

Business and Entrepreneur Context of Content Creator

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Abstract

Digital content has been part in our life as we mostly spend time with our smartphone. Started from seeing recommendation to purchase something, to see latest news, to gain more information, and to expand their thought. Content Creator isn't mere content anymore when they reach bigger audience and able to perform product promotion. This includes a fact that content creator can construct the reality around their audience. Deddy Corbuzier has this feat and capacity in his content making report and his capacity of inviting government leaders created new perception of intelligence. This means that the era of content can be as bold as academy.

Keywords: *Reality Construction; Deddy Corbuzier; Content Creator; Google Trends; Youtuber*

INTRODUCTION

YouTube content creators are individuals or groups of people who create videos to share on YouTube. They can range from everyday people sharing their daily lives to professional creators who specialize in specific topics or genres. YouTube content creators have become a significant part of the YouTube community, with some creators gaining millions of subscribers and achieving celebrity status (Haridakis & Hanson, 2009; Prestianta, 2021; Rucirisyanti et al., 2017). In this article, we will explore the world of YouTube content creators and what it takes to become one.

One of the most appealing aspects of being a YouTube content creator is the opportunity to share your creativity with the world. You can create videos on any topic you like, whether it be vlogging, gaming, cooking, or DIY projects. The sky's the limit when it comes to YouTube content creation, and there is no shortage of people who are interested in watching your content (Susilo & Sugihartati, 2020).

To become a successful YouTube content creator, there are a few key things you need to do. First, you need to have a clear vision of the content you want to create. This means knowing your niche and what makes your content unique. You also need to have a plan for how you will produce and promote your content.

Next, you need to invest in quality equipment. The equipment you use will impact the quality of your videos, so it's essential to invest in high-quality cameras, microphones, and lighting. You don't need to break the bank, but investing in decent equipment will make a huge difference in the final product.

Another important aspect of being a YouTube content creator is consistency. You need to have a consistent schedule for posting new content. This lets your subscribers know when to expect new videos from you, and it also helps to keep your channel active and engaging. Once you have your channel up and running, you need to focus on promoting your content. This means sharing your videos on social media and other platforms, collaborating with other creators, and engaging with your audience. Building a community around your content is essential for success on YouTube.

Perhaps one of the most challenging aspects of being a YouTube content creator is monetizing your content. While some creators may have a natural talent for creating engaging content, monetizing that content requires a bit of business savvy. This can include using affiliate marketing, sponsored content, or selling merchandise related to your channel. Becoming a YouTube content creator requires a lot of hard work and dedication, but the rewards can be substantial. Successful creators can earn a living from their content, and they also have the opportunity to share their creativity with the world. However, becoming a successful YouTube content creator requires more than just creating videos. It also requires a significant amount of time, effort, and dedication.

One of the biggest advantages of being a YouTube content creator is the ability to build a community around your content. Your subscribers become invested in your content and often engage with you through comments, social media, and other platforms. This creates a sense of community that is hard to find in other areas of the internet. Another advantage of being a YouTube content creator is the ability to reach a global audience. YouTube has a massive user base, and your content has the potential to reach people from all over the world. This can be especially beneficial for creators who specialize in niche topics that may not have a large audience in their local area.

Finally, being a YouTube content creator can be an excellent way to learn new skills. Creating videos requires a variety of skills, including video editing, scripting, and marketing. By creating videos, you can hone these skills and develop new ones, which can be valuable in other areas of your life. Becoming a YouTube content creator requires a lot of hard work and dedication, but the rewards can be substantial. Successful creators can build a community around their content, reach a global audience, and even earn a living from their videos.

Branding is a vital aspect of any content marketing strategy, and it plays a crucial role in communicating the value and messaging of a brand. In this article, we will discuss the importance of branding in content marketing and how it relates to reasoning. Branding is the process of creating a unique

identity for a company or product. It involves creating a name, logo, design, and messaging that sets a brand apart from its competitors. The goal of branding is to create a recognizable and memorable identity that resonates with consumers and builds trust and loyalty (Susilo, 2022).

