



Analysis of the Potential Utilization of Youtube Websites as a Source of Original Revenue for Tolitoli Regency

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ABSTRACT

The Youtube Cooperation Service provides profits that can be used as a source of income. This is an opportunity and potential that can be taken by the government because it is very possible as Youtube's latest regulation related to its Monetization Cooperation program allows all Youtube channels to be Monetized. Tolitoli Regency can take this opportunity as an alternative APBD source. The type of research in this research is descriptive research using quantitative data analysis. This research is expected to provide a specific description and explanation regarding the potential sources of local revenue from Youtube monetization services. The research instrument used is the Youtube revenue calculation system using the Google AdSense payment method and the Blade.com Social site. The data analysis technique used is quantitative data analysis with a descriptive approach, namely determining the potential value of PAD from Youtube monetization as a source of new PAD. The use of the Youtube website as a source of PAD has great potential for the local government of Tolitoli Regency. The estimated local revenue from 1 official Youtube channel of the Tolitoli Regency Government can reach 3,000 USD or Rp. 45,000,000, this amount exceeds the number of PAD realizations in Tolitoli Regency in 2021. The value of this income can continue to increase by improving management and the quality of content. Utilization of the Youtube website through the Youtube monetization program is feasible to be a new source of PAD for Tolitoli Regency.

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INTRODUCTION

Youtube is a video sharing website with a very large number of users around the world, including in Indonesia. In Indonesia, the Youtube trend began in early 2014 when smartphone and computer technology and the internet could be easily owned and accessed by the Indonesian people (Kuncoro et al., 2018). In 2016, Google recorded an increase in increase in video content uploaded to Youtube by 600 percent (Rohman & Mujiyono, 2021). Internet users in Indonesia reached 196.7 million in the 2019-quarter-II/2020 period (APJII, 2020). This shows an increase in internet users by 23.5 million

users compared to 2018. One of the reasons for the increase is the implementation of the Work From Home (WFH) policy during the Covid-19 pandemic (KumparanTECH, 2020). This also helps to increase YouTube users who use YouTube's partnership services as a source of income (Angin, Arti Sriwahyuni Br Perangin, 2021). Youtube provides partnership services to users who are eligible to be monetized as Youtube partners in terms of advertising with profit sharing that is quite promising to be used as a source of income (Kuncoro et al., 2018).

An example of income from Youtube can be seen from Deddy Corbuzier's Youtube channel which is projected to have a monthly income of US\$28,200 - US\$451,100 or equivalent to Rp408.9 million - Rp6.54 billion with 16.7 million subscribers, which does not reach half of the total. the population of West Java Province (Al-Amin, 2022). Youtube Cooperation Services that provide these profits can be used to become a source of income for the community (Eka et al., 2021). In addition, currently, Youtubers have also become a source of tax revenue for the state (Fichairi, 2021). his is an opportunity and potential that can be taken by the government because it is very possible as Youtube's latest regulation related to its Monetization Cooperation program allows all Youtube channels to be monetized (VOI.id, 2021). Tolitoli Regency with a population of 220,411 people can take this opportunity as an alternative APBD source (Dukcapil.kemendagri, 2021).

The main problem that wants to be known in this research is How is the potential of Tolitoli Regency's Original Regional Revenue or PAD from the use of Youtube Monetization services. This study aims to determine the potential use of monetization services from Youtube to be used as a source of PAD to maximize the use of technology and digital information to improve the regional economy so that it supports and is in line with the Digital Economy program. This research is important to do because it can provide recommendations to the Tolitoli District Government regarding the use of Youtube monetization services as a source of PAD as well as a means of communication and publication to the public.

Potential is everything from resources, strengths, abilities, and abilities that have possibilities that can be developed (Soleh, 2017) Utilization is the activity of using things, ways, and results of work in utilizing something useful (Laucu, Nurlinda. Paturusi, 2018). Youtube is one of the many social media available online and Google is the owner. Social media is a plural description of various communication channels based on the use of the internet to connect users with other users and service providers (Putri, 2021). Youtube has more than one billion active users who every day generate hundreds of millions of hours of watching videos and generate billions of view (Zulfah, Nur Qomariah. Zabidi, Haya. Ma'mun, 2021).

