

Analisis pengaruh pergeseran media menonton video terhadap jenis konten video = The impact of shifting of media video watching to the type of content analysis

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Abstrak

Perkembangan teknologi internet di bidang audio visual menciptakan sebuah video streaming platform yang menggeser peran TV terestrial sebagai media informasi dan hiburan. Pergeseran ini telah terlihat bukan hanya dari sisi teknologi distribusinya, tetapi juga dari sisi bisnis. Salah satu video streaming platform paling populer adalah situs Youtube, yang akan menjadi bahan penelitian dalam penulisan ini. Permasalahan yang diangkat dalam penulisan ini adalah (1) Bagaimana pengaruh pergeseran media menonton video terhadap jenis konten video, dan (2) Video seperti apakah yang sebaiknya dibuat oleh penyedia konten di Youtube. Tujuannya untuk mengetahui pengaruh pergeseran media menonton video terhadap konten video dan mengetahui jenis video yang sebaiknya dibuat oleh penyedia konten di Youtube. Penulisan dilakukan dengan cara mengadakan survei sederhana. Hasilnya, didapatkan bahwa pergeseran media menonton video tidak berpengaruh terhadap jenis konten video yang sudah ada, namun pergeseran ini menciptakan jenis konten video baru. Jenis konten video baru yang muncul pada platform video streaming Youtube, seperti vlog dan webseries.

The evolution of internet technology in the field of audio-visual creating a video streaming platform which shifts the role of TV as a medium of information and entertainment. This shifting has been seen not only in terms of its distribution technology, but also from the business side. One of the most popular video streaming platform is Youtube site, which will be the subject of research in this paper. Issues raised in this paper are (1) How the influence of the shifting of watching video medium to the type of video content, and (2) What kind of video that should be made by the provider of the content on Youtube. The goal is to find out the shifting effect to the type of video content and to determine the type of video that should be made by the provider of the content on Youtube. The writing is done by conducting a simple survey. As a result, it was found that the shifting of media watching video does not affect the type of video content that is already there, but shift is creating new types of video content that appears on Youtube streaming video platform, such as vlog and webseries and 2 What kind of video that should be made by the provider of the content on Youtube The goal is to find out the shifting effect to the type of video content and to determine the type of video that should be made by the provider of the content on Youtube The writing is done by conducting a simple survey As a result it was found that the shifting of media watching video does not affect the type of video content that is already there but shift is creating new types of video content that appears on Youtube streaming video platform such as vlog and webseries.