

# YouTube as Digital Media Platform for Udayana University Students

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## Notes

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## ABSTRACT

Viewers can watch videos produced by media actors on YouTube, a well-known video-sharing platform. It requires searching methods because the volume of content is likewise growing. This study aimed to learn how Udayana University students could retrieve information via YouTube. A quantitative approach through a survey is the research method used. The study's object and population comprised 100 (one hundred) students from 13 (thirteen) distinct departments at Udayana University. Based on the study's results, most students access YouTube for entertainment. Students of Udayana University frequently watch YouTube videos. YouTube information search method does a decent job of choosing videos relevant to video recommendations (79%) but does an inadequate job of using the watch later function (55%).

**Keywords:** Information media; YouTube; information retrieval technique

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## 1. INTRODUCTION

YouTube is a popular video-sharing platform where people can watch videos created by media actors (de Bérail et al., 2019). According to data cited from the website wearesocial.com, by January 2022, YouTube was the first digital medium that Indonesian information users used the most (88%). YouTube is used to seek entertainment, hobby, teaching, business, manufacturing and more information. YouTube's content is diverse and global, offering the opportunity to distribute content to a very wide audience of visitors. Thus, this platform attracts amateur content creators and media companies (Khan, 2017; Xu et al., 2016). The Information

on YouTube is presented verbally in video format so that users can easily view and understand the contents. It is the reason why YouTube is growing. It is one of Google's services that allows users to upload and watch videos worldwide. YouTube is the second most visited website globally. It is also the second-largest search engine after Google (Tafesse, 2020). YouTube is particular to video content, making it rapidly memorable and fascinating. The content varies, for example, from music, sport, and entertainment. This platform also provides tutorial information from various fields such as cooking, beauty, fashion; gameplay; music, and other tutorials. This site is also widely used for business activities, news, television broadcasts, etc.

The sophistication of information media today caused many obstacles to users, especially in using appropriate information retrieval techniques. If the user lacks an information search technique, they will spend some time finding unrelated information (Sianipar, 2013). Even if they found it, the information presented was overwhelming. Moreover, today information users tend to look for information in video form because it is only searched through the text related to the video. This search process requires appropriate information retrieval techniques. Therefore, the ability regarding information retrieval techniques is needed by internet media users as a source of information so that they can utilize Youtube to meet their information needs. Students are the users who interact the most with YouTube Platform. They use this platform for the benefit of study and even entertainment. And the majority of students use this platform to view entertainment videos.

Sianipar stated that Youtube is considered a new media that aims to: meet various needs of students, where the relationship that exists is quite positive, namely between efforts to search for information, which in the end can meet/satisfy the need for the information they need. YouTube can answer all the motives and backgrounds of Communication Science students to meet their information needs (Sianipar, 2013). It aligns with Yang et al. (2021), who said that YouTube videos had become the main channel for searching and retrieving student information. The most popular information is music, dance, and movies (Communication et al., 2019). The primary purpose of the use is for fun and entertainment. Besides being used for entertainment, YouTube is also for lecture needs. Some use YouTube to learn to write poetry (Bakri & Yusni, 2021).

Samosir et al. (2019) said that YouTube is used as a learning medium that aims to add to the repertoire of knowledge and support lecture assignments, especially for students as a teaching medium in learning public speaking. Based on the study's initial observations, Udayana University students used YouTube. The students use YouTube to meet the entertainment and support educational information needs (Qadriani et al., 2021). The data collected in the 2019/2020 academic year shows that the number of Udayana University students is 30,388 (source: pddikti.ristekdikti.go.id). The students are spread across in thirteen faculties. Udayana University students are very familiar with YouTube. This media has even been used as an information resource for learning. Even so, not all of them have the same expertise in accessing information on that platform. Therefore, this study will describe information search techniques on YouTube conducted by Udayana University students.

## **2. METHODS**

This study uses a quantitative approach employing a survey as its research instrument. The population in this study were Udayana University students, totaling 30,388 students (pddikti.ristekdikti.go.id). They spread across in thirteen faculties. Due to time, effort, and financial constraints, a sample of 100 students was selected for this study using Slovin's

formula. Stratified Proportionate Random Sampling was used to collect the research sample in the manner detailed as follows:

