DEVELOPING WAYS OF THINKING IN SOCIETY USING ONLINE VIDEO: A CASE OF *SEXY KILLERS* VIDEO

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ABSTRACT

This research aimed to explain the online video, 'Sexy Killers', to build a way of thinking in society. The problem of this research limited to the role of online video in conveying messages that could build positivity in the community. It had a focus on how much the impact of online video could affect the way of thinking in society by using online video 'Sexy Killers' and looked at the responses of the audience's comments after receiving the message contained in this video. The method used in the research was a qualitative method documentation that the researcher would document any opinion in column comments by giving the right impression that had obtained positive (build) and negative. The results of this research are the video "Sexy Killers" has succeeded in design online video recommendations that can build a way of thinking in a society that has a positive impact.

Keywords: *ways of thinking, society thinking, online video*

INTRODUCTION

The internet is one part of life today. For nearly 25 years, the public is having access to the internet. Since then, it has been a continuous development and innovating process. People are able to do nearly everything with their computers, e.g., shopping, booking, doing researches, communication, and others (Schwarzl & Grabowska, 2015). Even terms 'netizen' is being a population of its own, who occupy life elsewhere, even if the internet has become 'new earth' to assist the earth indeed. Internet, the global community of millions of interconnected computer networks, connects private and public alike into an unregulated electronic community where millions of people link together computer on the 'information superhighway' (Ravi, 2012). In this case, every second, there will be new information that can be conveyed and accepted by the community.

The internet becomes the center of the gate; all the information that can affect the community. Moreover, there is even a big change from the time when there has never been internet, where media is limited by a newspaper, radio, and television. Now when the internet in, everyone has his/her own media to convey what they want to say freely (negative or positive). According to Durkheim in Gisbert 1959, he is the sociologist, who has stated, "it is the combination of social facts and values a sense of collective consciousness for social integration.". In the society, it can be seen how big the impact social media today in having a very strong integration between one individual as well as groups whatever with information unrestricted geographically areas.

Crucial to understanding the future of social media is by studying the characteristics that make these sites appealing to people. Such sites are increasingly becoming a single platform for social interaction, information, news, and entertainment. A great deal needs to be learned about why and how users participate and consume information on various online sites (Khan, 2017). If noticing any social media today, Youtube, Instagram, Twitter, and others will continue to add any features so that people be able to engage with them.

The one that has the appeal on the internet is a video. Many pieces of research have found that using video conferences, people can catch around 45-75% of the information that is provided (Nikopoulou-Smyrni & Nikopoulos, 2010) if it is compared with the delivery of information in writing or verbal. Because the video covers verbal and visual communication, so in this research, the researchers limit online media to Youtube with more information high disbanding by the social another. The researcher hopes that this video can give impacts generated

of the information delivered using online video, and also gives one recommendation design method to design video that can build a positive way of thinking of the community.

The video is an effective way in social media because it can share the ideas. Social networking sites allow users to share their ideas, activities, events, and interests within their individual networks. Web-based social networking services make it possible to connect people who share interests and activities across political, economic, and geographic borders. Besides that, social media bridges the distance among different people. It offers platforms for online users to find others who share the same interests and build virtual communities based on those shared interests. Within the availability of social media technologies and services, content sharing and user interaction have become relatively easy and efficient. When the major forms of public relations tools fail, social media can be used extensively to communicate with the general public regarding any crisis situation that might have gripped the nation or any organization (Baruah, 2012).

METHODS

The method used in research is a qualitative method documentation that the researcher would document any opinion in column comments by giving the right impression that has obtained positive (build) and negative. The researcher has divided the stage theory into two (Figure 1). They are the qualitative phenomenology theory in the online media section, which has now also become a source of information for the public. The second stage is the qualitative theory of interactionism, where the observations pay attention to interactions between the audience, content creators, and viewers in comments or interactions on the YouTube platform (Reeves et al., 2008). Then from the process, if the respondents' results are valid in building mindset of the society use sociological theory, the researcher will study the video that is used as the object of research by observing (pre-production – production – post-production the video *Sexy Killers*) and will obtain a structure design schemes (pipeline production video, pre-production – production – post-production) that can be appropriately applied to build a positive community mindset. Figure 2 shows the research methodology chart for this research.

