

DIGITAL COMMUNICATION MANAGEMENT PLANNING, ACTIVITIES AND EVALUATION OF YOUTUBER SUHARDI OFFICIAL IN IMPROVING IMAGE

Saktisyahputra, Sukarni Novita Sari, Jhulianfika Irrianda

Communication Management Study Program
Faculty of Social Sciences and Management
STIAM I Institute of Social Sciences and Management
saktinabil@gmail.com

ABSTRACT. Media digitization occurs in various aspects of life, including creating a new job called Youtuber. The Covid 19 pandemic has felt its impact since the enactment of Large-Scale Social Restrictions since March 15, 2021. Until now, the Imposition of Restrictions on Community Activities has been in effect in Indonesia and this has forced us to carry out digital transformations in services and transactions as well as work, including adaptation to a new job called Youtuber. The purpose of this study was to determine the Digital Communication Management Planning, Activities and Evaluation of Youtuber Suhardi Official in improving the image. The object of this research is Suhardi as a Youtuber with 53,200 Subscribers. Research Methods Using Phenomenological Research Methods Edmund Husserl. With the concept of intentionality, Husserl confirmed phenomenology as a scientific method that does not begin with doubt, but is directed at what is actually the truth of experience. Meanwhile, for data collection techniques using interviews, observation and documentation. Based on the Data Findings, Data Results and Discussions that the researchers have conveyed, it can be concluded that Youtuber Mr. Suhardi has carried out Digital Communication Management both from Planning, Activities and Evaluation in helping to improve Image. From Planning, you have done Market Research first, then do Youtube content creation activities with keyword analysis, content planning and content creation. Then the promotion of the Youtube Channel was carried out. After that, do the conversion with a follow-up action so that additional subscribers and viewers can occur.

KEYWORDS: Management, Communication, Digital, Planning, Activities, Evaluation, Image

INTRODUCTION

Social media and digital media on the internet are the gateways to open digital communication. Why can it be said so? This is because most of the population from all over the world is now connected to the internet – Indonesia even in many studies always ranks one to five as the country with the highest number of accounts and uploads of content on social media, the network that occurs between individuals is also increasingly global, starting to blur the barriers of space and time, the hierarchy is increasingly limitless, to the content that floods the digital medium.

For institutions or organizations, it provides a kind of alternative for information dissemination, activation, public and business communication, as well as public relations and business activities for institutions. This digital media then also provides changes and even revolutions in the relationship between institutions and audiences. During this time, communication tends to be dominated by one-way and broadcast type, but now it has turned into interactivity where both institutions and audiences are entities (in

internet language it is called nodes) that are comparable, are in the same network, and can influence. For example, branding (branding) now digital audiences can construct trust and sentiment through trending topics, viral, as well as issues discussed and stored (databases and archives) that can be accessed anywhere and anytime. (Nasrullah 2021: vii –viii).

Digitalization has always been the talk of the city community. Meanwhile, traditional communication tools to customers are very well planned and strategic because the market always underestimates the understanding of consumer potential, behavior and psychology. Mobile internet and social media have developed many new digital communication channels between management and its customers which are described as 'digital channels'.

The first finding, the communication strategy in digital media management includes six things, namely the management of communication management; use of communication channels; execution of communication planning; selection of communication channels to drive the wheels of the organization; use of communication media; and the involvement of various parties as communicators both internally and externally. The second finding, the factors that influence the formation of the strategy, namely the company's internal conditions and strong relations with external parties. Businesses based on digital information must be supported by a combination of two core strengths, namely experts in the field of information technology and professionals with management skills in the field of digital media. file:///C:/Users/hp/Downloads/3272-13376-3-PB.pdf (Accessed on 9 May 2022 at 11.25 PM)

This research focuses on the development of digital communication strategies for the implementation and optimization of institutional communication from the perspective of curriculum development. In relation to the role of the digital communication function in planning, developing, and evaluating academic programs implemented by Universitas Pendidikan Indonesia (UPI) to become a leading and leading university in ASEAN by 2020. The main research results are digital communication strategies and validated management policies. UPI is able to implement the UPI curriculum in achieving status as a leading and leading university in the field of education.

