

# Teenagers' Preferences, Creations and Participation in Vlogging Activities

## (Case in the City of Jakarta, Indonesia)

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**Abstract:** *One communication activity through cyberspace, or more precisely called social media, is to upload videos through social media blogs or social media video content such as Youtube or Instagram. This communication activity is commonly referred to as video blogging or shortened to vlogging. This study used qualitative descriptive method by interviewing teenagers as social media users and actively uploads videos on their social media accounts. The results show that the factors behind their vlogging activity is to share, share the experiences and the information about culinary, follow the trend, to be exist and use vlog as a platform of online business. The activity they are most excited about is uploading a video to educate the audience. Meanwhile, they create their ideas by optimizing the quality of its content and visual. In addition to uploading videos to Instagram and Youtube, teenagers also like in reading the comments from their viewers and watching the video that uploaded by the other vloggers.*

**Key words:** *social media, vlog, teenagers*

### Introduction

The advancement of internet technology has not only had a powerful impact on its users, but also created a new life for the structure of human interaction patterns. The present communication process can not only be done conventionally which only sends messages in the form of voice and writing. Now, the interaction can be done by sending various types of messages, from the actual image to the modified image. Green (2002) stated that individual users on the internet can now choose between different types and forms of messages and channels within them. By using the Internet, they also tend to express their personalities and express differences in their views with others.

Previously, Markham (1998) also stated that someone will have a different personality when they go online, because it can reduce the shame and feel more confident. They will have more to say. By using technology, they can enjoy the freedom of being able to organize or do something other than the practice of everyday life.

Social media has brought great changes to human life, including the ways and patterns of human communication. Baym, Zhan and Lin (2000) stated that socializing with others is the most popular way to use the Internet in the United States. Researchers see that to understand the role of the Internet in social life, one must differentiate various online activities, identify individual relationships that can be monitored through various media, because internet usage is determined by the choice of its users and makes a direct comparison between social relations and other meanings. Current information and communication technologies have aroused the emergence of community networks for organizations, coordination and conservation of 'real-life activism' (Biddix and Park, 2008).

One communication activity through cyberspace or more precisely social media today is when uploading videos through social media blogs or social media content video content such as Youtube. This communication activity is commonly referred to as a video blog or abbreviated vlog. When answering the question 'what is vlog,' we are more focused on its meaning as a mode of communication than a visual or style attribute. Vlog are a way to connect with others and how to express themselves: "Everyone in the world, and on the other side of the world, can see what we have to say."<sup>1</sup>

A video blog or video log, usually abbreviated as vlog (Pilkington, 2009) is a blog form whose medium is video<sup>2</sup>, and is a form of web television. Vlog entries often incorporate embedded videos (or video links) with supporting text, images and other metadata. Entries can be recorded in one retrieval or cut into sections. Vlog categories are very popular on YouTube with various types of video content can be loaded in vlogging activities.

YouTube, one of the most used websites around the world, is a video platform that focuses on video sharing, with the capacity to enable it to be managed in various ways. Together with the commercial logic in it, this is the site where audio visual documents play a relevant role. Youtube is a growing platform on the need to communicate (in this case through audio-visual

<sup>1</sup> Atomsound, "What is a vlog?" (January 14th, 2007), at <http://www.youtube.com/atomsound>.

<sup>2</sup> "Media Revolution: Podcasting." *New England Film*. Archived from the original on August 14th, 2006.

pieces, comments or 'likes' or 'dislikes' reactions, among other things), a very appropriate space for adolescence with regard to innovation in the form of communication and expression.

This study aims to find out what factors are behind teenagers in doing vlogging activities, knowing the preferences of the type of activities and types of content they like in vlogging activities and knowing the creation and participation of adolescents in vlogging activities.

### **Social Media as a New Media**

New media terms are often used to refer to media that operate on the basis of digital or internet technology and the integration of technology, images and sound. Most technologies described as new media are digital, often have manipulated characteristics; can be involved in one network (networkable), solid, compressible, and interactive. Some examples may be internet, websites, multimedia computers, computer games, CD-ROMs and DVDs. New media does not include television programs, movies, magazines, books, or paper-based publications - unless they contain technologies that enable digital interactivity (Konieczny, 2009). Meanwhile, Crosbie (2002) in an article entitled "What is New Media?" States that the typical characteristics of this media are:

1. Those individual messages can simultaneously be sent to an unlimited number of people.
2. Everyone involved shares mutual control over the content.

