

Usage Satisfaction of Clarin Hayes Health Youtube Channel Toward Healthy Lifestyle

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Abstract

The title of this research is usage satisfaction of Clarin Hayes Health youtube channel toward Healthy Life Style. Objective of this research is to determine usage satisfaction of Clarin Hayes youtube channel toward healthy lifestyle. Theory used in this research is Uses and Gratification. While methodology used in this research is Correlational Quantitative. The sample of this research is 100 people drawn using Slovin formula. Hypothesis testing done by using Product Moment correlational test and determinant test. Based on the research found that Null Hypothesis (Ho) rejected Alternative Hypothesis (Ha) accepted, meaning that there is correlation between Clarin Hayes health youtube channel usage satisfaction toward subscriber lifestyle, Scored 0,841 which mean the usage influence of Clarin Hayes health youtube channel is significant. While determinant test shows that usage satisfaction of Clarin Hayes health youtube channel subscriber healthy lifestyle is 70%. Meaning that Clarin Hayes health youtube channel usage satisfaction on healthy lifestyle have a very high and strong correlation.

Keywords: Usage satisfaction; Clarin Hayes; Youtube Channel; Health; Healthy Lifestyle

1. Introduction

The word healthy in this time have become a concern to many people, So that the effort to become healthy is being explored in many way. People have realized that it is better to take care of their health than getting treatment. This have become a concern for people in the world of health so that taking this situation to share their knowledge and experience through many ways, one of it is by utilizing technology.

The fast advancement of communication technology make health enthusiast glancedand uses latest technological equipment to deliver health information to society. Health enthusiast also educate the society to be mindful to manage their health and understand healthy lifestyle. One of the new media or known as online media (Handphone and PC) have been part of society life. Advancement of communication technology have bring forth a new media that the society really demand, which is the new media. New media is a term to explain convergence between computerized digital communication technology that are connected to the network. New media is everything that channel information from information sources to information receiver, McQuail (2006) stated that new media have 2 main element, Digitalization and Convergence. Internet is the proof of convergence because it combine several function of other media like audio, video, text.

Almost all human activities always related to online media, i.e. when cooking the recipe is searched through Mobile phone or online media, When looking for a place to hangout is searched through mobile phone, When doing financial transaction also done through mobile phone and many more activities done through mobile phone or new media. Including to be healthy, people searched through online media and social media like Instagram, Facebook, Youtube, etc. Information through video is favored by many people so that youtube have become one of the top choice for informer to deliver their ideas.

This developing media is called new media and one of it is called social media. Social media used as references for society to explore information that they needed. The ease of access made social media not only used for looking information, knowledge, or entertainment. It have evolved to bring forth new and different business that could become source of income or even help institution to run their purpose. Youtube is one of the most popular online platform. The growth of Youtube in Indonesia is also growing rapidly. Youtube popularity expected to keep increasing along with the increase of its user. Statista, A market research institute, predicted that Youtube user would reach 1,8 billion people in 2021. This research done by Google with Kantar TNS stated that Youtube role as a video content publication medium keep increasing. The amount of content hours uploaded in Indonesia increased 2 times every year. According to research, 92% of Indonesia user stated that Youtube is their first choice when looking for information or entertainment. In general, Indonesia user argue that Youtube make it easy for someone to look for interesting content and with various and interesting topic. (Source: www.tnsglobal.com).

Clarins Hayes's Youtube Channel is one health channel with biggest subscriber amount in Indonesia, Which is 1,47 million (31 January 2020). In her video, Clarins Hayes shared many kind of health information ranging from physical health, mental health, and also beauty in her Youtube channel. Nowadays Youtube traffic increases every year, due to the easeness and sophistication it have. Youtube used as promotion media based on Pay Per Click. Every youtube video that fulfill requirement would accept Google AdSense. Clarins Hayes Youtube channel have been viewed 64.547.452 time (in 31 January 2020). This proof that a lot of people look for information regarding health in Youtube Application, Especially Clarins Hayes Youtube channel. Akun youtube Clarins Hayes, karena akun ini sudah ditonton sebanyak 64.574.452 tayangan (pada 31 Januari 2020). Hal ini membuktikan bahwa tidak sedikit dari masyarakat Indonesia yang mencari tahu informasi seputar kesehatan di aplikasi youtube, khususnya pada channel youtube Clarins Hayes. Range of Clarins Hayes youtube channel ranges from 13-64 years old dominated by female audience

Tabel 1. List of Health Youtube Channel with Most Subscriber On 31 Januari 2020

No	Health Youtube Channel Name	Subscribers
1	Clarins Hayes	1,47 Juta
2	SKWAD Fitness	1,38 Juta
3	Yulia Baltschun	1, 16 Juta
4	SB30	1, 27 Juta
5	Dewi Hughes Hypnotherapy	443 Ribu

Based on the table above, Information packaged by Clarins Hayes become researcher attention to be studied about the relation of Clarins Hayes Youtube channel toward subscriber healthy lifestyle.

