



## Analysis of SWOT Strategies Creativepreneurship Youtube Content Creator (Case Study of Harryware Channel Content)

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### ABSTRACT

Content competition is no longer restricted to the quality of items that emphasize each other's distinct benefits. As a result, a plan is required to increase the number of viewers. This "harryware" content provider is a company that works in the creative video sector on the YouTube platform, using the AdSense system to generate cash. The goal of this research is to build a creative strategy for video-based company growth based on the content of the Harryware YouTube channel. This study employed a qualitative research method using a descriptive case study methodology. SWOT analysis (Strength, Weakness, Opportunity, Threat) is a data analysis approach that identifies internal and external elements that create strengths and weaknesses, as well as opportunities and impediments to corporate success. The harryware youtube channel's SWOT analysis is a mechanism for defining and implementing a plan to achieve its objective and goals. The findings of this study show a substantial market potential opportunity, as seen by the proliferation of channels with comparable talks, which is relatively high, but also a significant threat, namely channel sinking from numerous new channels. Who arrive and viewers choose more popular entertainment material, posing a different danger to harryware channel video content.

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## 1. Introduction

It is now incredibly simple to earn money and establish a business. One of them is in the digital area, which is centered on the internet and uses multiple platforms. Many online media outlets provide opportunities to establish a profession and earn money. Because technical sophistication is progressively facilitating entrepreneurship and creativepreneurship in the digital era, the chance and potential to become an entrepreneur or creativepreneur is quite vast (Ma'aruf et al., 2021). Because of the rapid advancement of technology and information, the millennial generation now has the chance to start a variety of enterprises, particularly those that are technology-based. Working in the field of content creation may be a lucrative business in a sector like creativepreneurship. Because a creative business actor in the business world is backed by the newest innovations, sales and results are genuine, it is determined that a creative business actor in the business world is called a creativepreneur. (Narpati & Meutia, 2018).

A creativepreneurship is always attempting to develop and implement effective, unique, and creative methods in order to generate possibilities and become more widely recognized online by the netizen community. A strategy is a tool for achieving objectives (Rangkuti, 2017). An entrepreneur is someone who knows how to market, from ideas to commodities in the form of products or services, in this instance knowledge video content as a selling point that gives interestingly reviewed subjects connected to the world's secrets.

Content Creator is a profession that involves creating content in the form of writing, images, videos, sound, or a combination of two or more materials. Content Creators are usually part of the creative team or social media team because the content is created for media, particularly digital media such as Youtube, Instagram, and others with a large following on social media (Larasati et al., 2021). This "harryware" content generator is a company that works in the creative video sector on YouTube, utilizing the AdSense system (Helianthusonfri, 2018). Content creators are available to respond to community needs by providing answers or solutions. The use of the YouTube platform to develop a business has a very positive impact on the millennial generation, as evidenced by a harryware channel that has been developed and the content on this channel, which includes discussions about world mysteries, unique things, strange events, and other topics that are very interesting. Because of its distinctiveness, the public was quite excited to listen to this station.

Content competition is no longer restricted to the quality of items that emphasize each other's distinct benefits. As a result, a plan is required to increase the number of viewers. SWOT is used to represent a realistic effort that should be more readily accomplished. A SWOT analysis, according to Jeff, is used to evaluate a company's own strengths and weaknesses, as well as external opportunities and threats. As a result of the SWOT analysis, four potential strategies are generated as the foundation for the evaluation (Yang et al., 2019). The SO (Strength-Opportunity) Strategy, to be precise. This strategy makes use of internal assets to generate external opportunities. The entrepreneur's success with the WO (Weakness-Opportunity) approach is highly dependent on how it is implemented. The goal of the ST (Strength-Threat) approach is to prevent and reduce the impact of external dangers. WT (Weakness-Threat) strategy is a technique for reducing internal weaknesses and surviving by avoiding risks from the outside world. According to David, the root of business rivalry may be observed in unique skirmishes between comparable enterprises, threats from competitors, and the negotiating power of customers. Furthermore, the Harryware channel, which loves mystery material and already has one million subscribers on YouTube, is a good example of this. The author formulates the problem based on the information provided above: "What are Harryware's creative tactics for YouTube content?"

