

Strategy for Packaging Political Content on The Saeful Zaman Youtube Channel

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ABSTRACT

Many political events that Saeful Zaman Channel can discuss and criticize daily are the background of this research with the theme "Strategy for Packaging Political Content on the Saeful Zaman YouTube Channel". This research aims to determine the content packaging strategy in terms of the settings on the YouTube account, the stages of content production, and the benefits of political content for viewers. This research method is a qualitative method with a case study approach. Data collection techniques are interviews, observation and document analysis. The results of the study show that a content packaging strategy can be created through efforts to package account settings on YouTube Studio as a media identity that must be able to radiate a positive image to the public supported by story ideas that can speak for the public interest, then during live streaming it is important for YouTubers to show interaction with the audience, through the YouTuber's response to each viewer's comment as well as analyzing the comments, then from the benefits of content it must be able to provide more value than just conveying information, namely being a means to change people's mindset so that they are more sensitive and concerned about the current social and political situation.

Keywords: Strategy; Packaging; Political Content

INTRODUCTION

In the era of globalization, people's need for information is increasing. In various ways, people meet their desired information needs through online media, which can now be easily accessed quickly and precisely. Information received by the public is

inseparable from the role of media development in disseminating information. Online media can create conditions where users are not limited by space and time, also allowing users to do various things simultaneously. The presence of YouTube is the online media that is most in demand by the public because YouTube is a new media type of user-generated content or media whose content is created by the media users themselves. The YouTube site provides digital videos allowing its users to view, upload and share videos, be it music videos, clips from television shows, advertisements, or videos created by its users freely. Everyone has a chance.

YouTube users have the privilege of watching content several times, giving ratings through likes or dislikes, sharing content, and leaving comments (Wirga, 2016). In the comment column, there are often pros and cons from the audience; this can lead to the formation of diverse public opinions, so the task of the opinion leader is to make political opinions agile and rational. (Alim & Dharma, 2021). The power and influence of YouTube as a new medium has infiltrated entire political, social and economic entities. For those interested and interested in political news, YouTube users will faithfully follow every political development on a particular channel. YouTube audience interest can be seen from "engagement", a form of audience interest manifested through their loyalty to watch and follow certain channels. The form of online engagement is followed by providing feedback in the form.

LITERATURE REVIEW

According to Johnston, engagement is related to human psychology through cognitive, affective, and conative dimensions. The cognitive dimension will realize ideas or interests by participating in certain topics and the desire to accept complex ideas, master difficult understandings, and determine what is seen and understood. The affective dimension is a form of emotional reactions, both positive and negative, such as happiness, fear, anger, support, and feeling of belonging. Interaction, collaboration, action, and participation can realize the conative dimension. (Girsang & Kartikawangi, 2021).

The phenomenon of the use of internet media, especially YouTube, which political observers are increasingly using to provide aspirations, and speak critically, attracts public attention to political issues currently being discussed. One of the YouTube channels that consistently take steps on the political path is the Saeful Zaman Channel, where each broadcast always presents a current theme or reaction news as a reaction to the presence of the latest news to be discussed with the public. Many political events can be discussed, criticized, and used as input for officeholders every day.

Saeful Zaman Channel as a political news channel on the YouTube Platform, based on data from socialblade.com as of March 2, 2023, currently has 584 thousand subscribers with a total of 4,328 video views and has reached 144,209,134 views.

Saeful Zaman's YouTube channel was established on October 4, 2009, with the main jargon "Penggema Suara Hati Rakyat".

