



A Journal of Culture, English Language, Teaching & Literature

ISSN 1414-3320 (Print), ISSN 2502-4914 (Online)

Vol. 22 No.1; June 2022

Copyright © Soegijapranata Catholic University, Indonesia

Indonesian Celebrities on YouTube: An Analysis Using Bourdieu's Perspective

¹Lambok Hermanto Sihombing, ²Jonathan William S, and
³Puji Lestari

¹²³Department of Communication, President University, Bekasi, Indonesia

¹lambok.president@gmail.com; ²jonathanwill.president@gmail.com,
³pujilestari.president@gmail.com

Received: 11-01-2022

Accepted: 11-05-2022

Published: 30-06-2022

Indonesian Celebrities on YouTube: An Analysis Using Bourdieu's Perspective

¹Lambok Hermanto Sihombing, ²Jonathan William S, and
³Puji Lestari

¹lambok.president@gmail.com; ²jonathanwill.president@gmail.com,
³pujilestari.president@gmail.com

^{1,2,3}Department of Communication, President University, Bekasi,
Indonesia

Abstract: Numerous Indonesian celebrities moving to YouTube have dominated the viewership and trending segments. The researchers chose Deddy Corbuzier, Baim Wong, Raffi Ahmad, and Nagita Slavina as they are celebrities who transitioned to YouTube and achieved success after only a few years of its existence. Using Bourdieu's social capital theory, the researchers identified celebrities' capitals that give them an advantage when transitioning to YouTube. Capitals resulted in dominance and elevated celebrities to celebrity status. According to Bourdieu, cultural capital may play a significant role in pursuing power and position within a community. This condition, we believe, exists as a result of the relationship between celebrities and their fans. Celebrities attempt to attract fans through the use of YouTube in order to achieve power. As a result, YouTube celebrities view these opportunities as business opportunities that eventually lead to financial success.

Key words: celebrities, capitals, domination, power, YouTube

Abstrak: Selebriti Indonesia yang tertarik untuk bertransisi menggunakan YouTube telah mendominasi dan menjadi tren saat ini. Penulis memilih Deddy Corbuzier, Baim Wong, Raffi Ahmad, dan Nagita Slavina karena mereka adalah selebriti yang berpindah ke YouTube dan meraih kesuksesan hanya dalam beberapa tahun keberadaannya. Penulis menggunakan teori "Social Capital" dari Bourdieu untuk melihat keuntungan apa saja yang mereka raih saat beralih ke YouTube. Modal mendominasi dan mengangkat status

selebriti lebih baik lagi. Menurut Bourdieu, modal berperan penting dalam mendapatkan kekuasaan dan status seseorang di dalam komunitas. Penulis melihat kondisi ini terjadi salah satunya melalui hubungan antara selebriti dengan penggemarnya. Selebriti berusaha menarik perhatian penggemar melalui penggunaan YouTube untuk mendapatkan kekuasaan. Pada akhirnya, selebriti YouTube melihat hal ini sebagai peluang bisnis yang besar yang mampu memberikan pengaruh bagi kondisi keuangan selebriti tersebut.

Kata kunci: selebriti, modal, dominasi, kekuasaan, YouTube

INTRODUCTION

YouTube was founded in 2015, and 18 months later was acquired by Google. For the last 15 years, YouTube has been the undisputed king of online video. It has a monthly user base of over 2 billion people who watch hundreds of videos multiple times (Business Insider Online Platform, 2015). Additionally, YouTube has developed into a critical platform for some of the most significant trends and controversies in today's new media environment. YouTube is unique in that anyone can upload content as long as they have a channel. The requirement is consistent with the organization's mission: to give everyone a voice and showcase them to the world (YouTube About, YouTube Mission).

YouTube's prominence as a platform for publishing video content grows in Indonesia. Additionally, the number of hours of content uploaded from Indonesia grows yearly. According to 2018 research conducted by Tech in Asia, 92 percent of Indonesian users stated that their first stop when looking for video content is YouTube (Tech in Asia online platform, English-language technology company). Indonesian users believe that YouTube enables them to discover interesting content on a variety of topics. The engaged audiences demonstrate that YouTube is beginning to outperform television in terms of popularity.

Many people in Indonesia create accounts, but few continue to grow their channels through video uploads. Several Indonesian YouTubers are well-known (Tech in Asia online platform, English-language technology company). Chandra Liow, Titan Tyra, Nessie Judge, and Arief Muhammad are just a few YouTubers who started early. Chandra Liow discussed beatboxing, music video production, and visual effects. Titan Tyra discussed makeup, skincare, and her vlog. Nessie Judge entertained her audience with horror stories and

conspiracies. Arief Muhammad, meanwhile, shared his vlogs. The YouTubers present a variety of content related to their passions and interests, such as singing or performing cover songs, playing a musical instrument, or performing stand-up comedy. Several of them began their careers as YouTubers from the ground up. They were unsure what to do, what equipment to use, or how to edit the videos. They even lack equipment until they master the skills and perform them independently. These YouTubers establish their channels and gain popularity due to their concepts, content, and creativity. Finally, they have assembled their production crew. YouTubers, too, have objectives when they create their channel. First, we take a glance at subscribers, views, likes, and comments. Second, they attempt to become a YouTube trend once more. Moreover, they attempt to earn money through YouTube. YouTubers are dominated by a particular demographic and by people who work in the entertainment industry. They are well-known.

