTuber Tapen Bondowoso Village. The protection strategy is an activity to protect the community, especially weak groups, from being oppressed by strong groups, avoiding unequal competition between the strong and the weak, and

preventing discrimination and domination against the weak or those that do not benefit the small people (Mardikanto, 2013).

The protection strategy carried out by the initiator in empowering the community or youth in Tapen Bondowoso YouTuber Village as the data that the researcher obtained during interviews with informants informed that the first protection strategy that had been carried out was to continue to motivate the community to be interested in becoming YouTubers. This is done to help the economy of the community to be better. Considering that, at first, many people in the area were known to be unemployed, it was not easy to meet their daily needs. From this phenomenon, the initiator tried to help release the condition of people previously unemployed and entangled in poverty into a financially independent society, in this case, by inviting him to become a YouTuber.

In addition to continuing to motivate people to be interested in becoming YouTubers, another protection strategy that the initiator also carries out is providing several facilities that can make it easier for people when they learn to become YouTubers. Several informants state during interviews that the initiator provides education to the public who want to learn to become YouTubers. On the other hand, the initiator also provides several facilities such as gathering places, free internet access, and other facilities to help people become YouTubers more easily and quickly. In its implementation, the initiator is also known never to discriminate or limit the community who want to learn, whether people with rich backgrounds or those from underprivileged backgrounds; all of them can enjoy these facilities and are taught by the initiator as long as there is the intention, willingness and earnest effort of the community to become YouTubers. This is done so that the community as a whole in the village can successfully become YouTubers.

The absence of differences in empowerment activities carried out between strong community groups, with weak community groups is one of the separate protection strategies for initiators so that the overall economic condition of the community in the village becomes more empowered and prosperous. In addition, the existence of gathering facilities for people to learn YouTube is also an opportunity for people to understand how to become YouTubers faster.

3.3.4. Support

The support strategy is the fourth step taken by empowerment agents, or initiators, in encouraging empowerment in YouTuber Tapen Bondowoso Village. The support strategy is an activity to provide support and guidance so the community can carry out its role and life duties. Empowerment must be able to support

underprivileged communities so as not to fall into increasingly weak and marginalized situations and positions (Mardikanto, 2013).

The support strategy carried out by the initiator in empowering the community or youth in Tapen Bondowoso YouTuber Village as the data that the researcher obtained during interviews with informants informed that the support strategy that had been carried out by the initiator of Tapen Bondowoso YouTuber Village in the empowerment activities carried out was by always providing encouragement, guidance and continuous assistance to society. In this case, it is about guidance and assistance to the community regarding how to use the YouTube platform by becoming a YouTuber.

In its implementation, the initiator continues encouraging and guiding his people who sincerely want to learn to become YouTubers. This can be seen from the statements of several informants who explained that the initiator always tries to encourage the community or youth who are studying at home to remain enthusiastic and active in creating as YouTuber content creators. Providing continuous guidance and assistance to the community, both those who are just learning and those who have been learning for a long time is usually done by the initiator so that the community understands more about managing their YouTube channel and is actively creative as a YouTuber content creator.

The initiator always makes the above efforts to support the community in his village to avoid difficulties and become a successful community to earn income from YouTube. So that the output is achieved, the community has no difficulty returning to find work and can easily get income from YouTube. The result is that the community is not increasingly marginalized because it has been judged to be able to carry out its role and life duties as it should.

3.3.5. Maintenance

The maintenance strategy is the fifth step of empowerment agents, or initiators, in empowering YouTuber Tapen Bondowoso Village. The maintenance strategy is an activity to maintain good conditions to balance power distribution between various groups in society. Empowerment must be able to ensure a balance that allows everyone to have the opportunity to try (Mardikanto, 2013).

The maintenance strategy carried out by the initiator in empowering the community or youth in Tapen Bondowoso YouTuber Village as the data that the researcher obtained during interviews with informants informed that the maintenance strategy that had been carried out by the initiator of the YouTuber Tapen Bondowoso Village in the implementation of empowerment carried out was by making monitoring

efforts and evaluation for people learning YouTube.