<http://www.jonuns.com/index.php/journal/article/view/769> (Accessed 9 May 2022 at 11.39 PM)

The results of the study conclude that the main direction of digital marketing Kompas.id's communication strategy in 2019 is 'objective focus'. Practical Implications: This study implies to promote digital aspects that do not only appear in the communication mix but in the overall implementation process for Kompas.id's digital marketing communications strategy. The stage is set for digital marketing communication objectives, identifying the target audience, designing digital marketing communication plans, deciding digital communication channels and tools, determining the total budget, and finally measuring the overall results of the digital marketing communication process.

This article examines the consistency of individualization or mass personalization of techniques used by digital platforms with imaginary and neoclassical logic of economic theory and behavioral economics. We identify the limitations of contemporary policy and regulatory responses to the hazards associated with datafication practices. We argue that more attention needs to be paid to the denaturalization claim that the increase in mass individualization techniques is a “natural” result of digital technology innovation and market dynamics. s Monday 10 January 2022 at 02:41 PM)

Based on the formulation of the problem above, the purpose of this research is to find out Youtuber Suhardi Official in helping to improve the image through Digital Communication Management Planning, Activities and Evaluation.

RESEARCH METHODS

The research method in this study used the Phenomenology of Edmund Husserl. The way to practice the phenomenological method is to reduce non-essential elements through epoche, namely placing in brackets the non-essential elements until consciousness can grasp the essence of reality. (Poespowardojo and Seran 2018: 152-153)

Communication planning is an important part of the digital communication management process. Conceptually, communication management can be defined as a set of techniques used in public relations

activities and accompanying activities to run programs, campaigns, or projects (Kirk Hallahan in Heath, 2013: 153) (Nasrullah 2021: 87).

In simple terms, planning can be grouped into four clusters, namely strategy, content, promotion, and conversion.

Strategy

First, Market research (market research): explaining the target audience, segmentation of the planned target age, situation or demographics. Second Campaign Goals (campaign goals): What social media channels are used? Types of content based on social media ? Third Publication Channels (publication channels): What social media channels do you use? Types of content based on social media ? The four promotion channels: the choice of the channel (media) and the type of paid promotion used. Then the fifth is the Key Performance Indicators (KPIs). The performance index will be discussed in a separate section.

Content

The first is Keyword Analysis: What keywords are popular in the minds of the public? Keywords based on internet algorithms ? What keywords will be optimized on social media? Second Content Planning (Content Planning): Outline of the campaign content ? Content calendar plan ? Third, Content Creation: Writing content according to social media algorithms, choosing the right hashtags, content according to SEO.

Promotion

First is Organic Media (Organic Media): Email blast concept, Newsletter, Content Template, IG Story, FB Story, Facebook Page. The second is doing Paid Promotion: Do you use Google Ads? Facebook Ads? Instagram Ads?

Conversion

The first is Follow Up Action: Engaging the audience in a webinar ? events? Discount ? Quiz ? Downloadable e-books? Videos ? The second is to do a Media Offer: Setting up a landing page as a conversion link that is distributed on social media? IG page ? Special page ? (Nasrullah 2021: 94)

Evaluation in Digital Communication

In the final stage of digital communication management, the institution conducts an evaluation. Evaluation is also interpreted as monitoring (monitoring) and also seeking feedback.

The management of digital communication media, as discussed in the human resources section, is carried out by a section that specifically handles digital communications. This means that it is the managers themselves who know better how a digital communication plan is made, how the execution of the plan is, to what kind of output, impact, and results are desired. (Nasrullah 2021: 162)

The object that is used as an informant in this research is Mr. Suhardi as a YouTuber with 52,300 subscribers. The total number of informants is one person. This informant is seen to represent what he wants to research and is selected based on the context that the researcher wants to discuss in this study. While the subject of this research is information from the YouTube Channel Suhardi Official.

There are two main things that affect the quality of research data, namely, the quality of research instruments, and the quality of data collection. The quality of research instruments is related to the validity and reliability of the instrument and the quality of data collection is related to the accuracy of the methods used to collect data. Therefore, an instrument that has been tested for validity and reliability, may not necessarily produce valid and reliable data, if the instrument is not used properly in data collection.

