

Videos to Enhance Level of Interest in Television Shows through YouTube: A Qualitative Study

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Abstract

Numerous studies have demonstrated and explored YouTube as distribution platform and information resources through content, quality and quantity of the video. However, few studies have examined the institution behind the account, and this article assesses how television station utilize this video-sharing website. This study explored the inside of the official YouTube Channel from television stations in Indonesia via content under different attentional focus cues to analyse how the television stations strategized their presence in YouTube ecosystem among another YouTube channel in the same niche. YouTube videos were used by television stations to archive and broadcast shortened-clip of TV shows, exclusive snapshot, and edited-version TV shows on a regular base after the actual TV shows broadcasted on TV. Qualitative analysis revealed difference between television stations for production YouTube videos as the social media content. The difference at the content and post scheduling were unique takes in the same niche followed by call-to-action and invitation to watch the TV shows in their airtime. Content strategy focuses on giving more information and backstage shot on a particular show that expected to attract more audience to the TV shows. Television station should be acutely aware of the conversation that YouTube viewers use in the interaction within the content, even among their peers.

Keywords

YouTube, Content, Indonesia, TV shows, and Videos.

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1. Introduction

Audio visual content is a central content in Television industry. The industry is in competition with the rising popularity of video-sharing websites both as an innovation in the market and information sources for public to fill their knowledge consumption. This article offers readers an original exploration on the utilization of a specific social media platform by television station through an important discussion of content, strategy, and motives, including the content distribution and format on television shows and news in search of user's engagement. In exploring the pursuit of utilization of social media platform for television industry as an act of more democratize information dissemination,

this study argues that television station presence in social media is the extension of their content distribution. Such distribution addition is, actually the appearance of the electronic media in the digital realm, furthermore, that is not only practical to accomplish, but also one that calls into question of stepping into numerous assumptions contained within conventional media appropriation in modern era. The reason behind any industries utilization of social media varies between each industry, but the overall insight goes along the way of getting more attention from wider audiences (McCaughey et al., 2014).

Considering the use value of social media presence for industry as an act of connecting with wider community, industry need to shift the interpretation of the pursuit of audience engagement away from physical interaction to online and toward the concept of social media utilization. This is significant because acts of online platform utilization are not only dominated by profit-oriented industry but also has grown immensely for education and journalism. Social media utilization affect societal and industry practices and norms that is less concerned with dichotomy of media and necessity of polarization of society between offline and online, and more concerned with alternative channel that stronger than traditional means of communication to the subjects and objects of their information consumption (Namasinga Selnes & Orgeret, 2020). This article begins to open a notion of social media utilization before moving to the idea that YouTube can be understood as a social media platform reflect audio video material on the use by television industry.

This work focuses on the study of the YouTube utilization by television stations based on contribution provided by the content in the platform regarding the quality and quantity and on the goals and scales used to deliver the audio video materials. It aims to define the underlying dimension of the social media strategy and to analyze their practices within the platform. This may serve the television stations in creating an alternative channel, offering shorten content from the original on television that are hopefully demanded by the audience. Furthermore, the results indicate how the television stations may work on this distribution technique, focusing on certain operational and controllable feature in the platform such as advertising and optimizing the content algorithm.

2. Literature Review

The television industry's inherent function of providing audio video content such as education, entertainment and news can be potentially invite a significant competitor from multiplatform environment (Boyle, 2019; Grossaug, 2021; Lotz, 2019; Osman, 2022). Television viewers recognize the importance of the environmental awareness (Abbott et al., 2018; Lotz, 2019), and many audiences expect more to engage in more user friendly practices (Crook, 1989; Sparkes, 1978) , and some are even seeking comfort and community within such facilities (Griffen-Foley, 2017).

Past research found that, for the same sustainable action that television industry engages in, different beliefs about adoption to technology might result in different consumer responses especially in the Internet-distributed television services (Krauß & Stock, 2020; Wayne, 2022; Wayne & Uribe Sandoval, 2021). The perceived underlying motive of adoption of television industry to digital media is an important factor that generates awareness to online media (Kelly, 2019; Krauß & Stock, 2021; Rodwell, 2021). In particular, substitutability of the media is one of those conditions under which viewership engagement may swaying electronic media to online video content and production (Fung, 2019). When the online video platform gained more popularity within the audiences, the plausible cannibalization of television content on online video platform (Cha & Chan-Olmsted, 2012; D'Arma, 2010). If television content is perceived by online video users as a substitute of television content, the case is not applicable for non- users of online video platform.