Reasoning, on the other hand, refers to the ability to think critically and logically. It involves using evidence and facts to support arguments and make decisions. In content marketing, reasoning is an essential aspect of creating informative and engaging content that resonates with audiences. When it comes to branding in content marketing, reasoning plays a crucial role in developing messaging that resonates with consumers. A brand's messaging should be based on solid reasoning and supported by evidence and facts. This helps to build trust and credibility with consumers and positions the brand as an authority in its industry.

For example, if a brand wants to position itself as a leader in sustainable manufacturing, its messaging should be based on facts and evidence that support this claim. The brand can use reasoning to explain how its manufacturing process reduces waste and conserves resources. By providing evidence to support its claims, the brand builds trust and credibility with consumers, which can lead to increased loyalty and sales. Branding also plays a significant role in creating a consistent and cohesive message across all content channels. A brand's messaging should be consistent across all content channels, including social media, blog posts, videos, and other marketing materials. This helps to build brand recognition and reinforces the brand's messaging with consumers. Consistent messaging also helps to establish a brand's voice and tone. The voice and tone of a brand should be reflective of its values and messaging. A brand that positions itself as an authority in its industry should have a confident and authoritative voice. On the other hand, a brand that positions itself as approachable and friendly should have a more casual and conversational tone.

Reasoning plays a critical role in developing a brand's voice and tone. A brand's messaging should be based on facts and evidence, but it should also be written in a way that is engaging and informative. Using reasoning to develop messaging that is both informative and engaging helps to establish the brand's voice and tone, which can lead to increased engagement and loyalty with consumers. In addition to messaging and voice, branding also plays a crucial role in creating a visual identity for a brand. A brand's logo, design, and colour scheme should be reflective of its messaging and values. For example, a brand that positions itself as eco-friendly should use colours and designs that reflect nature and the environment. The visual identity of a brand should be consistent across all content channels, including social media, website, and marketing materials. This helps to build brand recognition and reinforces the brand's messaging and values with consumers.

Reasoning plays a critical role in developing a brand's visual identity. The design and colour scheme of a brand should be based on evidence and facts that support its messaging and values. For example, a brand that positions itself as a leader in the tech industry should use a modern and sleek design that reflects innovation and progress. In conclusion, branding is a vital aspect of any content marketing strategy, and it plays a crucial role in communicating the value and messaging of a brand. Reasoning plays a

significant role in developing messaging, voice, and visual identity that resonates with consumers. A brand's messaging should be based on solid reasoning and supported by evidence and facts. Consistent messaging and visual identity help to build brand recognition and reinforce the brand's messaging and values with consumers.

LITERATURE REVIEW

YouTube has grown to become the world's largest online video sharing platform, with billions of users consuming content every day. YouTube content creators are an essential component of the platform, as they provide a constant stream of fresh and engaging videos that keep users coming back for more. These creators, also known as YouTubers, have come a long way since the platform's inception, with some becoming international superstars with millions of followers. The history of YouTube content creation can be traced back to the platform's launch in 2005. At the time, the platform was primarily a way for people to share short, low-quality videos with friends and family. However, as the platform grew in popularity, creators began to experiment with longer and more complex videos.

The first wave of YouTube content creators were largely hobbyists, with many creating videos as a way to express themselves creatively or document their lives. These early creators were largely self-taught, with no formal training in video production or editing. They relied on basic tools like webcams and cheap digital cameras to create their videos, which often had a raw, unpolished feel to them. As YouTube grew in popularity, creators began to monetize their content through advertising revenue sharing, merchandise sales, and sponsorships. This gave rise to a new generation of creators who saw YouTube as a viable career path. These creators invested in better equipment and honed their skills in video production and editing. They also began to specialize in specific niches, such as beauty, gaming, or vlogging.

