

Distinctive Sport Youtube Channel Assessment Through The Methodological Approach Of Netnography

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Abstract—The growth of internet and the computers complexities has changed the way humans obtain information and communicate has undergone significant changes. The internet is the backbone of information and communication facilities, while various web-based services on the internet, such as social media, become an enabler for people nowadays in creating, distributing dan obtaining content, including when humans communicate on social media which is a form of content creation. Certain YouTube channels have their own culture, even each channel and each audience that is part of it will form a unique culture. This research will reveal the culture of one of the sports genre channels, the areas reviewed include Computer Mediated Communication and aspects of virtual communities. This study uses the Netnography method, which is a form of ethnography that is adapted for a social world that is mediated by computer devices to expose the culture of distinctive sport youtube channel

Keywords— netnography, social media, youtube channel, sport culture, computer mediated communication.

1. Introduction

Taking an ethnography-based research approach, where ethnography is aimed at building a systemic understanding of all human culture and the perspective of people who study a culture. Furthermore, according to Kuswarno (2011), ethnography is the core of cognitive anthropology which studies human behavior as a member of a society, analyzes a complex set of rules and symbols that exist in society. In this case, ethnography finds rules and symbols that apply that are unique to a particular group in society. Holistically, the ethnographic method is included in qualitative research, in which a researcher describes and interprets the patterns that are exchanged and learned from cultural groups about values, habits, beliefs and language (Creswell, 2007: 68).

Meanwhile, netnography, which is a further development of ethnographic methods that take the context of the cyberworld, research with the netnographic method is an ethnographic adaptation that emerges from the social world mediated by information technology tools (Kozinet, 2010: 68). Meanwhile, according to research categorization, Netnography is a qualitative research methodology that adapts ethnographic research techniques to study culture and community that occur in computer mediated communications (Kozinets, 2002). Kozinets emphasized that netnography is a special form of ethnographic research to reveal the unique habits of various types of computer-mediated (internet) social interactions. This definition continues to develop into research techniques for the social media field (Kozinets, 2015; Armijos, 2019).

The focus of Netnography in general is on social media. The netnographic method is used to understand the types of social relations on social networks such as social media. The main requirements for conducting this research are understanding computer mediated communication (CMC) and being a member of the community on the social media under study. Netnography analyzes the structure and pattern of relationships between community members called actors (or mapped as nodes and relationships between members are called tied (Kozinets, 2015). Actors can consist of people, teams, organizations, cities or a concept. Research with this method does not It takes a long time, especially when using computer-based devices. It is the same as ethnographic research so that the interaction patterns of a community are known, so is the case with netnography.

Netnography is also a method for studying cybernetics space (cyberspace) from textual information to study the culture and society that appears online. Netnography is the only method specifically designed for studying culture and online communities (Bowler, Jr, 2010). The method will look for terms that are not spoken verbally, but which are digitally documented which are the specialty of a virtual community.

2. Method

The method for the study of netnography is influenced by the nature and scope of the research question. Although netnography generally uses qualitative estimation, quantitative can be used to enrich the findings by combining the two (mixed method).

Researchers can collect data online and also analyze it with the help of supporting software. Currently, various kinds of social media have a knowledge perception analysis feature.

Other methods used in this study with respect to netnography include:

a. **Survey:** The survey technique is useful for providing an initial picture of an area online community. A survey was conducted to answer questions as: How many people access video content? Characteristics of the audience accessing video content, how often or the intensity of the audience accessing online channels, time spent accessing video content, etc.

b. **Social Network Analysis:** Social Network Analysis is an analytical method that focuses on structure and patterns of relationships within and between actors in the network. This method structural in nature where the unit of analysis is "relations" and what is then considered attractive in the relationship is the "pattern".

There are two units of analysis that can be used, namely [i] Nodes (social actors); and [ii] Ties (relationship between actors). Actors in this research can be people, nor message. Meanwhile, Tied or Ikatan can be used interchangeably to describe the relationship between actors. For example a bond to share information, ideas and values.

Bonds that occur in audiences accessing content, such as commenting on each other, responding to messages, expressing likes and dislikes on content or other audience comments, etc. Bonds that occur can be categorized as strong ties and weak ties, this depends on the intensity of messages that are reciprocal. On the other hand, a weak bond is more sporadic and irregular and has less emotional connection.

Using Social Network Analysis in netnographic studies will help us to better understand how a social network is realized through computer network connectivity and becomes a living social activity as it has traditionally been.

3. Analysis

If certain accounts on the YouTube channel launched video content with various kinds of digital audio, video and text symbols, this opened the first access to communication. Audiences that access within a certain period of time, in this case seeing and listening are a form of communication attention that they provide, and when the audience is commenting, giving likes or dislikes is a typical communication symbol on the YouTube channel.

Using the Netnography method, the data collected is then analyzed using an inductive approach. The result is the core of the data which is then generalized. Furthermore, the data is formulated in the form of a theoretical statement which results in a new understanding of a phenomenon

Further analysis is carried out by making observations that involve surveys and digging up information using the youtube analytic feature on the youtube dashboard.

