

CHAPTER I

Introduction

1.1 Background of the Study

Internet consumption during the Covid outbreak increased rapidly compared to before the pandemic with the details of data traffic from the beginning to the end of March 2020, the data result streaming services: 52 percent, instant messaging: 13 percent, social media: 13 percent browsing: 11 percent, and VOIP: 3 percent (Indonesia 2020)

In this technology era where everything is connected to the internet, socializing getting more practical and easier. Social media like Facebook, Twitter, YouTube, Instagram, and Tik-Tok becoming needs for young adults and teenager's life whether for socializing, leisure activity, campaigns, business or creating a celebrity. In a socially responsible mass media system, anyone may use the media, and the media are governed by community opinion, consumer action, and professional ethics (Gilmore 2018). Therefore, the increases of mass social media usage will help this study to find the significance of the study.

One of the social media offering streaming services is YouTube. YouTube is a video-sharing website platform gear launched in 2005. YouTube allows users to upload, share, comment, rate, or subscribe to other users which

offers a wide variety of utilities such as community inside of the platform. YouTube had a variety of content from Educational, Life-Hack, How-to videos, and entertainment, and YouTube coursed their company into a streaming platform by releasing YouTube Live and YouTube Game. YouTube Live offers substance makers, or anybody fascinated by way of life streaming approximately other subjects like nourishment or music the capacity to stream their action and let others observe in real-time.

To make it simpler for users, YouTube has partnered with various video games, including Fortnite, PUBG, Cyberpunk 2077, and many more. The findings indicate that YouTube is a superior streaming platform to YouTube streaming. "... on Reddit's sub-community from the customer's standpoint." In addition, YouTube has a long history of live streaming, and as they only specialize in it, they offer a superior user interface and broadcaster experience. 2017. YouTube is typically utilized for backlogs and archives. Twitch is utilized for live streaming. This is more influenced by tradition and historical context because that is what viewers expect. YouTube Gaming possesses great potential. YouTube is an established platform with various feature considering the potential of its platform as the source of invest to certain content creator. Their content screening is stricter and more subjective than YouTube's. It is true that with the growth of the Internet, the age of technology had a huge impact on the cultural aspect of human life, and since the Internet is an open, free source, anyone from a salesman, taxi driver, painter, celebrity, president, could be a user. As media becomes more dynamic, more personal, and more

face-to-face with users, consumers can become more themselves (Gilmore 2018). However, because of the phenomenon of the Internet's rise, the term celebrity is no longer as prestigious as it once was.

In his statement Graeme Turner stated the definition of celebrity “Celebrity is a genre of representation and a discursive effect; it is a commodity traded by the promotions, publicity, and media industries that produce these representations and their effects, and it is a cultural formation that has a social function we can better understand.” (Turner 2014). As Marwick and Boyd said in their journal article, media technologies like Twitter, Facebook, YouTube, Vine, and Instagram have enabled both famous and non-famous people to generate vast quantities of personal media on YouTube (Marwick and Boyd 2011). This phenomenon of regular people can turn into a celebrity is called celebrification (Turner 2014) for instance, the world-famous YouTuber Felix Kjellberg, or he is famously known as @PewDiePie. Felix started using YouTube in 2010. At first, he upload the video because they want to share the experience as he was, but ever since he did it get more viewers because of his unique delivery, "strong personality and unique character" helped him achieve a level of success that is hard to crack in traditional forms of media (Lin 2014). Right now, Felix achieves 107 million subscribers on YouTube with a total view of over 20 billion total videos (Cough 2020), with an annual income of \$8 million in monthly revenue, including more than \$6.8 million from selling merchandise and more than \$1.1 million in advertising, according to the study. (Czarnecki 2019). Another example with the same gaming content is Richard

Tyler Blevins known as @Ninja. Blevins is also famously known for his game highlight content on YouTube. Blevins now also positions himself as the most follower on YouTube 24 million subscribers on YouTube. Ninja's rise to fame has shown just how much of an impact video game can have on pop culture; the viral (Webb 2020).

The emersion of this new type of celebrity could be called a “micro-celebrity”. Micro-celebrity is a technique to increase the popularities that involve people by using video, blogs, and other social networking platforms. It is also involving followers and friends as a fan base and managing self-image so that it can be easily consumed by others to reach the goals of popularity (Marwick and Boyd 2011), another term for Micro- Celebrity explained by Graeme Turner that the process of a person who constructs their persona by personal website, blogs, and social media to reach the goals as famous as a celebrity is called "DIY celebrity" (Turner 2014)

Livestreaming is a cultural phenomenon of making DIY Celebrity. According to Ottelin live-streaming is a new trend in video games that can make any dream of gamers become a reality which is producing money (Ottelin 2015). Content creators on YouTube are often referred to as streamers, and the consumers of content on YouTube will be referred to as viewers (Sjoblom, et al. 2018). People like to play video games and for some reason, by watching someone playing a game it feels like the viewer also feels contributed as well, these elements may also allow the streamer to position themselves as a public persona, or a micro-celebrity (T. M. Senft 2013) (Marwick and Boyd 2011).