The study case of this research is video *Sexy Killers* on YouTube. It is a video documentary that is made and supported by the group named 'Ekspedisi Indonesia Biru' that is directed by Dandhy Laksono and Ari Trismana. It uploaded to YouTube in April 2019 (Watchdoc Image, 2019). In delivering the messages, this video uses the subliminal, which consists of three aspects; visual, auditory, and combination subliminal messages (Atrees, 2013). Subliminal is (of a stimulus or mental process) below the threshold of sensation or consciousness that is perceived by or affecting someone's mind without them being aware of it. The burden of this video itself is how they uncover one big problem that is particularly related to the biosphere in Indonesia's electricity resources domination in big cities. They still use energy derived from coal, coal power stations (steam-powered electric generator) that gives damage to the environment, even caused the death rate around them (Watchdoc Image, 2019).

The data is collected by the team, which is not easy to share facts with the public and gives impact results about issue energy in Indonesia. The producer has said about four more years out of the first data come in. In this video, it can be seen biosphere damage that is caused by people in big cities indirectly. Despite the political content, there are about 21.500.158 viewers until May 3rd, 2019, which has the purpose of giving new knowledge to the community about the biosphere condition. The biosphere is a specific envelope of the earth, comprising the totality of all living organisms and that part of planet matter, which is in constant material exchange with these organisms (Levchenko et al., 2012).

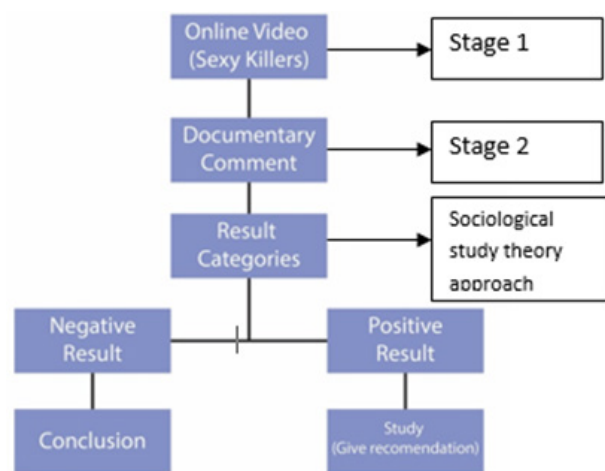Figure 1 Stage Theory Qualitative
(Limano, 2019)

Figure 2 Schematic Design Method
(Limano, 2019)

RESULTS AND DISCUSSIONS

According to the ITU, the internet had passed the 3 billion user milestone in 2015, with just over 3,2 billion users worldwide by the end of the year. While these highlights are steady growth, there is work to be done to bring the internet to everyone, particularly in certain regions. As of 2015, more than half the world's population was not yet online. Historical annual double-digit growth levels in the number of users dipped to 8% for 2015. The fact that growth rates keep falling with Internet penetration still below 50% is cause for alarm.

Furthermore, these figures increase over a smartphone device that can be reached by everyone with prices varying (Internet Society, 2015). So it will facilitate many people to engage with the internet and content inside. Even in the survey, nine to ten students (millennial generation and Z) never use media again, such as television, offline radio, and newspaper. There is a significant change for delivery information in the global society, today slowly, the television companies in Indonesia come to create account YouTube to reach a new generation market.

There was a moment where the family and relatives gathered in the living room or place where there was television. They talk and discuss the problems in television

that might affect the views or opinions of individuals. However, today, little by little, technology has become an integral part of the way that people communicate with one another and has increasingly taken the place of face-to-face communication. Due to the rapid expansion of technology, many individuals fear that people may be too immersed in this digital world and not present (Drago, 2015). Today, the information is provided in online media just by using the comments column; people can discuss and share what is in their mind directly. Even someone's personalities can be known from what they share in social media (Ganda, 2014).

The comment section of video *Sexy Killers* talks about interaction. The researcher limits the issue in this research that only uses the YouTube platform and a part in it. Interaction here is the view from the comments section of the audience in an online video that researcher records on May 4th, 2019, at 21.15 WIB. It shows 21.637.362 views, 892.000 likes, and 16.000 dislikes (Watchdoc Image, 2019). This statistic can be seen in Figure 3.

Figure 3 *Sexy Killers*
(Video YouTube - Watchdoc Image, 2019)

To know the opinion as data, the researcher learns the total comment of this video is 98.811 comments. For the sample, the researcher uses the application to know how much valid data samples could be used with 825 comments as subject data classification. To get comments that represent opinions in a column comment, YouTube has a filter to get top comments (meaning comments that are having most respond like or other comments from other users). Figure 4 shows the 825 respondents in comment based on the categories.
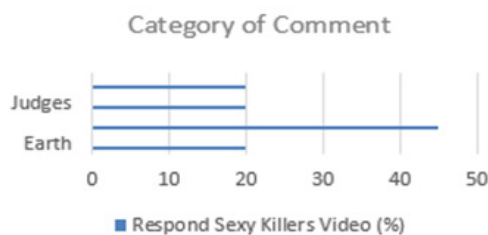