YouTube is one of the popular online video websites as a stage for User Generated Content (UGC), including gaining participation, compensation, and popularity (Kjus, 2017; McKee, 2011). For example, McKee. (2011) found that the attribution of YouTube as an information sources and archive has a significant role even compared with official national archive organization. The research compared between YouTube and NSFA in Australia in searching for availability and accessibility. The content in YouTube was more reliable and complete compared to another archive. Content in YouTube are often perceived as a free material to consume, especially for users with limited resources. On the other side, television stations is changing the way they see YouTube as television distribution and consumption channel (Doyle, 2016). YouTube functions as an alternative television in national level, also decreases loyalty to electronic media (Litvinenko, 2021). Both the electronic and social media converge into one-stop facility for consumer to gain knowledge and enjoy the entertainment. At this time, we can see television shows can be watched on YouTube as well as television advertisements. In the television industry, cooperation with other business has been applicable to

get the wider audience reach, this trend also transform to digital media content (Kjus, 2017). If the television is perceived as electronic media with audio-video content, social media content (especially YouTube) should be really fit in the strategy of television convergence (Pietrobruno, 2018).

3. Methods

Qualitative approach was used for this study because it allows assessment of the importance of different strategy of YouTube by examining content made by television stations who are positioned their brand within other entertainment and news content creators. One of the techniques known in qualitative study is conventional content analysis and has been widely applied to study of written, electronic, and digital content in variety of fields (Galehdar et al., 2021), such as health science (Sun et al., 2021), information and management (Van Looy, 2021), tourism (Vatan & Dogan, 2021), and internet research (Banerjee & Pal, 2022; Seo & Jung, 2021).

The study used three television station presence in YouTube, with three official accounts managed in-house, with two verified account and one not verified. A balanced content identification was applied to explore data, with each YouTube accounts containing more than 20 K subscribers. In each YouTube Account, videos were categories to their genre and format from content, quantity and quality options commonly used in YouTube content strategy. An example of analytics of the data is shown in Table 1. In addition, following Chawla et al (2021), quality and reliability of YouTube videos which contains information are increasingly being utilized by users to get educated and informed. The common sets of data from these three official YouTube accounts were collected such as analytics, content strategy, image, text and video with each account observed within the month of April 2022. Each account content were gathered in research document thus formed the basis of three different themes of content, quantity and quality, each containing different perspective on how these television stations strategically utilized YouTube. After viewing and analyzing each data, the three themes were emerged as explaining the phenomenon of television stations utilization of YouTube as one of many social media platforms available.

Table 1. Research Data

Television Stations	Verified	Subscriber	Video views
RCTI	Yes	20 K	9.02 M
SCTV	No	200 K	80.306 M
NET TV	Yes	60 K	38.991 M

To capture both broad patterns and specific nuance of YouTube utilization content including comment and analytics such as like button were analyzes qualitatively. For comment, we explored the majority of sentiment to specific show or news in the video. The qualitative study procedure used in this study was qualitative content analysis.

4. Results and Discussion

Through our exploration of the television stations utilization of YouTube, our analysis uncovered three main themes related findings. First, we found evidence from social media strategy that television stations utilized YouTube for their shows and news archive and broadcasting platform as a strategic application in the YouTube niche to bring more viewer to the actual shows on TV. The other side of the YouTube presence for them also covers developing online stories about the shows branding and social standing in YouTube conversation. This study identified three themes, each carrying distinct views that describing and justifying the modern face of television industry that mobilize and combine the themes as content, quality, and quantity.

4.1. Content

The data gathering identified diverse content from the three accounts that they were implemented strategic attempt to gain interest to their shows from YouTube viewers. However, across three account homogeneous content strategy compared to best practices applied by other YouTube account in the niche in building their social media positioning. Specifically, the data shows a pattern in the construction of these content, such that the use of clips from television shows are emerged as common compared to generated specifically for YouTube. Education academics posit that YouTube is also educationally benefited to someone who wants to learn outside formal learning environment; that is free-choice learner can consume educational material from YouTube (Amos, 2021). YouTube content has been

defined and operationalized in different ways by many industries and fields. In this study, the exploration of how television stations are situated their digital presence in YouTube were analyzed using qualitative study. Each television stations strategically uploaded content to which their short shows, trailer and news represent a core activity in their YouTube channel. The greater the importance of the shows on TV, the great exposure of the content on YouTube.