Celebrities play a significant role in the media and on other digital platforms. Because some of them are regarded as credible and trustworthy, people believed that celebrities could become the most outstanding achievement of a healthy lifestyle, as evidenced by their sports choices, business endeavors, fashion choices, foods and beverages consumed, and even trends that are still ongoing. According to the definition, celebrities are incredibly close to the media and frequently become the center of attention. Apart from models, singers, film and television stars, and other entertainment industry members, athletes and business people can also be considered celebrities—additionally, several politicians transition to celebrity status or vice versa (theguardian.com, 2020). As with the rest of the world's entertainment industry, celebrities in Indonesia are divided into various categories, including musicians, film stars, masters of ceremonies, and commercial stars. The majority of celebrities compete to establish widely accepted general trends to increase their celebrity status. However, many celebrities stir up controversy in order to increase their celebrity. Basically, this will garner significant attention from the media and their general public.

Television has become a highly effective medium in recent years and one of the most widely used and viewed forms of media. It bolsters celebrities' intentions and is frequently used to boost their popularity, and the television industry desperately needs celebrities because they are the ones who can earn the public's trust. In this instance, we chose Muhammad Ibrahim, or Baim Wong, a prominent figure in Indonesia. He is one of the YouTube celebrities who regularly create content. Despite his relative inexperience in the YouTube world, his channel has amassed more than ten million subscribers (jpnn.com,

5th June 2020). His prior prominence influenced the phenomenon as a national celebrity. Baim Wong's time with his family is what drives him to be more active on YouTube than on television. According to Baim, television station schedules and film shoots keep him away from his family, whereas YouTube enables him to spend time with his family on his terms. Baim Wong's content is primarily focused on his daily interactions with his family, relatives, and celebrity friends. His range is likely to garner considerable interest from Baim Wong's and other Celebrity YouTubers' fans. Apart from that, his content is personal. Additionally, Baim's content includes personal lifestyle and charitable endeavors. It can elicit fans' empathy and garner the attention of other YouTubers, as Baim's actions are deemed reasonable and well-liked by the community. He rises to prominence as a public figure who never forgets to assist those in need. Because YouTube allows for freedom of expression while also allowing creators to earn money and be compensated for their work, more celebrities come to YouTube and create content. YouTube's freedom of expression has been appealing for celebrities because, on television, they are subject to rules and regulations imposed by the *Komisi Penyiaran Indonesia* (KPI), which can result in penalties if they violate them. Unlike on television, however, YouTube allows all content creators to create videos.

According to Fortune Magazine, YouTube's rise has been compared to television's demise as the most-watched platform. Furthermore, it has expanded its offerings with YouTube TV (Fortune Magazine, 2017). The phenomenon resulted in the popular jargon "YouTube is more than a television" (Young Lex, 2016), which was coined about a song by Young Lex and SkinnyIndonesian24.

After conducting research on YouTube, the researcher discovered that celebrities such as Deddy Corbuzier, Raffi Ahmad, Ruben Onsu, and Halilintar Family began opening YouTube channels in 2016. It is entirely consistent with the jargon "YouTube is more than a television." These celebrities' channels have seen a significant increase in views, subscriptions, and likes, to the point where they are gradually displacing many other content creators in trending segments. The arrival of celebrities on YouTube will affect the YouTube environment of established content creators, as their perspectives will be divided. The audience's interest in content has shifted away from traditional YouTubers, such as gaming, vlogging, and creativity, and toward the new and fresh content that celebrities have brought to YouTube, such as pulling pranks, proudly displaying their wealth, posing as people in need, and hosting giveaways.

We used RANS Entertainment, Deddy Corbuzier, and Baim Wong as our primary subjects in this research. The subjects are television and YouTube celebrities. RANS Entertainment is a production and entertainment company founded by Raffi Ahmad and Nagita Slavina. They typically post content on their YouTube channel about vlogs, podcasts, cartoons, and celebrities. Deddy Corbuzier shared motivational videos, podcasts, and martial arts content. The Baim Paula family shared various types of content, including vlogs, giveaways, and interviews with celebrities.

The researcher applied Bourdieu's Social Capital Theory (Silvia Rogosic and Branislava Baranovic, 2016), which states that Social Capital is the accumulation of all potential resources required for institutionalized relationships of respect, interest, fascination, and acceptance to a greater or lesser extent. Bourdieu also stated in his book *Theory of Social Fields: Concepts and Applications* (Hilgers, M., & Mangez, E. (2015) that the social world is divided into numerous fields of practice, each with its own set of rules, the body of knowledge, and type of capital. As Bourdieu stated, social fields theory is analogous to environments where individuals compete for position and play to win. The researcher will analyze how celebrities dominated YouTube between 2016 and 2021.

The researchers discussed the topic from the audience's and older YouTube content creators' perspectives. Additionally, the researchers classified several influential celebrities, YouTubers, and Content Creators according to their period. Bourdieu's Social Capital Theory was a grand theory, and Bourdieu's field concept encompassed the research that substantiated his theories and concepts. We classified the research according to how celebrities establish dominance and capitalization on YouTube.

