



The Role of Youtube in Building Brand Image Communication in Technology Review Content on the Gadgetin Channel (David Brandi)

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ABSTRACT

This research highlights the rapid development of information technology which has given rise to a modern, all-digital life tradition in a number of fields. The use of the internet in the global era as a form of advances in digital technology towards the vision of modernization of information is now growing drastically, especially in terms of meeting the needs of the information community in the socio-economic field. Viewed from the business side, the use of the internet for online media which is usually called social media, one of which is YouTube. Youtube is very profitable for market players, investors, or industry players. In accordance with the formulation of the problem above, the purpose of this study is to find out "The role of Youtube in building brand image communication on mobile phone review content on the Gadgetin Channel by David Brendi". The research method used is descriptive method, which is a method that explains the advantages and disadvantages of cellphone products, the object of research at this time is based on the facts that appear in the video content as it is. This descriptive study only describes the role of Youtube as a new medium, does not seek or explain relationships, does not test hypotheses or make predictions. The obstacle faced by David in building a technology brand image is that it is still difficult to find the audience's need for technology and tastes that are suitable to increase the brand image of an item.

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1. INTRODUCTION

This research highlights the rapid development of information technology which has given rise to a modern, all-digital life tradition in a number of fields. The use of the internet in the global era as a form of advances in digital technology towards the vision of modernization of information is now growing drastically, especially in terms of meeting the needs of the information community in the socio-economic field. Viewed from the business side, the use of

the internet for online media which is usually called social media, one of which is YouTube. Youtube is very profitable for market players, investors, or industry players.

Youtube is a video site that provides a variety of information in the form of moving images and can be relied upon as well as David Brandi in his content on the Gadgetin channel, he provides information, reviews, and explains how mobile phones work. Youtube as a new form of mass media in the development of increasingly sophisticated technology has a variety of viewers who every day meet the need to get information from this site. This site is indeed provided for those who want to search for video information and watch it live. We can also participate in uploading videos to Youtube and sharing them around the world.

Youtube has become a worldwide tradition of making video sharing sites/media that serve as a means to share videos online. This site/media provides facilities to its users by uploading videos that can be accessed by other users around the world for free. Youtube is the most popular video database on the internet, and is a video site/media that provides a variety of information in the form of moving images, as well as creative animations made by the users themselves and of course reliable. We are now in the modern era. This is marked by the rapid development of technology. Every day new technologies emerge. Likewise with communication technology. Communication technology that helps humans in communicating.

At this stage it can be seen that the use of increasingly sophisticated communication technology makes major changes to human communication itself. One of the reasons for this to happen is the new media. New media is a term to describe the emergence of a new era in communicating or interacting, computers, information networks and the internet, one of which is YouTube. The role of YouTube in today's communication is very easy for content creators. They simply make a video containing information where they cannot communicate directly to people who are far away, or explain, inform with the existence of YouTube media, the perpetrators simply upload the video to the media site, then a public message arrives for all people.

Before the presence of Youtube, people could only enjoy audio-visual information through television. Television is present as a mass media that functions as a medium that brings information from a source and is distributed to many recipients of information. With the presence of television, information spreads quickly and widely to various regions through its frequency. Therefore, television can have the highest penetration power among other media to sneak into the personal, family, and even community realms.

However, Youtube is here and has succeeded in defeating television as the information medium most often used by the public. The internet network on Youtube offers a variety of information sources that are more diverse than television. In addition, Youtube has a strong penetration power to be present at every moment of people's lives. This is supported by the ability of Youtube which can be accessed through various tools other than computers, such as tablets, cellphones, and even smart tvs.

According to Jean Baudrillard, postmodern society consumes information in the form of signs. Signs are created by the media and the media will always influence a society. Consumption of signs can lead people to catastrophe. As a new media, Youtube is an audio-visual media that is often consumed by the people of Indonesia. With Youtube's ability to simulate and create a YouTube sign, it will have a big impact on society. This shows that the role that YouTube has taken as a new medium has become a very effective medium for communicating, informing a message in the form of content/video. Based on the problem described in the background of the problem, the main problem is how the role of YouTube can

be a communication tool in elevating the mobile brand image through David Brandi content on the Gadgetin channel?.

So the purpose of this study is to find out "The role of Youtube in building brand image communication on cellphone review content on the Gadgetin Channel by David Brendi"

2. RESEARCH METHODE

The research method used is descriptive method, which is a method that explains the advantages and disadvantages of cellphone products, the object of research at this time is based on the facts that appear in the video content as it is. This descriptive study only describes the role of Youtube as a new medium, does not seek or explain relationships, does not test hypotheses or make predictions.