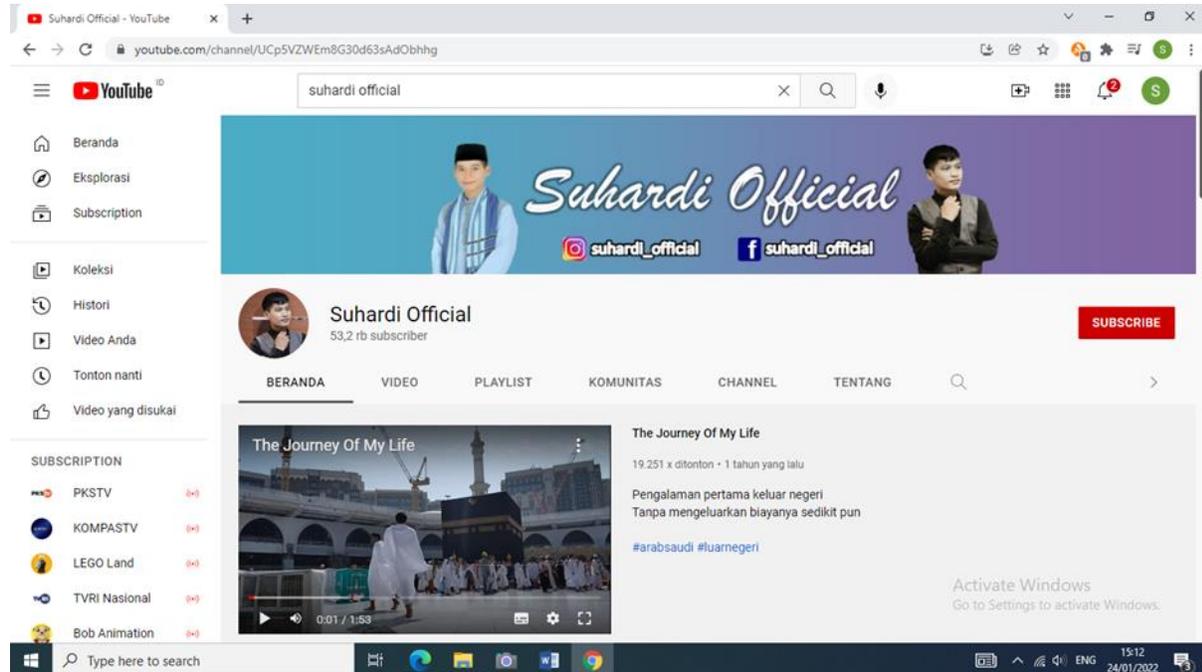
Data collection can be done in various settings, various sources, and in various ways. When viewed from the setting, data can be collected in a natural setting, in a laboratory using an experimental method, at home with various respondents, at a seminar, discussion, on the road and so on. Furthermore, when viewed in terms of data collection methods or techniques, data collection techniques can be carried out by interview (interview), questionnaire (questionnaire), observation (observation), and a combination of the three. (Sugiyono 2021: 253)

Data analysis in qualitative research is carried out during data collection and after data collection is completed within a certain period. At the time of the interview, the researcher had analyzed the answers from the interviewees. If the answers interviewed after being analyzed feel unsatisfactory, the researcher will continue the question until the stage of obtaining data that is considered credible. Miles & Huberman

(1992) suggested that activities in qualitative data analysis were carried out interactively and continued until they were saturated. Activities in data analysis are: data reduction, data display, and verification.

Thus, conclusions in qualitative research may be able to answer the problem formulation that was formulated from the start. But maybe not, because the problem and problem formulation in qualitative research is still temporary and will develop after the research is in the field. The conclusions of qualitative research are expected to be new findings that have never existed. Findings can be in the form of a description or description of the object of research that was previously dim or dark so that after research it becomes clear, it can be a causal or interactive relationship, hypothesis, or theory. (Mirza 2018 : 105-107)

RESEARCH RESULTS AND DISCUSSION



Documentation of the Suhardi Official Youtube Channel Page with 53,200 Subscribers May 24, 2022

The researcher conducted an interview with the key informant, Mr. Suhardi, a 24-year-old Youtuber who lives on Jalan Karya Utama near SMPN 1 Pasir Pengarayan, Ramba District, Rokan Hulu Regency, Riau Province regarding the importance of planning digital communication going forward to reach 1 million viewers so that it will be more useful in the future. This is in accordance with Mr. Suhardi's statement as follows "Surely future planning has a target of how to get 1 million subscribers and 1 million viewers is the main target, then on YouTube we always present interesting content, content that provides education for viewers or subscribers or new viewers. Then as for the future plans, we will make a video in which the video is a learning-based video such as English, Korean, Mandarin and other languages."