4. Implementation

The channel has 450 videos, the average of the duration 45 second, this channel achieve approximately 12,000 views for each video with 270 likes and 370 comments, most of the comments related to the sport video and 30% of the comments are the audiences comments talk to each others about the video.

The youtube analytics expose the karakteristik orang-orang yang beraktivitas pada channel, aktivitas ini mendokumentasi riwayat view, jumlah view, durasi atensi bahkan penambahan jumlah audiensi yang bergabung pada channel tersebut.

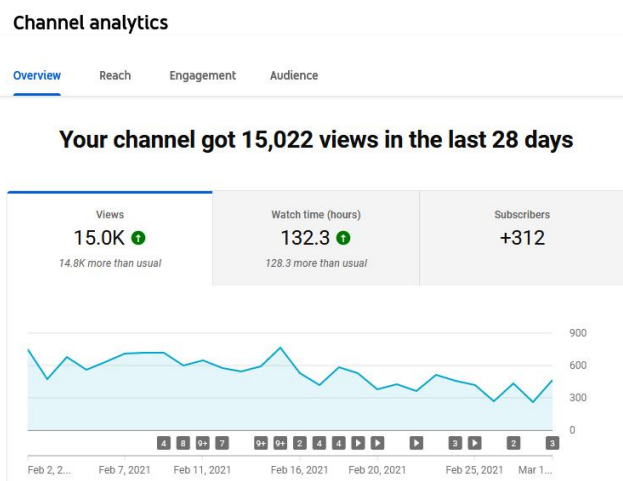


Figure 1 Channel Analytics on Youtube User Dashboard

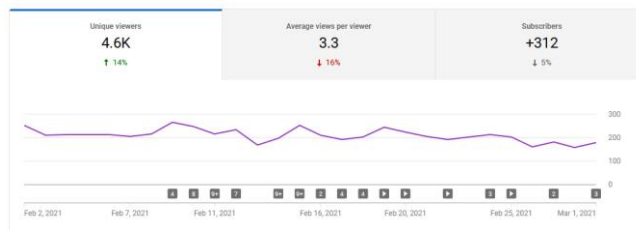


Figure 2 Audiences Activities

One culture that is patterned on this channel is seen in the Time Based Patern Analytic feature, which reveals that auditors will generally access and carry out social activities on the channel at certain times, for example: at 6 pm auditions will access the channel every day. Especially at 12 am, on Tuesday, Thursday and Friday, the audience is not active or does not access the channel, while on Sundays, Monday, Wednesday and Saturday the audience accesses the channel. This needs to be studied further in order to reveal the reasons for the auditors to choose certain patterned times to access the channel.

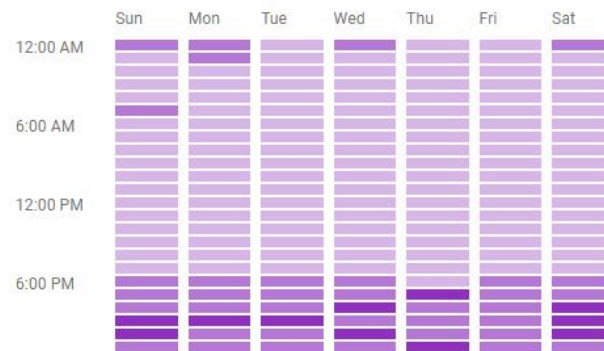


Figure 3 Time Based Patern of Audiences Activities

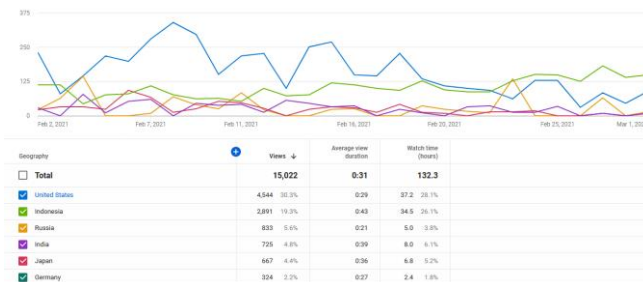


Figure 4 The most audiences activity based on region for the last 28 days

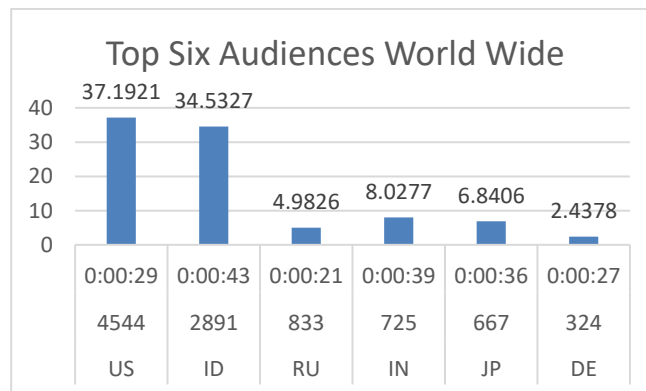


Figure 5 Top Six Audiences world wide

Although basically this sports video content is intended for an audience in Indonesia, because the content reported can be watched by everyone connected to the internet, initially the highest audience was from Indonesia

and then followed by the United States, then within 3 months only The audience for this channel was dominated by audiences from the United States, then Indonesia, Russia, India, Japan and Germany.

