

MEDIAPREUNERSHIP AS A BUSINESS OPPORTUNITY FOR YOUTH IN THE TANGERANG CITY

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ABSTRACT

Advances in communication technological know-how are very unexpectedly providing changes in the social order. The internet is broadly diagnosed with the aid of enterprise conduct as one of the equipment (tools) to enhance business in the future. As one of the social media, YouTube has the traits of content material via users or higher acknowledged as User Generated Content. YouTube has emerge as a platform the place humans can upload and share movies online, till now YouTube has become a part of the entertainment industry. In this regard, community carrier activities associated to managing social media as a enterprise probability or mediapreunership will be carried out for young adults at SMKN 1 Tangerang. This exercise targets to provide an grasp to the target market that by means of managing YouTube, it can come to be a location for entrepreneurship.

Keywords: Digital Tehnology, Mediapreunership, YouTube, Youth

1. BACKGROUND

The Web has an imperative part in expanding people's communication, work, and doing trade. The utilize of the web has as of late gotten to be progressively broad with the back of the advancement of conventional inactive destinations (Web 1.0) which at that point expanded to interactive-based destinations (Web 2.0) (Dwityas & Briandana, 2017). Through interactive-based destinations, people as social creatures utilize the web to precise themselves in a modern frame of communication, to be specific online communication (Gane & Beer, 2008). Warmbrodt et al. (2008) marks a modern period in which intuitively and communication innovations, particularly within the virtual world, can alter society. This unused media is known for its more intuitively nature and its capacity to form unused understandings of personalized communication (Littlejohn & Foss, 2009).

From the Worldwide Advanced 2020 Reports report conducted by We Are Social and Hootsuite, it appears that dynamic social media clients in Indonesia are 150 million individuals or with a entrance of 56 percent, whereas dynamic social media utilize by means of portable phones is 48 percent. There's an increment from 2018 to 2020, which is 15 percent. This appears a significant increment within the utilize of social media in Indonesia. In their report, We Are Social and Hootsuite moreover clarified that the foremost dynamic social media stage in Indonesia is YouTube, which is 88 percent. As it were taken after by WhatsApp at 83 percent, Facebook 81 percent, Instagram 80 percent, and so on. At that point the study appears that social media clients with an age run of 25-34 a long time are the age extend of the millennial era, having the most noteworthy rate of social media clients in Indonesia. Comprises of the rate of female clients by 14 percent and male clients by 19 percent.

Such a circumstance, where a innovation is able to alter something that can not fundamentally be done into a reality. From here, at first with the disclosure of different basic gadgets, extending from phones, which

are analog-based, advanced and created persistently until different other electronic devices showed up. Until at last these advances are coordinates with one another. Existing communication innovation is an reply to the times. This happens since the more progressed a human civilization is, the innovation will proceed to create to harmonize the design of human civilization itself (Putra, 2019).

Information and communication technology (ICT) nearly each and every day there are continually new applied sciences that appear. Haven't had time to advance a new innovation, any other new innovation appears. These innovations, apart from making it easier for users, the fee is also extra affordable (Hanifah et al., 2020; Putra & Ediraras, 2011). Communication technology which was once at the beginning created as one device for one characteristic (single system for single function) has now grew to become into a single device for multi functions (Siegle, 2008). This is known as convergence. This convergence, whether we like it or not, brings us to the dimensions of existence in the digital world. A world that requires electronic gadgets as the primary tool (Putra & Syachrudin, 2019).

One of the developments of ICT is social media. Where can be described social media is a website that allows humans to create online communities and facilitate the sharing of content material created via customers (Awolusi, 2012; Mahliza, 2020; Nurhasanah et al., 2021). YouTube is one of the social media systems that attracts attention from not only a giant wide variety of customers but also brands and companies (Kholisoh & Wahyuni, 2017; Mahliza, 2020).