In other words, the new media has the advantage of both interpersonal and mass media, but if they are without complementarity, then there is no advantage. Next, it needs to parse some sense, when explaining online media. In general, online media is defined as interconnected media, either with other (media) devices such as printers, scanner video cameras (scanners) and others or when one medium can be connected globally by using internet connection.

The Internet makes it easy for people to communicate with each other. Facilities that use internet technology for discussion are often referred to as social media. Social media is a medium for social interaction and uses access with high quality and extensive communication techniques. Social media use mobile technology (mobile) based on the web (web-based technology). According to Mayfield (2008), social media is defined as a group of several types of online media that have the following features:

1. Participation  
Social media encourages contributions and input from anyone who is interested. It obscures the line between the media and the audience.
2. Openness  
Most social media provide services openly to anyone to provide feedback and accompany them. This works to make a draw (voting), provide comments and share information. Protection of its contents can be done by using a password.
3. Discussion (Conversation)  
Traditional media is related to 'broadcast' (its content is distributed to audiences), social media is more likely to be seen as bilateral talks.
4. Community  
Social media allows people to form quickly and communicate effectively. Communities share interests and common interests, such as photography, political issues or television programs.
5. Connectedness  
Much of social media evolves through the interconnectivity between them. People make use of this connectivity to access websites, sources and links with friends.

DeChoudhury et. all. (2010) stated the characteristics of social media communication in terms of social interaction are as follows:

1. Messages, social sites like MySpace have the ability of users to send short messages about their friend's profile.
2. Blog comments / replies, the ability to comment and reply provided by different blog sites, such as Engadget, Huffington Post, Slashdot, Mashable or MetaFilter, provide evidence against mutual communication within users, related to the topic of blog submitted.
3. Discussion around shared media artifacts, many social sites allows users to share media artifacts with their local network or a group of contacts. For example, through the Flickr application users can upload images that are viewable by contacts, while YouTube lets users upload videos that include categories of different topics. Both types of media sharing enable a rich communication activity centered on the media elements through comments.
4. Social action, one type of communication modalities provided by certain social sites, such as Digg or del.icio.us involves participation in various social actions by the user.
5. Micro-blogging, defined as a communication modality based on user micro-blogging activities, such as those provided by Twitter.

### **Teenagers and Social Media**

In addition to the general use, one of the issues discussed in Subrahmanyam, Greenfield and Michikyan (2015) studies related to the use of social media among teenagers is the idea of privacy and intimacy. There are many different studies that indicate teenagers make use of social media consciously while presenting images and ideas. This will indicate their capacity to control the public, some public or personal dimensions of the information they present to others. Likewise, this confirms their

capacity to control access to their own profiles, the content they want to share and the list of people who interact with it (Madden, Lenhart, Cortesi, Gasser, Duggan and Smith, 2013).

However, Callejo and Gutiérrez (2014) referred to the concept of dialogue as the current trend in which the flow of information is never closed. No end of words or anything that allows the topic to conclude; this can produce something somewhat potentially addictive. From their point of view, closeness, synchronization and deterritorialization of social media affects the low level of reasoning, along with fast and perhaps weak social relationships. Other studies focus on the differences between social media as long as expressing emotions and well-being. In this case, it seems Facebook is more likely to emotional disclosure, while Pea et al. (2012) suggest that face-to-face communication is attributed, to a higher level, to welfare than to video use. Other research centers analyze what motivates the use of social networking sites.

From the point of view of users regarding the use of social media as a means of mobilizing social awareness, Sulisty and Azmawati (2016) found in their research that communication through social media is relatively cheap and easy to access, so it is easy to gather people to engage in one social movement. If community involvement in mainstream media is very limited, but in social media such as Facebook it is more open, everyone can aspire opinions, so it can be said in that context social media has more power. Meanwhile, Barker (2009) detects transcendence of identification with defined group and collective self-esteem, ie individual identity derived from values, emotional meanings and knowledge aspects associated with group membership. Similarly, it was observed that adolescents who exhibit low levels of collective confidence are sought, to a higher extent than others, compensation formulas through social networking sites.

### **Teenagers and Vlogging Activities**

Teenagers are currently developing in the smartphone era and it is not known when they were involved in social media. They are called Generation Z and are defined by birth year from the late 1990s to 2010 (Tulgan, 2013), they are often referred to as millennials. They watch fewer traditional television shows and consume more digital content from sites like YouTube than ever before. According to a recent report from Defy Media on the viewing habits of children ages 13-24 (2015), 96% of those age groups spend an average of 11 hours a week to watch online videos through social media sites. While based on survey results of teenagers in Jakarta, obtained data that some young people spend less than four hours in one day in using social media but others spend five to nine hours. In addition to the time spent young generation to play social media that turned out to be quite high, they also use more than one social media. Most of the younger generation uses four to seven social media alternately (Hamid, Rahman and Morissan, 2015: 59-60).