Official RCTI YouTube channel is created December 10, 2012. It is verified and has claimed as channel showcasing snippet of their TV shows and programs. It is one of several official RCTI YouTube channel that focusing on different topics. This Official RCTI channel is a general YouTube Channel for the whole television station thus all programs and shows are equally promoted in this channel. YouTube users who want to explore more specific shows from RCTI can open other RCTI YouTube channel dedicated for the show, for example RCTI infotainment. This Official RCTI channel has some snippets on the shows range from talent shows, reality show, drama, to music shows. The data gathering also found small number of videos that they specifically produced for YouTube. Behind the scenes of popular TV shows is one of the contents generated specifically for YouTube. Games between actors in a specific popular reality show was also found in this channel as content generated for YouTube. View from studios of the TV shows was found in the channel as the rough form of video.

The next channel is SCTV YouTube Channel. It was created on December 2, 2011. The whole idea of the content in this channel is that the channel should be able to support the TV shows and programs if YouTube users engage with the content in YouTube videos that could be the potential viewers for the television programs. Content for this channel range from snippets of TV programs, short promotion of sport program, behind the scenes, to YouTube Shorts covering clips of sport programs and short parodies. The content in this channel came from the TV shows, but some videos produced story behind the TV shows are also part of the diverse video to promote the TV programs.

The next channel from the data is Netmediatama YouTube Channel. This YouTube channel for NetTV was created December 26, 2012. They claimed that this channel is the source for News and entertainment. The content is keen to continue the promotion of their TV programs. The data gathering explore the content in this channel and found that videos uploaded to this channel range from snippet of TV programs, short clips of TV shows promotions, interview with the TV programs' casts, short clips of casts walking to program set or studio, to behind the scenes. The data gathering found that basic reuse of TV program clips for YouTube content. A such, the channel is typical of number promotional clips with specific episodes as the title of the video, which mainly regarded as different to other channel in this research by uploaded not only snippet, but full episode of some drama shows on this YouTube channel.

On the three channel that the data shows, content choice tells us that the channels keep a close representation of TV programs as the main product of television industry. Content on this type of niche on YouTube can set the activity of television industry into different target audiences, but the common assumption is loyal audiences of a particular TV shows might want to explore YouTube for behind the scenes or recorded TV shows. Like many other YouTube niche, entertainment niche as explicitly claimed by NetTV YouTube channel, compete with content creator in Indonesia as being corporation versus personal persona. By consciously choosing a specific niche to target, television stations content strategy on YouTube can benefit the stations to push users to watch the program on TV as a positive feedback loop, where the validity of potential viewer is more visible on social media analytics.

4.1. Quality

In the YouTube channels explored in this study, the quality represents the television industry attribute from the quality of shots and video size for best viewing. The television industry put emphasize on the viewer enjoyment of audio-visual consumption which easily translate to YouTube videos. Only algorithm and users' real-time engagement and interaction were shown in the YouTube ecosystem that set it apart from electronic media. Consequently, these three YouTube channels covered most of the easy-to-enjoy videos. To highlight and responding to unique social media platform which highly aiming for audience interaction, quality was sometimes neglected in order to get more interaction from YouTube users. For example, YouTube shorts was used across three YouTube channels to meet the raw User Generated Content (UGC) that uploaded and shared by your fellow YouTuber. The data shows that these YouTube channels tend to show more effort to lean towards grabbing more viewers even though the video shot looks shaky and blurring, but this type of raw footage is a trend as less corporation like.

There is more good quality of videos uploaded to these channels, indicating that overall quality of the videos are well captured, and this could suggest that industry that carry audio visual product could merge well to YouTube environment, in term of the quality of the video. This is consistent with the observation by others that quality of videos

is more likely to matter for users who search for news and information (Hartnett et al., 2022; Sigonney et al., 2021). Comparatively, quality in these three channels is similar because they are in the same niche and come from the same industry. This similarity indicates that the same industry showcase programs and shows in a snippet view, except NetTV YouTube Channel. The three channels mainly focus on distributing and promoting their TV programs such as TV drama, sport programs, music shows, and reality shows. In contrast, some videos uploaded as YouTube shorts, behind the stage, and informal interview shot in a rough way to mimic the trend of UGC so the videos look genuine. The three channels tend to showcase good quality of videos. A group of promotion for TV programs are most expected to be uploaded with thumbnail designed to grab attention, and the thumbnails consist of casts, name of the program and TV logo.