THE ORETICAL FRAMEWORK

In the world of entertainment, celebrities are inextricably linked to global fame. A celebrity is someone well-known, whether in entertainment, sports or simply the state of being well-known. According to Hearn & Schoenhoff (2015), a person's ability to capture the public's attention is the determining factor in whether or not they become a celebrity. As with an inherently attractive individual or group, a pet, sports athlete, or comedian can become famous if their distinctive appearance, talent, skill, wealth, or even achievement has shaped the definition of celebrity and fame from the start (Turner 2006; Ruiz-Gomez, A., 2019). Rojek (2001) explains that fame is

classified into several categories based on celebrity figures and acquired fame. The first is ascribed status, which refers to celebrity gained from familial or sibling relationships. Achieved status refers to the fame individuals may obtain due to their achievements-attributed status, precisely the film character's persona. Moreover, celebrities' fame is aided by technological advancements such as televisions, big screens (movie stars), and social media celebrities. According to the article, celebrities are defined by the content they share on their social media accounts. (Zulli, 2018; Hearn & Schoenhoff, 2015. We can observe celebrities' meteoric rise via the Internet, referred to as influencers or content creators. A. Ruiz-Gomez, 2019 (Turner, 2006; Ruiz-Gomez, A., 2019).

Celebrity status and financial rewards were associated with fame, which appeared to be attainable (Turner, 2006; Ruiz-Gomez, A., 2019). Due to their established reputation, it can be relatively simple to obtain a promotion, job, or even money. As a result of this fact, an unprecedented number of fame-seekers have turned to social media as a means of self-promotion (MacDonald, 2014). In conclusion, celebrity significantly impacts the growth and development of a career path or life.

Domination is a type of power, typically social power, which can exert control over other people (McCammon, 2018). This statement demonstrates that celebrities wield influence over others. Their supporters are included in this context. Rubin & McHugh (1987) and Stever (2009a, 2011a) have discussed the motivations for developing a relationship with a celebrity, including task attraction, in which fans believe that this person (Celebrity) is the best at something they have ever seen. Then there is romantic attraction, which means that fans believe their favorite celebrity is attractive and appealing to them romantically, and the final appeal is based on the person's character and qualities, which means that the celebrity is a good person and role model for them. As a result, the celebrity's attractions can direct their fans to various locations. Several pieces of literature have concentrated on these types of fans who exhibit pathological signs of celebrity worship, stalking, and other such behaviors (Maltby et al., 2006; McCutcheon et al., 2003; McCutcheon et al. 2016). This theory demonstrates that fans are willing to go to great lengths for their favorite celebrities, particularly for simple and free actions such as subscribing or following, leaving comments, and liking a celebrity account.

Returning to domination, another source (Pettit 2014) acknowledges that, while individuals may experience relational domination within specific relationships, power may be structural, involving what he refers to as 'deeper sources of subjection.' These relationships are possible only due to the

practices and institutions of broader society and the world: the culture, economy, and constitution in which people live. This domination exercised by celebrities over their fans becomes structural due to functional interactions between them: communication, relationships, and institutions such as YouTube and Social Media (their communication platforms), the celebrities' agencies, and fan communities. In more detail, the celebrity establishes the relationship, while their fans establish dominance. The more well-known a celebrity is, the more fans they can attract. The more fans celebrities have, the more power and dominance they can create. Their dominance has a bearing on their influence and career.

Bourdieu (1986) introduced the concept of contemporary social capital, stating that it is a collection of actual or potential concepts associated with ownership of a long-lasting network or, more or less, a reciprocal relationship between familiar institutions. While other scholars view social capital as a necessary component of social networking, Bourdieu used it to articulate the consequences of social inequality.

Social capital is similar to the source of information such as ideas, business opportunities, financial wealth, power, emotional support, goodwill, trust, and cooperation provided by individuals and business networks (Baker, 2000). However, the relationship between celebrities and YouTube is not solely for the benefit of their fans and YouTube users but also to pursue business opportunities that will result in financial matters. For instance, Baim Wong is one of Indonesia's most successful YouTube celebrities. According to Social Blade data, Baim Wong is estimated to earn between Rp. 830.20 million and Rp. 13.29 billion for every month. It occurred due to his videos being viewed by thousands or more people. Furthermore, he received many subscribers, likes, and comments on his videos.

Social capital can be used in the most depressing way possible by focusing exclusively on society's middle and upper classes and ensuring that "wrong people" are excluded from their exclusive spheres (O'Brien & Fathaigh 2005). The concept of cultural capital refers to assets, competencies, qualifications, and skills through the lens of cultural authority. According to Bourdieu, having cultural currencies enables people to compensate for lack of capital by converting them to socioeconomic status. Bourdieu also believes that cultural capital may play a significant role in pursuing power and position within a community.