Monitoring and evaluation efforts are given to create good circulation among the public, both people who have long been involved in becoming YouTubers and those who are just learning. So that people can still make money from YouTube. Monitoring and evaluation efforts carried out by the initiator are by continuing to monitor the development of the channels of students or the community. One of the monitoring can be seen from the watch graph or viewers of the video content of students or the community, whether it is experiencing an increase or decrease. From this monitoring, the initiator will later provide input when channels from his students have decreased (stagnant). The input provided can be useful in maximizing the quality of your YouTube channel.

In addition to the above, the form of monitoring and evaluation carried out by the initiator is by trying to answer what is the ignorance of students or the community. As explained by the informant in the study results, the initiator still accepts and welcomes people who want to consult or ask questions when they find difficulties in managing their YouTube channel. These obstacles are operating the YouTube account, saturation in utilizing YouTube, payment constraints (Google AdSense), and several other obstacles. Not infrequently, students who say they have been studying for a long time and are quite proficient in creating as YouTubers, when they find an obstacle, still consult and ask the initiator about the difficulties experienced. From this, in empowering the community, the initiator still monitors and does not let go of his community even though he has been creative as a YouTuber for a long time.

Monitoring and evaluation efforts, such as those carried out by the initiator in the village of YouTuber Tapen Bondowoso, are very important for empowerment. These efforts can encourage the achievement of empowerment goals to be as expected. Monitoring and evaluation can measure or assess the success or success of the empowerment carried out (Ma'ruf, 2000).

3.4. Economic Conditions of the Community Before and After Empowerment

Empowerment activities in an area are the best efforts to increase knowledge and abilities and maximize the community's potential. Through the empowerment activities, the community is expected to become more empowered and develop independently as well as in the economic sector. No exception is the community's empowerment activities, especially the youth in YouTuber Tapen Bondowoso Village. Empowerment activities based on the use of the YouTube platform, in this case by utilizing it to become a YouTuber content creator, have succeeded in increasing the economic empowerment of the community in the village. This can be seen from the

achievements obtained by the community after successfully becoming a YouTuber content creator. The ease of obtaining income and not difficulty finding work are some of the outputs of the empowerment results that have been done before. It is known that there are differences in the economic conditions of the community before and after empowerment. To see changes in the community's economic condition from the empowerment activities, researchers use two indicators of empowerment success, especially in the economic aspect, which include 1) The ability to meet basic needs and 2) the Increase in income (Suharto, 2005).

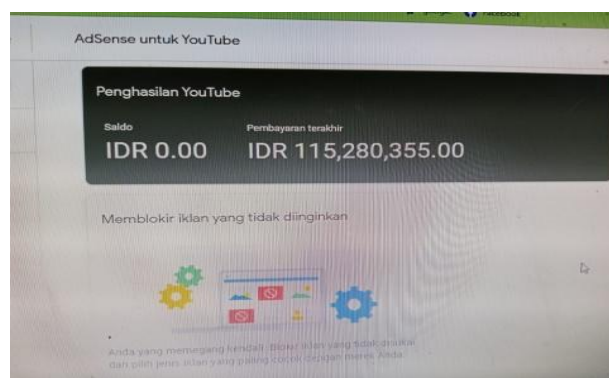
If you look at the data findings in the field, the informants informed that the first difference in the community's economic condition before and after empowerment, in this case when the community succeeded in becoming a YouTuber lies in the community's ability to meet their daily needs. The interviewees in this study informed that the community's economic conditions before successfully becoming a YouTuber were quite diverse. Before becoming a YouTuber, the community to meet the needs of daily life can be difficult. In addition, problems in the family, such as people who are in debt and jobs with relatively low income, also cause the ability of people to buy the desired needs often still held because the income obtained is more focused on meeting primary needs as well as for food every day.