The younger audience is more likely to identify with YouTuber than with regular TV and movie stars. As many as 59% of 13-year-olds follow YouTuber on social media and only 32% follow television and movie stars. According to a study conducted by Variety Magazine (2014), six out of ten influential parties for 13-18 year olds are YouTuber. Teenagers find the influencers on YouTube more reliable than traditional celebrities (Defy Media, 2015) and identify themselves more with YouTuber than traditional celebrities (in Westenberg, 2016).

Although YouTuber can be compared to celebrities in traditional media, there are interesting aspects that make YouTube celebrities more popular and admired than their Hollywood celebrities. According to some studies, among American youth, remoteness and achievement are the two biggest reasons teenagers are affected by YouTuber (Defy Media, 2015; Cassandra Group Intelligence Report, 2013, as quoted in Adweek; Variety, 2014). Teenagers feel more associated with YouTuber, as they are considered equivalent. They are 'just' ordinary kids who create unique content on the internet and can be boys or girls who live next door or children from the same school. Attention is attributed to their unique personality, talents and creativity, which teenagers are trying to achieve. They start from zero and grow with many followers.

Intimate stories about personal life make them seem approachable and trustworthy. According to a study by Variety (2014), not many teenagers can relate to the lifestyle of Hollywood celebrities like Jennifer Lawrence and Justin Bieber or the amount of money they get. YouTuber swallowed by Hollywood is in danger of being a less authentic version of themselves. Teens will notice it soon. YouTubers often position that they are the same age as their audience. For them it's easier to create content that matches the adolescent reference frame right now. People tend to copy the behavior of people they like, or share the same style of behavior (Bentley, Earls & O'Brien, 2011). According to Brook (2015), behavior and trust are more contagious among people with shared social connections. Imitating others leads to social benefits, such as binding each other in social groups.

### **Reserach Methodology**

This research method is qualitative descriptive research. Qualitative research is directed to make careful observations and detailed documentation of interesting phenomena. Descriptive research only describes the situation or event. This study did not seek or explain the relationship, did not test the hypothesis or make predictions (Rachmat, 1990). Qualitative research is a research method used to examine natural objects, (as opposed to experiments) in which the researcher is a key instrument, data collection techniques are conducted in triangulation, inductive data analysis, and qualitative research results emphasize the meaning of generalization. The natural object is an object that is what it is, not being manipulated by the researcher so that the condition at which the researcher enters the object, after being in the object and after leaving the object is relatively unchanged. The subject of research according to Amirin (2000) is someone or something about it to obtain information, while Arikunto (2006) gives the subject of research limits as objects, things or people where the data for research variables are inherent, and in question. Based on the two restrictions above, it can be concluded that what is meant by research subjects are individuals, objects or organisms used as sources of information needed in data collection research. The subjects of this research are teenagers in Jakarta who actively use social media Youtube and Instagram to do vlogging activity.

## Research Results

### Teenagers' Preferences in Vlogging Activities

Inspiration of teenagers to do vlogging activities obtained from the vloggers who previously successfully using their social media for their respective purposes. They see some YouTubers and 'selebgram' (a term for those who are already popular through Instagram accounts) as a figure who manages to achieve their goals through social media. Whether it's a commercial purpose, as well as a social goal. Their strategy in becoming famous first, or in other words can attract an audience as much as possible, if it already has many audiences then their next goal will be more easily achieved. Commercially, there are teenagers who want to use this vlogging activity to market their products or services through the means of audio visual content. Another goal is to provide moral messages or educational messages to teach the audience to do good things, a kind of social campaign, and also to share experiences. If the vloggers are well known to their audience, then they will be easier to get through persuasive messages. This is as stated by Faisal, one of the sources of this research,

*"Because I see it on YouTube many artists who like endorsers, they are easy to persuade the community. Buy this product, it tastes so good right. People are more attracted to known people than people who are not known."*

By presenting themselves in conveying these social messages, as well as being better known, they also consider it to increase their credibility in the audience's view. Thus, it can make it easier for them to conduct social campaigns because as a communicator they have been considered credible. This is as stated by Josep, one of the sources in this study:

*"If I am recognized with others, for example until the rector knows who I might be if there is an event like digital communication or meet the YouTuber, I will be invited as a speaker. It's also true that my friend told me that if I have a relationship I can also go anywhere easily."*

In addition to the purpose of sharing with the audience, the vloggers also have a self-oriented reason. Their vlogging activity is recognized as a means to train themselves, especially in the psychological aspects. Some of them admitted that they initially had doubts in communicating with the public directly. But with the social media that allows them to express themselves, they feel they have the opportunity to express themselves. It is recognized as an effective means of public speaking practice. In a sense, they do not have to meet directly with the audience but can convey the message according to the concept of the message they are designing. In addition to strengthening their existence in cyberspace, they can make the process of producing audio visual messages as a means for them to practice packing audio visual messages professionally and using the media as a means of them in pursuing their professional careers.

YouTube, Instagram and other social media have given them an alternative choice in their communication activities, especially communication with many people. Thus, the psychological barriers that previously arose, with the presence of social media can be overcome even they have the opportunity to be more expression by exploring creativity, especially in the production of audio visual content.

*"I decided to go to campus actually because I was a shy person. Even when invited to take pictures I was shy, I do not want to be photographed, feel uncomfortable. Then, if talking in front of what is in the mind is not there, still empty. So, it should be glued to the text if I want to forward to the front of the class for example. But now whatever is in my head directly express and I immediately reveal. It also helped me in completing my college assignments, during class presentation assignments for example."*

The same thing is also stated by Dino, one of the other sources, that through this vlogging activity, they are more able to train themselves, especially in terms of communication skills,

*"So, because my vlogging activity so I can speak in public, honestly I was from the first difficult to do public speaking, so because I used to be in front of the camera, although my friend once said to speak in front of the camera and directly different, but I still try talking in front of the camera, so maybe so far it has not been proven that I'm getting better in public speaking but there has been an increase."*

Meanwhile, in terms of the type of content that prefers to be uploaded or watched, teenagers have quite diverse preferences. Their preferences in doing vlogging activities, from just entertaining, sharing experiences and information about tourist attractions, culinary, to the information about education and business. There are also teenagers who prefer to upload videos with entertainment content, by conveying content with a humorous approach. But they admit, however, that the humor they present is not just limited to humor, sometimes they deliver moral messages through humorous approaches. As stated by Dino,

*"I'm more into humor, because all those people ever feel bored and want humor and thank to God, now I like humorous content, lots of indofeedgram comedy, so I do prefer humor content. I will insert things that entertain only, there are educated so not all there is education but there are some that just entertain."*

Sharing in terms of knowledge is also one of the vlogging activities favored by teenagers. For example by sharing knowledge about new software, then how to use and utilize the software, they serve through video tutorial. The other videos they upload are short films and story telling content, delivering video messages with a story-telling approach to the audience. The



content of the story telling approach is diverse, but the most popular is the theme of educational content, moral messages and culinary themes. The following statement from Faisal,

*"I myself, I prefer content that gives my audience an insight like a tutorial. I usually give a tutorial about software because of the knowledge I get about it."*

Conveying something that the audience does not know yet is a challenge for them. They feel satisfied when they can convey something previously unknown to many people. They feel challenged to keep thinking out of the box or out of the ordinary. This is also done as one strategy to attract more audiences to view their videos. As stated by Josep,

*"I like the most educational and culinary and science too, because I need to know also the insights from the world that other people do not know, so I can make something that others do not know, so they want to come to my account. Because I know what they do not know. So, want to increase knowledge, so can be shared to others through vlogs that I make."*

Meanwhile, from their side as an audience, ie watching videos from other vloggers, it can be seen that their preferences are also varied, from just looking for entertainment videos, to educational content that covers the world of science and business. Others like video content that includes coverage of vloggers that unlock boxes from items purchased using cell phones, or they call it unboxing. Youtuber bought a product, then recorded themselves in the moment of opening the pack, next opened the box of the product, made a few comments, then uploaded it to Youtube. At the same time, the viewer spends time watching others open the box, commenting on the activity. Unlike video reviews that feature an individual figure in front of the camera, a video opening box just shows someone's hand opening a product box using a faceless narrative. As stated by Dino,

*"I like funny videos and also unboxing videos."*

The preference of teenagers in uploading and watching the videos in their vlogging activities varies. This is of course influenced by the nature, taste and experience of each.