Field Theory enquires into how individuals construct social fields and their impact. Social fields are places or environments where individuals or groups compete against one another, such as academia, music, politics, and popular culture (Marquis, Christopher; Tilcsik, & András, 2016). Bourdieu's 1993 book *Cultural Fields* emphasizes the role of any relevant audiences as agents with authority to generate symbolic capital. In cultural fields, the ability to make judgments or declare something enables audiences to reposition themselves. The dominant player on the field is the Incumbents; these are the individuals who maintain the field, change competition rules, and risk destabilizing their dominant position. The challengers, dubbed the Insurgents, sought to compete against the Incumbents successfully. While incumbents attempt to defend and impose consensus, insurgents seek to "shatter the Doxa's silence and cast doubt on the unproblematic, taken-for-granted world of the dominant groups" (Bourdieu, 1993). Due to the cultural fields' consistent reproduction of the Incumbents' privileges, the Insurgents have few opportunities to demonstrate their values and abilities.

Bourdieu asserted that the Insurgents establish authority over the fields through two mechanisms. The first is external issues, such as crises or advancements in other fields that affect the field (Cattani et al., 2014). The second is the availability of relational reception space in which the audience is disposed to consider the proposed offers due to its beliefs and preferences. However, the mechanisms by which audiences vary are similar to those that govern social structure and stratification. The purpose of field theory is to ascertain how Incumbents and Insurgents operate on social levels. On YouTube, we identify the Insurgents' strategies for flouting the Incumbents' authority and privileges.

METHOD

The research analyzed and evaluated the identities of a celebrity (who later became a YouTuber) and a YouTuber. Observation is a technique for collecting data involving systematic observation and recording a phenomenon. The observation can be made by recalling YouTube's unique feature of allowing anyone to upload content as long as they have a channel. The requirement is consistent with the organization's mission: to give everyone a voice and show them the world (YouTube About Website). The data sources for the analysis were the YouTube accounts of the three research objects, RANS Entertainment, Deddy Corbuzier, and Baim Paula. The researchers

chose those channels as the primary subjects of this study because their channels have grown significantly over their active years of uploading content. Baim Paula joined YouTube in 2018 but has already amassed 18.3 million subscribers by 2021.

First, the researchers examined RANS Entertainment and their capitalizations on YouTube through 2021. The researchers discussed RANS Entertainment in detail beforehand, focusing on their capitals, including their relationships with fans and other influential individuals. The capital can be seen in the comments section of their YouTube video and on other related social media platforms. The journey of becoming established in the entertainment industry and amassing capital results.

Next, the researchers observed and analyzed the channel of Deddy Corbuzier. On Deddy's channel, the researchers are examining how his social capital affects the engagement of his videos. The researchers will compare two of his videos featuring various guests. Comments, likes, and views will be analyzed to determine the extent to which his guest possesses the power. As studies have indicated, YouTube and social media have evolved into platforms for people to express their opinions (their identity is no exception). They can be considered data sources about the uploaded videos via YouTube's features, including comments, likes or dislikes, and subscribers.

The researchers then observed Baim Paula's channel and determined the amount of social capital they possessed. Their social capital will be judged by their relationships with fans and viewers and how they establish and maintain those relationships. The researchers will monitor their interactions with fans and their comments, likes, and views. Capital gains will be included as data.

Finally, the researchers discovered the field theory, which examined how individuals construct social fields and how those fields affect individuals; social fields are places or environments where individuals or groups compete, such as academics, music, politics, and popular culture. As a result, the researcher will examine YouTuber elements, particularly those of Celebrity YouTubers, such as their slogans, color scheme, content theme, and level of engagement on YouTube. Their account and other related sources such as television and articles provide updates on the celebrity YouTuber. After compiling all necessary data, the researcher organized it into research and discussion sections and interpreted it according to theories and facts. As a result, the study will reach its conclusion.

RESULTS

A. RANS Entertainment on YouTube

RANS Entertainment is a YouTube channel and production company founded by Raffi Ahmad and Nagita Slavina, two well-known Indonesian celebrities. They launched their first video promoting their jeans brand on YouTube in December 2015. Their channel growth is quite captivating. They gained 19.7 million subscribers in six years, in 2021, with approximately 2,000 uploaded videos and 3,841,000,000 views. RANS Entertainment is also ranked 219th globally and 4th in its local area by analytical website Id.NoXInfluencer. RANS Entertainment's content primarily focuses on their son, Rafathar, music, cooking, makeup, vlogging, tips, tricks, and interviews with other influential people. RANS Entertainment can upload up to three videos per day.

