

# Indonesian Beauty Vlogger: YouTube as Social Engineering Tools for Z Generations

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## ABSTRACT

This study aims to analyze how the used of YouTube as Social Engineering Tools for Z Generations. Social Engineering is an action to make social change, starting from reading, understanding social reality and making social change. In this context, YouTube is a digital platform where people can upload and share videos online, until now YouTube has become part of the entertainment industry. One of YouTube users is beauty vlogger, where YouTube consumers who use YouTube to review beauty products. This study uses a case study method with focus group discussion and observation data collection techniques to answer research problems. The results showed that how the Z generations used the results of watching YouTube as a form of establishing their identity. Vlogger watching activity is used as an effort to find information and deep understanding. Specific informants use the results of the watching activity as a way to explore information and discover new things that can be their reference in building self-identity.

*Keywords:* social media, Indonesian beauty vlogger, YouTube and social engineering.

## 1. INTRODUCTION

Social engineering arises when there are social problems [1]. Before there are social problems, no one will think of doing the social engineering. The problems can be in the social and the individual level. The social engineering is an action to make social change [2]. It starts from reading and understanding social reality, and finally it makes social changes.

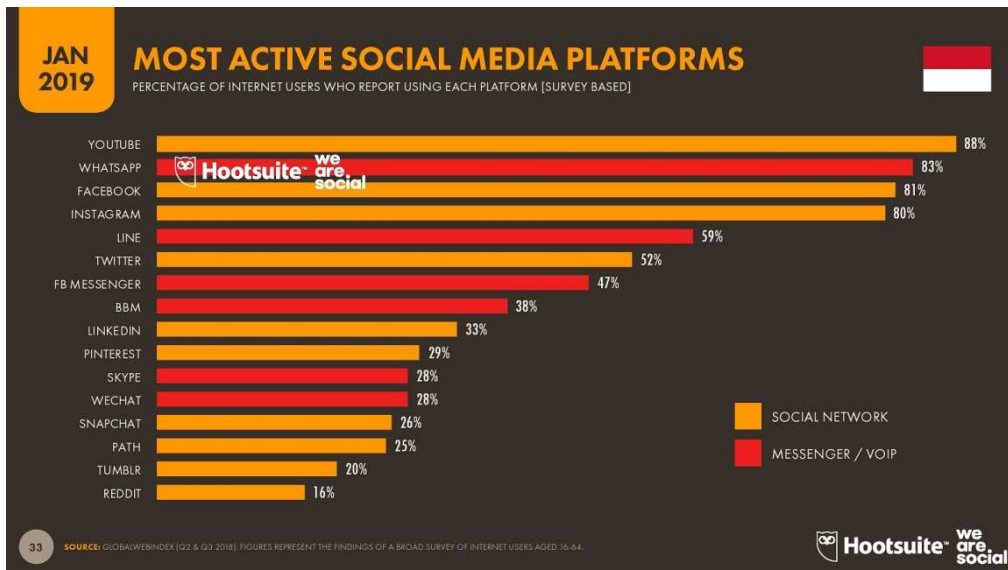
In this context the widespread use of the Internet occurs when the evolution of cyberspace sites has evolved from traditional static sites (Web 1.0) to the interactive based sites (Web 2.0 and Web 4.0) [3]. Through these interactive-based sites, as social beings humans use Internet technology to express themselves in a new form of communication called online communication [4].

Taken from the Global Digital 2019 Reports from We Are Social and Hootsuite, it shows that active social media users in Indonesia are 150 million people or total penetration of

56 percent while the use of active social media via mobile phones amounts to 48 percent. It rises from 2018 to 2019 totaling 15 percent. It indicates a significant increase in the use of social media in Indonesia. In their report, We Are Social and Hootsuite also explains that the most active social media platform in Indonesia is YouTube totaling 88 percent. WhatsApp follows YouTube with 83 percent. The other social media platforms are Facebook (81 percent) and Instagram (80 percent) consecutively. Moreover, a survey shows that social media users with an age range of 25-34 years are millennial generation age ranges. They occupy the highest percentage of social media users in Indonesia. These include the percentage of female users by 14 percent and male users by 19 percent.



**Figure 1.** Number of Mobile Phone, Internet and Social Media Users in Indonesia



**Figure 2.** Percentage Graph of Social Media Platforms Users Visit in Indonesia

With the technological developments, social media has been integrated in our lives and provide new initiatives [2]. In recent years, social media has become an important advertising and communication platform for marketers who want to reach online consumers [5]. Jones (2019) calls it as influencer marketing when they identify social influencers. They promote or endorse a brand or product on a social media platform [7]. An influence carries out influencer marketing. He/she is anyone who has the potential to influence others. YouTube, Instagram, Pinterest, Blogs, Facebook, Snapchat, and Twitter are the media in which many influencers refer [8].