The channels used most of the features facilitated by YouTube. One of the features to support the quality of the channel performance are YouTube Shorts. This is a feature offered by YouTube for the users to upload a 60 second video to grab quick attention from the users and it has been performing well for the users (Silberling, 2022). Some tech critics even consider YouTube Shorts as. Hashtags were used in some of the videos in the data to make sure that algorithms see their videos as quality tend share them to more viewers in the niche as recommendation and other algorithmic ways (Bishop, 2020). The description box also contributes to the quality of the whole YouTube channel by catching viewers' attention, this should have been a priority for any YouTube channel as a major part of YouTube SEO. These texts are used to rank higher when someone search for a TV program or any keyword in YouTube search engine (Owsinski, 2022). The three YouTube channels used the description box for information of the full episode of the TV program if the YouTube videos is a snippet of the program. The only drawback is when a video of uploaded a full episode of a TV drama program, they still use the same description on the video. The possible explanation might be because they own this video platform outside YouTube and aiming to draw YouTube users to the platform. The description contains Call to Action (CTA) to click links and to follow other social media account of the TV stations. The other features that they used is Playlist. YouTube Playlist is a featured for YouTube users to categorize videos in their channel into one group. The feature is useful because users can go to this feature in our channel and find the one video that they need without scrolling down through all videos uploaded (*How To Make A YouTube Playlist | Biteable*, n.d.). These three YouTube Channel from TV stations used YouTube Playlist for categorizing TV programs and YouTube Shorts.

4.1. Quantity

In the YouTube channels, new content was introduced to get more viewers to the channels and improve performance. The quantity of the video as content takes consistency because the algorithm monitors the number and digital cues that users do on the platform. The easy content conversation from TV industry to YouTube as video sharing platform makes the channels in the data have high quantity of the video in a month. Around 100 videos uploaded in the channels are not costly and time-consuming for the TV industry compared to the content creator who produced audio video from scratch. However, as mentioned earlier in the content section, UGC is more popular than converted TV programs and uploaded to YouTube channel (Welbourne & Grant, 2016). The YouTube users familiar with the real personality and peer character who have the story different with the one on TV screen. One of the validations to this argument on this field is to produce the audio video content is effortless for television industry, that is, their content might be more advanced than YouTube. In addition, factors that have effects quantity on this platform is quantity strategy for electronic media might not always suitable for social media platform let alone YouTube.

In this study, the quantity applies for personal content creator who wants to make it in YouTube. On the other hand, industry looking to gain popularity value from YouTube increased the competition in the platform, although the television industry can use YouTube for a unique way compared to other industry (Negus, 2019). The television industry predicted to be presence on YouTube or any other social media platform for the branding purposes, archiving, broadcasting, promoting the TV programs.

In this study, the data developed into an argument where videos on YouTube uploaded to the YouTube channel can support the business model of electronic media. The argument combines analysis from data that says the presence of TV stations on YouTube that sustain the digital ecosystem rely on existing TV program content to create wider distribution platform on social media platform which facilitating interaction and viewing of digital content outside TV screen (Sørensen, 2018). Although TV industry business models, in general, have been conceptualized as getting advertising on TV, social media presence is a way to draw broader updated audience (Lahey, 2016). For this perspective, a TV business model aiming for advertising to be sustainable needs to engage with bigger audiences in different platform to negotiate and make sense of social media presence (González-Neira et al., 2021; Johnson, 2020;

Jones-Edman et al., 2019; Krauß & Stock, 2021). Organizing quantity of videos in the channel through enough database of snippet of TV programs is critical for sustainable YouTube presence to fulfill the promise of social media interaction that answer the reason why industry utilize YouTube as the marketing communication platform (Yang et al., 2012).

6. Conclusion

This paper examines the utilization of YouTube platform as channel to archive and promote programs and shows from television stations.

From a social media perspective, television stations seem to be use content, quality, and quantity to presence for the audiences for improving outreaching within digital space. The findings show that content from these television station YouTube channel gained significant attention and interaction. They uploaded content from the snippet of their programs and shows and directed audiences to see more on TV or any other in-house platforms. Considering content strategy, the data shows that the television stations also follow trends to post UGC to their channel. In particular, the level of interaction expected to be higher when channel not really associated with corporation instead associated with personal peer content. These YouTube channel contents were boosted by the quality of television industry which take the audiovisual element into high consideration compared to other industry entering YouTube ecosystem. In this context, quantity of content in these channels could gain advantages from repurpose the content from TV programs and shows, especially taking snippet from the shows. In fact, this snippet content is the most uploaded type to these channel that might rise corporate engagement.

From the media type point of view, it is important to point out that in the Web 4.0 scenario, industries characterized by presence and interaction in digital environment and open a platform for audiences to engagement in multimedia platform. Due to the social media interactivity nature, digital presence on YouTube can represent both a serious brand and an amazing opportunity of diverse audiences in video-sharing website.

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