Through YouTube, vloggers put forward the carrier of exchanging movies between users. Initially, YouTube was once seen as a place to "broadcast themselves", as properly as accommodate the discourse of participatory subculture and the emergence of a new era of shoppers who are greater innovative and empowered (Cha et al., 2009; Hamid U. et al., 2018). The study of YouTube has attracted the hobby of teachers around the world. Some

of the subjects that have emerged consist of analysis of the User Generated Content system on YouTube (Cha et al., 2007), YouTube as a new media successor (Goh et al., 2013), the development of the discourse of authenticity on YouTube (Tolson, 2010), the emergence of flaming on YouTube (Moor et al., 2010), to the subject matter of the emergence of a new entrepreneurial community that previously solely had the fame of a video maker. amateurs (Cunningham et al., 2016).

Referring to the Oxford Dictionary (2018), an entrepreneur is defined as a person who is accountable for jogging a business or many businesses, along with the opportunity of earnings or loss. From a special perspective, entrepreneurship has an emphasis on fee creation. In other words, an entrepreneur is a person who is regarded an asset that has value to society. Entrepreneurs can create value for persons and society, respond to financial opportunities, and even provoke a procedure that reasons modifications in the financial system with the improvements they create (Warmbrodt et al., 2008).

Indonesia is a attainable market for the digital media industry. The country has skilled a great expand in the use of the net and social media (Fiani & Sarwono, 2017). Along with the reputation of vlogging in Indonesia, vloggers can additionally be considered as buzzers or influencers (Rahmi et al., 2016). Vloggers earn earnings from advertising (Google AdSense) or engage in digital advertising by using doing endorsements or product placements. The creativity and range of self-presentation strategies of these vloggers create a persona that many people like, both their channel subscribers and the wider audience (Mulyana et al., 2020).

2. METHOD

Population and Sample

The Community service activities things to do related to the use of social media as mediapreunership are socialization and tutorials on social media with the goal of this community service application being teens or students of SMKN 1, Tangerang City.

Activity Models of Community Services

Considering that ultra-modern early life are particularly conscious of technology, the approach used in this training is Participative Active Learning (PAL). This approach has actually existed for a long time, specifically that in the study room there ought to be gaining knowledge of things to do that spark off students (involving college students actively). It's just that the level (level) of scholar involvement is exceptional (Archer et al., 2010). In the past, instructors/teachers were more probable to cram facts, data or standards to students, but now a talent is being developed to procedure student acquisitions. Teaching and gaining knowledge of things to do are no longer pupil centered.

Adolescents essentially have conceivable or abilities that have now not been sincerely formed, so it is the

obligation of the trainer to stimulate them so that they are capable to display that potential, however simple. Instructors can domesticate the abilities of the childhood according to their degree of development, so that they accumulate concepts. By growing acquisition processing skills, children will be in a position to find out and strengthen their very own data and standards and strengthen the attitudes and values required.

However, the essence of PAL lies now not only in the degree of intellectual-emotional involvement, however in general additionally lies in students who have potential, tendencies or possibilities that purpose college students to be constantly energetic and dynamic. Therefore, at the workshop, the trainer is expected to have professional competencies so that he can analyze the instructional scenario and then be in a position to graph a tremendous and efficient instructing system.

The target of this provider participant is planned as many as 22 people. The range of contributors is considered for the effectiveness and quality of instructing considering the limited tools brought during the service. Limiting the variety of contributors will assist the educating system and team discussions run, especially in reaching each participant in my opinion so that what is conveyed can be properly received.

Activity Technique

The technique of the things to do carried out goals to solve the troubles that have been identified and formulated above, then the training is carried out using various instructing methods, namely:

1. Lecturing, this technique was once chosen to convey concepts that are vital for participants to understand and master. What matters you want to know, each technical and theoretical, and provide guidelines and hints in managing YouTube.
2. Frequently Asked Questions, this technique is used to supply opportunities for contributors after listening to the presentation of fabric on the basics of managing YouTube social media.



Figure 1. Activity Brochure Announcement

3. RESULTS AND DISCUSSION

Activity Implementation

YouTube neighborhood pastime as a mediapreneurship forum on February 10, 2021 on-line by zoom. The tournament commenced at noon, attended through students of SMKN 1 Tangerang. They are ultimate yr high faculty college students who need provisions for the area of Communication Studies and entrepreneurship, especially concerning the use of the YouTube digital platform. Starting the first undertaking in this carrier was the presentation of fabric about the simple principles of YouTube and tips on growing interesting video content material to put up on YouTube.