The previous research reveals that product-related information on digital media influences the intensity of consumer purchases. Goh, Heng, & Lin (2013) stated that reviews of products on social media like Facebook have a greater influence the intensity of consumer purchases than those that advertisers have made. It is because the consumer reviews are interpreted to be more informative and persuasive. Moreover, the research conducted by Wang, Yu, & Wei (2012) reveals that communication with peers on social media in relation to a product or service also affects the intensity of consumer purchases; it generates more positive consumer attitudes and involvement with products.

However, recent researches on Social Engineering in general focus on writing good reviews from consumers such as word of mouth on online consumer forums when consumer-

generated products are no longer limited to writing product reviews [11]. The advancement and range of current audiovisual technology can make consumers upload photos or videos to make product reviews. A content being developing in the digital platform in Indonesia and expanding number of consumer-made videos on YouTube relates to beauty products or "beauty vlogs". The content of beauty vlogs from tutorials, product recommendations, product reviews to all combinations collaborate with one or more consumer products such as makeup, hair, nails, skin care, and perfume [2]. "Beauty vloggers" are YouTube users who produce and publish videos related to beauty or cosmetics on their personal YouTube account and have no affiliation with a brand [12]. In other words, the beauty vloggers are ordinary consumers who make YouTube videos about beauty products [13].

Vloggers are identical to YouTube's social media [13]. This social media puts forward video exchange service among the users. In the beginning, YouTube is considered as the platform for "broadcasting oneself" as well as accommodating cultural discourse of participation and emerging new generation of consumers who are more creative and empowered [12]. Researches on YouTube attract academics around the world. Some emerging topics include the analysis of the Social Engineering Tool on YouTube [14]. YouTube as the new successor media [6], the discourse development of authenticity on Youtube [15], the emergence of flaming on Youtube [16] and the topic on the emergence of new entrepreneurship community that previously was only amateur video makers [17].

YouTube has been developing as a social media platform that Beauty vloggers use. There are several names of Beauty vloggers with many followers, i.e. Suhay Salim, Tasya Farasya, Abel Cantika, Nanda Arsyinta, Rachel Goddard, Vinna Gracia, and Sarah Ayu. From researcher's observation conducted on June 26, 2019, there are several *Beauty Vloggers* with the highest subscribers. These are Suhay Salim with 1,017,350 subscribers, Tasya Farasya 2,447,552 subscribers, Abel Cantika 455,678 subscribers, Nanda Arsyinta 1,347,790 subscribers, Rachel Goddard 1,804,506 subscribers, Vinna Gracia 284,044 subscribers, and Sarah Ayu 290,863 subscribers, Nanda Arsyinta 1,347,790 subscribers, Rachel Goddard 1,804,506 subscribers, Vinna Gracia 284,044 subscribers, and Sarah Ayu 290,863 subscribers consecutively. As observing total number of these beauty vloggers subscribers, users want to update the amount of contents that the account owners want to upload. Some of them give comments in the upload column of the beauty vloggers. Moreover, some of them share experiences after they have tried the products that the beauty vloggers have reviewed and they

give advice to other users. Others interact with the beauty vloggers to display new reviews of a product.

As referring to the background at above, the research objective is to analyze the use of YouTube as a Social Engineering Tool for Z Generation.

## **2. RESEARCH METHOD**

The case study method used in this research relates to the demands to explore and explain the phenomena and to develop theories. In accordance with Jankowski & Jensen (2002) stated that the problem in the qualitative research revolves around the immaturity characteristics of the concept, there are efforts to improve theories that are considered inadequate, develop theories on certain phenomena, and concern about the nature of the phenomenon itself [21].

### **Primary Data**

This study's primary data came from Focus Group Discussion (FGD) with 14 informants (the subscribers of YouTube's Tasya Farasha account). This study used two data collection techniques: FGDs and observations. However, the 14 informants were chosen based on the preliminary studies.

The second data collection technique would be carried out by conducting the non-participant observation. Specifically the implementation of this research observation was carried out by observing the interaction of the audiences on YouTube's Tasha Farasha account. The observations here were made by utilizing the "tracking" feature for each public account.

## **3. RESULTS AND DISCUSSION**

Social media and millennial generation are two things that cannot be separated from each other. This generation is born when the most sophisticated era of internet technology is massively used, particularly in social media as the platform for communication and socialization. In this new media era, Internet offers the ease of communication so that communication no longer has space and time limit. Information can be obtained in actual lifetime massively. As part of new media, social media always goes along with the millennial generation. Social media has now become a medium of self-actualization and it increasingly provides many benefits for its users. Besides entertainment and information it also provides income for users who use the content. YouTube itself has become the social media with the

highest accessibility in Indonesia. Many types of contents have been uploaded to YouTube. It includes food content, tourist attractions, beauty products, automotive products, variety shows and drama. Moreover, some of the mass media have begun to upload their broadcast content to YouTube so that audiences can re-watch past shows on television.