### **Teenagers' Creations in Vlogging Activities**

In producing video content that they will upload on their social media accounts, teenagers choose a theme first that they think may benefit their audience. Beneficial in the sense not only in fulfilling the need for information, education, naun also in meeting the entertainment needs of the audience. However, the themes of social issues with educative content are most of the themes they prefer. For example by showing the theme of how to respect the differences that exist in society. The social theme will be packaged in the form of a short film with a simple storyline but full of moral messages. Some teenagers claim to be inspired by searching information through online media, as well as through social media. They admit that their inspiration also gets from overseas channels, as they also want their uploaded videos to broaden their audience and broader insights. This is as stated by Josep,

*"My inspiration from foreign channels, so we know how to speak properly and effectively, there is also from the Indonesian vlogger, how cinematic to be nice to see people."*

Through short film they do what is called story telling. Deliver messages through the short film they have created. They try to translate the ideas that are in their mind through the means of audio visual media. Nevertheless, they avoid themes that might lead to debate. For example, by asking the audience, what is the punishment for the perpetrators of bullying. There are respondents who think that such questions will lead to debates, so they avoid them.

In terms of visual quality, in addition to paying attention to image quality when they shoot, they also maintain visual quality during the editing process. In the editing process used transition techniques that can create a good mood, for example by using a particular transition technique so that the movement of images looks so dynamic. In addition, respondents acknowledged that the use of directly captured images was considered more vivid than visualization through graphics. So, at the time of shooting, all messages will be delivered they record via speech directly, without any process of dubbing or additional graphics.

Another thing that concerns is the element of audio, creativity in creating informative, educative but entertaining verbal messages is a challenge for them. However they still try to convey a message that contains elements of humor but still trying elegantly. In other words, they avoid messages that are not considered funny by the audience, as they try to approach the humor in the messages. This is as stated by Faisal,

*"We more glimpsed overseas vloggers, because they were elegant, so they were smoother than local vloggers, they were rougher, more vulgar verbal and non verbal messages. Vloggers from out there that they start from the preparation of words, graphics and design they also retain the elegant element it. They remain stable if they can keep up not to go down. That's the principle they hold, and we're referring to their principles."*

The making of this elegant message has also begun from the process of drafting the script. The script should be completely systematic, so that when the message is delivered it is a trace, so the message is easily understood by the audience. In the script is also written the technique of shooting so that it can guide them in maintaining the quality of the image they will produce. The manuscript made also includes aspects of audio engineering, this is to anticipate the sound quality produced. Including keeping

the surrounding sounds does not interfere with the audio quality in the created movie. In terms of equipment used, most respondents use smartphones in the process of shooting, of course, by maximizing the functions of the features available on their smartphone. Although by using the means of smartphones, they try to express their creativity as much as possible, which displays a video that aims to provide solutions to the problems faced by the audience. As stated by Dino,

*“Actually the vlog is for teenagers to pour their creativity, where teenagers like us are required to provide solutions for the wider community not just people who only make conveying in the level of common sense or the like, but there must be a solution, we must be able to act as a problem solver.”*

Their creativity also arises because of concerns on video content displayed by other vloggers who embrace them merely to exhibit the goods or activities that they do.

*“Even if they have the goods or do extraordinary activities, they should be able to deliver them from different sides. The packaging should be more informative, for example, so do not be an impression of showing off, but rather sharing the information.”*

From the side of the goal in capturing the number of audiences, they have a principle although one of the goals is to get the audience as many as possible, but must still be balanced with good video quality. In other words, although the audience is not too many, but when the video they uploaded successfully gets positive comments from the audience, they claim more satisfied than they get many audiences but the comments given mostly are negative comments. But they have a strategy, if it turns out that the video uploaded gets very few viewers, they will re-edit the video by adding visual and audio elements. The first thing to note is that the content of the delivered message must use an effective sentence, the second corresponding intonation, the third remains elegant, one of which is by presenting the images with soft colors.

The other creativity they do is in terms of audio, especially in the context of delivering the message content. Although talents are not well-known people, but when conveyed by collaborating on various elements proportionally and pleasing to the eye and to hear the ear, they believe it will attract the audience's interest. In addition, the duration of the video shown is not sought too long, maximum duration is three minutes. Because, they assume the audiences are not really like watching the videos through Youtube or Instagram when it is too long, in addition to being considered boring, it will also use a large internet quota.