## **2. Methods**

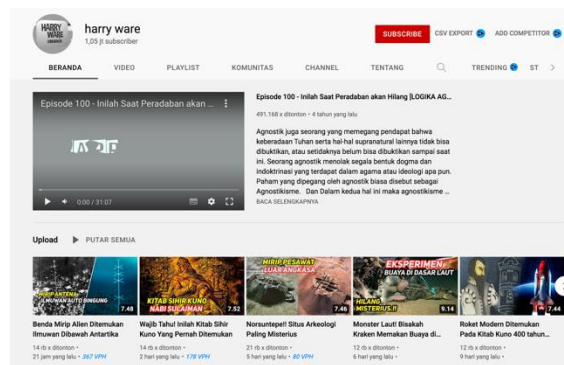
The research method employed was descriptive qualitative research. On the harryware youtube channel, this study was undertaken. The descriptive qualitative SWOT analysis approach was utilized to analyze the data. SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) is a strategy for establishing and executing harryware YouTube channel strategies to meet its objective and goals.

Because the YouTube channel's content producer was active in a variety of dynamic netizen tendencies, the environment had a significant impact on the channel's performance. These flaws and strengths will then be contrasted to external threats and opportunities to provide options or alternative tactics (Gunawan, 2019). Researchers employed a variety of data gathering approaches in this study, including interviews, observations, literature studies, and web data searches, to gather data and deeper information. This competition analysis' description pertains to the same business and content study. The pros and disadvantages of content are described in content analysis.

### 3. Results and Discussion

#### 3.1 Harryware Channel

YouTube is the world's most popular video sharing platform, allowing users to submit whatever sort of video they choose. For many parties, the contemporary digital era is the most profitable time (Hamdan, 2019). This has resulted in a number of people becoming wealthy and famous just by submitting their recordings to YouTube. YouTube has more viewers between the ages of 18 and 49 than any other cable network in the world (Faiqah et al., 2016). The harryware channel debuted in 2016 with a steady stream of debates about the world's riddles. The voice of the narrator as a discussant fills the space between the video and the voice of the narrator as a discussant who discusses the full subject.



Picture 1. harryware channel display

This is a screenshot of a harryware channel, which may be characterized as a creative sector that provides services, particularly videos that can be viewed by people with selling points. Until date, it has been reported that his subscriber base has surpassed one million. There has been a decrease in the number of subscriptions and views recently. As a result, it is vital to build a future-oriented strategic plan that takes into account strategic environmental factors both now and in the (Marlina Rahmi Shinta Permatasari, 2017). The channel's state is indirectly influenced by the intense competition, which has an impact on future developments, prompting the Harryware channel to raise the quantity and quality of promotions and services (Kusbandono, 2019).

#### 3.2 Strategic analysis

##### a. Product Development

- 1) Product Excellence Increasing editing abilities, such as utilizing Adobe After Effects and other animation applications, to make YouTube video material more exciting and fresh to look at, is one way to improve product quality. Product development and how to source materials that are both useful and renewable.
- 2) Model of the Product To fulfill market demands, the creators of harryware channel material that explores global secrets, odd things, and one-of-a-kind events will continue to learn how to innovate and do market research on mystery videos that viewers desire, which are, of course, trending.
- 3) Packaging Of course, when it comes to packaging videos, especially thumbnails or front views of video pictures, it must be appealing and appear to stimulate curiosity so that buyers or viewers are interested in viewing and returning. When it comes to videos with engaging content, the packaging or thumbnails that must be considered are how viewers will be able to click on the video when they see the packaging.
- 4) Guarantee on the Product Because if you use flexing or clickbait to get viewers by deceiving the audience, the audience who returns to visit will be reduced, and repeat viewers will not be maximized, the content creator Harryware guarantees to the audience that the content of the video will match the title displayed for the sake of creating audience satisfaction.

**b. Place/Distribution**

Existing material is often distributed via YouTube and Instagram, as well as official pieces from blogs other website-based harryware channels.

**c. Promotional Plan**

Harryware content makers typically use electronic media like as whatsapp and instagram, as well as word of mouth, to expand their audience base. For a broader network, links may usually be shared over the internet.