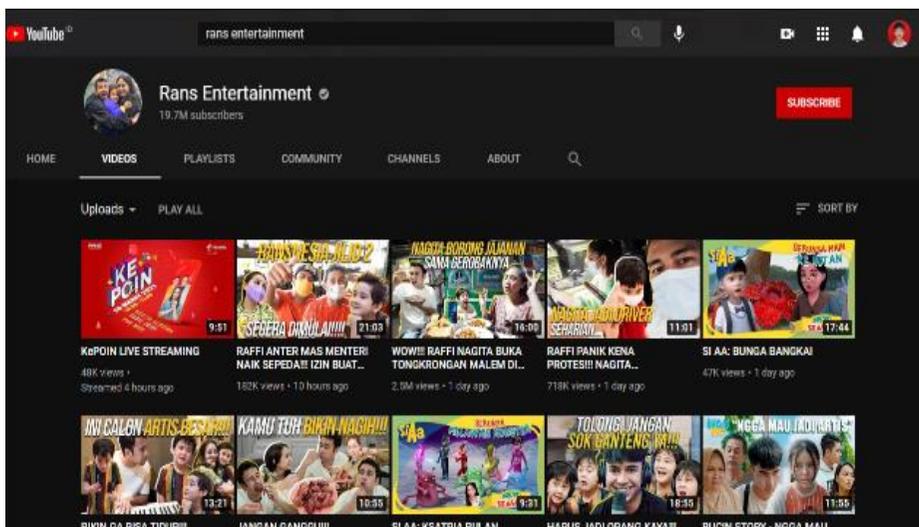


Figure 1:
Rans entertainment YouTube channel

The researchers observe the channel's growth to ascertain Raffi Ahmad and Nagita Slavina's cultural capital. According to Bourdieu, in an article published in *Idea Societa Journal* titled "*Modal dalam Praktik Sosial Arisan Sosialita*" by Wati (2015), regardless of how much social capital an agent owns, it is contingent upon the agent's ability to mobilize the other capitals effectively. Raffi Ahmad and Nagita Slavina already had fans (Cultural capital) prior to their YouTube appearances, and the fans mobilized their capital to support the celebrity. Their social capital on YouTube, particularly their fans

who show their support through likes and subscriptions. Camamero (2011) asserts that the strength of ties has increased the influence of word of mouth, encouraging people to engage in reciprocal behavior and trust in the relationship. Likewise, their support is evident in their comments on Raffi Ahmad and Nagita Slavina's videos, which contain the following dialog:

Assania assania

Mama gigi imut banget,cantik,sabar,gak ngebosenin,good attitude,dan ramah.

Aa rafi semenjak nikah sama mama gigi tambah sukses

Semoga langgeng dan bahagia ya rans.

(Mommy Gigi is so cute, beautiful, patient, attractive, well-behave, and friendly. Since Raffi got married with Mommy Gigi, he becomes more successful. May you have long-lasting family relationship and always be happy).

This is then followed by the comments:

Aminah Khairunissa Thalib

Bismillah trending gaes!

(Bismillah. It becomes hot issues)

and

Yaya Saputra

Sampe Paketan habis gaes nonton RANS ENTERTAINMENT TERUSSS 🍷🍷🍷🍷🍷

(Till I don't have any internet quota left as I always watch RANS ENTERTAINMENT most of the time)

The comments were chosen based on their support for the content and channel. Both comments were encouraging, even though they will go unnoticed by Raffi and Nagita. This phenomenon corresponded to Alberoni's 1972 concept of mass media, as described in "*Transformasi Selebriti menjadi Politisi: Urgensi Personal Front dalam Ranah Sosial.*" According to the Journal of *Kajian Ilmu Komunikasi*, 2015, while every individual is aware of and discusses

celebrity behavior, elites or celebrities may not be aware of or recognize the existence of the individuals.

Raffi Ahmad and Nagita Slavina gain sufficient economic capital from YouTube by leveraging their cultural and social capital. Cited from Id.NoXInfluencer, Raffi earned approximately 101.7 million Rupiah for each video uploaded. He received between 1.52 and 5.32 billion rupiahs per month, with an average click per mile of IDR 11 thousand to IDR 38.5 thousand. The capital gain was consistent with his position as the fourth most subscribed YouTuber.

Raffi Ahmad and Nagita Slavina are establishing themselves as Insurgents on YouTube, but they are also Incumbents in the Entertainment industry. Positions in entertainment, such as a well-known celebrity, become symbolic capital. Because social capital is "governed by the logic of knowledge and acknowledgment," it can be referred to as symbolic capital (Bourdieu, 1986 in Johnson 2016). Raffi Ahmad's symbolic capital will be revealed in January 2021, when he is trusted to be one of the celebrities who received the COVID-19 vaccination.



Figure 2:
Raffi Ahmad with President Joko Widodo
(27th January 2021, Instagram @raffinagita1717)

Raffi Ahmad and Nagita Slavina have come to power on YouTube in less than six years, earning more revenue than other YouTube content creators. Raffi Ahmad and Nagita Slavina's cultural, economic, and social capital have fueled their fame and dominance on YouTube.

B. Deddy Corbuzier on YouTube

The next observation goes to Deddy Corbuzier's YouTube channel. He is well-known to the public as one of Indonesia's most popular magicians. He launched his YouTube channel in 2009 and began regularly uploading in 2011. He amassed 13.9 million subscribers and 814 videos in less than ten years. Deddy's content is primarily focused on podcasts, motivation, strategic fundamental combat tips, and his various perspectives on current events. Each day, he uploads one video.



Figure 3:
Deddy Corbuzier YouTube channel

The researchers observe the channel via the content that Deddy posts. Compared to his other works, the podcast is one of the works that he frequently shares. Deddy invites other influential people and celebrities to collaborate on his podcast. Deddy maintains his relationships with others and uses them to attract viewers to his YouTube channel, but this may or may not be the case depending on the people he invites. His YouTube channel demonstrates this statement.

This is Agnez Mo's appearance on Deddy's podcast. They discussed their past, and given that Agnez is one of Deddy's ex-girlfriends, this subject could become a trend and garner a large audience. It is demonstrated by Deddy's viewership, which has surpassed 7 million views. Numerous people also leave comments about Agnez Mo in the comment section. They demonstrate their support for Agnez and express positive sentiments about her. The following is the conversation between them.