The packaging of political content can be done through several stages of production; concerning the Agenda Setting theory, the initial assumption came from McComb and Shaw; it is said that the strong relationship between the news conveyed by the media and issues that are considered important by the public is a mass media effect that most popular. (Morissan, 2015). Then according to Hidayat et al. stated that the agenda-setting theory is a theory that describes the ability of the news media to influence public opinion on an issue and make it important. The study of agenda setting illustrates how the media tries to influence audiences and build news prevalence hierarchies. (Hidayat, Christin, & Nur'aeni, 2022)

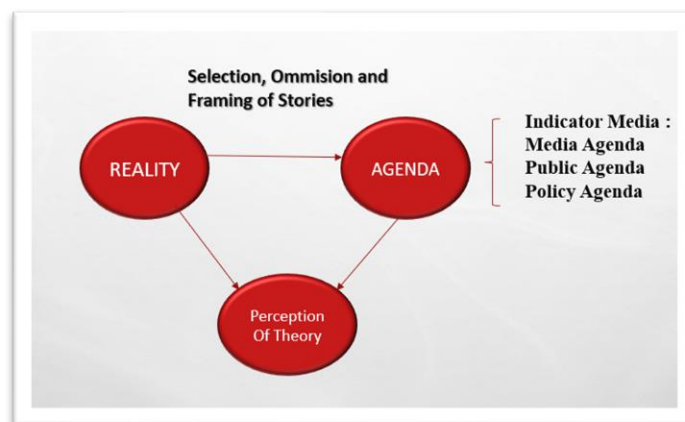


Figure 1: Illustration of Agenda Setting Theory
(Source: Griffin in Hidayat et al., 2022)

In Agenda Setting, it has a major role in framing information into important and interesting news (Hadi S, Kurniawan, & Irwansyah, 2021) than social media; in this case, content creators prepare or Set content that will be news material through a series of content management activities. Packaging political content is sought to create audience interest. The packaging of Political Content in this study will be reviewed from how the Saeful Zaman YouTube channel account is set, the stages of political content production, and the benefits of political content for viewers. Based on the background that the researcher has described above, the researcher is interested in conducting research with the title "Political Content Packaging Strategy on the Saeful Zaman YouTube Channel".

RESEARCH METHOD

This study uses a qualitative methodology because the researcher examines a natural phenomenon, namely the strategy of packaging political content on the Saeful Zaman Youtube Channel, to investigate, describe and explain the phenomenon. The qualitative research method uses in-depth analysis techniques, namely by examining the problem on a case-by-case basis, because the quality

research method believes that the nature of a problem will differ from the nature of other problems. According to Sugiyono (in Paulus Sogen, 2021: 115), qualitative research is research based on the philosophy of post-positivism, which is used to examine the natural condition of objects where researchers as key instruments and the results of their research emphasize meaning rather than generalization. Cohen & Manion (1989) define case studies as a method for deeply observing the characteristics of individual units such as a person.

RESULTS AND DISCUSSION

How content creators create audience interest in YouTube can be determined through compelling content packaging strategies. According to Halvorson, content strategy can be used as a guide to making content achieve goals. Content must be conveyed clearly and meet the audience's needs regarding the information sought while providing many benefits. (in Ricko & Junaidi, 2019). Agenda Setting theory is the theoretical basis for this study, describing the ability of news media to influence public opinion on an issue and make it important. Social media, in this case, YouTube, for its content creator team, will try to create new packaging through a series of careful preparations in order to cause public opinion. To support this Agenda Setting theory, researchers refer to the statement of Michael Sugiharto, a Youtuber who is also an expert on content packaging, explained on the Teknobie YouTube channel.

Packaging of Political Content Reviewed from the Setting of Syaeful Zaman Channel YouTube Account

The first strategy to be discussed is packaging political content regarding how Syaeful Zaman Channel makes settings on its YouTube account. YouTube account settings regarding material content and channel design are determined directly by the owner, Syaeful Zaman, a Youtuber who doubles as a content creator. The interview results regarding the setting of the Syaeful Zaman Channel YouTube account show that what content creators do when setting up a YouTube channel account is to set up their YouTube Studio. When you have entered the channel dashboard, the first step in setting up a YouTube account is to determine the account name, in this case, using the name Syaeful Zaman, with the purpose of personal branding using your name so that it is easy to remember and make sure others do not use the account or is original. Furthermore, still with the purpose of personal branding, in order to become a strong brand in the hearts and minds of the audience, Syaeful Zaman.

