

Development of the Creative Economy of the Village Karang Taruna Community Based on YouTubers and Microstokers

Tamrin Fathoni¹, Syamsul Muqorrobin²

^{1,2)} Sunan Giri Ponorogo Islamic Religious Institute, Indonesia

* Correspondence e-mail; tam2fiana@gmail.com

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Abstract

The background to this work is that although 90% of Nglarangan village youth have access to smartphones and are involved in social media, most still face obstacles in finding work that suits their potential and interests. This service aims to revitalize the post-COVID-19 economy by empowering the young generation in Nglarangan Village, Kauman District, and Ponorogo Regency by creating YouTube content. This service method uses the Asset Based Community Development (ABCD) approach, which includes stages; identify assets, plan, and dream. Data collection techniques are done through interviews, observation, and documentation. The analysis technique compares the results of previous services with the same theme and with relevant theoretical studies. The result of this mentoring work is that this training not only opens up new job opportunities but also increases the income level in Nglarangan Village. By utilizing the digital landscape, Nglarangan Village is an example of an innovative economic revival after the pandemic. The younger generation's proficiency in using YouTube and the Microstoker platform generates economic prospects and fosters solidarity and creativity among Karang Taruna members. Apart from individual benefits, this initiative also positively impacts the village's image and contributes to local economic growth. Nglarangan Village is an inspiring model illustrating how creative economic empowerment, centered on digital platforms, can bring positive transformation after the challenges of the pandemic.

Keywords

Creative Economy; Karang Taruna Community; Youtuber and Microstoker



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1. INTRODUCTION

One solution to improving the economy after the Covid-19 pandemic is to become a YouTuber by creating content on YouTube (Ajeng, 2018; Azizah, 2020; Corbuzier, 2018; Helianthusonfri, 2018; Ulya, 2019). With smartphones, almost anyone can do this work and earn a large monthly income just by uploading videos to YouTube. The free wifi facility the village government provides also makes it easier for people to become YouTubers and upload their videos (Rahman et al., 2022). The second innovation after COVID-19 is selling photos on microstoker photo buying and selling applications, providing large payments in dollars, and utilizing people's smartphones to improve the economy. It's easy to upload a photo on the website and wait for the buyer to buy it (Puspantari, 2022); (Sumaji, 2023).

In Nglarangan Village, the high prevalence of smartphone ownership, especially among youth and their active social media, poses challenges and opportunities. Although 90% of youth have access to smartphones and engage in social media, most of them still face obstacles in finding jobs that match their potential and interests. With the majority of youth jobs focused on factory workers, odd jobs, and some experiencing unemployment, it is necessary to find solutions to increase job opportunities and optimize the potential of soft skills possessed by the youth community (Agustina et al., 2023; Irawan et al., 2023). Free wifi facilities in every RT provided by Nglarangan Village provide a foundation to support youth development programs through online business optimization, which can be a strategic step in improving welfare and job opportunities in this village. The youth community was chosen because it has the potential to be developed by maximizing soft skills after attending an online business optimization seminar (Sirmayanti, Mahjud, Marwan, Puspita, et al., 2022).

From the event results, innovations were also obtained to make village regulations prohibiting residents from requiring them to subscribe and watch the Karang Taruna channel to generate financial independence for the Karang Taruna community immediately. Another innovation that emerged was the Cooperation (MOU) with other village youth organizations to exchange subscribers and showtimes in YouTuber programs. Another plan produced at the event was a follow-up and mentoring to become a YouTuber and microstoker from the beginning to generate finance by holding follow-up assistance by presenting experts in the field (Fathurrahman, 2021).

Some works, such as in the preparation of this work, are Yosephine Manullang et al. (2023), that YouTube gaming content, especially from Windah Basudara's channel, hurts the behavior of minors. Poor grammar exposure, swearing, and the use of abusive language in videos can affect children's behavior and grammar, impacting their mental

health and body responses in everyday interactions. Therefore, the study emphasizes the need for decisive action from parents in supervising and guiding children in selecting appropriate and healthy viewing (Manullang et al., 2023). Iqlima Pratiwi (2023) successfully implemented the Community Partnership Program with Nurul Hidayah Mosque Youth in Malang Regency, overcoming priority issues of Social Media Literacy and Creative Industry Development. The results include improved social media literacy and skills among youth groups, leading to the creation and uploading of engaging YouTube content facilitated by education, training, and support in building the necessary technology infrastructure (Pratiwi et al., 2023). Sigit Haryanto (2022) showed the success of implementing training in online media, especially YouTube, for the da'wah activities of the Muhammadiyah Ngadirejo Kartasura Branch. Participants gained skills in creating YouTube channels, utilizing video tools, filming, editing, and successfully uploading videos to PRM Ngadirejo Kartasura's YouTube channel, demonstrating the effectiveness of the training in advancing their online da'wah efforts (Hermawan et al., 2021).