In 2010, YouTube launched its Partner Program, which allowed creators to monetize their content more easily by sharing in advertising revenue. This program helped to legitimize YouTube as a viable career option for creators and led to the rise of the so-called "YouTube stars." These creators had massive followings and could earn six-figure incomes through sponsorships and advertising revenue. One of the first creators to achieve massive success on YouTube was Shane Dawson. Dawson began creating videos in 2008 and quickly gained a following for his comedic sketches and parodies (Radu, 2021). He has since gone on to become one of the most successful YouTube creators of all time, with over 20 million subscribers and a net worth of over \$12 million. Another early YouTube star was Michelle Phan. Phan began creating beauty tutorials in 2007 and quickly gained a massive following. She has since launched her own makeup line and become a successful entrepreneur, with a net worth of over \$50 million.

As YouTube has grown, so too has the diversity of its creators. Today, there are creators from all levels of society, creating content on everything from cooking to politics. Some of the most successful creators are those who specialize in educational content. For example, Hank and John Green, the

creators of the Crash Course YouTube channel, have built a massive following by creating engaging and informative videos on topics like history, science, and literature. In recent years, YouTube has also become a platform for social activism. Creators like Tyler Oakley and Laci Green have used their channels to promote social justice causes and advocate for marginalized communities. YouTube has also become a platform for political commentary, with creators like Philip DeFranco and David Pakman creating in-depth analyses of current events.

However, the rise of YouTube content creators has not been without controversy. Some creators have been accused of promoting harmful or inappropriate content, while others have faced backlash for their political views or personal behaviour. YouTube has also faced criticism for its handling of creator monetization and copyright issues. Despite these challenges, YouTube content creators continue to shape the platform and drive its growth. Today, there are thousands of creators who make a living through YouTube, and the platform has become a vital source of entertainment and information for billions of people around the world (Susilo & Putranto, 2018).

On the other hand, Deddy Corbuzier is a well-known public figure in Indonesia. He is a magician, mentalist, and illusionist who has gained immense popularity for his mind-boggling tricks and stunts. Deddy has also established a strong presence on YouTube, where he shares his knowledge and insights on various topics such as motivation, self-improvement, and health. One of the key aspects of Deddy Corbuzier's YouTube channel is his branding. He has been successful in creating a unique brand identity for his channel, which has helped him stand out from other content creators. Here are some of the ways in which Deddy has achieved this:

Consistency in Content: One of the primary reasons for Deddy Corbuzier's success on YouTube is his consistency in content creation. He uploads videos regularly, which keeps his audience engaged and interested in his channel (Adriesty Salma Lailika & Purwo Yudi Utomo, 2020). He has also been consistent in the type of content he creates, which is focused on self-improvement, health, and motivation. This has helped him establish a loyal fan base that trusts his expertise in these areas (Carolina & Inayati, 2021).

Visual Branding: Deddy has also been successful in creating a visual brand for his channel. He has a distinctive logo that he uses consistently across all his social media platforms. The logo features his initials in a bold font with a red and black colour scheme. This logo is easy to recognize and helps his audience identify his content quickly. Another way in which Deddy has used visual branding is through the design of his thumbnails (Kim, 2022). He creates high-quality thumbnails that are visually appealing and represent the content of his videos accurately. This has helped him attract more viewers to his channel and increase his views and engagement (Ruiz-Gomez et al., 2022).

Authenticity: Deddy Corbuzier's authenticity is another aspect that has helped him create a strong brand identity on YouTube. He is known for his honesty and transparency in his videos, which has helped him build trust with his audience. He shares his personal experiences and struggles, which makes his content relatable and inspiring to his viewers.

Collaborations: Deddy has also been successful in collaborating with other content creators on YouTube. This has helped him reach a wider audience and increase his brand awareness. He has collaborated with other Indonesian YouTubers, as well as international creators such as Peter McKinnon and Casey Neistat. These collaborations have helped him expand his reach and attract new viewers to his channel (Putri et al., 2022).

