Millennials' Engagement with YouTube and Its Impact on Information-Seeking Behavior

Sari Endah Nursyamsi (sari.endah@dsn.ubharajaya.ac.id)
Universitas Bhayangkara Jakarta Raya

Abstract

Youtube is among the most popular social media platforms in Indonesia. YouTube is a media platform that allows users to upload photographs and videos through YouTube feeds and tales. YouTube users can engage with one other by liking and commenting on photographs and videos. However, the message you receive may be favorable or bad. This statement may have an impact on mental health. YouTubers are effects that have an impact on YouTube users' mental health. YouTube users' mental health will result in feelings of guilt, anxiety, dread, and comparison to others. The purpose of this study is to determine how YouTube users influence the mental health of YouTubeers among Millennials in Bekasi City. Simple regression analysis was performed in this study, which had 88 respondents. The findings of this study are based on the hypothesis that YouTube users have no affect on the mental health of YouTubers among Millennials in Bekasi. It can be argued that YouTube users in Bekasi City have no negative impact on their mental health, or that YouTube users in Bekasi City are mentally healthy.

Keywords: YouTube, Mental Health, Bekasi City

Introduction

Social media is media that focuses on the existence of life or community activities and is visible to a large number of people online by other users in social relations (Siregar, 2022). Posts shared on social media can have both positive and negative consequences. The positive impact allows the user to convey their views or ideas while also obtaining new information (Siregar, 2021). Meanwhile, the negative influence includes the ability to integrate communication technologies, changes in lifestyle, changes in regulations, and even changes in social concerns in society, as well as the emergence of new dynamic forces in society (Nursyamsi, 2022).According to the APJII statistics, 49.0 percent of social media users reported receiving unpleasant remarks (Siregar, 2019).

According to Razali et al. (2022), mental health refers to a person's ability to perform regularly and adapt to life's challenges without experiencing mental or emotional diseases. Mental health can be defined as a state of the soul in which it is at peace and peaceful, appreciating what it has without comparing it to the things of others. If the remarks generated

have an impact on YouTube users' mental health, it will have a communicative effect known as Youtubexiety. YouTubeers develop when they frequently encounter other people's YouTube posts (Bahriyah, 2022). YouTubeers occur when people frequently look at posts and compare them to themselves.

Methods

The causal link between variables demonstrates that this research takes a quantitative approach. As a result, this approach can assess the impact of YouTube users on YouTubeers' mental health. The research was explanatory in nature, as it sought to determine the impact of YouTube users' influence on Millennials in Bekasi City, as well as the mental health of YouTubeers.The research was conducted in Bekasi City, which has the second highest Human Development Index in health in West Java as of 2021 (West Java Provincial Health Service 2012). Bekasi is a city with a high quality of life, and researchers are interested in learning how YouTube users influence the mental health of instage anxiety among Millennials in Bekasi City.

Results and Discussion

The findings of the study on the influence of YouTube users on the mental health of YouTubeers among Millennials in Bekasi City, based on the respondent profile, YouTube user variables, YouTubeers mental health variables, and the results of simple regression are as follows:

In this study, researchers utilized simple regression analysis to generate the following data results from the summary table:

According to the regression equation and regression equation model table, the influence of YouTube users on the mental health of YouTubeers among Millennials in Bekasi City is:

Table 1 Regression Equation Model.

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	69.106	3.781		18.276	.000
Youtube Used	-.195	.110	-.176	-1.765	.081

a.   Dependent Variable : Mental Health

Source: Primary Data Analysis, 2024

The purpose of this study is to address the problem formulation, namely how YouTube users influence Youtube mental health among Millennials in Bekasi City. Researchers distributed questionnaires to 88 Bekasi City residents aged 18 to 20. To determine whether there are any Millennials users in Bekasi City who rely on YouTube, as this can have an impact on YouTubeers' mental health. As a result, a simple regression technique was used to analyze data on the YouTube user variable in relation to the YouTubeers' mental health variable.