Based on the above conditions, researchers want to carry out follow-up development in improving the youth community-based economy in Nglarangan Village, Kauman District, Ponorogo Regency, by applying YouTuber and microstoker-based economic improvement to become a job land for youth as developers in the community. The purpose of this service is to revitalize the economy after COVID-19 by empowering the younger generation in Nglarangan Village, Kauman District, Ponorogo Regency, through YouTube content creation so that it is hoped that it will advance the economy of the local community.

2. METHODS

This service method uses the Asset Based Community Development (ABCD) approach, which includes stages; Asset identification, planning, and dreams. Data collection techniques through a qualitative approach with interviews, observations, and documentation. His analytical techniques juxtapose the results of previous services on the same theme and with relevant theoretical studies. ABCD-based dedication will develop the creativity and skills of youth in the Nglarangan Village community to produce innovative products between remonetized Chanel YouTube, shops at Shutterstock, quality videos that make money, and quality photos that make money.

Other data collection techniques include questionnaires containing a list of the feasibility of videos and photos and interviews with lit questions containing the advantages and disadvantages of content (His Son Muttaqin, 2021). This mentoring program involves partners from the Karang Taruna community group in Nglarangan

Village. Karang Taruna is a youth organization active at the village level, aiming to develop the potential and skills of youth. Training covers aspects such as using digital equipment, producing engaging content, online marketing, and financial management related to the creative economy. Fifty youths from Karang Taruna will be active participants in this training. The activity location occurred in Nglarangan Village, Ponorogo Regency, starting on October 1 and lasting until December 30, 2023.

3. FINDINGS AND DISCUSSION

In a village called Banangan, active youths in the Karang Taruna Community have great potential to develop the creative economy in Youtubers and Microstockings. To help these village youth, a community service program was designed with the ABCD approach. First, by identifying local potential, expertise, and interests related to digital content, it was found that 90% of village youth own a smartphone, and 95% of every home has an Android smartphone—however, most work as factory workers, odd workers, or unemployed.

The program begins with mobilizing local resources and identifying individuals or groups within the community with skills and knowledge in Youtubers and Microstockings. The members of Karang Taruna are actively involved in the planning process, providing a solid foundation for program implementation. Furthermore, a training program design is carried out that suits the needs and level of understanding of community members related to the creative economy. Direct mentoring by experts and mentors supports developing skills and understanding the concept of creative economy.

The empowerment and partnership process is an important step in this program. Community members are assisted in identifying market opportunities and forging partnerships with outside parties, such as companies or online platforms. It aims to expand their reach and support the marketing of their creative output. Periodic evaluations are conducted to monitor the program's progress and impact, involving community members' active participation. Each evaluation result is used as a foundation for continuous improvement, ensuring the sustainability and relevance of activities to the characteristics and needs of Nglarangan Village. Through the ABCD approach, this program is expected to have a positive and sustainably impact the creative economy and welfare of the youth of Nglarangan Village.



Figure 1 Asset identification and data collection

The data collection phase in Nglarangan Village begins with the identification of the number of youth, smartphones owned, educational background, and daily work. the mentoring event at the village hall aims to be the first step to becoming a youtube content creator and microstoker. data collection continues with a focus on technology penetration in Nglarangan Village, recording the number and types of youth smartphones. Information related to educational background, including education level, major, and academic interests, was also collected through interviews and questionnaires. Balai Desa becomes an interactive platform to obtain the necessary information, ensuring the content produced is relevant to the needs and interests of the community (Haslinah et al., 2023); (Afandi, 2020).

Assistance in digital marketing strategies involves kominfo ponorogo regency and litapdimas grants. This includes using youtube and engaging micro influencers as effective strategies. Kominfo Regency Ponorogo provides support for the integration of public policies with digital initiatives, ensuring the implementation of strategies that are in line with local values. The litapdimas grant acts as a facilitator of the link between digital technology and local reality, building holistic collaboration that combines the potential of digital transformation with wisdom.

