

WHY GEN-Z IN KENDARI CRAVE HORROR YOUTUBE CONTENT? (Analysis Of Motives And Satisfaction From The Audience In Watching Sara Wijayanto)

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ABSTRACT. Youtube which is a social media used to convey or give messages to audiences, both informative and entertainment in the form of audio-visual. Youtube can be interpreted as an alternative media, where usually alternative media is often considered as a form of resistance to mainstream media. Each individual has different motives when choosing and using media. The motive of watching is one of the motives that moves each individual. While on the satisfaction, there is real satisfaction that can be directly felt from the use of a medium including the use of Youtube as a medium. The types of data used in this study are qualitative data with data collection used are observation techniques, interviews and documentation. The informant determination technique is carried out by means of snowball sampling. Using Uses and gratification theory as the basis, this research was conducted in Kendari City with an analysis based on the results of interviews conducted on Gen-Z circles which are Saraddict (a term for the Sara Wijayanto fan community). The audience is assumed to be active and has a purposeful purpose. Members of the audience are considered to have their own responsibility in holding mass media elections to find out their needs, meet their needs and how to meet them. The results shows the motives and satisfaction of the audience are, the majority of their motives are to get entertainment and enjoy horror show content while adding to their information about something that was not known before. while what makes Gen-z satisfied with Sara Wijayanto's content is because the content presented is varied and attractively packaged, another thing is the presence of guest stars on horror content that gives different colors so as to turn fear into funny things when watching Sara's content.

KEYWORDS: New Media; Social Media; Youtube; Motive; Satisfaction

INTRODUCTION

The development of communication technology and new media has brought changes to viewing patterns which are now turning to Youtube which is a social media used to convey or give messages to audiences, both informative and entertainment in the form of audio-visual. Youtube can be interpreted as an alternative media, where usually alternative media is often considered as a form of resistance to mainstream media. Alternative media developed and became a source of information for a number of people.

Youtube is a video sharing website created in February 2005. The site allows users to upload, watch, and share videos. In general, content on Youtube is uploaded by individuals and organizations, unregistered users can watch videos, while registered users can upload videos in unlimited numbers. YouTube presents a watch that can be directly accessed freely, be it tutorial content, information, education, to entertainment. Mivo TV says there are 4 popular genres on Youtube, namely: Entertainment, Sports, Movies, and News. In addition to the 4 video genres, there are also music videos, tutorials, and vlogs that also enrich the types of watches on Youtube. For Youtube users, entertainment content is content that is in great demand by the audience.

Each individual has different motives when choosing and using media, but of course these motives are inseparable from human needs. The motive of watching is one of the motives that moves each individual. Along with the times, a person's motive to seek information through the media has also developed where the audience will look for something that is needed and desired. In the past, the media used were print and electronic media, and now it is shifting to internet-based media. In using the media, everyone has their own motives. The motive here is the understanding that underlies many movers, reasons or an impulse that exists within a person that makes him able to do what he wants. According to McQuail (2006), there are four motives for using media, namely information motives, personal identity motives, social integration and interaction motives and entertainment motives. The use of new media is believed to save time, costs, and meet human needs so as to obtain satisfaction.

Satisfaction is a condition in which desires and expectations can be fulfilled. Every service provided is considered satisfactory if the service can fulfill someone's wishes. The satisfaction obtained is quantifiable and is an important element in providing better, more efficient and more effective services. If a person is dissatisfied with a service provided, then the service can be concluded to be ineffective and inefficient. Increasing satisfaction is an important factor in developing a system of services provided. Then after consuming, it is necessary to ask whether the motive can be satisfied from the media. In this case, Youtube users are said to be also active parties in the communication process, Youtube users try to find information or impressions that are best according to their needs and desires in an effort to meet their needs.

On Youtube there are several genres in entertainment content. One of them is horror. Entertainment content of the horror genre smells of mystical smell always attracts the attention of many people. Despite the many pros and cons of supernatural events, scary stories always attract interest and become a topic of discussion in all circles. Horror genre content uploaded on Youtube always gets the attention of many people. Especially because of the nature of Indonesians, especially those who really like things that smell mystical. In Indonesia, a famous Youtuber who uploads horror video content is Sara Wijayanto with 9 million subscribers as of the time of writing.

Sara Widjayanto's Youtube channel is one of the horror genre content that is in great demand for her content. In her Youtube, Sara Wijayanto is imaged as having the ability to see and communicate with invisible beings. This is the attraction of Sara Wijayanto's channel. This is evidenced by the highest number of views reaching 24 million viewers, the content is also often trending. From this exposure it clearly shows that the media and society are entities that cannot be separated from one another. Mass media, although it is a new media such as Youtube is an information medium for those who watch it, in this case media such as Youtube is not only a provider of information but also collects information that is then conveyed to the public. Information that reaches society is transformed into a strong source of influence so as to provide an image and image in society for both individuals and collectives. Horror content on Youtube Sara Wijayanto presents values in normative judgments blended with information and entertainment. Information that reaches society is transformed into a strong source of influence so as to provide an image and image in society for both individuals and collectives. Horror content on Youtube Sara Wijayanto presents values in normative judgments blended with information and entertainment. This is what is interesting to analyze on Sara Wijayanto's youtube horror content, packaging horror content that is scary but at the same time entertaining.

Based on this background, the focus for this study is to analyze how the audience's motives for Sara Wijayanto's Youtube content and how audience satisfaction with Sara Wijayanto's Youtube content.

Motives for the use of media by individuals are divided into four groups, namely information motives, personal identity motives, motives for integration and social interaction, and entertainment motives (McQuail, 2006). The motive here is something that moves individual behavior and causes intensity in action, as well as the key to fulfilling needs. Individuals respond to these needs by behaving, acting to meet those needs through the use of media (Effendy, 2007).