The importance of digital communication management planning practices, namely strategy, content, promotion and conversion to help increase the image of being a YouTuber. This is in accordance with Mr. Suhardi's statement as follows "As for the achievement of being a Youtuber as stated by Mr. Sakti earlier, the first thing is that we have to prepare all strategies, after we design our strategy in the future we have targets, especially for beginner Youtubers where they have the future design strategy is how to have a target of 1,000 subscribers and 4,000 watch hours. Now, after we have set the strategy, we also develop useful educational content for others. After we have designed a strategy for creating third content, we also

promote from YouTube which we have created because if we don't promote it, our YouTube will be slow to move or slow to develop. Therefore, we must promote the videos that we have made so that our YouTube can grow quickly. After we carried out the strategy earlier to create content, then after we promote our YouTube videos, we can also observe our videos so that we can see our videos in full, whether our videos have deficiencies, then where are the shortcomings so that we can update the videos. we will do better in the future”

The importance of evaluating digital communication management after carrying out digital communication management planning and activities. This is in accordance with Mr. Suhardi's statement as follows "The first evaluation of digital communication that I did was for sure when we create a content there will be a lot of responses from subscribers and viewers where there are some who give positive messages and there are also messages - negative messages I as a content creator here communicate here with the viewer which if the messages are positive then I will respond to them with positive messages but if I get negative messages then I still answer the message – message them with positive messages, because that's what I do to do digital communication through YouTube with Subscribers and Viewers and when we become a YouTuber of course we will always get a response from various kinds of both our viewers and new subscribers and viewers who have not subscribed to our YouTube but when If we become a YouTuber, we must also be wise in responding or communicating with our subscribers. Always give positive things even though sometimes some viewers or subscribers give us negative messages, but always give positive things to them.”

The researcher conducted an interview with informant Mrs. Wahyuni, aged 18, living on Jalan Ringer Pasir Pengarayan, Rambah District, Rokan Hulu Regency, Riau Province (in front of the Islamic Center) regarding the importance of planning digital communications in the future so that it will be more useful in the future. This is in accordance with Ms. Wahyuni's statement as follows "According to Yuni, Mr. Suhardi's digital communication planning is good, the core of his planning is good, especially with his high spirit"

The importance of quality Youtube content to help improve the image of being a YouTuber. This is in accordance with Mrs. Wahyuni's statement as follows: "If I see it personally, the content on Ustadz Suhardi's Youtube Channel is content that has educational value while we can learn without paying. We can learn English in other languages like that and for me personally the content is quality content. There are many lessons that we can take from the content, not just content like that. The point is that his content is not only entertainment, but the content is educational and has learning value.”

The importance of evaluating digital communication management after carrying out digital communication management planning and activities. This is in accordance with Mrs. Wahyuni's statement as follows "In my opinion, the content before before the present one still looks ordinary but over time Ustadz also evaluates his content, finally now it looks more quality, it looks good to watch, very interesting than ever before"

The importance of planning in digital communication management is related to improving the image of YouTubers. This is in accordance with the Theory of Digital Communication Management presented by the researcher saying that communication planning is an important part in the digital communication management process. Conceptually, communication management can be defined as a set of techniques used in public relations activities and accompanying activities to run programs, campaigns, or projects (Kirk Hallahan in Heath, 2013: 153) (Nasrullah 2021: 87). This is in accordance with Mr. Suhardi's statement as follows "As for the achievement of being a Youtuber as stated by Mr. Sakti earlier, the first thing is that we must prepare all strategies, after we design our strategy in the future we have

targets, especially for beginner Youtubers where they have the future design strategy is how to have a target of 1,000 subscribers and 4,000 watch hours. Now, after we have set the strategy, we also develop useful educational content for others. After we have designed a strategy for creating third content, we also promote from YouTube which we have created because if we don't promote it, our YouTube will be slow to move or slow to develop. Therefore, we must promote the videos that we have made so that our YouTube can grow quickly. After we carried out the strategy earlier to create content, then after we promote our YouTube videos, we can also observe our videos so that we can see our videos in full, whether our videos have deficiencies, then where are the shortcomings so that we can update the videos. We will do better in the future.”