The psychological formation of youth content creators in nglarangan villages is an innovative solution to improve the digital-based economy after the COVID-19 pandemic. This process involves not only honing technical skills in digital content creation but also the development of mental resilience and entrepreneurial spirit (suharijadi et al., 2023). Youtube is the main platform for delivering creative and educational content, while the role of microstokers explores the potential of the digital economy through social media and e-commerce platforms. success is reflected not only in increased revenue but also in community solidarity and support, creating a new paradigm in digital marketing that focuses on connectivity and local positive impact (Anwar, 2021).

Creative economy development of the village karang taruna community in nglarangan village, focusing on strengthening through youtuber and microstoker

activities, presents several limitations and needs for improvement. In reality, on the ground, mentoring activities still require a more detailed explanation to understand the reality. It is necessary to emphasize which partners will be given assistance and which community groups will be the main subject of this activity. Information about partners is important to provide a comprehensive picture of the coaching efforts undertaken.

In addition, the focus of discussion seems to be more dominant on preparation than the substance of the coaching activity itself. The discussion should focus on a comprehensive overview of creative economy development activities, emphasizing the implementation of Youtuber and Microstoker programs and their impact on economic participation and development in these communities. Evaluation of activities also needs to be detailed to see the extent to which partners experience an increase in knowledge and skills after participating in coaching. It is important to assess the success and effectiveness of the approach applied in developing the creative economic potential in Nglarangan Village.



Figure 2 Stage of planning and development of youtube video content and microstoker photos

The content planning stage plays a key role for a YouTuber and microstocker. This is important to ensure that the resulting material is of high quality and relevance. In this context, the main focus is on the efforts of the Nglarangan village community, who are trying to create YouTube channels and microstock accounts to share their videos and photos at the Nglarangan village hall. Content planning begins with the stage of identifying goals and target audiences. The Nglarangan village community needs to understand the message they want to convey and determine the main target of their content, whether to promote the beauty of the village, introduce local culture, or share inspiring stories from the local community. Next, the content planning and youth teams create an editorial calendar that includes specific topics, upload dates, and the type of content to be generated.

The next step is to create a YouTube channel. Nglarangan village communities need a Google Account to create a channel with a name that reflects their identity. Channel descriptions should be informative and provide background to the village, channel goals, and viewers' expectations. Channel visual design, such as logos and headers, helps build a strong brand image. Optimization of SEO settings and hashtags in each video is also important to increase visibility (Sirmayanti, Mahjud, Marwan, & Mahyati, 2022).

For microstock accounts, teams need to choose the appropriate platform and create an account. High-quality photo samples must be uploaded, reflecting artistic potential and selling points. In creating a portfolio, variety and quality are key, incorporating photographs that cover everyday life, culture, natural beauty, and unique elements of the Nglarangan village. Make sure each photo has an informative title and description.

Once the planning is complete, it's time to upload the content. Ensure every video and photo meets quality standards and has a consistent visual style. Attractive descriptions and relevant tags help increase the visibility of the content. Promote new content on social media, and engage your audience by responding to comments and feedback. By following this content planning, the Nglarangan village community can build a strong and positive presence on the YouTube and microstock platforms, bringing the uniqueness of their village to a global level (Gogali et al., 2020).



Figure 3 Validation and testing of video and photo content

Validation and testing are crucial in ensuring the quality and feasibility of content uploaded on the YouTube channel and microstock account of the Karang Taruna Village Nglarangan Village community. This process begins with the validation stage by material experts who deeply understand the content to be produced. These subject matter experts have technical expertise and understand local values and community goals. Validation by material experts aims to ensure that each video and photo reflects the identity and positive goals of the Nglarangan Village Karang Taruna community.

In this stage, the material expert will evaluate the content in terms of aesthetics, the message conveyed, and the accuracy of the information. They will provide constructive input on improving the quality and relevance of content in line with community goals. In addition, ethical aspects and adherence to local cultural norms are also the focus of this validation. Content involving community activities, local traditions, and other social activities must adhere to the values upheld by the Nglarangan village community (Julijanto et al., 2020). After going through the validation stage by material experts, the next step is a trial. Testing involves allowing community members to view and provide feedback on prepared content. Community members have a deeper understanding of the local context and can provide valuable perspectives in ensuring the content is acceptable to the entire community.