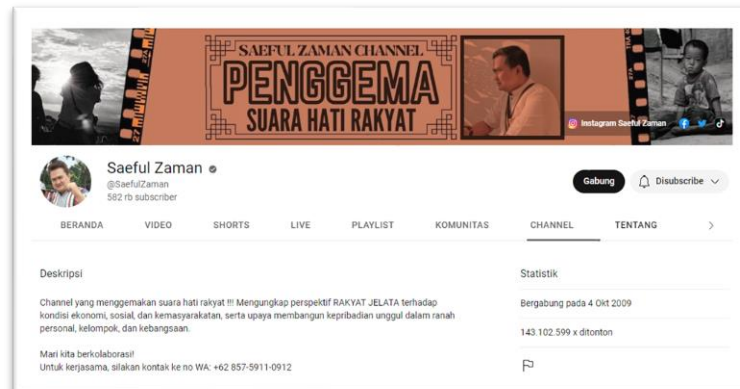


Figure 2. Description of Syaeful Zaman Channel
(Source: Saeful Zaman YouTube Channel, 2023)

From the results of this research, packaging content through YouTube account settings is important, considering that the audience's interest in a channel for the first time will see the appearance of its channel first as a corporate identity or media identity. According to Kriyantono, corporate identity can radiate an image to the public; the image is a whole building from all company components, where the image begins from corporate identity as the first point reflected through the company name (logo) and other displays. (Kriyantono, 2012). Company image or image obtained from others about his YouTube channel. If the initial appearance is attractive, then according to image theory, it will be embedded in the minds of the audience about their first impression, in this case, on the YouTube channel can be seen on the channel or media packaging.

Political Content Packaging Reviewed from the Stages of Content Production

There are several stages of production in Syaeful Zaman Channel YouTube content, namely first, the pre-production stage, namely a stage of content planning; second, the stage of content production, namely the video production, both live and typing; third, the post-production, stage as an editing stage as well as a stage of content dissemination.

Pre-production is the earliest stage or preparation stage in content production, such as determining story ideas, video settings, scripts, shooting lists, determining shoot locations, making rundown shoots, preparing video take tools such as cameras (cellphone cameras or professional cameras), lighting, microphones, and so on. In this planning, there is a process of interaction between human creativity and available supporting equipment. The pre-production stage greatly determines whether or not the shooting process is smooth because, from this process, we can imagine the target of content creation. Story ideas For the smooth running of political content production, the early stages of creating Syaeful Zaman Channel content are done by determining the story idea. Ideas or topics for content are usually made directly by Saeful Zaman, the owner and Youtuber, or sometimes; the ideas are taken from the work of a team of creators assigned to find themes.

The themes carried out were conveyed from the perspective of commoner discussions. The point of the commoner's perspective is that Syaeful Zaman, as a Youtuber, feels that he is not a political person but also feels the impact of politics. Hence, he wants to speak out from among ordinary people regarding various socio-political issues, such as the political attitudes of state officials, public issues, conflicts of interest, political institutions/institutions, and political actors, to the political system as a whole.

Content Narration

At the beginning of establishing the Saeful Zaman Channel, the content narration will usually be prepared as a script and shooting list. However, because the content is reaction news, the narrative is not made specifically like when it was first established in 2009. The content narrative will certainly be prepared directly by Syaeful Zaman through various research so that the message conveyed is by facts and data. In the shooting process, the narrative will usually flow in such a way without a script or text so that the reading of the news becomes more natural and not rigid. It is done because Saeful Zaman has been unfortunate as a Youtuber since 2009, plus his experience as a Public Speaker, Educator, Activist as well as a Political Observer on social media so that with his many flight hours, the analysis he delivered has a foundation that can be accounted. Improvisation delivered according to bat.