In Indonesia streaming via YouTube is considerable convenience because of the user interface and presence of caption service which makes it easy language issues, and the audience is more likely to stream via YouTube since the content creator already has the account, therefore the writer chooses the topic and the object-based from outside Indonesia. It is because in hope to be an educational purpose on self-branding, language accusation, and new culture toward Indonesian since the world of streaming is a culture from the west.

Therefore, the possibilities are endless with the development of the Internet. Before the emergence of social media, to be a celebrity it has to join several complex events, but right now it can be formed in the sleight of hand with social media. The identity of becoming a new Celebrity is a product to be consumed by others (Pace 2008).

Since this study will be a case study the writer will use one YouTube streamer named Richard Tyler Blevins also known as @Ninja. Blevins (Sjoblom, et al. 2018) posted his stream video for the first time in late 2011 on YouTube. Blevins usually streams game titles Fortnite, Valorant, and Among Us. He was also endorsed by some big companies such as Adidas, Red Bull, and Postmates. The writer also noticed his collaboration with other big YouTubers and streamers such as PewDiePie. To conduct the study, the writer will use the concept of celebrification by Alice Marwick. Because DIY celebrity uses self-presentation technique to boost their popularity. There are three online self-presentation techniques; micro-celebrity, self-branding, and life-streaming.

The writer found several similar studies to support the writer study. The first research was entitled “The ingredients of Twitch streaming: Affordances of game streams” by Max Sjöblom, Maria Törhönen, Juho Hamari, and Joseph Macey. This study investigated how streamers on the Twitch platform construct the structure of the content that they produce, through an affordances approach. Therefore, the research gap can be found in the object and the method that the writer used. The second study entitled “To See and Be Seen: Celebrity Practice on Twitter” was conducted by Marwick and Boyd. The study uncovers that the reasons for controlling differentials between ‘celebrities’ and ‘non-celebrities’ are performative builds that can be utilized by anybody with a webcam or social organize location profile. However, the second study has a different object from the study conducted by the writer, but it has the same issue which is DIY Celebrity.

The third study, titled A Celebification of Celebgram on Instagram: A Case Study of @Shireenz, was done by Lailatul Maghfiroh. The study was prompted by Instagram's emergence as a new social media success to develop DIY Celebrity. The fourth linked research has the same issue as the writer and theories, but uses a different object, whereas the writer uses a YouTube streamer as the material for the celebification object. Syahrul Hidayanto did an additional study on live streaming titled the Existence of Video Game Streaming in the Indonesian Gaming Industry. In terms of freedom of expression, streaming video games deliver happiness for streamers, according to the study. Then, while seeking knowledge, players prefer to focus only on

the streamer's chosen playing style, tactics, and strategies. Despite having the same topic of discussion, the study did not investigate the process of streamer celebrification.

1.2 Statement of the Problem

How is the process of the celebrification conducted by Richard Tyler Blevins as a DIY celebrity on his YouTube account @Ninja?

1.3 Objective of the Study

Based on the statement of the problem, the writers want to bring the process of celebrification process to the YouTube channel. The celebrification process was performed by Richard Tyler Blevins “Ninja” on YouTube since many previous studies have analyzed celebrification in cyber culture but few of them use streamers with gaming content as their research.

1.4 Significance of the Study

The significance of this study is finding the new issue of celebrity culture for example online streaming media becoming people's needs to fill their leisure activities, especially streaming gaming content. As a platform of streaming also to be part of developing social media networks the study about the phenomenon on YouTube should be conducted because the number of users conducting streaming has increased rapidly. Through this study, the writer wants to examine the process of celebrification held by Richard Tyler Blevins also known as “Ninja” as a DIY celebrity on his account @Ninja on the

YouTube channel since many young generations especially in Indonesia depict “Ninja” as a role model of streamers to make it as a career opportunity. Also, the writer hopes that this study can contribute more to cultural studies, especially in celebrity culture.

1.5 Definition Key of Terms

There are several terms used in this study that may not be commonly used daily. The definition is to provide a better comprehension of the research.

Celebrification	: A process of transformation from ordinary people becoming celebrities (Turner 2014)
DIY Celebrity	: A technique of self-presentation to boost their popularity, namely self-branding, livestreaming, and micro-celebrity.
Live Streaming	: The activity of broadcasting video and sound of an event over the internet.
Video Game	: A particular competition, match, or occasion that is either partially or mainly played through the internet or via a computer network.
YouTube	: A brand name for a website on which users can post, view, or share videos.