

UNDERGRADUATE THESIS

**CELEBRIFICATION OF YOUTUBER JIMMY DONALDSON ON
YOUTUBE CHANNEL MRBEAST**



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**Submitted in Partial Fulfillment of the Requirement for the Sarjana Degree
of English Department Faculty of Humanities Universitas Airlangga**

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2022

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Surabaya, 16 January 2022



Nur Syania Wahyuningtiyas

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To The Most Gracious, Allah.

to Ibuk and Bapak for their endless prayer,

to the one who put the most effort into this work.

This is for you.

APPROVAL SHEET

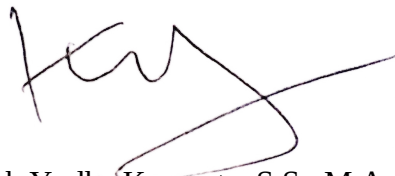
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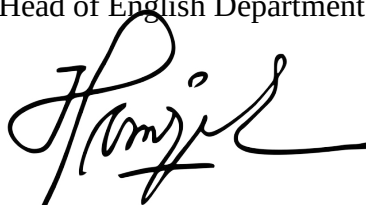
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Surabaya, 16 January 2022

Nur Syania Wahyuningtiyas

**It's not the end yet. No matter what we have to do,
we have to make it
to the end.**

-Christopher Bang, Stray Kids.

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ABSTRACT

Social media plays an essential role in producing celebrities through the celebrification process where individuals become a celebrity. This is one of the reasons investors invest in one of the successful social media, YouTube, since its capability to produce many celebrities worldwide that can promote its products. Jimmy Donaldson, an American YouTuber who posted expensive stunts and massive charity video content on his YouTube channel “MrBeast,” is a successful YouTuber who ranks two of the “Highest-paid YouTuber Stars of 2020”. This study aims to reveal the celebrification of Jimmy Donaldson as a philanthropist celebrity portrayed in his YouTube channel MrBeast since he is assumed to be the pioneer of the American philanthropy celebrity in YouTube, which also involves his audience in the process of commodification. Using the qualitative method and applying the theory of Online Self-Presentation by Marwick, the writer took three videos for each theory category as the samples, then interpreted the findings using Audience Commodity theory by Smythe. This study indicates that through applying the process of celebrification as a philanthropy celebrity, MrBeast indirectly commodified his audience during his content production. The writer assumes that MrBeast elevates his popularity by building the image of an honest philanthropist that openly shares the source of the funds to his audience on YouTube.

Keywords: Celebrification, American philanthropy celebrity, MrBeast, Technique of Online Self-presentation.

ABSTRAK

Media sosial memegang peran penting sebagai wadah untuk setiap individu menjadi selebriti melalui proses selebrifikasi. Hal ini menjadi salah satu alasan bagi para investor untuk menanamkan modalnya disalah satu media sosial yang sukses, YouTube, karena kelebihanannya untuk menghasilkan selebriti yang dapat mempromosikan produknya di seluruh dunia. Jimmy Donaldson, seorang *YouTuber* asal Amerika Serikat yang mengunggah video bertemakan donasi besar-besaran dan *challenge* berhadiah mahal di kanal YouTube-nya “MrBeast”, merupakan seorang *YouTuber* yang sukses sebagai pemegang peringkat kedua “Bintang YouTube dengan Bayaran Tertinggi tahun 2020”. Tujuan dari penelitian ini adalah untuk mengungkap proses selebrifikasi dari Jimmy Donaldson sebagai seorang selebriti dermawan yang direpresentasikan melalui saluran YouTube-nya karena dia dinobatkan sebagai pelopor selebriti dermawan asal Amerika yang bergerak di YouTube yang juga melibatkan penontonnya dalam proses komodifikasi. Menggunakan metode kualitatif dan menerapkan teori *Online Self-Representation* (Representasi Diri melalui *Online*) dari Marwick, penulis memilih tiga video untuk setiap kategori sebagai sampel penelitian, lalu menganalisa temuan menggunakan teori *Audience Commodity* (Penonton sebagai Komoditas) oleh Smythe. Penelitian ini menunjukkan bahwa dalam menerapkan proses selebrifikasi sebagai selebriti dermawan, MrBeast secara tidak langsung menjadikan penontonnya sebagai komoditas selama proses pembuatan kontennya. Penulis beranggapan bahwa MrBeast menaikkan popularitasnya dengan membentuk kesan sebagai dermawan yang terbuka dengan sumber dana donasi kepada penontonnya di YouTube.

Kata kunci: Selebrifikasi, Selebriti dermawan asal Amerika, MrBeast, Teknik Representasi Diri melalui Online.