In conclusion, Deddy Corbuzier has been successful in creating a unique brand identity for his YouTube channel (Lee et al., 2020). His consistency in content creation, visual branding, authenticity, and collaborations have helped him establish a strong presence on the platform. He has used his brand identity to attract and retain a loyal fan base that trusts his expertise and enjoys his content. As he continues to create new and engaging content, it is likely that his brand identity will continue to grow and evolve.

METHODOLOGY

Since the topic is about content creator that is strictly tied to engagement and web analytics, the method will be using modern analytics tool and using Google Trends will be a fitting analysis technique. Google Trends is a powerful tool that allows users to track the popularity of search terms on Google over a period of time. Content analysis is a research method that involves analysing written or visual content to identify patterns, themes, and other meaningful insights (Kamiński et al., 2020). Using Google Trends for content analysis involves analysing patterns in search data to gain insights into the interests, behaviours, and opinions of online users. For example, researchers can use Google Trends to identify trends in search terms related to a particular topic, such as climate change or mental health (Schaub et al., 2020).

One advantage of using Google Trends for content analysis is that it provides real-time data, allowing researchers to track changes in search behaviour over time. It also allows for the analysis of large volumes of data, providing a more comprehensive understanding of trends and patterns than traditional qualitative research methods. Additionally, the data may be influenced by external factors, such as media coverage or advertising campaigns (Kusumawardhani & Purnaningrum, 2021).

The content analysis theory by Google Trends is a useful tool for researchers looking to gain insights into online search behaviour and trends (Eichenauer et al., 2022). However, it should be used in conjunction with other research methods to ensure a comprehensive understanding of the topic being analysed. Therefore, we combine it with qualitative method in order to interpret the chart and keyword showed up in the Google Trends data (Cebrián & Domenech, 2022).

The analysis unit will be Deddy Corbuzier because Content Creator like Deddy is categorized as having powerful influence due to his ability in inviting government staff and leaders to speak and he serves as a bridge between them and his subscribers/viewers. With using Deddy Corbuzier as analysis unit, this research can get insight deeper in systematical influencer.

RESULT AND DISCUSSION

➤ Data 1: Timeline

Data 1 is about timeline. Timeline is the trends that is first to be monitored in order to calculate the measure of Deddy Corbuzier content and his trend flow.

Category: All categories	
Week	Deddy Corbuzier: (Indonesia)
06/03/2022	16
13/03/2022	14
20/03/2022	30
27/03/2022	70
03/04/2022	37
10/04/2022	18
17/04/2022	15
24/04/2022	14
01/05/2022	14
08/05/2022	49
15/05/2022	16
22/05/2022	12
29/05/2022	14
05/06/2022	100
12/06/2022	36
19/06/2022	21
26/06/2022	15
03/07/2022	22
10/07/2022	17
17/07/2022	13
24/07/2022	11
31/07/2022	13
07/08/2022	15
14/08/2022	18
21/08/2022	16
28/08/2022	14
04/09/2022	12
11/09/2022	14
18/09/2022	18
25/09/2022	13
02/10/2022	16
09/10/2022	12
16/10/2022	10

23/10/2022	10
30/10/2022	9
06/11/2022	15
13/11/2022	19
20/11/2022	8
27/11/2022	6
04/12/2022	11
11/12/2022	28
18/12/2022	12
25/12/2022	9
01/01/2023	9
08/01/2023	7
15/01/2023	8
22/01/2023	9
29/01/2023	9
05/02/2023	8
12/02/2023	8
19/02/2023	9
26/02/2023	8

Table 1: Deddy Corbuzier Timeline
 Source: Google Trends

➤ **Data 2: Region Trends**

Data 2 serves as geomap. By knowing the location and the quantity sourced from the specific region, placing a trend will be more manageable and the direction of the content is more controlled by knowing which region has higher views.