In the trial phase, every visual and narrative element of the videos and photos will be carefully considered. Community members can provide views on whether the content reflects everyday life, whether the message conveyed aligns with community values, and whether the content sufficiently appeals to local and global audiences. Feedback from the test will be the basis for improvements before the content is officially uploaded.

In addition, technical aspects will also be the focus of the trial phase. The main concerns will be visual clarity, sound quality, and proper editing. The ease of access and display of content will also be assessed to ensure that the content can be enjoyed by different age groups and audiences with different backgrounds.

Involving the community in the pilot phase is important to create a shared ownership of the content produced. Thus, each community member can feel that the uploaded content represents them and supports the positive causes carried by the Nglarangan village Karang Taruna community.

As a result of this validation and trial process, it is hoped that the content uploaded by the community can build a positive image, promote community values, and have a good impact, both locally and more broadly, in the digital world. By involving material experts and community members in this process, the resulting content will be more authentic, meaningful, and acceptable to various levels of society. After going through the validation stage by material experts and trials by community members, the next step is to upload the enhanced content to the YouTube channel and microstock account of the Karang Taruna Nglarangan Village community. This process requires special attention to technical and marketing aspects to ensure the content reaches a wider audience and delivers the expected positive impact.

First of all, before uploading to a platform like YouTube, it is important to make sure that the content already has the necessary copyright and usage permissions. This includes the permissions of the individual who appears in the video or photo and rights related to the music or other material used in the content. The sustainability of copyright must be maintained to avoid legal problems in the future. Furthermore, the title, description, and tags must be carefully selected in the upload process. A catchy and relevant title can increase the visibility of the content in search engines and attract the attention of potential audiences. Informative descriptions provide additional context about the content, while appropriate tags assist the platform in categorizing and recommending content to potentially interested users (Rachmawati et al., 2023).

Attractive thumbnails are also important to increase clicks and motivate viewers to watch content. Thumbnails that are clear, high-quality, and reflect the content of the video or photo will give a positive impression and increase the likelihood of interaction. In the context of microstock accounts, special attention should be paid to the tagging and categorization methods such platforms use. It is important to ensure that potential buyers looking for a particular image or video can find the content easily.

After the content is uploaded, monitoring and interaction with the audience becomes the next stage. Responses to comments, questions, and feedback are essential to building a positive connection with the audience. Active communication will help understand what the audience wants and how the content can be improved. No less important is involving the community in the content marketing process. Encouraging community members to share content through social media or other platforms can increase the reach and impact of content. It can also help establish the online presence of the Nglarangan Village Karang Taruna community (Princess, 2021).

Finally, periodic evaluations are needed to evaluate the performance of the content. Through statistical analysis, such as viewership, watch duration, and engagement rate, the community can understand whether the content is achieving its desired goals and can adjust its marketing and content strategies in the future. By closely following these stages, the Karang Taruna Nglarangan community can ensure that its content is quality and has a significant positive impact both at the local level and in the digital world more broadly.



Figure 4 Content revision and content upload

The evaluation of service activities can be described as follows. The process of revising video and photo content by Komunitas Karang Taruna Desa, based on input from a validator, reflects a commitment to improve the quality and attractiveness of its content continuously. Analysis of user response and interaction with previous content becomes the main foothold in determining the direction of improvement. Focusing on positive and negative responses provides valuable insights to tailor content to followers' preferences and expectations. With validators' emphasis on direct interaction with users, the next steps involve more responses to comments and messages, illustrating active efforts to strengthen community engagement.

This evaluation activity demonstrates a high awareness of the importance of listening to and responding to user feedback, illustrating an open attitude toward continuous improvement. This devotion is not just about delivering content but also about building two-way communication that strengthens the bond between the community and its followers. As a result, these steps can be considered an integral part of ongoing efforts to optimize the contribution of the Village Karang Taruna Community in the digital world.

In response to validators' suggestions, the community began prioritizing compelling scripting to enhance the narrative of its content. They realize the importance of having a strong and relevant story to keep the audience's attention. Before starting production, the community carefully plans the storyline, tailors it to the needs and interests of the potential audience, and ensures each video or photo has a clear message.