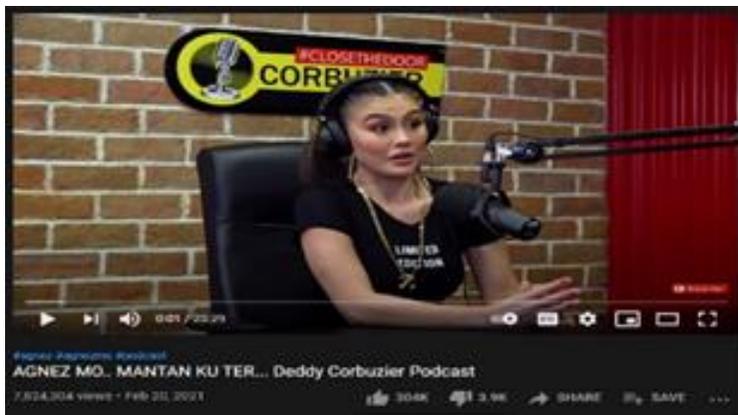


Figure 4:
Deddy Corbuzier podcast with Agnez Mo

Corry Au

Agnez makin kesini karier makin melonjak tinggi tapi doi makin rendah hati bangeet....

Dan satu hal yg gw tangkap dr seorang agnez mo dia mampu membuat org yg di sampingnya nyaman ♡♡

(Agnes has become more popular in these few days, and she also becomes more humble. One thing that I can see from Agnez Mo is that she is always able to make her comfortable)

Fitri Dian Sari

Fans berat banget sama agnes mo smart pny skill good attitude perfect deh;) seneng aja liatnyaa

(I am a big fan of Agnez Mo. She is not only smart but also well-behaved. Perfect! Always happy to see her)

Ragit DP

Agama membuat kita jauh dari dosa

Ada juga yang melakukan dosa dengan nama AGAMA #Omded2019

(Religion makes us far from the sin. However, there is also a sin under a RELIGION name).

Iwantop

"Negara ini terbentuk atau didirikan berdasarkan kesepakatan bersama antar suku bangsa dan agama bukan dari mayoritas atau minoritas", setuju pak 🙌

(The nation is built based on the agreement of every tribe, nation, and religion, not minority or majority. Agree, Sir!)

According to Bourdieu in "On Bourdieu: Key Figures, Concepts and Developments" by Oyvind Ihlen (2018) of Public Relations and Social Theory book, Social Capital is a combination of the potential resources that are linked to the possession of a quality network of more mutual acquaintance and recognition. The definition can accrue due to a conscious or unconscious investment strategy involving exchanges of gains. It was proven in collaboration with Agnez Mo. Although Deddy gained many viewers on his YouTube channel, Agnez Mo also gained positive views from the audience.

Shafira Billa

Aku kira, selama ini Agnez mo sombong semenjak Go international jarang ada di indo. Ternyata diluar dugaan! Sumpah attitude dan auranya positif banget skrang! makin matang makin cantik. Amazing Agnez!

(I thought, Agnez Mo became a selfish public figure after Go International. It rarely happens in Indonesia. Surprisingly, she is not. For heaven's sake, her positive attitude and persona now show that she becomes more beautiful. Agnez is amazing!)

Jum Riani

Dan terjawab sudah... Kenapa seorang Agnes Mo bisa jadi seorang Artis yg Go internasional dan jarang di terpa gosip2 negatif. Ternyata ada seorang ibu yg benar2 menjaga anak perempuan nya.....

Dari dulu aku sllu mengidolakan Agnes. Love u full

(It's been answered why Agnez Mo can go international and become the public figure that is rarely gossiped by media. The answer it because there is a mother that really takes care of her daughter. I have been crazy about Agnez since I was a kid. Full of love.)

Women Net

Ngga Nyangka Kalo Ternyata Agnez Orangnya SE ASIK INI.

(I never imagine that Agnez Mo is easygoing)

Next, Deddy invited Letjen Agus Widjojo Lemhana on the other episode of his podcast.



Figure 5:

Deddy Corbuzier podcast with Letjen Agus Widjojo Lemhanas

That is Letjen Agus Widjojo Lemhanas's appearance on Deddy's podcast. They discussed Radicalism in Indonesia under the heading "Radikalisme Sudah Masuk Dalam BUMNI?" This video received only 559,448 views, which is less than half of the views received by Agnez Mo. Deddy Corbuzier amassed sufficient economic capital from YouTube, according to cultural and social capital theory. Deddy earned approximately 335.5 million Rupiah for each video uploaded, according to Id.NoXInfluencer. He earned between 1.6 and 3.73 billion Rupiah per month, with an average click per mile of 11 thousand rupiahs to 38.5 thousand rupiahs. As a result, he was ranked 461 globally and 14th in Indonesia. In conclusion, celebrity relationships benefit both parties. In this case, Agnez Mo earned a favorable image from the audience, while Deddy Corbuzier benefited from YouTube views and revenue. In the other case, Deddy benefited from Letjen Agus's valuable content, while Letjen Agus gained exposure and educated the public about radicalism or other sensitive topics.