While on the satisfaction of the use of media, There is real satisfaction that can be directly felt from the use of a medium including the use of Youtube as a medium. satisfaction here can be interpreted as the result felt or obtained after using goods or services even exceeding the expected (Yamit in Kaban, 2017). The use of satisfaction obtained through the use of media is divided into two, namely gratification sought and gratification obtained. Palmgreen explained that gratification sought is satisfaction that will be obtained when using media, while gratification obtained is satisfaction obtained when using media (Tagor in Kaban, 2017)

METHOD

This research was conducted in Kendari City with an analysis based on the results of interviews conducted on Gen-Z circles which are Saraddict (a term for the Sara Wijayanto fan community). The audience is assumed to be active and has a purposeful purpose. Members of the audience are considered to have their own responsibility in holding mass media elections to find out their needs, meet their needs and how to meet them. In general, the uses and gratifications approach is an approach to understanding why audiences are actively looking for what media can meet their needs. this theoretical approach is one of the approaches to understanding audience-centered mass communication. According to the opinion of this theory, media consumers have the freedom to decide how (through which media) they use the media and how the media will affect themselves (Nurudin, 2007).

The types of data used in this study are qualitative data with data collection used are observation techniques, interviews and documentation. The informant determination technique is carried out by means of snowball sampling. According to Silalahi (2012), snowball sampling is a method to identify, select, and take samples in a network or chain of continuous relationships. The informants in this study totaled 20 people, by identifying and selecting informants. By reason, the informant knows the information regarding the object of study under study.

RESULTS.

WHY GEN-Z IN KENDARI CRAVE HORROR YOUTUBE CONTENT?

Social media is a media that consists of three parts, namely information infrastructure and tools used to produce and distribute media content, media content can be in the form of personal messages, news, ideas, and cultural products in digital form. Then those who produce and consume media content in digital form are individuals, organizations, and industries (P.N. Howard and M.R Parks, 2012). So basically, social media provides benefits as a means of entertainment, education and also sharing information. and everyone who consumes media, whether individuals, organizations, and industries, always has a motive, whether it is entertainment, business, education, information, and politics and other needs.

The informants of this study agreed to admit that they had a motive in their decision to watch Sara Wijayanto's content on Youtube instead of watching on other platforms, although Sara also had shows on other platforms. Muhammad Alif Rahdian (20) admits his motive is to seek entertainment by testing his adrenaline while watching Sara Wijayanto's content, this is revealed in his interview as follows:

"I like Sara Wijayanto's content because the content is entertaining plus there are many horror dramas that make me tense with a very horror backsound. Sara's account is also very adrenaline-testing for anyone who watches, the first time I watched the content, at the time of the duration at the beginning it was not so stressful when watching it made me feel scared by myself" (2021 interview)

The same thing was said by Wira Muhammad Rafli (20) this is revealed in his interview as follows:

"It is quite informative, because it can bring new experiences related to the "mystical world" (interview 2021)"

Irna Sarlina (20) revealed that she was amused by Sara's content, in addition to making taku, it can also be funny, which is revealed in the following interview excerpt:

"I like Sara Wijayanto's content because there are many entertaining things in addition to the guest stars who are invited so exciting and the expressions of the guest stars when they are afraid are very funny"

Blumer and Katz emphasized that media users play an active role in choosing and using those media. Media users are active parties in the communication process, media users try to find the best media sources in an effort to meet their needs. According to this theory, media consumers have the freedom to decide how (through which media) they use the media and how the media will affect them (Nurudin, 2007).

Gen-Z, who are informants of this study, tend to be dominant in determining satisfaction in using Youtube to meet their needs. This is certainly caused by several factors that are the basis or reason why they have satisfaction in using Youtube as an alternative to satisfy their needs, especially satisfaction with entertainment. The factors that influence them are the amount of curiosity and the high desire to get entertainment easily through their daily activities surfing on Youtube. As revealed by an informant named Zavira Istiqfar Humaera (21) as follows :

"I think it's quite satisfying in terms of entertaining content, but there are still many things that have to be improved in terms of horror because I don't think it's too horror if nothing has appeared in its original form. I am very curious about the original form of the jinn or demon that is legendary as an urban legend in Indonesian society"

Asman Husu (21) also expressed his opinion in the following interview:

"I really enjoy Sara Wijayanto's content which is so good, very interesting and entertaining, especially when she collaborates with several artists and Youtubers and what adds to her appeal is that if the content invites guest stars who are phobic in terms of horror so that these fears actually become funny and we can enjoy them without fear. our living reality is already horror enough that the lives of other natural creatures become no more frightening "(interview 2021).

Based on the results of interviews with informants above, it can be seen that the motives and satisfaction of the audience are, the majority of their motives are to get entertainment and enjoy horror show content while adding to their information about something that was not known before. while what makes Gen-z satisfied with Sara Wijayanto's content is because the content presented is varied and attractively packaged, another thing is the presence of guest stars on horror content that gives different colors so as to turn fear into funny things when watching Sara's content.

CONCLUSIONS

Motive is the impetus for a person to meet the needs in the use of a medium that will produce actions to meet his needs. while satisfaction greatly affects the image of the media in the audience. The motive of Gen-Z in Kendari to watch Sara Wijayanto's Youtube content is to want to get entertainment and information that can answer their curiosity about the mystical stories of creatures from another world. Gen-Z in Kendari fulfilled its ability to be it Sought Gratification or Obtained Gratification. Sara's content is considered entertaining and the packaging of her interesting and funny content is able to make audiences from Gen-Z enjoy watching the content.

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