As a strategic step, the Karang Taruna community began to utilize data analytics to measure the performance of their content. By understanding statistics such as viewership, retention rate, and social media interactions, they can evaluate the effectiveness of their content strategy. Subsequent content updates and revisions are based on this data, ensuring that any changes made are aimed at improving performance and responding to user needs (Puspantari, 2022).

To encourage a culture of learning and continuous improvement, the community holds regular feedback sessions. Each member can provide feedback, suggestions, and constructive criticism of the content that has been produced. This creates a collaborative environment where every member feels heard and contributes to overall improvement (Fathurrahman, 2021).

The improvement of the final product in the form of videos and photos that are ready to be uploaded on the YouTube channel and microstock account of the Karang Taruna community in Nglarangan Village involves several important stages. This process includes planning, production, editing, testing, and evaluation before publication. By following these stages, communities can maximize the potential of online media to disseminate information, promote positive activities, and increase their presence in the digital realm. This step provides local benefits and opens up opportunities for cooperation and support from the wider community.

Fostering the creative economy in Nglarangan Village with a focus on the Karang Taruna community, which utilizes the potential of YouTubers and microstokers, is an innovative step in developing the economy at the local level. Asset identification and data collection are systematic first steps to understanding the characteristics of youth in Nglarangan Village, such as smartphone ownership, educational background, and type of work. With this data, coaching programs can be tailored more precisely, creating content that is relevant and appropriate to the needs and interests of the community.

At the coaching stage, mentoring partners from the Kominfo of Ponorogo Regency and Litapdimas Grants became crucial. Kominfo integrates public policy with digital strategies, while the Litapdimas Grant acts as a liaison between digital technology and local reality. The involvement of micro-influencers as part of a digital marketing strategy demonstrates a deep understanding of the dynamics of social media and its potential impact.

The importance of psychological aspects in coaching YouTubers and Microstokers shows a holistic approach. The process of honing technical skills goes hand in hand with the development of mental resilience and entrepreneurial spirit, creating a solid base for the growth of the digital economy after the COVID-19 pandemic. Success is measured by increased revenue and community solidarity and support, creating a new paradigm in digital marketing that focuses on connectivity and positive local impact.

However, the evaluation of activities shows some limitations. A more detailed focus on the realities of the field, clarification of mentoring partners, and solidification of evaluation results on improving partners' knowledge and skills still need to be done. Content revision processes involving validators demonstrate a commitment to

continuous improvement, and steps to respond to user feedback create two-way communication that strengthens community engagement. Continuous evaluation through feedback sessions and the use of data analytics are important parts of a sustainable development strategy. Thus, the development of the creative economy in Nglarangan Village shows great potential to become an inspirational model for developing digital-based communities.

The analysis of this mentoring, which focuses on fostering the creative economy in Nglarangan Village with the approach of Youtubers and Microstokers, can be juxtaposed with previous research that has similar themes. In a study by Sigit Hermawan et al. (2021), increasing participants' knowledge and skills in becoming content creators, especially in reviewing food, positively impacts their ability to produce quality content (Hermawan et al., 2021). Attention to the culinary industry as a potential opportunity shows success in directing participants to a specific creative sector. On the other hand, Rahmawan Jatmiko (2022) highlighted community service initiatives aimed at assisting individuals affected by the pandemic. The organization of online activities and the use of internet communication tools and technological devices make a real contribution to equipping young people with relevant digital skills (Jatmiko et al., 2022).

The thematic similarities between this research and previous research show that there is a trend in fostering the creative economy through YouTubers and Microstokers. If previous research emphasized certain creative sectors, such as the culinary industry, current research explores broader potential through the use of digital technology. Continuous evaluation, use of data analysis, and community involvement in content development demonstrate awareness of the need for continuous improvement and active community involvement in the development process. So, the integration of these various aspects becomes a comprehensive and sustainable model for developing the creative economy at the village level using a YouTuber and microstocker approach.

4. CONCLUSION

In conclusion, fostering the creative economy in Nglarangan Village with a focus on the Karang Taruna community, especially involving YouTubers and microstokers, is an innovative step that has positively impacted the local level. The approach using Asset-Based Community Development has enabled the identification and utilization of the potential possessed by the community, while the active involvement of mentoring partners from Kominfo Ponorogo Regency and the Litapdimas Grant strengthens the integration of public policy and digital technology. The success of this program is measured not only from the economic aspect but also in terms of solidarity, creativity, and community involvement in the development process.

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