But, the conditions mentioned above began to change when people succeeded in becoming YouTubers. Where it is known to the community The level of meeting the community's needs was previously only enough to meet their primary needs. Still, this condition changes when the community has succeeded in earning income from YouTube. The community can meet or meet the needs of its life, not only primary needs but also secondary tertiary needs. The community's economic condition was previously still limited to reaching the desired needs, but after becoming a YouTuber, the community has fulfilled the desired desires. As well as buying luxury vehicles, land, and rice fields, building houses, and sending Umrah to his family. Based on these conditions, only after the community has a successful career as a YouTuber content creator can it be concluded that there are differences in the community's economic conditions before and after being involved in YouTube, in this case, after the empowerment carried out. Especially when viewed from the indicator of the level of fulfillment of the needs of life.

The second indicator used to determine the success of empowerment activities, especially related to economic aspects, can be seen from the income level. Data findings in the field show differences in the income level earned by people before and after becoming YouTubers. This difference can be seen from the income level of people

who have increased after successfully becoming YouTubers. In this case, after the community managed to earn income from their YouTube channel.

People's income before successfully becoming a YouTuber still needs to be higher. Some touch the District/City Minimum Wage (UMK), and some are even below it as to the information conveyed by the initiator, namely Imam Januar's brother, initially, the income obtained ranged from Rp1,000,000 to Rp1,500,000 monthly as a store employee. But this income has changed after the initiator plunged as a YouTuber content creator known to have experienced a significant increase in income. It ranges from tens dozens, to hundreds of millions in each month. The initiator's income once reached Rp115,280,355.00 in one month.



Source. Documentation by researchers

Figure 3. One of the initiators' revenue from YouTube in one month

The income is quite high, allowing the initiator to reach the desired needs. In addition, several other informants also showed that creativity by utilizing the YouTube platform can make money with a fairly large nominal, even exceeding MSEs.

Previous income was estimated to be around hundreds of thousands, and some touched the number of MSEs. But this condition changed after successfully earning income from YouTube. It is known that people's income is increasing, with a nominal value reaching millions of rupiah. Although the nominal is not known for sure, the community, especially those who became informants in this study, revealed that the income obtained from the results of YouTube has exceeded previously desired expectations and far exceeds the number of MSEs. So, it is not surprising that people's ability to reach or buy their desired needs is achieved after successfully earning money from YouTube.

In addition to the above, researchers' findings in the field also show that the community's income from creating as a YouTuber also impacts the surrounding environment. It is known that the income received by YouTubers in the village is not only useful for individuals and their families. However, the high income of these

YouTubers also impacts the surrounding environment, which also feels the results. It is known that YouTubers in the village often help or share the sustenance obtained with residents in the surrounding environment, as well as assistance in the form of necessities or other alms. In addition, the income obtained is also donated to help the construction of the mosque.

Looking at the description above, there are differences in the economic conditions of the community between before and after the empowerment. In this case, after the community has successfully become YouTubers. Utilizing the YouTube platform as a content creator, YouTuber has succeeded in increasing the income of the people in the village of YouTuber Tapen Bondowoso, which is very different from the income before.

4. CONCLUSION

Based on the explanation above, the YouTube platform carried out by the Tapen Bondowoso YouTuber Village community is to be used a YouTuber content creator. This can be seen from the intensity of people's daily lives, which are quite active in producing content or videos to be published later through their YouTube channel. Community activities that are routine in producing content and sharing it (producer-consumer) through their YouTube channel show that people in the village are classified as active YouTube users. Economic and environmental factors are some reasons people are active as YouTubers. The youth economic empowerment strategy carried out in the village includes five things, namely, a) enablement, b) strengthening, c) protection, d) support, and e) maintenance. The five strategies were successfully implemented by empowerment, in this case, the initiator of Kampung YouTuber Tapen Bondowoso, to empower the surrounding community's economy. When looking at the results of empowerment that have been done, it also has a major impact on economic changes in the community, especially youth, between before and after empowerment. Changes in economic conditions can be seen from the level of fulfillment of needs and an increase in people's income, which is getting better after empowerment, so, the community has succeeded in earning income from YouTube.

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