2. Research Method

This research would utilize correlational method with quantitative approach. Quantitative research is a scientific method that have fulfilled scientific principles, which is concrete and empirical, objective, measurable, rational, and systematic (Bah et.al, 2020a; Bah et.al., 2020b). Other than that, Qualitative research is also called discovery method, because it could found and develop new knowledge and technology. Research data is in form of number and analysis using statistic.

Correlational method is a research to understand relation and relation level between two or more variable without any effort to influence those variable so that there is no variable manipulation (Fraenkel and Wallen, 2008). So researcher wanted to know the relation of Clarins Hayees youtube channel usage satisfaction toward subscriber healthy lifestyle.

Population in this research is Clarins Hayes youtube channel subscriber. So the population of this research is 1.047.000 subscriber. Sampling is done by purposive sampling. This technique include people selected based on certain criteria

researcher made for research purpose. Meanwhile, People in population that are not fulfilling the criteria would not be sample. Main problem in purposive technique is deciding criteria, where criteria have to support research objective (Kriyantono, 2006).

Researcher uses Slovin formula in drawing sample from total population:

$$\begin{aligned} n &= N / (1 + N e^2) \\ &= 1.047.000 / (1 + 1.047.000 \times 0,1^2) \\ &= 99,9 \end{aligned}$$

So that the sample in this research is 100 respondents.

Analysis done to test hypothesis and analyze research data which is related, then could be analyzed by using product moment correlation (Sugiyono, 2005). As for coefficient correlation product moment formula. The product moment correlation coefficient formula (Sugiyono, 2006) is:

$$r_{xy} = \frac{\sum x.y}{\sqrt{(\sum x^2)(\sum y^2)}}$$

Explanation:

rx_y : Correlation coefficient between x and y

x : Independent variable “Clarin Gaes youtube channel usage satisfaction”

y : Dependent variable “Subscriber healthy lifestyle”

n : Number of respondents

Correlation analysis is a discussion study about degree of relation between variable declared with correlational coefficient value. Correlation between those variable could be positive or negative. And this research after data entered into product moment formula generate result in the table 2:

Table 2. Correlation Product Moment Correlational Test Table Usage Satisfaction of Clarin Hayes Health Youtube Channel Toward Subscriber Healthy Lifestyle Correlations

		Usage Satsifaction of Clarin Hayes Youtube Channel	Subscriber Healthy Lifestyle
Usage Satisfaction of	Pearson Correlation	1	,841**
Clarin Hayes Health	Sig. (2-tailed)		,000
Youtube Channel	N	100	100
Subscriber	Pearson Correlation	,841**	1
Healthy	Sig. (2-tailed)		
Lifestyle	N	,000	
	N	100	100

** Correlation is significant at the 0.01 level (2-tailed).

Determinant test function to find out amout of influence between x and y variable which is usage satisfaction of Clarin Hayes health youtube channel toward subscriber healthy lifestyle. The determinant test formula is:

$$D = (r^2) \times 100\%$$

Explanation:

D : Determination coefficient

r : Correlation coefficient between x and y variable

$$D = (0.841)^2 \times 100\%$$

$$D = 70\%$$

After determinant test done, Result shows that 70% of usage satisfaction of Clarin Hayes health youtube channel toward subscriber healthy lifestyle. It could be concluded that subscriber healthy lifestyle influenced by usage satisfaction of Clarin Hayes health youtube channel and 30% influenced by other factor.

3. Results and Discussion

Clarin Hayes Youtube Channel have exist for 4 years, She consistently uploaded videos containing information about health. Physical health, mental health, and beauty. She did this because of herself that like to share information to

public and also supported by her profession as a doctor and having an understanding regarding health and medical world. Therefore, all information she shared are based on data and fact, because of her professional background as a doctor, a lot of internet user are interested and decide to subscribe to her channel. To look at the correlation between usage satisfaction health Youtube channel toward subscriber healthy lifestyle, Questionnaire is distributed to sample.