Table 1. The number of respondents

No	Faculty	Number of Students	Number of Respondents	%
1	Faculty of Cultural Science	3,507	12	12%
2	Faculty of Medicine	3,350	11	11%
3	Faculty of Law	2,930	10	10%
4	Faculty of Engineering	5,574	18	18%
5	Faculty of Agriculture	2,791	9	9%
6	Faculty Economics and Business	5,416	18	18%
7	Faculty Animal Husbandry	563	2	2%
8	Faculty of Mathematics & Natural Sciences	1,410	5	5%
9	Faculty of Veterinary Medicine	710	2	2%
10	Faculty of Agricultural Technology	1,009	3	3%
11	Faculty of Tourism	1,341	4	4%
12	Faculty of Social and Political Science	1,382	5	5%
13	Faculty of Marine Affairs and Fisheries	405	1	1%
	Total	30,388	100	100%

Questionnaires and a literature review served as the methods for gathering data for this study. It employed a closed questionnaire design where the statements are accompanied by predetermined alternatives, preventing the respondents from providing their opinion. The results of the validity test of each research questionnaire item stated that all were valid, and no items were issued with varying validity values. The method of data analysis employed in this study was a statistical analysis of the information gathered from respondents to questionnaires. The acquired data will first be checked for validity and reliability. The data collected through the research questionnaire will then be presented as diagrams to make it easier to read. This research was assisted by SPSS version 24 in calculating the collected data.

### 3. RESULTS AND DISCUSSION

#### *Use of YouTube*

Youtube is used for various things, both for enjoyment and academic purposes. Each student may utilize YouTube differently, varying in intensity. How frequently students access and utilize their YouTube accounts indicates the level of use. The graphic below shows survey results on the frequency of YouTube usage by students in the Faculty of Social and Political Science.

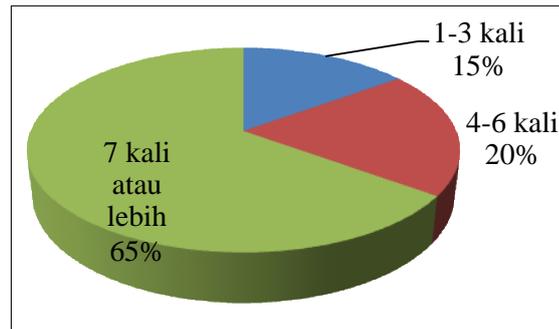


Figure 8: Youtube utilization in a week

The chart shows that 65% of respondents use YouTube more than seven times a week, followed by respondents who use YouTube 4-6 times a week (20%) and 15% are 1-3 times a week. From these data, it seems that most respondents use YouTube 7 times a week. This data implies that the level of utilization of YouTube among respondents is relatively high because every day, the respondents have time to access YouTube to get information or for other needs. Aligning with the opinion of Yang et al. (2021) that YouTube has become an essential and daily activity in student life. YouTube users consist of three types: consumption, participation, and production (Khan, 2017; Shao, 2009). These students are said to be consumption and participation. It also shows that respondents demand YouTube as a source of digital information in finding the information needed to complete the tasks faced by respondents.

#### *Duration for watching YouTube*

The following is a duration for watching the chart given by the respondents.

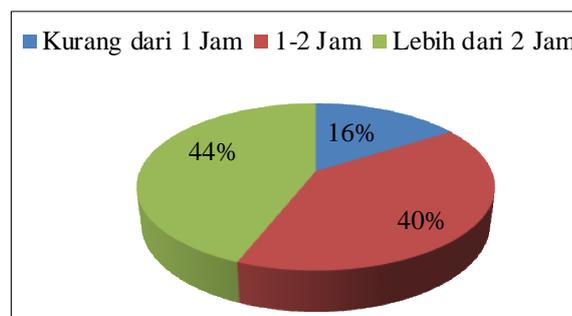


Figure 9: Duration for watching YouTube

According to the chart, it shows that 44% of Udayana University students use YouTube for more than two hours, 40% use it for between one and two hours, and 16% use YouTube for less than an hour. It is clear from these data that most respondents spend more than two hours using YouTube, even though this cannot be referred to as the majority because it is still below 50%. This research is comparable to Yang et al. (2021), who found that students spend one to two hours each day using YouTube as a channel to find the information they need. The data collected shows that customers either rate the information on YouTube as being able to satisfy their demands or as liking it, which makes them want to access YouTube more frequently.

### *Purpose of using YouTube*

There are numerous services for YouTube, a platform for sharing videos that enable users to share and view user-generated content without charge (Chau, 2010). Youtube allows users to access educational and entertainment information such as movies, music, etc. The following diagram illustrates the respondents' aims in using YouTube.