Category: All categories	
Region	Deddy Corbuzier: (3/4/22 - 3/4/23)
Special Capital Region of Jakarta	100
Special Region of Yogyakarta	96
Riau Islands	85
East Java	83
West Sumatra	82
South Kalimantan	80
Banten	80
East Kalimantan	79
Riau	79
Bangka Belitung Islands	78

Papua	76
Bengkulu	76
Bali	75
West Kalimantan	74
West Java	73
West Papua	71
North Sulawesi	69
Aceh	69
North Sumatra	69
South East Sulawesi	67
North Kalimantan	66
West Nusa Tenggara	66
South Sumatra	65
Central Kalimantan	64
South Sulawesi	63
Jambi	63
Central Java	62
Central Sulawesi	62
Lampung	60
East Nusa Tenggara	59
Gorontalo	58
Maluku	57
West Sulawesi	52
North Maluku	29

Table 2: Geomap Trends
 Source: Google Trends

➤ **Data 3: Topic Results**

Data 3 is closest interpretation to wordcloud and closest combination to quantitative and qualitative analysis. By knowing the rising keywords and its numerical results, we can take some deduction and decide possibilities.

Category: All categories	
Deddy Corbuzier: (3/4/22 - 3/4/23, Indonesia)	
Keyword	Number
Wife	100
Podcast	98
Religion	74
Sabrina Chairunnisa	56
Azka Corbuzier	55

Musical tone	55
Adoption	45
True name	25
Indonesian National Armed Forces	21
Diet	21
Vicky Prasetyo	20
Biodata	15
National Automobile Dealers Association	14
Titular ruler	13
Hotman Paris Hutapea	13
Military rank	8
OnlyFans	7
LGBT	6
Livy	5
Sabrina	4
Mario Teguh	4
Chilling Adventures of Sabrina	3
T-Five	3
Drug Enforcement Administration	3
Surprise	3
RISING	
Titular ruler	Breakout
Military rank	Breakout
LGBT	Breakout
Sabrina	Breakout
Mario Teguh	Breakout
Chilling Adventures of Sabrina	Breakout
T-Five	Breakout
Drug Enforcement Administration	Breakout
Surprise	Breakout
Ahmad Sahroni	Breakout
Harassment	Breakout
Cepu	Breakout
Boxing	Breakout
The Meyden	Breakout
Azalea	Breakout
Rossa	Breakout
Colonel	Breakout
Musical tone	4000%
Adoption	3400%
Livy	1200%
Indonesian National Armed Forces	1100%
OnlyFans	1050%

Hotman Paris Hutapea	1050%
National Automobile Dealers Association	900%
Sabrina Chairunnisa	250%

Table 3: Topic Results
Source: Google Trends

➤ Reality Construction

As a Youtuber with notable interview source or even hot topics, Deddy Corbuzier is proven to be involved in constructing reality around his audience. The basic premise is he frequently invites governmental leaders that'll allow these leaders to speak to the media and explain their decision around the topics talked by people across the internet or something that has gone viral (Adinda Salsa Bella Chandra Dewi & Indri Rachmawati, 2022). Based on the data above; Jakarta, Jogjakarta, Riau, and East Java becomes the highest region that watches his content. As for the highest topic is related to his highest timeline. The highest timeline is on June 5 2022 with result of 100 and his highest topic is his wife with result of 100; therefore, Deddy Corbuzier personal event regarding his marriage with Sabrina Chairunnisa is his higher trend in his content making history.

How does that connect to the reality construction? We take mirror to the topic results again. Even though we already know what the highest trend is, the other high number with different keyword is important. All this time Deddy Corbuzier and his content is closer to being seen as smart people content. It is proven through how his topic result is LGBT and high result in religion. Indonesian bold theme of being smart is discussing about the two polar opposite topic that is religion and LGBT; therefore, his reality construction is creating a perception that smart people follow his content and act like what he says in his content. Because religion and LGBT are the discussion that tends to make people feel like they're different because they are minority in social orientation like LGBT, or they feel different because they always question about religion or talk about it people's belief and the validity of religion. Thus, it makes his reality construction is the construction of intelligence and smartness (Zidan et al., 2022).