Video Settings If the theme has been determined, then the next task of the creator team will be to prepare video settings for each viewing. In a video setting different from the YouTube account setting, the content creator must write the title that will air in the content; then, the content creator prepares a thumbnail, a poster containing a photo image and a content title. The title is an outline of content; the title must contain sentences that can provoke the audience to be curious; other terms are clickbait, with sentences that are easy to understand, many people are looking for, and certainly do not contain elements of hoaxes or lies for the sake of a news sensation. How to lure viewers through titles that attract attention is a strategic element so that viewers can be interested in the content. Clickbait, a hoax, is a title that often does not match the information presented and is often used as an attraction for content providers.

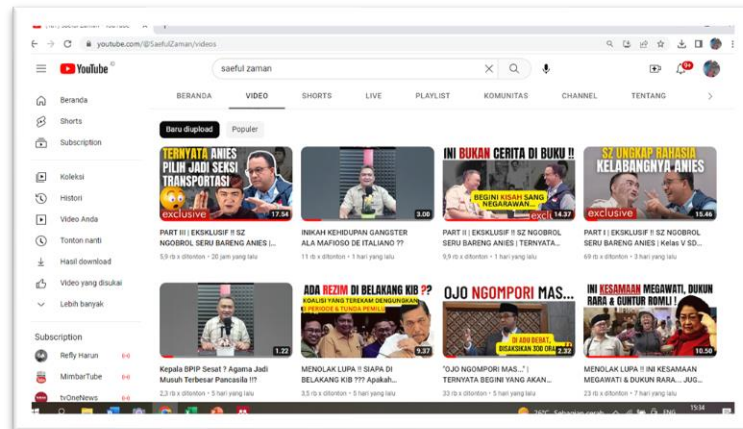


Figure 3. List of Saeful Zaman YouTube Videos
(Photo Source: Saeful Zaman YouTube Channel, 2023)

Last in the video setting is the age setting of the audience; by determining whether the YouTube channel is made for child viewers or not, Syaeful Zaman Channel itself is specifically related to the age of the viewer; there is no specific determination related to his age, but it is recommended for ages 17 years and over because basically, this YouTube channel is a channel that aims to produce educational content, where the age range of viewers based on the results of analytical data on the Syaeful Zaman Channel YouTube channel account, is at the age of 45 years to 65 with 80% male gender, the remaining 20% are female. Production The production stage is the Video Shooting process or shooting stage. In shooting, it is adjusted to the idea of the content created. YouTubers will usually add improvisation in their news delivery to look more natural, developed and familiar to the audience. Video Shooting The process of shooting Syaeful Zaman C video.

Shooting Schedule Content creation by Syaeful Zaman Channel is usually done a day. It can be done 4 to 5 times a day with a minimum duration of 15 minutes and a maximum of 30 minutes. Content production is usually carried out live, directly aired without going through the post-production editing process, so the quality of images and sound is determined immediately. Next, video making can be done by taping through the recording process. Usually, in a day, Syaeful Zaman Channel will broadcast live streaming three times and Taping broadcasts 1x.

Live Streaming

Live broadcasts greatly affect the functioning of the YouTube algorithm. The algorithm means that the videos shared can occupy the top list; YouTube will place relevant videos to recommend to viewers to help them find the video they are looking for and get suggestions for watching the most suitable video. With the algorithm, of course, it can maximize engagement with viewers because viewers will know the top order of the channels they subscribe to and then will always faithfully watch every broadcast that will be aired. In its daily broadcast, Syaeful

Zaman Channel routinely broadcasts live streaming three times. During Live, Youtubers will usually convey the hottest information that many viewers are waiting for, and then Youtubers can directly read and reply to audience comments. Until now, the number of views has reached 142,916,785x watched. The broadcast will continue or will be stopped.