In addition, this method focuses on David Brandi's videos or content on the Gadgetin Channel. The researcher only acts as an observer, only makes behavioral categories, observes and takes notes. Descriptive quantitative research, namely research that aims to only describe the state of social phenomena as they are, without looking at existing relationships (Burhan, 2009: 171).

3. RESULT AND ANALYSIS

It is undeniable that the evolution of communication, especially in the marketing sector, has led to a change in which the conventional marketing communication strategy (face to face) becomes modern communication (screen to face). This change has also changed how business actors make the right marketing strategies based on the current digital market segmentation. It also does not escape the related service companies about how they choose communication channels to continue what they promote to each of their consumers. It turns out that the current communication situation is in line with the innovation diffusion theory introduced by Paul Lazarsfeld, Bernard Bavelson, and H. Gaudet. In his article entitled *The People's Choice*, Paul (Lazarsfeld, 1944) says that communicants who get messages from the mass media are very powerful in influencing people. Thus, innovations (inventions) that are spread (diffusion) through the mass media will strongly influence the masses who follow them (Nurudin, 2007). The chronology is like this, Before achieving success to date, behind it there is a struggle that must be carried out by David Brendi in creating youtube content. Initially he made video content in small boarding houses which he turned himself into a mini studio. He continued to run his channel in boarding houses for 4 years. Seeing any developments that occur from the content he makes. Finally he saved up and decided to buy his own camera. This increases the quality of the video content. You can see it on the Gadgetin channel for the first video so far. Various kinds of changes occurred, both in terms of sound, studio appearance, quality of clarity and other factors. After that, he decided to move out of the boarding house and stay in an apartment.

You can see it on the Gadgetin channel for the first video so far. Various kinds of changes occurred, both in terms of sound, studio appearance, quality of clarity and other factors. After that, he decided to move out of the boarding house and stay in an apartment. A big change occurred, where the new studio he occupied was better than before. He also recruited his close friend, Mohamad Ekbal, to assist him in the production process.

Currently, David Brandi is known as a successful YouTuber through the content he has created. He was also often invited to collaborate with top-class YouTubers such as Dedy Corebuzier at that time. Even now he is still developing his channel in discussing technology. In order to effectively reach the technology market, David Brandi needs to take the appropriate approach as well. In accordance with the main function of communication mentioned by

Effendi Gazali in the book by Ngalimun (2017, p. 20), there are four main functions of communication. In the communication function, the Gadgetin Channel provides information about technology products and the benefits of these technology products.

The information provided is done by David Brendi on his Youtube Channel by using Youtube media as a communication function to increase the brand image of a technology product. The communication function to educate viewers (audience) invites the younger generation to be aware of the use of media in marketing products, especially on Youtube. The communication function to educate is used by David Brendi when educating the audience with a video in the form of a review about a technology product, why should we use it. This educational activity was carried out by David on the Gadgetin Channel by opening the minds of the audience to the awareness of a technology product.

This communication to entertain function is used by David on certain days, such as during the big day of launching a technology product from technology brands in the world. In addition, the Gadgetin Channel often collaborates with various brands such as Samsung, Xiom, Oppo, Realme and others with various events to introduce the launch of a product in order to increase the brand image of the company. Meanwhile, the communication function to influence is used by David Brendi to re-invite the Indonesian people, especially as a medium to develop a brand image to use this media well. The communication strategy objectives of David Brandi's business activities on the Gadgetin Channel are:

- a. To secure understanding, David is trying to change the public's perception of Youtube media, which is considered a viewing platform, not only that. This is done by David by providing information related to technology in raising the brand image clearly through face-to-face meetings on Youtube as a medium of communication.
- b. To establish acceptance. After providing information, David must maintain good relations with viewers in order to maintain public perception of the brand image of a technology product.
- c. To motivate the action, David as the actor in the action in reviewing the goods itself of course as Marketing Public Relations (MPR) on the Gadgetin Channel.

The obstacle faced by David in building a technology brand image is that it is still difficult to find the audience's need for technology and tastes that are suitable to increase the brand image of an item.

4. CONCLUSION

Youtube is a video site that provides a variety of information in the form of moving images and can be relied upon as well as David Brandi in his content on the Gadgetin channel, he provides information, reviews, and explains how mobile phones work. Youtube as a new form of mass media in the development of increasingly sophisticated technology has a variety of viewers who every day meet the need to get information from this site. This site is indeed provided for those who want to search for video information and watch it live. We can also participate in uploading videos to Youtube and sharing them around the world.

Brand image is a representation of the overall perception of the brand and is formed from information and past experiences of the brand. The image of the brand is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand are more likely to make a purchase. Setiadi (2003) argues: Brand image refers to the memory scheme of a brand, which contains consumer interpretations of the attributes, advantages, uses, situations, users, and characteristics of marketers and/or maker characteristics

of the product/brand. Brand image is what consumers think and feel when they hear or see the name of a brand

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