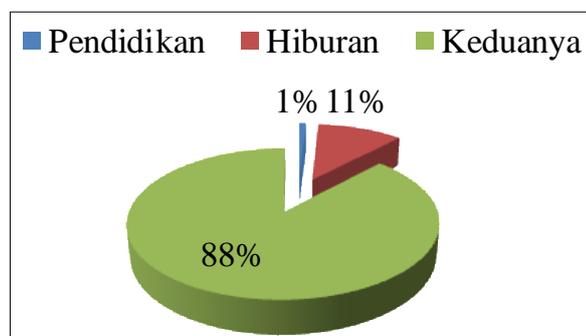


Figure 10: Purpose of using Youtube

Based on the above diagram, 88% of respondents use YouTube for educational and entertainment purposes, with 11% using it for entertainment and 1% for educational purposes. It is clear from the data above that most user goals for using YouTube, or 88%, are a combination of academic and entertainment purposes. It says that while looking for, or in this case, enjoying the entertainment that YouTube provides, the respondents also want to obtain information about education. YouTube is beneficial in attracting students' attention, focusing students' concentration, observing experiences that are difficult to observe, generating interest in the subject, increasing attitudinal content, building connections with students, cultivating creativity, increasing collaboration, motivating students, making learning fun, reducing anxiety about matters relating to the topic, increase understanding (Maziriri et al., 2020), so that YouTube is very useful in supporting education.

Other trends from this data also imply that some respondents use YouTube purely to seek or enjoy entertainment (11%). In this case, YouTube is used as a medium that provides entertainment content. If it is related to utilizing YouTube for educational purposes (1%), this data is extraordinarily naive because the respondents are students who need academic information sources. Still, very few use it for educational purposes. This data trend cannot necessarily be assumed that respondents, Udayana University students, are more likely to access YouTube for non-educational purposes. It has been previously explained that most respondents seek information to support education while enjoying the entertainment that YouTube presents. This study hopes that other studies will analyze the use of YouTube in greater detail to provide an academically sound and specific response.

The following chart shows what device the respondents used to access YouTube.

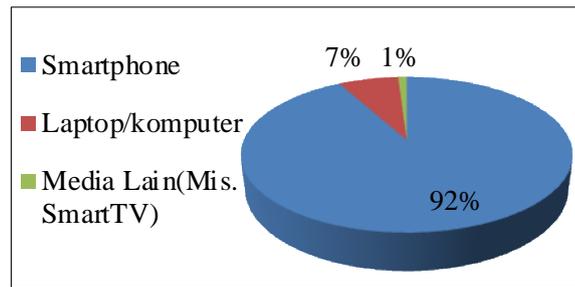


Figure 11: Devises to access Youtube

The chart illustrates that the media used to utilize YouTube are mostly smartphones, namely 92%, 7% use laptops/computers, and 1% use other media such as Smart TVs. From these data, it is sure that most respondents use media in the form of smartphones to access YouTube content. Individually students use smartphones in learning activities because they are easy to use (Darko-Adjei, 2019). In terms of practicality, mobility and flexibility of the three media, the Smartphone has these three performances compared to the other two media. This data implies that respondents want media that is practical, flexible and easy to carry and use to search digital information, especially information on YouTube. In simple terms, it can be said that users want media and information content that can be obtained wherever they are, or the term information on their pingers tip.

#### *Information Retrieval Techniques for Acquiring Knowledge*

Information-seeking behavior is the behavior of finding and accessing information sources. It is a subfield of information search, particularly a field that is interested in the interaction between information users and computers based on information systems (Yang et al., 2021). The following diagram shows what respondents used to acquire the information/knowledge they need.



Figure 12: Information sources

The data above shows that most respondents' sources of information search technique knowledge are their initiative 88%. Sources of knowledge of information retrieval techniques from lecturers and from books, libraries and libraries are 4% and 8%. Based on this data, it can be understood that the success of digital service developers who always develop easy to use (user-friendly) technology has been very successful. Of the 100 respondents surveyed, 88% stated that they developed an information retrieval technique on their initiative. It makes sens

because the opportunity to be creative in finding the information needed has been facilitated with various features that can be utilized. Even though the opportunity to carry out information retrieval techniques independently is enormous, obtaining sources of information specific to the role of lecturers, books, libraries, and librarians is needed. In this context, many causal factors influence respondents' application of information search techniques, so the role of lecturers, books, libraries, and librarians seems small. Based on the explanation above, it can be concluded that the student's knowledge of the sources of knowledge of information retrieval techniques is quite good. Almost all (88%) students know information retrieval techniques through their initiative and a small proportion of students (4%) know them through lecturers.