C. Baim Wong on YouTube

The last observation goes to Baim Wong's YouTube channel. Baim Wong is well-known in Indonesia as one of the country's most popular actors and models. He has starred in 19 Indonesian films, over 30 Indonesian soap operas, two Indonesian web series, and eight television shows and has become a brand ambassador for more than five well-known Indonesian brands. Baim established his YouTube channel on 4 June 2016 and actively uploaded videos on 28 August 2018. He named his YouTube channel "Baim Paula" because the majority of their content focuses on Baim and Paula's daily vlogs and lifestyles, as well as challenges and charities. At the moment, Baim Paula has 18.2 million subscribers on YouTube and has uploaded 1.28K videos. Baim Paula's YouTube channel posts one to two videos daily.



Figure 6:
BAPAU's family YouTube channel

Baim Paula is ranked 259 in the world and 6th in Indonesia. Baim and Paula also earned substantial money from videos they uploaded to YouTube. They earned 166.33 million rupiahs from a single YouTube video, and between 1.27 and 4.45 billion rupiahs in a single month (Id.NoXInfluencer).



Figure 7:
Baim and Paula's second YouTube Channel

Next, the researchers observed through Baim Paula's uploaded content that the most popular videos on YouTube were when Baim and Paula collaborated with Raffi Ahmad to conduct a social experiment in which he and Raffi were dressed as lunatics and observed how strangers reacted to them. Not only that, their daily vlogs detailing their daily activities and social interactions with other celebrities also encourage viewers to subscribe to their channel. The researcher noted that when Baim and Paula achieved celebrity, they collaborated with another influential and well-known celebrity, such as Raffi Ahmad. As a result, Raffi can increase the number of viewers on Baim Paula's channel.

One of Baim Paula's most popular YouTube videos is the image below, with over 14 million views.



Figure 8:
Baim and Raffi doing the social experiment

The public enjoys watching Baim and Raffi conduct this social experiment. It was purely to make other people or their fans happy. Numerous people commented on how pure and humble this action was, given that they are both prominent figures in Indonesia.

Siti Fatmawati

Ketika saya pertama kalinya lihat vidio ini, saya nangis, sedih dan bahagia, saya nangis dan sedih karena melihat kabaim, penampilannya kaya gitu cuman demi membahagiakan orang orang, dan tdk merasa malu, senangnya saya melihat ka baim, ka baim orang nya baik jujur, sopan, dermawan, eh ada karafi juga, ya alloh seneng bgt, semoga orang orang seperti mereka, selalu di berkahi oleh alloh swt, dan selalu ada dlm lindungan Alloh SWT.

(When I first saw this video, I cried out, both happy and sad, because I saw Baim using his unique appearance to make others happy and without any sense of shame. I am delighted to see you, Baim. He is affable, sincere, courteous, and generous. Also, there was Raffi. My God. I am extremely pleased. I hope people enjoy them. They will always be blessed by Allah SWT and under Allah SWT's protection).

Taufik Doang

Cuma Baim wong yg bilang klu uang yg di bagikan itu. Uang yg udah nge subscribe chanelnya. Salut buat Baim wong. Ga pernah sombong sama siapa pun. Makanan yg dikasih orang langsung dimakan. Minuman sisa pun juga langsung diminum.. saya yakin seyakin-yakinnya artis lain ga akan berani kayak Baim. Makan makanan yg di kasih orang atau minum minuman sisa orang.. terima kasih Baim. Kami juga sayang kamu.

(Only Baim Wong stated that those who subscribed to his channel received the distributed money—salute to Baim Wong. Never be superior to others—immediate consumption of the sustenance provided. The remainder of the drink was immediately consumed as well... I am certain other artists will need more fortitude to do it like Baim. Consume food that others have given you or imbibe their leftovers... Thank you Baim. Also, we adore you).

Panci Gaming

Rafi sama Baim memang sahabat terbaik 👍

(Rafi and Baim are best friends).

Apart from the social experiments he uploaded to YouTube, he also created giveaway content that drew investment and strengthened his relationship with the viewers of his videos. This image illustrates the content.



Figure 9:
Baim's content with one of the fans

The video of Baim giving away something to one of his fans demonstrates the relationship developed and how it fosters reciprocal investment between Baim and his fans. This action is also connected to Bourdieu. According to Ihlen (2018) in his journal article, "On Bourdieu: Key Figures, Concepts, and Developments", social capital must be established well before a need arises, "as if for [its] own sake, and thus outside [its] period of use." Not only with fans but also with the public and other influential people, Baim had garnered investment. Establishing relationships can help build social capital supporting Baim's work, as demonstrated by the comments on one of the giveaway videos.

Wi_Vi

Membuat wajah sedih jadi tersenyum itu sangat langka. Semoga pahalanya berlipat buat bosque sekeluarga.

(Rarely can a sad visage be transformed into a smile. The reward should hopefully be multiplied for bosque and his family).

Teguh Pay

Bismillahirrahmanirrahim...ada istilah "siapa menanam..siapa menuai"..yg kita bisa liat Bossque di tiap konten pranknya selalu memberikan sesuatu yg tentunya sangat bermanfaat bagi org lain... subhanallah...dan saat sy melihat konten yg ini sangat sarat dgn air mata,entah sadar atau tidak...nyatanya air mata sy udeh turun dr tempatnya...ya alloh..semoga Bossque serta bapak family di berikan kesehatan & di berikan rizki yg berlimpah...insya alloh selamat dunia akherat

& juga di jauhkan dr api neraka...aamiin

Ig @teguh_indrayan.