The importance of digital communication management planning practices, namely strategy, content, promotion and conversion to help increase the image of being a YouTuber. This is in accordance with the Digital Communication Management Theory presented by the researcher who said that planning can be grouped into four clusters, namely strategy, content, promotion, and conversion. In simple terms, planning can be grouped into four clusters, namely strategy, content, promotion, and conversion. (Nasrallah 2021: 94). This is in accordance with Mr. Suhardi's statement as follows "As for the achievement of being a Youtuber as stated by Mr. Sakti earlier, the first thing is that we have to prepare all strategies, after we design our strategy in the future we have targets, especially for beginner Youtubers where they have the future design strategy is how to have a target of 1,000 subscribers and 4,000 watch hours. Now, after we have set the strategy, we also develop useful educational content for others. After we have designed a strategy for creating third content, we also promote from YouTube which we have created because if we don't promote it, our YouTube will be slow to move or slow to develop. Therefore, we must promote the videos that we have made so that our YouTube can grow quickly. After we carried out this strategy to create content, then after we promote our YouTube videos, we can also observe our videos so that we can see our videos in full, does our video have any shortcomings, then where are the shortcomings so that we can update our videos to be even better in the future?”

The importance of evaluation is also interpreted as monitoring (monitoring) and also seeking feedback. This is in accordance with the Digital Communication Management Theory presented by the researcher saying that the managers of digital communication media, as discussed in the human resources section, are carried out by a section that specifically handles digital communications. This means that it is the managers themselves who know better how a digital communication plan is made, how the execution of the plan is, to what kind of output, impact, and results are desired. (Nasrullah 2021: 162) This is in accordance with Mr. Suhardi's statement as follows "The first evaluation of digital communication that I did was for sure when we create content there will be a lot of responses from subscribers and viewers, where there are some who give messages that positive and there are also negative messages I as a content creator here communicate here with the viewer which if the messages are positive then I will respond to them with positive messages but if I get negative messages negative then I still answer their messages with positive messages, because that's what I do to do digital communication through YouTube with Subscribers and Viewers and when we become a YouTuber of course we will always get a response from various kinds of both our viewers as well as new subscribers and viewers who haven't subscribed yet our YouTube but when we become a YouTuber we must also be wise in responding or communicating with our subscribers. Always give positive things even though sometimes some viewers or subscribers give us negative messages, but always give positive things to them.”

The importance of planning in digital communication management is related to improving the image of YouTubers. This is in accordance with the Theory of Digital Communication Management presented by the researcher saying that communication planning is an important part in the digital

communication management process. Conceptually, communication management can be defined as a set of techniques used in public relations activities and accompanying activities to run programs, campaigns, or projects (Kirk Hallahan in Heath, 2013: 153) (Nasrullah 2021: 87). This is in accordance with Ms. Wahyuni's statement as follows "According to Yuni, Mr. Suhardi's digital communication planning is good, the core of his planning is good, especially with his high spirit"

The importance of digital communication management planning practices, namely strategy, content, promotion and conversion to help increase the image of being a YouTuber. This is in accordance with the Digital Communication Management Theory presented by the researcher who said that planning can be grouped into four clusters, namely strategy, content, promotion, and conversion. In simple terms, planning can be grouped into four clusters, namely strategy, content, promotion, and conversion. (Nasrullah 2021: 94). This is in accordance with Ms. Wahyuni's statement as follows: "If I see it personally, the content on Ustadz Suhardi's Youtube Channel is content that has educational value while we can learn without paying. We can learn English in other languages like that and for me personally the content is quality content. There are many lessons that we can take from the content, not just content like that. The point is that his content is not only entertainment, but the content is educational and has learning value."