**d. SWOT analysis of the video material on the Harryware channel**

The hardware channel provides numerous advantages based on the detection of internal and external elements:

- 1) The quality of harryware's video content is always prioritized over the quality of the items, both in terms of audio and graphics such as design, color variants, and music.
- 2) Discussion and video material that stimulates the imagination and encourages reflection on unusual and unusual happenings in the world, all of which are completely packed in each film.

The video footage on the Harryware channel has various flaws:

- 1) Unorganized management and unplanned uploads for the hour and don't air every day on YouTube. Furthermore, video editing appears to be lacking in visually appealing animations, such as flat design or sophisticated 2d animation.
- 2) Because the content concentrates solely on addressing the world's secrets and unique items and excludes general debate, it's tough to find trending videos or top video results on search engines.
- 3) High idealism, so that just a few people know what the public's thoughts and wants are based on the tastes of the audience or channel visitors.
- 4) Less developed, with just a minor rise in the number of subscribers for a long period.

The video material on the Harryware channel offers numerous possibilities:

- 1) The market potential for mystery and similar channels is still very large, as evidenced by the growing number of viewers and desire to see discussions of mystery channels, plus the world's mysteries are undoubtedly endless to be revealed. Consumers have the freedom to choose how they use the media and how it affects them.
- 2) If a harryware channel becomes famous and attracts a large number of viewers, the channel's branches and debate will expand into disciplines such as science and religion, and the harryware trademark will be used.

The following dangers (treatments) are included in the video material of the Harryware channel:

- 1) The Harryware channel is unable to fully utilize existing technologies, such as the Internet for channel advertising on various social media platforms, and is still manually making films due to a lack of a huge workforce, posing a risk of it failing to expand correctly rapidly and massively.
- 2) The presence of rivals and the spread of comparable, freshly produced channels with superior visuals provide a distinct danger to the Harryware channel on YouTube, not to mention the presence of international channels converted into Indonesian, making the struggle much tougher.
- 3) The present millennial generation and smartphone owners, the vast majority of whom are youngsters, choose to watch various types of material rather than mystery or instructive content about world history.

**e. Harryware channel content SWOT matrix**

**Table 1.**

Strategy based on the SWOT Matrix

INTERNAL FACTOR	POWER(S) a) Excellent video quality b) Engaging conversation	WEAKNESSES (W) a) The management is untidy b) The breadth of the debate is limited c) There is a lot of idealism d) There is a lack of development
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OPPORTUNITY (O)	SO STRATEGY	WO STRATEGY
a) Similar talks still have a lot of commercial potential. b) It's possible that this conversation will lead to something else	a) Seeing and re-inventing the same debate in order to make it more popular and in demand b) Increasing the amount of conversation and content so that it can spread to other areas	a) Make a timetable for uploads and stick to it b) In the dialogue, develop and don't be inflexible c) Extend campaigns and keep in touch with your audience d) Make a raffle and ask for the audience's requests
THREAT (T)	STRATEGY	WT STRATEGY
a) Lack of advertising, resulting in sinking b) Several rivals participating in the same topic c) Entertainment and other forms of material are preferred above mystery and knowledge.	a) If the video is good, there will be a lot of admirers; thus, work on refining the video and the narrator's persona b) Create audience-pleasing personas and qualities to avoid monotony c) Effects and visual innovations should be updated on a regular basis to keep them interesting and new	a) Hire qualified people and increase the team b) do research in relation to the present topic of debate c) Emphasis on the target audience and customer satisfaction. d) Make a future vision and purpose statement

#### 4. Conclusion

Several inferences may be drawn from the findings of the study of the Harryware channel's material, including: The video material on the Harryware channel offers benefits and limitations, according to internal study. (1) The quality of goods such as films and their elements are skillfully created are internal strategic considerations that form the strength of Harryware's video channel content. (2) stimulating debates. Meanwhile, the Harryware channel's video content is harmed by internal strategy aspects such as (1) unstructured upload schedules and operating teams, (2) ineffective promotions, and disorganized work management.

External Factors, on the other hand, provide opportunities. The market potential remains considerable, as seen by the high number of channels with comparable conversations, but there are threats, mainly the channel sinking as a result of the many new channels that appear, and the audience preferring to tie the current entertainment material. increasingly popular to the point that it poses a danger to the video material on the channel.

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