(Bismillahirrahmanirrahim... there is a term "who plants..who reaps". What we can see Bossque in each of his prank content always gives something that is of course, very useful for other people... subhanallah... and when I see this content, it is very full of tears, whether consciously or not... in fact my tears have come down from their place... ya Allah... I hope Bossque and the family's father are given health & abundant fortune... God willing, be safe in the world hereafter & also kept away from hell fire.

The researcher discovered through the dataset analysis that Baim Paula's content can be used to forge strong bonds with their fans and the general public. The relationships could be reciprocal, with Baim receiving public support and increasing the engagement of his videos, while the public may receive a gift from Baim and Paula via the comment sections. As a result, social capital is required to establish strong relationships that benefit both parties.

CONCLUSION

To summarize, the researchers determined that all three celebrity YouTubers possess the same symbolic capital, enabling them to achieve dominance and fame on YouTube. Before Deddy, Baim, Raffi, and Nagita joined YouTube, they already possessed symbolic capital indicating their status as reputable celebrities in the public eyes.

The symbolic capital may give them an advantage on YouTube, where most views come from their fans. Additionally, relationships are critical.

Celebrities' social capital demonstrates their relationships with other celebrities and their fans. Relationships with other celebrities can take the form of collaboration, which can have a significant impact because it combines the two capitals owned by the celebrity's relatives. Collaborations between celebrities can be mutually beneficial. They can benefit from one another, as they may gain easy exposure and funding due to the video advertisement. Furthermore, the researchers discovered the critical role of social capital with their fans in a celebrity's capital and gaining value.

As mentioned previously, Baim has a strong relationship with his fans, as evidenced by his collaborations with the public and gifts to his fans. It can create the impression that Baim is a very kind and humble celebrity, attracting the public's attention. Each capital that celebrities own and receive enables them to ascend to the top of YouTube and become dominators. After establishing themselves as one of the most powerful content creators on YouTube, celebrities acquire additional capital such as trending segments, providing economic and symbolic capital. As they grow in popularity and dominance, they will acquire additional capital.

REFERENCES

- Al Farisi, B. (2020). *Penghasilan Sebulan Bisa Mencapai Rp 10 Miliar, Berikut Serba-Serbi YouTube Rans Entertainment*. From Kompas.com: <https://www.kompas.com>.
- Cattani, G. F., & Allison, P. (2014). Insiders, Outsiders and the Struggle for Consecration in Cultural Fields: A Core-Periphery Perspective. *American Sociology Review*, 258-281.
- Claridge, T. (2015). *Bourdieu on Social Capital - Theory of Capital*. From Social Capital and Research Training: <https://www.socialcapitalresearch.com/bourdieu-on-social-capital-theory-of-capital/>.
- Fatmawati, N. I.(2020). Pierre Bourdieu dan Konsep Dasar Kekerasan Simbolik. *Jurnal Politik dan Sosial Kemasyarakatan*, 41-60.
- Grunewald, L., & Haupt, J. (2014). Value Creation on YouTube How Musicians, YouTubers and Commercial Networks Create Social,

Cultural and Economic Capital. *Conference: Music Business Research Days: At Vienna*, 1-22.

Hearn, A., & Schoenhoff, S. (2015). From Celebrity to Influencer: Tracing the Diffusion of Celebrity Value Across. In H. Allison, & S. Schoenhoff, *A Companion to Celebrity* (pp. 194-212).

Isna, T. D. (2021). *Gimana Raffi Ahmad-Nagita Slavina Gak Kaya Raya? 1 Kali Upload Video YouTube Saja Raup Rp70 Juta*. From *Wartaekonomi.co.id*: <https://www.wartaekonomi.co.id/read318051>.

Khan, G., & Sokha, V. (2014). Virality over YouTube: An Empirical Analysis. *Internet Research*, 629-647.

Mahbub, D., & Shoily, K. F. (2016). The Place of Pierre Bourdieu's Theories in (Popular) Cultural Studies. *BRAC University Journal*, 1-9.

Ni'imah, M. (2015). Transformasi Selebriti Menjadi Politisi: Urgensi Personal Front dalam Ranah Sosial. *Kajian Ilmu Komunikasi Vol. 45 No. 2*, 141-154.

Rogosic, S., & Baranovic, B. (2016). Social Capital and Educational Achievements: Coleman vs. Bourdieu. *CEPS Journal*, 81-100.

Ruiz-Gomez, A. (2019). Digital Fame and Fortune in the Age of Social Media: A Classification of Social Media Influencers. *ADResearch ESIC International Journal of Communication Research*, 8-29.

U., F. H., Mulyana, A., & Regina, M. (2018). Motive, Meaning and Social Action of YouTube Content Creators in Indonesia. *Saudi Journal of Humanities and Social Sciences (SJHSS)*, 230-239.

Wati, K. S. (2015). Modal dalam Praktik Sosial Arisan Sosialita. *Jurnal Idea Societa*, 1-27.

Yeru, T. E. (2019). Celebrification of Instagram Users As a Practice. *Conference: New Media and the Changing Social Landscape of Contemporary Societies*, 405-418.