Figure 4 Commentary Category Respond
(Limano, 2019)

Figure 4 shows a detailed comment description in the observations. Random sample category (165 samples) in this category expresses not related to the video at all; abusive talk, comparing with video online another, carry the name public figure, and comedy. For the judges' category comments (165 samples), they pass the judgment, a mistake about government political, strong opinion for who is widely blamed or bring social issues in it. In this research, the researcher uses the sociological theory of communication;

uses and gratification theory (Weiyan, 2015). This theory has emerged out of the researches, which shifts their focus from what media do to the people to what people do with media. The researcher uses this approach to assume that audiences are active and willingly expose themselves to the media. Moreover, the most important that mass media cannot influence an individual who has 'no use' for it in the environment in which he/she lives. The uses of the mass media depend on the perception, selectivity, and previously held values, beliefs, and interests of the people (Mehraj, Bhat, & Mehraj, 2014).

Good man comments (330 samples) show the feeling that represents the empathizing a victim to environmental destruction, a newly gained knowledge, agree with video content, and supports the process of change by means of committed to reduce its use of electricity. By sharing this video, it can become a message to another for passed on to the community.

For the earth category, it more focuses on the problems that arise in the earth layers, such as land, water, air, and even the organisms that get harm because of the destruction due to the issue of energy and the source. There are positive and negative comments in this online video. For the positive comments, there are 65% of the audience samples from good man and earth, while the negative comments (hatred, harsh words, blaming others, and judgments), there are 40 % of the total sample audience.

This video can also be said to be viral on social media because it manages to provide a social transmission effect in its interactions. The social transmission of emotional content may be driven by more than just valence. In addition to being positive or negative, emotions also differ on the level of physiological arousal or activation they evoke. Anger, anxiety, and sadness are all negative emotions. However, anger and anxiety are characterized by states of heightened arousal or activation, while the sadness is characterized by low arousal or deactivation (Berger & Milkman, 2012). Through each comment, it can be seen that social interactions occur in the comments column that is raised by online society.

The timeline video of *Sexy Killers* contains 1 hour 28 minutes, 55 seconds. The aim of this research to know what content in video that represent audiences' mind. In the timeline of Sexy Killers, it can be found out that any part of the contents has proper delivery and understanding, and it influences the submission of audience comments.

- 01.00 – 03.00; Introduction and the electricity usage
- 03.00 – 28.00; The negative sides of coal mining
- 28.00 – 38.00; The process of coal distribution that damages the sea
- 39.00 - 39.00; The scheme business of the company and shares
- 39.00 – 49.00; Steam generators that are not healthy for the surrounding community
- 49.00 – 53.00; The alternative energy solar panels
- 53.00 – 01.04.00; The victims of the steam power generator
- 01.04.00 – 01.06.00; Electricity demands in Indonesia
- 01.06.00 – 01.15.00; The elite politic, company, and shares
- 01.15.00 – 01.21.00; People power to protect the earth
- 01.21.00 – 01.28:55; Ending – Conclusion

Besides that, *Sexy Killers* video also can build up ways of thinking. According to Harriman (1977), the word

'think' has a various and broad definition (dream, creativity, consideration, and others). It is the activity when people face the not objective situation that strikes five senses (Harriman, 1977). In this context, it states that through five senses that experience the interaction will provide new thought. The online video like *Sexy Killers* at least can approach two human senses (eyes and ears) to give thought into the audience. The researcher has seen the results of responding to comments. It can be seen a new thought that they have after watching this video.

There are some positive effects of social media on society. The first and foremost benefit of social media is the connectivity that people from anywhere can connect. The next benefit is getting information and updates. With the assistance of web-based social networking, people can get the actualities and accurate data by doing some exploration. Besides that, social media can also be used for noble causes. The public is making use of social media for contribution to needy people, and it can be a quick way to help such people. Furthermore, social media can helps in building society. It unites people on a huge platform for the achievement of specific goals that can bring a positive change in society (Akram & Kumar, 2018).

This video can shape good thinking in society. Good thinking is when an idea has evidence, liability, and a solution (Kettler, 2017). Today, it can be seen that the way of thinking of some online media is not good. The presented contents sometimes do not have the evidence, and it will create a hoax. Through a discussion in this video, there is a liability that can be useful for society as a message thought to build ways of thinking.

Video is an audio and visual learning material that can be used for sending messages or receiving messages (Fahrurozi, Maryono, & Budiyanto, 2017). To build the mind inside the society, it certainly needs the distinct method; one of them is the video content that is used to entertain in online media, such as comedy, an interesting visual, or vlog as though it is performing everyday life, and how to play the game that is interested in many people. However, these kinds of content have only been entertaining that cannot give messages that build a way of thinking in society. The question is, entertaining content cannot give messages affecting thought audiences to build up.