Based on the data and discussion above, it can be concluded that the use of YouTube Digital Platform, in this case Udayana University students, is quite good in using YouTube search media (device), namely using smartphone media (92%). Meanwhile, the use of YouTube for Udayana University students is classified as lacking in terms of the purpose of utilization in education and the use of other media (devices) such as SmartTV for the use of YouTube (1%).

### *Information seeking behavior*

Before searching, students need to make preparations for what they need. Such behavior presented in the following table.

Table 1. Information behavior

No	Pernyataan	SA	A	DA	SDA
1	I identify the topic or subject to be explored first	35%	56%	8%	1%
2	I prepare keywords before searching for information	42%	56%	2%	0%
3	I use search information techniques to determine keywords	30%	53%	17%	0%
4	I know that the best video quality on Youtube is 2160p (4K)	32%	48%	16%	4%

Based on the table above, identifying topics and preparing keywords before searching for information is classified as sufficient, namely 56%. Meanwhile, using information and knowledge search techniques, the best video quality is 4K, which is classified as low, namely 53% and 48%. Based on these data it can be understood that of the four statement items submitted regarding behavior before conducting information search it is classified as sufficient with a tendency to be lacking, this means that students before conducting information search are still weak in identifying topics, determining keywords, using information search techniques and the level of knowledge about best video quality.

### *Behavior During Information Search*

Based on the research data, it can be seen that the behavior when searching for information regarding video selection on video recommendations is classified as good, namely 79%. Behavior when searching for information that is classified as sufficient, namely; use everyday language instead of standard language (59%), search via homepage (68%), use search result

types (57%), use term proximity (63%), use subscription or notification features (60%), view videos related to the description box or recommendation column offered by content creators (65%), using the preview feature (56%), searching for information through comedy content (61%), searching for information through entertainment content (65%), searching for information through content films and animation (65%), search for information through music content (58%), search for information through news and political content (59%), search for information through people and blog content (56%), choose a channel on YouTube first (58%) and prefer to watch the video first (73%).

Behavior when searching for information that is classified as lacking, namely; using (xxxx) and (+)/(-) signs (54%), using upload time (44%), using video duration (49%), using \_HD\_ signs (50%), using subtitles (44%), using the \_3D\_ tag (45%), watched videos with the most views (53%), used Boolean Logic Operators (46%), used trending features (50%), searched through automotive and vehicle content (48%), searched through content gear and games (45%), search through animals and pets content (53%), search through sports content (48%), search through travel and places content (54%), use autoplay features (54%), and follow Udayana TV Channels (55%). Based on these data, it can be understood that of the 33 statement items submitted, the behavior when searching for information at Udayana University students was classified as good with moderate tendencies.

#### *Post-Information Behavior*

According to research on Udayana University students, 63% and 56% saved videos to their libraries and used the like/dislike function. After looking for information, several behaviors are deemed to be lacking: using the share feature (48%), watching videos later (55%), erasing the search history (42%), and downloading videos with Youtube Downloader (48%). This data affirmed that from the six statements submitted in this study, two statement items were classified as sufficient, and four were classified as insufficient. Based on this, it can be understood that the behavior after searching for information on Udayana University students is adequate. However, there is still a tendency for it to be less necessary.

#### **4. CONCLUSION**

The use of YouTube for Udayana University students is quite good in terms of the media (device) used to access YouTube (92%). The utilization of YouTube is classified as lacking in terms of the purpose of utilization in the education sector (1%) because the majority use it for entertainment. Devices that access YouTube with other media (e.g. Smart TV) are only (1%). Behavior before searching for information on YouTube is sufficient in terms of identifying topics before searching for information (56%) and preparing keywords before searching for information (56%). Behavior before searching for information on YouTube is classified as lacking in terms of using information search techniques (53%). Behavior when searching for information on YouTube is quite good regarding selecting videos related to video recommendations (79%). Furthermore, behavior when searching for information that is classified as lacking regarding the use of signs (xxxx) and (+) or (-) when searching for information on YouTube (54%). After searching for information on YouTube, behavior is still quite adequate regarding saving videos to the library (63%). Furthermore, behavior after searching for information on YouTube is low regarding using the watch later feature (55%).

Some suggestions are given in this research, namely considering that information search on YouTube for Udayana University students is already quite good but tends to be lacking, it is hoped that this can continue to be improved. Students can be informed of the most recent developments in information retrieval methods and YouTube search features. The development of electronic media is very rapid and is always closely related to electronic media. Therefore knowledge about information retrieval is fundamental to make it easier to search, select, and use information sources to match their needs with what is expected and found by this research.

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