3.1 Usage Satisfaction of Clarin Hayes Health Youtube Channel

Based on data on the field from distribution of questionnaire to sample so that all questionnaire return and valid. And analysis resulting four satisfaction indicator from the research process, which are:

3.1.1 Information Satisfaction

Based on the calculation done, highest information satisfaction level is 79% state that Clarin Hayes health youtube channel subscriber agreed that they felt satisfied because they have acquired helpful information about maintaining the health of reproduction organ. This is caused by interesting and easy to understand video content. Medical terms that could be simplified by Clarin made subscriber understand and more concern about reproduction organ health. Reproduction organ health often considered taboo by society have shifted into important information to be discussed. Remembering lifestyle nowadays, many people worship everything instant, making society careless about their health.

The better one knowledge about reproduction organ then the prevention of disease would also be better. Personal hygiene is self care done to maintain health both physically and psychologically. Reproduction health education is an alternative, which is by giving information by maintaining reproduction health and hygiene to avoid reproduction health organ (Andarmoyo, 2012).

3.1.2 Personal Identity Satisfaction

Based on calculation done, Personal Identity satisfaction with 76% state that Clarin Hayes health youtube channel subscriber strongly agree that they felt satisfied because their knowledge regarding stress management improved. As we know that stress could harm one physical and mental condition. With stress existence inevitable by every individual, understanding regarding stress is strongly needed. Oslwalt and Riddock (2007) research result show that life event could also become source of stress to student when they just enter college period. It happened because the student need to adapt to new environment that they face. Stress is a condition caused by interaction between individual and environment give rise to perception of demand came from situation that sourced on biological, psychological and social system of a person (Sarafino, 2008).

Stress could be experienced by every person from various age, race, or gender. For example, In Indonesia, there are 1.33 million of Indonesia resident experienced mental health disorder or stress. On Indonesia resident that number reach 14% of total resident with achute stress reach 1-3% (Hidayat, 2012). Because of that, show that contain information of stress management on Clarin Hayes health youtube channel really help her subscriber in managing their mental health.

3.1.3 Social Integration and Interaction Satisfaction

Based on calculation done, Social Integration and interaction satisfaction with 74% state that Clarin Hayes health youtube channel subscriber strongly agree that they felt satisfied because they could realized information about consuming food with balanced nutrition. Based on the video content uploaded by Clarin Hayes, She explain about foods with nutrition that are beneficial for human body to improve metabolism. So that body weight could be more ideal. For subscriber that felt have excessive body weigh, this show also bring awareness and positive impact for them to keep maintaining their body weight for their health.

According to Nuraini (2007) healthy food is food that contain balanced nutritional value, also not containing dangerous element or damaging health. Balanced nutrition is daily food composition that contain nutrients in type and amount according to the body need, by paying attention to food diversity, physical exercise, hygienic behavior and maintaining normal body weight to prevent nutritional problem (Siregar, 2020; Surya, et al., 2018; Siregar, 2016).

3.1.4 Entertainment Satisfaction

Based on calculation done, Entertainment satisfaction with 66% state that Clarin Hayes health youtube channel strongly agree that they felt satisfied because they could fill their time by watching video about consuming food with balanced nutrition. In leisure time to find entertainment and reducing boredom, Clarin Hayes youtube channel subscriber choose to watch show about food that contain high nutrient. With interesting video concept, easy to

understand language also fact and data given making subscriber interested to watch the show. This is a form of communication done by Clarin toward her subscriber, which is by message delivery process to other people to let know or to change attitude and behavior, directly through verbal, or indirectly through media (Effendy, 2003).

3.2 Healthy Life Style

Based on result revealed by sample to researcher based on questionnaire, Acquired healthy lifestyle according to the data is by consuming balanced nutrients, managing stress well, regularly take care of reproduction organ, could take care of skin health in a good way, from all behavior the result dominated by the answer agree and strongly agree. So that, Research result show that independent and dependent variable is significant. This acquired based on r count $> r$ table, which is $0.841 > 0.195$. Both variable also have strong relation according to Guilford Emperical Rule, because r count 0.841 ranging between $0.70 < 0.90$ that explain strong relation.

4. Conclusion

Based on the result and discussion, Conclude that subscriber satisfaction in using Clarin Hayes health youtube channel is 70%. This finding shows that four satisfaction which are, information satisfaction, personal identity satisfaction, social integration and interaction satisfaction, and entertainment satisfaction really influenced subscriber healthy lifestyle.

This research uses correlation method surely with the purpose to see correlation between variable. Result show correlation between independent and dependent variable is very significant, based on correlation coefficient value from Guilford Emperical Rule is between $0,70 < 0,90$ this explain that the correlation occur is strong and high correlation between usage satisfaction of Clarin Hayes health youtube channel toward subscriber healthy lifestyle.

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