The importance of evaluation is also interpreted as monitoring (monitoring) and also seeking feedback. This is in accordance with the Digital Communication Management Theory presented by the researcher saying that the managers of digital communication media, as discussed in the human resources section, are carried out by a section that specifically handles digital communications. This means that it is the managers themselves who know better how a digital communication plan is made, how the execution of the plan is, to what kind of output, impact, and results are desired. (Nasrullah 2021: 162) This is in accordance with Ms. Wahyuni's statement as follows "In my opinion, the content before before the present one still looks normal but over time Ustadz also evaluates his content, finally now it looks more quality, has looks good to watch very interesting than before"

CONCLUSION

Based on the Data Findings, Data Results and Discussions that the researchers have conveyed, it can be concluded that Youtuber Mr. Suhardi has carried out Digital Communication Management both from Planning, Activities and Evaluation in helping to improve Image. From Planning, you have done Market Research first, then do Youtube content creation activities with keyword analysis, content planning and content creation. Then the promotion of the Youtube Channel was carried out. After that, do the conversion with a follow-up action so that additional subscribers and viewers can occur. The last step taken is the Evaluation of Digital Communication Management by improving Youtube content which is better than before. The recommendation is for Content Creators such as Youtubers to prepare an integrated digital communication plan to improve the image. Second, those of us who want to work as Youtubers in running their business to adapt to technological developments, digital communication ranging from research, content, promotion and conversion to improve image. The three Content Creators named Youtuber to always evaluate in planning and digital communication activities to be able to improve in the future in improving the image.

BIBLIOGRAPHY

- Nasrullah. Rulli. 2021. *Manajemen Komunikasi Digital Perencanaan, Aktivitas, dan Evaluasi*. Jakarta. Prenada Media Group
- Poespowardojo dan Seran. 2016. *Filsafat Ilmu Pengetahuan Hakikat Ilmu Pengetahuan, Kritik Terhadap Visi Positivisme Logis, serta Implikasinya*. Jakarta. PT. Kompas Media Nusantara
- Ronda. Mirza. 2018. *Tafsir Kontemporer Ilmu Komunikasi Tinjauan Teoritis Epistemologi Aksiologi*. Jakarta. Indigo Media bekerja sama dengan Yayasan Kompatibel.
- Sugiyono dan Lestari. 2021. *Metode Penelitian Komunikasi (Kuantitatif, Kualitatif, dan Cara Mudah Menulis Artikel pada Jurnal Internasional)*. Bandung. Alfabeta

JOURNAL :

- Dinn Wahyudin, Deni Darmawan, Edi Suryadi, Linda Setiawati, Yulia Rahmawati. 2021. *Digital Strategic Communication Management in Developing Curriculum of Universitas Pendidikan Indonesia*. Journal of Hunan University Natural Sciences <http://www.jonuns.com/index.php/journal/article/view/769> (Diakses 9 Mei 2022 Pukul 23.39 WIB)
- Gatut Priyowidodo, Chory Angela Wijayanti, Titi Nur Vidyarini. 2019. *THE COMMUNICATION STRATEGY OF DIGITAL-BASED MEDIA ORGANIZATIONS*. JURNAL STUDI KOMUNIKASI DAN MEDIA ISSN: 1978-5003 e-ISSN: 2407-6015. <file:///C:/Users/hp/Downloads/3272-13376-3-PB.pdf> (Diakses pada 9 Mei 2022 Pukul 23.25 WIB)
- Nindyta Aisyah Dwityas1 , Ahmad Mulyana2 , Sri Hesti3 , Rizki Briandana4 , Putrianti Mungi Kurniasari5. 2020. *Digital Marketing Communication Strategies: The Case of Indonesian News' Portals*. International Journal of Economics and Business Administration Volume VIII, Issue 3, 2020 Page 307-316
<file:///C:/Users/hp/Downloads/Digital%20Marketing%20Communication%20Strategies%20The%20Case%20of%20Indonesian%20News%20Portals.pdf> (Diakses pada 10 Mei 2022 Pukul 14.14 WIB)
- ROBIN MANSELL. W. EDWARD STEINMUELLER. 2020. *Denaturalizing Digital Platforms: Is Mass Individualization Here to Stay?*. International Journal of Communication 16(2022), 461–481
<file:///C:/Users/hp/Downloads/13093-61223-1-PB.pdf> (Diakses 10 Mei 2022 Pukul 14.41 WIB)
- Sagar Dua. 2017. *Digital Communication Management The World is Going Digital*. International Journal of Recent Research Aspects ISSN: 2349-7688, Vol. 4, Issue 3, Sept 2017, pp. 50-53
<https://www.ijrra.net/Vol4issue3/IJRR-04-03-10.pdf> (Diakses 9 Mei 2022 Pukul 23.10 WIB)