

ABSTRAK

Peneliti dalam penelitian ini awalnya tertarik dengan platform media sosial *YouTube* karena penggunaannya yang luas di kalangan masyarakat Indonesia saat ini. Baik Syammas Pinasthika maupun Redjeki Agoestyowati memiliki motivasi unik untuk menjadi pembuat konten *YouTube*, dan penelitian ini berupaya memahami alasan-alasan tersebut serta alasan lain yang mungkin memengaruhi keputusan mereka. Penelitian ini menggunakan strategi analisis deskriptif berdasarkan metode kualitatif dan teori fenomenologis yang dikemukakan oleh Alfred Schutz. Teknik pengumpulan data dilakukan dengan cara wawancara, observasi, serta kajian literatur. Penelitian ini melibatkan 2 Informan yang menunjukkan bahwa motif dari masing-masing content creator dalam menggunakan media *YouTube* berbeda-beda didasari oleh motif latar belakang dan motif tujuan masing-masing. Namun dalam penelitian ini diantara semua motif tersebut ada benang merah dari motif-motif content creator dalam menjalani profesinya yaitu motif berbagi pengetahuan melalui *YouTube* yang memberikan kontribusi positif terhadap perkembangan sumber daya manusia dan ekonomi kreatif di Indonesia.

Kata Kunci : Motif, Youtube, Content Creator, Fenomenologi

ABSTRACT

Researchers in this study initially became interested in the social media platform YouTube because of its widespread use among Indonesians at the present time. Both Syammas Pinasthika and Redjeki Agoestyowati have unique motivations for becoming YouTube content creators, and this study seeks to understand those reasons as well as any others that may have influenced their decisions. This study employs a descriptive analysis strategy based on qualitative methods and the phenomenological theory put forth by Alfred Schutz. Data collection techniques were carried out by means of interviews, observation, and literature review. This research involved 2 informants who showed that the motives of each content creator in using YouTube media were different based on the because of motives and in order to motives for their respective goals. However, in this research, among all these motives, there is a common thread in the motives of content creators in carrying out their profession, namely the motive of sharing knowledge via YouTube which makes a positive contribution to human development and the creative economy in Indonesia.

Keywords : Motif, Youtube, Content Creator, Phenomenology