### **Teenagers' Participation in Vlogging Activities**

Related to the frequency of vlogging activity, the teenagers who responded in the study had quite varied answers. There are answered once a week, two weeks and once a month. Among the reasons why they uploaded the video in a long time span, they stated that they not only upload videos just like that, but also keep looking at the results. After they upload the video, they will see the trend of audiences who watch, not only in terms of numbers, but also from the audience's comments side. According to their comments the audience is an indicator of the effectiveness of the video they upload. If the audience is satisfied, the audience will give positive comments and vice versa.

Meanwhile, as the audiences, the respondents admitted almost daily watching videos uploaded by other vloggers, both locally and abroad. There are even respondents who can spend more than five hours a day. It also indicates how vlogging became a trend and part of the daily activities of teenagers. However, they do not watch all the videos on their social media accounts, they select them first according to their preference. Some respondents stated that they would first see the comments of the video they were watching, if the video got a lot of negative comments from the previous audience, then they left the video, and instead they watched videos that received many positive comments. This is as stated by Faisal,

*“... so I read the comment first if the comment is negative, I leave it, otherwise if positive, sure I will watch it.”*

In the meantime, if they plan to upload videos on social media accounts, they will think carefully about whether the video they are uploading has been really feasible and to the taste of the audience. Although they will respond any comments to the audience with positive thinking. If there are positive comments they will make the motivation, otherwise, they get negative comments, they will perceive as a challenge to do better.

### **Discussion**

The choice of teenagers in vlogging activities is quite diverse, some like the kind of informative content, some love educational content, but some also like entertainment content, whether as uploaders or as audiences for both social and business purposes. But most of them prefer the video themes that are not just entertaining, but also content that can contribute to society, for example in growing social awareness. This is as stated by Sulisty and Azmawati (2016) that communication through social media is relatively cheap and easy to access, so it is easy to gather people to engage in one social movement. If community involvement in the mainstream media is very limited, but in social media like Facebook it is more open, everyone can aspire to his opinion, so it can be said in that context social media has more power.

If they have to deliver the activities they are doing, they will pack them informatively rather than just showing off their activities. This indicates that teenagers in vlogging activities try not only to express themselves but also to bring their social mission. In terms of creativity, they are quite aware that social media like YouTube and Instagram is a fairly effective platform today in spreading messages through videos that they upload. Therefore, they pay enough attention to the video production process that they will upload, from searching for references, inspiration, script writing, shooting and editing. They do this not only

in an effort to maintain their visual and audio quality, but also for achieving their goals in conveying the message. Through activity in this new medium, the unique creativity of teenagers grows and develops. They make the successful YouTubers as inspiration. This is, as stated by Variety Magazine (2014), six out of ten influential parties for 13-18 year olds are YouTubers. Teenagers find the influencers on YouTube more reliable than traditional celebrities (Defy Media, 2015) and identify themselves more with YouTubers than traditional celebrities (in Westenberg, 2016).

The participation of adolescents in vlogging activities is quite diverse, not only in capability as a uploader, but also as an audience. The frequency of activity as audiences is more frequent, compared to those as video uploaders. As uploaders, they will first see and watch the audience's comments on their videos. While as an audience, they claim to watch videos almost every day, some even watch more than five hours in a day. This reinforces previous research findings that some young people spend less than four hours a day using social media but others spend five to nine hours. In addition to the time spent young generation to play social media that turned out to be quite high, they also use more than one social media. Most of the younger generation uses four to seven social media alternately (Hamid, Rahman and Morissan, 2015: 59-60).

## Conclusions

Based on the data analysis and discussion above, it can be concluded some of the following:

1. Factors behind the teenagers in doing vlogging activities in between them are to share information, educate and also economical factor, that is using vlog means to promote their product or service.
2. Their preferences both in watching and uploading videos through their social media accounts are quite diverse. From the nature of the message content, they like videos that are informative, educative and also that use the entertainment approach. From the theme side of the message, they prefer social, culinary, tutorial and business video campaigns.
3. The teenagers claimed to get the inspirations from the vloggers they already considered successful, in the production of the videos they will upload through their social media accounts.
4. In producing the videos they will be uploading, they are quite well-prepared, from start-up ideas, scriptwriting, shooting and editing with attention to current issues as well as adjusting to the current preferences of the audiences.
5. The participation of teenagers in vlogging activities tends to be higher as a viewer than as a video uploader. This is of course caused by a longer preparation process, especially in the production process of the video to be uploaded.
6. In terms of the frequency of their vlogging activity is quite diverse, some spend one to two hours a day, but some are spending more than five hours a day.

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