Delayed Broadcast / Taping Video shooting can be done through taping, namely by recording video for a long time so that content uploads must be divided within a certain duration. Taping is usually because shooting is done by inviting speakers in interviews or podcasts, where usually the speakers are not pleased in live broadcasts. Taping is also usually done when reporting outside the studio or better known as a vlog because the results of the vlog are usually of long duration, so it takes an editing process to choose content that matches the theme of the content to be raised in the news broadcast.

Post-production is a stage where the production process results are processed through editing and broadcasting. Some of the activities at this stage include inserting bumpers in audio and visual, voice filling, providing subtitles, and adding animations if needed. Video Editing Video editors are in charge of editing programs for the process of collecting, selecting, cutting, and compiling images from the recording results when shooting and, sorting, and arranging images, sounds, music background, sound effects according to the script created and producing a video or quality content. The editing process on Syaeful Zaman Channel is carried out by the creator team using video editing applications such as Adobe Premiere, CapCut, and Canva, which can be done through a computer or mobile device.

During post-production, videos can be taken via live streaming or recording. In the recording stage, the video results will be edited first, and the creator team will insert bumpers, namely inserts in audio and visual. Bumpers can be inserted at the beginning of the impression, in between impressions, or at the end of the impression. The bumper's shape can be a song, logo, image or sentence, usually made in animation. Bumper in as an opening can also be a fragment of a summary video that is a hot topic of discussion. Snippets of summary videos can be taken from other youtube videos by including the video link as a form of permission to the main video owner. Bumpers in the form of audio music are sometimes inserted at the opening and closing of the broadcast. One of the opening music often aired as a bumper is Syaeful Zaman Channel OST with the title "Hai Ruler", a song made directly by Syaeful Zaman, then arranged.



Figure 4. Bumper in the form of a Logo
 (Photo Source: Syaeful Zaman YouTube Channel, 2023)

Content Upload Schedule to YouTube, The schedule for uploading content to YouTube is needed for the creator team to be more consistent and regular in producing content. So there must be a timeline for production, editing, and uploading videos. Uploading content to YouTube can also engage viewers, who know when content schedules will be available at any time. With the consistency of the viewing schedule, the audience will feel attached to the channel and interact continuously. The schedule for uploading content on Syaeful Zaman Channel is approximately 4 video uploads a day, usually at 5 am, 10 pm, 3 pm and 7 pm., with approximately Taping shooting allocation 1x in the morning and Live 3x in Primetime. The reason for airing the video at that hour was to consider seeing the results of YouTube channel analytics because the age range of the subscriber was banned.

Packaging of Political Content in Terms of the Benefits of Political Content for the audience The jargon that Syaeful Zaman Channel often utters is "Commoners", which means that the political message conveyed by Syaeful Zaman Channel in order to speak from the perspective of the small people whose complaints often cannot be conveyed to the office holder, namely the government. Syaeful Zaman Channel reveals the perspective of "Commoners" on economic, social, and social conditions, as well as efforts to build superior personalities in the realm of personal, group, and nationality, and contribute to the nation, highlighting the nation's problems through the point of view of Psychology which is Syaeful Zaman's educational background, plus from an Islamic point of view by his religion. In his channel, Syaeful Zaman seeks to accommodate the aspirations of ordinary people to be channelled through YouTube social media through the delivery of political news that can be discussed and analyzed both :

Table 1. Syaeful Zaman Content Packaging Channel Content Packaging 1 Account Settings in YouTube Studio a Syaeful Zaman Account Name Channel b Profile Photo -Syaeful Zaman self-portrait and Image Banner c Channel Account Description -"Echo of the People's Conscience" - Include contact info 2 Pre-

Production Content Production: 1. Story Ideas The theme conveyed is reaction news, and speaks in the perspective of ordinary people, Regarding the political attitudes of state officials, public issues, conflicts of interest, political institutions/institutions, political actors, to the political system as a whole. 2. Content Narrative Flows based on research 3. Video Settings -Create thumbnails - Create titles that can provoke viewers (clickbait) but do not contain hoax elements - Video descriptions of content captions - Include other Syaeful Zaman social media links and hashtags -Setting Age of Audience: 17 Years and over Production 1. Video Shooting - Shooting in the studio or the field – P.