Figure 5 shows the pre-production process of the *Sexy Killers* video project. The purpose of collecting this data is to show the development data for a strong message to society and to make society know. In this step, it can be a liability because the genre is documentary. The technique used is the same as the mass media technique to obtain data, namely 5W 1H. In data collection, it needs years to get solid data that fits the facts presented. After that, there is a data management stage into a script, storyboard to form into a series of footage what is needed in its production.

Figure 5 Pre-Production Process
(Limano, 2019)

Then in the next process, it will enter the production process. In this process, the focus is on getting video footage in accordance with the design in the pre-production. The purpose of taking footage is not only to focus on good video cinematography but the delivery narration in accordance with the pictures, interviews with several resource persons related to the issue appointed, so that the audience can see firsthand the experience of the message to be conveyed strongly. This process does not have to be done directly, taking pictures or primary resources. It can also use secondary resources and footage. It can be seen in Figure 6.

Figure 6 Production Goal
(Limano, 2019)

Then in the most recent process is working on the post-production process. In this process, it is combining all the audio and video elements into a single unit in the film by delivering the entire film. There is nothing different in the process of doing this process, which is most important for each arrangement of messages to be one unit and not scattered. This process can be seen in Figure 7.
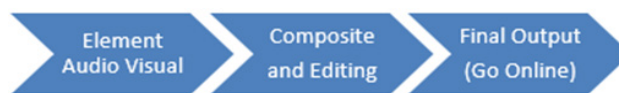
Figure 7 Post Production Process
(Limano, 2019)

After the post-production process, the video is ready for uploading to YouTube, the popular social media for video (Holland, 2017). People who are impressed with this video will talk about it from mouth to mouth that will provoke more people to watch and respond to messages from videos and becomes viral. From this video, it is needed to pay attention to the message well. However, if the content that the writer wants to convey is good and constructive but not following the pipeline so that the message will not deliver well. The result is certainly not many people who are interested in paying attention to the message in the video because of the steps of the production process are very important. Before continuing the conclusions, the researcher will match the theories from the experts about why the *Sexy Killer* video can build ways of thinking in society. It can be seen in Table 1.

Table 1 The Result of *Sexy Killers* Video
Can Build Ways of Thinking (Limano, 2019)

Theory	Online Video (Sexy Killers)
Philip L Harriman (1977), "Think" is a very wide with various definition (dream, creativity, consideration, etc) and activity when face of a situation that is not objective hidden strike the five senses	With online video at least, it can approach two human sense (eyes and ears) to give thought into the audience. Frim the video, it can be seen the results of respond from comments.

Table 1 The Result of *Sexy Killers* Video
Can Build Ways of Thinking (Limano, 2019)
(Continued)

Theory	Online Video (Sexy Killers)
Tood Kettler (2017), that is called the good thinking is when one that idea was having evidence, liability in it, and there are the solution of the problems in that idea	Sexy Killers video development in pre-production have much focus on data and fact about message not for entertainment only. And have information and solution message about clean energy in society.
Nikopoulou-Smyrni, P. Nikopoulos, C (2010). One who had the appeal in the internet is a video, in a lot of research found that using video conferencing humans can catch around 45-75 % the information provided.	Video can give much impression and message during people watch it, it proof from many comment and respond in like.
Durkheim the sociologist defined "it is the combination of social facts and, values a sense of collective consciousness for social integration"	Online video in social media can affect much in our life today, because technology is very near in our smartphone

CONCLUSIONS

The researcher limits the problem in this qualitative research with the object of research is online video *Sexy Killers*, which is viral within time in April - May 2019. Besides that, it is limited to discussing in examining audience respondents in the YouTube media comment and Like platform from the video. To get a great response from many people in the community, there have been changes in different ways today to convey its message by using online video media. If the content of the video is interesting so that the message will convey well. In the video, the viewers can feel the audio and visual that can be delivered directly with an acceptance rate of more than 50%.

The best thing about this research is about a good society and what kind of thought should be done for the build-up. There are five steps that need to do build it up; (1) having a decent basic standard of living; (2) Securing and being free to choose how to lead lives; (3) developing the potential and flourishing materially and emotionally; (4) Participating, contributing, and treating all with care and respect; (5) building a fair and sustainable future for the next generations. Using online video media, people's attitudes and habits can be changed. Hopefully, in the future, there will be more content that can create a good society. For future research, the researchers may answer about how to develop an online video for society to build a good society.

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