In the second indicator of discussion, 71 respondents (71%) said they did not agree that conversation influenced their use of YouTube. This demonstrates that respondents use YouTube not only to engage with others, but also with other social media platforms.The third indicator is sharing; 55 respondents (55%) said they did not agree that sharing influenced their use of YouTube. This indicates that respondents do not share content with one another or publish photographs or videos to YouTube. The fourth and final indicator was presence; 79 respondents (79%) agreed that presence prompted them to use YouTube. Respondents agreed that by utilizing YouTube, they may learn about information shared on YouTube. This demonstrates that respondents are aware of the whereabouts of their friends or other YouTube users based on YouTube updates, as well as the most recent, up-to-date, and viral information available through YouTube posts.

YouTubeers' mental health is measured by 8 indicators, including normal or appropriate behavior, emotional regulation, ability to apply one's own abilities, social activities, risk awareness, long-term goal achievement, learning from experience, and overall happiness.

The first indicator is adhering to applicable social standards, as indicated by 72 respondents (72%) who agreed with using YouTube responsibly, implying that respondents only used YouTube when it was important and needed entertainment. This demonstrates that respondents do not use YouTube excessively, but merely within reasonable bounds and for entertainment.The second indicator can regulate emotions; up to 90 percent of respondents (90%) said that they can control their emotions when using YouTube. Respondents ignored unfavorable YouTube posts. These findings indicate that respondents are docile in the face of sarcastic or negative messages, and that YouTube posts do not motivate or provoke them. The final indicator is that 65 respondents (65%) agreed with channeling or expressing their abilities on YouTube. These findings indicate that respondents enjoy posting images or videos on YouTube, such as photos with friends, photos of themselves, photos of landscapes, designs, documentary videos, and so on. The fourth indication can engage in as many social activities as feasible 75 respondents (75%) agreed that they would continue with their customary activities without YouTube has inspired me. These findings indicate that respondents continue with their regular routines without being disturbed or addicted to YouTube.The fifth indicator is understanding the hazards of each action that will be made; up to 70 respondents (70%) agreed to be cautious when taking action on YouTube. These findings indicate that respondents take great care before posting and commenting on YouTube, double-checking the comments or articles they intend to make and soliciting feedback from friends or others around them before uploading.The sixth indicator is the ability to restrict your desire to achieve long-term goals. 75 respondents (75%) felt that YouTube did not influence them and that they could continue with their normal routines. These findings indicate that respondents are not hooked to YouTube, that

they open YouTube when they have spare time, and that they understand the limits of YouTube use because addiction and overdependence will harm their mental health.

Conclusion

In this study, the answer to the research objectives can be determined using a simple regression test. The coefficient of determination (R Square) was 2.1%, indicating that YouTube had a 2.1% influence on the mental health of Millennials YouTubeers in Bekasi City, while the remaining 96.9% was influenced by other factors that the researchers did not thoroughly investigate. Next, the size of the probability from the anova table can be used to answer the study's hypothesis. The probability value of 0.081 is greater than 0.05, indicating that H0 is accepted while H1 is rejected. It can be concluded that YouTube users have no affect on YouTubexiey's mental health.Suggestions for future research include including other elements to determine the impact of social media on mental health, as well as incorporating variables from social media platforms such as Twitter, YouTube, Facebook, and others.

References

Nursyamsi, S. E., & Siregar, N. (2019). Pengaruh Iklan Layanan Masyarakat Lanjut Usia Kementrian Sosial RI terhadap Tingkat Pengetahuan Remaja. *Ikon--Jurnal Ilmiah Ilmu Komunikasi*, *23*(2), 120-141.

Nursyamsi, S. E., & Siregar, N. (2020). MENGKRITISI BERITA HOAKS PEMILIHAN CAPRES PEMILU 2019 DI MEDIA SOSIAL FACEBOOK. *Ikon--Jurnal Ilmiah Ilmu Komunikasi*, *24*(1), 50-67.