Figure 2. Activity Implementation

Mediapreneurship is a social media-based entrepreneur. While the definition of entrepreneurship itself is a man or woman who organizes, manages and dares to take risks to create new agencies and business opportunities. Entrepreneurship is a technique of making use of creativity and innovation in solving troubles and discovering opportunities to enhance lives (Zimmerer, 1996). Efforts to create delivered value by way of combining assets thru new and distinct approaches to win the competition. This delivered value can be created by creating new technologies, discovering new knowledge, discovering new ways to produce new goods and offerings that are more efficient, enhancing current products and services, and discovering new methods to fulfill consumers (Nurhasanah et al., 2021).

This endeavor used to be attended through most of college students of SMKN 1 Tangerang, which was held on-line by means of Zoom. This pastime was once additionally posted in the Merdeka People's on-line media online at the link: <https://rm.id/lihat-foto/megapolitan/63866/umb-gelar-pengabdian-kepada-masyarakat-dengan-smkn-1-tangerang/2>.



Figure 2. Media Publication

Moor et al., (2010) wrote, "The tagline 'Broadcast Yourself' invitations everyday users to take an energetic part in creating the material they consume. At the same time, what hasn't been seen is that YouTube is a business whose intention is to make a profit." According to Haftor & Mirijamdotter (2011), "If the pre-Google technology of YouTube was characterized by amateur-produced videos in an ad-free environment, the post-Google buying stage characterized by professionally created videos in an advert friendly environment. Due to the popularity of YouTube, the industry has proven a deep activity in monetizing it. This pastime in monetizing content has allowed a channel that commenced as a interest to increase into a supply of earnings for content material creators (Cunningham et al., 2016; Kholisoh & Wahyuni, 2017).

Discussion

Vloggers are synonymous with social media YouTube. This social media places ahead video trade services between users. Initially, YouTube was once considered as a place to "broadcast themselves", as properly as accommodate the discourse of a participatory way of life and the emergence of a new era of shoppers who are extra innovative and empowered (Cha et al., 2009). The learn about of YouTube has attracted the pastime of academics around the world. Some of the topics that have emerged consist of analysis of the User Generated Content machine on YouTube (Cha et al., 2007), YouTube as a new media successor (Goh et al., 2013), the improvement of the discourse of authenticity on YouTube (Tolson, 2010), the emergence of flaming on YouTube (Moor et al., 2010), to the topic of the emergence of a new entrepreneurial neighborhood that earlier solely had the reputation of a video maker. amateurs (Cunningham et al., 2016). Referring to the Oxford Dictionary (2018), an entrepreneur is described as a individual who is responsible for going for walks a commercial enterprise or many businesses, alongside with the possibility of income or loss. From a one-of-a-kind perspective, entrepreneurship has an emphasis on value creation. In different words, an entrepreneur is a individual who is considered an asset that has price to society. Entrepreneurs can create cost for folks and society, respond to economic opportunities, and even initiate a manner that causes changes in the economic

system with the improvements they create (Hamid U. et al., 2018; Warmbrodt et al., 2008).

Indonesia is a manageable market for the digital media industry. The Indonesia has experienced a enormous amplify in the use of the web and social media (Fiani & Sarwono, 2017). Along with the reputation of vlogging in Indonesia, vloggers can also be viewed as buzzers or influencers (Rahmi et al., 2016). Vloggers earn earnings from advertising (Google AdSense) or engage in digital advertising via doing endorsements or product placements. The creativity and variety of self-presentation strategies of these vloggers create a persona that many people like, both their channel subscribers and the wider audience (Cha et al., 2007; Mulyana et al., 2020).

CONCLUSION

Social media offers a appropriate environment for entrepreneurial activity. The motives for the low limitations are low costs, less legislation and market opportunities. In this context, it can be said that social media entrepreneurship is much less unstable than other sorts of entrepreneurship. In other words, launching a enterprise via social media is simply an less complicated way to do business.

Suggestion

This undertaking is anticipated to be an recreation that is often carried out and has a syllabus in its application, used as a benchmark for activities and can provide references and motivation for students at SMKN 1 Tangerang. Hopefully this undertaking can be carried out consistently so that teens can actualize themselves via developing innovative content.

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