Reality construction is the idea that individuals and societies construct their own perception of reality through their experiences, beliefs, and cultural background. In other words, what we perceive as reality is shaped by our unique interpretation of the world around us. This concept has been explored in various fields such as philosophy, psychology, sociology, and anthropology (Bednarik, 2022).

One of the key ideas of reality construction is that our perception of reality is not objective or absolute, but rather subjective and relative. Our experiences, beliefs, and cultural background shape our perception of the world, and this perception can differ from person to person, and even from society to society. For example, the way one person perceives the concept of success may be different from another person's perception of the same

concept, based on their experiences and cultural background. Moreover, reality construction can be influenced by external factors such as media, technology, and language (Novak, 2022). For instance, media can shape our perception of reality by controlling the information we receive and the way it is presented. The language we use can also shape our perception of reality, as different languages have different ways of expressing and conceptualizing ideas.

Furthermore, reality construction can have important implications for social issues such as inequality and discrimination. The way we perceive certain groups of people can be influenced by our cultural background and the media we consume, leading to stereotypes and prejudice. Recognizing the role of reality construction in shaping our perception of the world can help us become more aware of these biases and work towards creating a more inclusive society. In conclusion, reality construction is a complex concept that highlights the subjective nature of our perception of reality. By acknowledging the role of our experiences, beliefs, and cultural background in shaping our perception of the world, we can become more aware of our biases and work towards creating a more inclusive and equitable society. Deddy Corbuzier is aware that his content can construct reality around his audience especially around Jakarta, Central Java (Jogjakarta), and East Java. His influence can be categorized as reality construction based on region reached by him. This is proven even further as his wife and his wedding event got perfect 100 score. Because his influence pushes audience to know more about his personal life.

➤ **Deddy Corbuzier Audience Wants to be Different.**



Picture 1: Douglas on Conspiracy Theory
Source: Tirto.id

As we already find about Deddy Corbuzier's Reality Construction based on the gathered data that the result is the construction of intelligence. Tirto ID explains about how it works with the perception of people who believes in Conspiracy theories. People who believe in conspiracy theories have something in common with Deddy's construction of intelligence; it is 'to be different'. Instead of feeling aware to fix the situation, this type of audience

seeks a place to be different and Deddy's content is providing that perception and influence (Al-Rawi et al., 2022).

Douglas' research on conspiracy theories explores the psychological and social factors that contribute to the creation and spread of conspiracy theories. Douglas argues that conspiracy theories are often the result of a combination of cognitive biases, such as confirmation bias and the tendency to see patterns in random events, as well as a lack of trust in institutions and authority figures. According to Douglas, conspiracy theories can serve several functions for those who believe in them. They can provide a sense of community and belonging among like-minded individuals, offer a way to make sense of complex events or situations, and offer a way to cope with feelings of powerlessness or uncertainty (Douglas, 2021).

However, Douglas also notes that conspiracy theories can have negative consequences. They can lead to mistrust and hostility towards individuals or groups that are seen as part of the conspiracy, and they can undermine faith in important institutions and social norms. Thus, Douglas' research emphasizes the importance of understanding the social and psychological factors that contribute to the creation and spread of conspiracy theories, in order to better address the negative consequences, they can have on society (Jolley et al., 2020).

CONCLUSION

After reading various number of data, the context we get from Deddy Corbuzier content as a content creator has its own price. With his capacity in being able to invite governmental leaders to talk to him and bridge their ideas to the common people, his content constructed reality about the perception of intelligence is framed like his content instead of actual academic mapping. This even supported by the fact that Deddy Corbuzier recently gained Titular title, indicating that he has closer connection to Indonesian National Soldiers. This can be both good and bad. The bad part is that people's perception of intelligence will be reduced according to content production control instead of actual academic performance. The good part is that he stimulates passive audience as Riau is seen as less developed compared to Java regions, stimulating from audience who is passive in knowledge to the active participants in knowledge and awareness especially governmental issues and communication.

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