One of many attractive contents uploaded on YouTube is beauty product review content also known as beauty vlogging. In the past, make-up was used as a complement for women before they make traveling or attend certain social events. In the present, it has become a hobby, entertainment, and income for some people. People who carry out the beauty product review content are called beauty vloggers. Beauty vloggers are frequently asked to promote or discuss a particular product of a brand in a video tutorial, and then they will review videos specifically. Beauty vloggers have YouTube accounts as the place to upload reviews of existing beauty products or the medium to market products that have not be bought in the market. One of the beauty vloggers with the most subscribers in Indonesia is Tasya Farasya totaling 2,447,552 subscribers. Many subscribers are definitely enthusiastic with the beauty vlogger Tasya Farasya, the researchers are interested in interviewing a subscriber from YouTube's Tasya Farasya. The New York Times (2018) reported the Pew Research Center. The research center released a new definition of millennial generation. The millennial generation in this definition has a slightly shorter time span. The new measure states that those born in the period of 1981-1996 are millennials. The informant himself is 23 years old and so he enter into the the category of the millennial generation.

Based on interviews with the informant as the subscriber of the YouTube account of Tasya Farasya, she reveals that she tended to like the uploadings and reviews of beauty products on YouTube. Displaying video tutorials or reviewing the desired beauty products definitely must be displayed as an audio visual. According to the informant, YouTube has a longer duration of video display if compared to other social media. Therefore, when watching a tutorial or a review of the beauty products, the informant feels more complete when these are displayed in step by step instructions. Unlike conventional media in the past, YouTube as new media platform can be aired repeatedly. It differs from television as the conventional media of the first era. After a show is aired, audience cannot arrange it again to play back.

Aside from YouTube's advantages as that media that can provide freedom for every audience to watch the uploaded videos, visual factors become one of the considerations for informants choosing Tasya Farasya as their beauty vlogger that attracts millennials' interests.

In this matter, the informants explain that Tasya Farasya has an interesting "look" from the results of the beauty product tutorial on her YouTube account. Among the informants they reveal that the editing technique for Tasya Farasya's uploaded videos tends not to be too good and remains in the learning process. However, the make-up results tend to be flawless and not too thick in her application. It attracts the millennial generation to make Tasya Farasya as their beauty vlogger with the most subscribers in Indonesia.

This is in line with the research conducted by Fiani & Sarwono (2017). It shows that despite the quality of content is not always good there are many active creators with a very large inventory of content that can attract the attention of site visitors. Moreover, Internet users have inspiration and work based on other works that previously available and can be accessed easily [22]. These users choose among various available contents.

Good video or display performance on the screen has not been perfect if the production of audio output is not good [6]. On Tasya Farasya's uploaded videos, the informants reveal that Tasya uses language that is easy to understand, polite, and not boring. This allows millennials to follow the directions and product reviews more clearly. The audience can also find out what product details are being reviewed so that it possible for the audience to use the reviewed products as a reference for their make-up.

Besides good visual and audio quality, content creativity demand beauty vloggers to keep updating the uploaded content. In her videos, Tasya always reviews different beauty products in each uploading. And the products having been reviewed in the previous uploading have connected to those in the next uploading. Therefore, it is interesting for the audience to watch the next uploaded videos. Moreover, the beauty products that Tasya have reviewed vary one another. She starts from cheap products to expensive ones. It makes the audiences alternatives in accordance with their budget to buy products that meet their needs.

Video content on YouTube that attracts users hooks up many subscribers to YouTube's Tasya Farasya account. However, the informants claim themselves that the product that Tasya Farasya reviews does not necessarily become the items they will purchase. However, besides making YouTube's Tasya Farasya account as the reference for beauty products, the informants also like reading the comments column and observing the comparison of different beauty product uses.

As part of new media, YouTube has become an integral part of millennial generation. Beauty vlogger is now a reference for millennials before they will buy beauty products. The

use of the YouTube platform by beauty vlogger is the choice for millennials to watch more trusted beauty product reviews if compared to watching the advertisements of these products. It is because the sharing of personal experience reviews is more trusted than the product advertisements themselves. Millennials themselves feel very helpful when there is the YouTube platform with the content they need for everyday life despite there are many platforms for watching beauty reviews. On YouTube, communication can be carried out two ways. They can comment each other to share experiences in the beauty products.

The research results show that social media is one of the promising media for today's marketing communication strategies. It is because the media has become an inseparable part in the life of modern society. It is also because today's consumers judge the reliability of User Created Content if compared to those delivered by marketers or companies.

#### **4. CONCLUSIONS**

YouTube is a Social Engineering Tool for millennial generation. Through the user generated content platform system, the millennial audience can see video reviews of the beauty products. Through YouTube, the users can get information and give recommendation about the beauty products to other users. Despite there are many User Generated Content platforms available, YouTube remains the most millennial choice as the audiences' media who are looking for references to the beauty products they like. Average duration of YouTube videos is likely the reason the millennial generation chooses to use this platform if compared to other social media. The entrance of new media into a generation converting into millennial generation, has facilitated and given new color to social culture. The new media has transformed the conventional media from passive and one way media into those that can communicate both ways, such as social media. It is inseparable from the millennial generation that drives several aspects of social activities.

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