Table 1. Pengemasan Konten Syaeful Zaman Channel

1 Account Settings in YouTube Studio	
a Syaeful Zaman Channel Account Name	Syaeful Zaman Channel Account Name
b Profile photo - Syaeful Zaman's self-portrait and banner image	Profile photo - Syaeful Zaman's self-portrait and banner image
c Channel Account Description - "Echoers of the Voice of the People's Heart"	Channel Account Description - "Echoers of the Voice of the People's Heart"
2 Content Production	
a Pre Production :	
1. Story idea	The theme presented was a reaction to the news and spoke from the perspective of the common people regarding the political attitudes of state officials, public issues, conflicts of interest, political institutions/institutions, political actors, to the political system as a whole.
2. Content Narration	Flow-based on research
3. Video Settings	-Create thumbnails - Create titles that can lure viewers (clickbait) but do not contain hoax elements - Video description of the content description - Include other Syaeful Zaman social media links and Hashtags -Audience Setting Age: 17 years and over
l Produksi	
1. Video Shooting	- Shooting in the studio or on the field - Shooting Equipment: Web Cam, Mobile Camera, Microphone, Lighting Softbox, OBS Studio Software Application
2. Shooting schedule	- Per day + 4-5 times shooting - Duration 15 to 30 minutes - Live + 3x and Taping + 1x
c Post Production	Post Production

1. Video Editing - Video editing applications: Adobe Premiere, CapCut, Canva.	1. Video Editing - Video editing applications: Adobe Premiere, CapCut, Canva.
- Insert Bumper (Logo et al. Video)	- Insert Bumper (Logo et al. Video)
3 Benefits of Content for Viewers	
1. 1. Information Provides information about political events	1. Information Provides information about political events
2. 2. Education Providing political education for the community	2. Education Providing political education for the community
3. 3. Entertainment Pleasuring fans of political news	3. Entertainment Pleasuring fans of political news
4. 4. Influence Leading public opinion and voicing the aspirations of the common people	4. Influence Leading public opinion and voicing the aspirations of the common people

From the results of the study, it can be illustrated that the packaging of Saeful Zaman's YouTube channel is done by considering, first, account settings in YouTube Studio, second, video content production through several stages from the pre-production process, production to post-production, and third, the benefits of content for viewers. The pre-production stage determines the success of content display; at this early stage, the content creator prepares the needs when shooting is done. In production, efforts are made to make videos on time and consistently make video-making schedules. Furthermore, at the editing stage, editors need to understand the content being discussed to make the editing process easy. Of course, the evaluation process needs to be done to improve the quality of work to be more optimal. Because the content is politically themed, the topic of the resource person certainly needs to be careful in conveying an aspiration.

CONCLUSION

Based on the results and discussions to create audience interest, the strategy step for packaging political content on Saeful Zaman's YouTube channel is reviewed from the account settings in his YouTube Studio. Namely, the account name, using Syaeful Zaman and profile pictures in the form of Syaeful Zaman's self-portrait, both of which aim as personal branding. The account is equipped with a banner image that puts keywords about social and politics, as a characteristic of news on its channel, namely "Pengechoa Suara Hati Rakyat", finally included contact info and several social media links Syaeful Zaman, so that viewers have ties with Syaeful Zaman Channel. The stages of content production are divided into 3; the first is pre-production, which is a stage of content planning by determining story ideas, content narration, video settings, and preparation of video take tools. Second, content production, namely video calling, both live and tape. Third, post-production as a stage

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