This shifting happen after the some changing way the content delivered, by using English as international language for hashtag, keywords, description and title. For example by adding: #sport # tournament #competition #football, in this case Indonesian hashtag still being used like #olahraga #pertandingan #sepakbola.

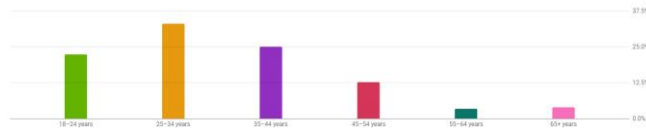


Figure 6 Clasification of Audiences by Age

Audiences with an age range of 25-34 years, occupy the top position as the audience with the most active viewing of sports channel shows, followed by audiences aged 35-44 years and another thing that is unique is that they are in third place for audiences aged 18-24 years. . then in fourth position in the audience at the age of 45-54 years, 65+ years and the least interest is the audience interest at the age of 55-64 years.

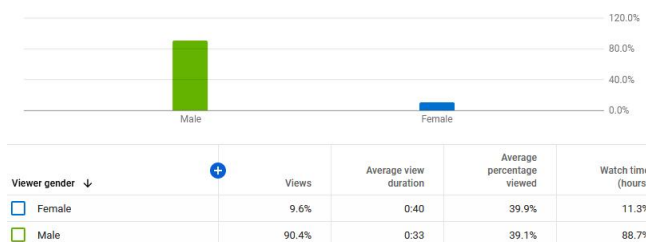


Figure 7 Clasification of Audiences by Age

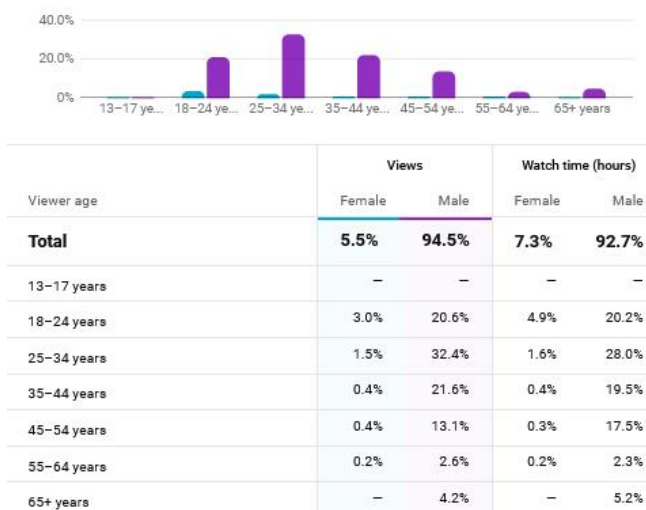


Figure 8 Clasification of Audiences by Age

Based on the activities of the last one month, it can be seen that the female audience is only 5.5% compared to the male audience, which is 94.5% who access sports broadcasts on this channel. In fact, there were no women aged 65+ years who accessed this sports channel. Women aged 18-24 years old are the most active in accessing this channel, while men 25-34 years old are the most active in accessing this channel. In general, what is considered by the public that men are more into sports than women are reflected in this sports YouTube analytic channel.

5. Conclusion

Virtual community interactions are established when connected to the internet, accessing channels. Both are mandatory for the internet to become the infrastructure while the channel becomes the media, if the channel is down

automatically the virtual community stops. Although channel managers exercise control regarding communication activities such as enabling or disable comments, generally this channel uses general YouTube regulations in using services, such as prohibiting speech that harasses or insults other audiences. If you violate, you will be sanctioned by YouTube rules. In this case that doesn't happen.

"Welcome to the real fight", "that was quick", "great take down at 0:25 and he remained firmly in control after that", were comments that showed the audience's attention and enthusiasm. And every comment that is launched generally gets likes of other audiences.

The majority of the audience for this sports genre Youube channel are men of all age ranges, and women only occupy <10% even for the last 1 month the view of the female gender audience is only 5.5% of enthusiasts. This reveals that men's interest in sports content exceeds that of women.

All these findings reveal that this virtual community has a variety of ways, patterns of activity, communication styles, interests, interests and about auditionists who comment shows their interest in sports content dominated by men, this pattern can be manipulated to make the channel reach more attention and audience.

Wider audiences can be achieved by using international language as part of global culture. Language and symbols like keywords, description, title, keywords, hashtag, or any multimedia content should be adaptable to be well known by boarder audiences world wide.

6. Acknowledgment

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