Nursyamsi, S. E., Dewi, N. K., & Taqqiyah, I. D. (2020). ANALISIS PESAN DALAM TWITTER@ ANANDABADUDU PADA PERIODE 22-26 SEPTEMBER 2019 DILIHAT DARI OBJEKTIVITAS DAN PERATURAN UNDANG-UNDANG ITE. *Ikon--Jurnal Ilmiah Ilmu Komunikasi*, *24*(3), 224-245.

Nursyamsi, S. E., Siregar, N., & Dewi, N. K. (2023). The Role of Search Engine Optimization in Determining Journalism Quality. *Jurnal Ilmiah Teknik Informatika dan Komunikasi*, *3*(3), 01-12.

Nursyamsi, S. E., Siregar, N., & Nurahlina, N. (2022). Strategi Komunikasi Pemasaran Toska Fashion Dalam Meningkatkan Customer Engagement Melalui Media Sosial Youtube. *Ikon--Jurnal Ilmiah Ilmu Komunikasi*, *27*(2), 140-154.

Nursyamsi, S. E., Siregar, N., Rukmana, A. Y., Kurniadi, W., & Razali, G. (2023). Youtube As A Platform For Personal Branding. *LITERACY: International Scientific Journals of Social, Education, Humanities*, *2*(3), 168-174.

Nursyamsi, S., Siregar, N., & Ratnasari, D. D. (2022). Strategi Komunikasi Personal Selling Merchandiser Display General Trade dalam Memenuhi Target Penjualan Di PT Kalbe Nutritional Cabang Bekasi: Studi Deskriptif Produk Diabetasol. *Brand Communication: Jurnal Ilmu Komunikasi*, *1*(3).

Siregar, N., & Nursyamsi, S. E. (2020). HUBUNGAN ANTARA TINGKAT PENGETAHUAN DAN PEMAHAMAN TERHADAP FILM DOKUMENTER SEXY KILLERS DENGAN SIKAP PEMILIH PEMULA. *Ikon--Jurnal Ilmiah Ilmu Komunikasi*, *24*(2), 200-203.

Siregar, N., Dewi, N. K., & Nursyamsi, S. E. (2023). Sosialisasi Pendidikan Antikorupsi Guna Menciptakan Generasi Muda Bermutu Di SMKS Harapan Baru, Bekasi Utara. *Jurnal Pengabdian kepada Masyarakat UBJ*, *6*(2), 105-112.

Siregar, N., Nursyamsi, S. E., & Junengsih, J. (2022). Teknik Komuniksi Persuasif Pengurus KABASA Dalam Mengajak Anak Jalanan Untuk Belajar. *Ikon--Jurnal Ilmiah Ilmu Komunikasi*, *27*(3), 303-310.

Siregar, N., Nursyamsi, S. E., Dewi, N. K., & Purnama, H. (2022). Framing Analysis on Online Media of News Coverage of Protests Against Indonesia's Omnibus Law on Job Creation Act. *International Journal of Scientific Engineering and Science*, *6*(5), 21-26.

Siregar, N., Purnama, H., Nursyamsi, S. E., & Dewi, N. K. (2021). Sosialisasi Pengelolaan Sanitasi Bagi Kesehatan Keluarga. *Jurnal Pengabdian kepada Masyarakat UBJ*, *4*(1), 103-112.

Sovianti, R., Nursyamsi, S. E., & Siregar, N. (2023). Public Relations Strategy in Building Personal Branding of Visual Artists. *Jurnal Ekonomi*, *12*(01), 135-140.

Widiantoro, A., & Nursyamsi, S. E. Imaddudin.(2021). *Pola Komunikasi Interpersonal Satgas COVID-19 dalam Menghadapi Stigma Negatif Pasien COVID-19 di RW*, *1*, 18-27.

Widiantoro, A., Nursyamsi, S. E., & Imaddudin, I. (2021). Pola Komunikasi Interpersonal Satgas COVID-19 dalam Menghadapi Stigma Negatif Pasien COVID-19 di RW 01 Kelurahan Kaliabang Tengah, Bekasi Utara. *Journalism, Public Relation and Media Communication Studies Journal (JPRMEDCOM)*, *3*(2), 18-27.