Regional Original Revenue (PAD) is an indicator of measuring the level of independence of a region, PAD is defined as income earned by regional governments originating from their respective regions and collected by regional regulations which include regional taxes and levies, different regional wealth management results and separated and other legitimate sources (Saputra & Fernando, 2017). PAD consists of Regional Taxes (Provincial Taxes & Regency/City Taxes), Regional Retribution (Retribution for Regional Facility Services), and Market Retribution (Handayani, 2017). To increase the amount of PAD revenue, in the autonomy owned by the regional government, it can make various efforts such as carrying out regional business expansion, maximizing the existing potential, or attracting investors to invest in their area. This includes sources of funds that may be obtained from outside parties such as Youtube. Local governments must be creative, and for that, we need creativity in governance (Sitompul et al., 2013).

Currently, the contribution of taxes to PAD in Tolitoli Regency reaches 13.5%, this shows that it is still below the average value of tax and levy contributions in the Central Sulawesi region (Syamsul, 2020). Tolitoli Regency in general still has a lot of potential sources of PAD that have not been optimally exploited, regionally owned enterprises have not yet provided profits to the local government, and there are several leaks caused by a weak understanding of the administration of tax and retribution managers due to competencies that do not meet the requirements. about it (Oktora & Pontoh, 2013). In general, the source of PAD comes from taxes which for districts have several

principal taxes as sources of revenue such as hotel taxes, restaurant taxes, entertainment taxes, billboards, non-metallic minerals taxes, parking taxes, and street lighting taxes as well as other taxes outside the authority of the Province and the Center (Nurfiriana & Saputra, 2020).

RESEARCH METHOD

The type of research in this research is descriptive research using quantitative data analysis. This research is expected to provide a specific description and explanation regarding the potential sources of local revenue from Youtube monetization services. The target area for this research is Tolitoli Regency, Central Sulawesi Province. In this study, we will discuss the use of Youtube monetization which begins with the creation of a channel or channel which is then presented with the requirements that must be met to be monetized by Youtube. Furthermore, the potential for fulfilling the requirements and potential subscribers and broadcast hours is carried out by calculating the potential sources or parties that can support the government in achieving this, namely data on the number of residents and the number of internet users in their area. Specifically, an initial calculation step is to use data on the number of ASN Kab. Tolitoli, which is a party that can be used as a subscriber for the Youtube channel managed by the District Government. Tolitoli. The data will then be analyzed with the help of a Microsoft Excel computer program to determine the possible amount of monthly and yearly PAD receipts after obtaining monetization approval from Youtube. From these results, a study related to management and development strategies will then be carried out to provide an overview of the maximum potential.

The research instrument used is the Youtube revenue calculation system using the Google AdSense payment method and the Blade.com Social site (Aprilia, 2021). These are the 2 best ways to find out the potential for Youtube monetization income so that the potential PAD based on the calculation of potential subscribers, the number of videos, the number of views, and the channel's daily graph can be known. The data analysis technique used is quantitative data analysis with a descriptive approach, namely determining the potential value of PAD from Youtube monetization as a source of new PAD. This research is an early stage of research to produce recommendations to local governments regarding the potential for additional sources of local revenue originating from the use of Youtube Monetization services. The stages of this research were carried out by starting literature studies related to Youtube monetization. Furthermore, the acquisition of data in the form of rules and income calculations from Youtube Monetization is used as initial research data. It will then be developed together with supporting data for quantitative analysis using a descriptive approach so that the results and conclusions are obtained in the form of the potential value of regional income from Youtube Monetization services to support Regency PAD. Tolitoli. For the stages of research used in the implementation of this research, it can be seen in the following chart:.

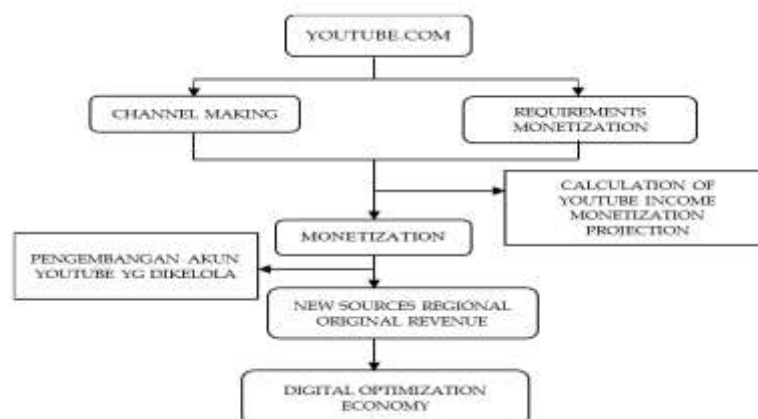


Figure 1. Research Stage

RESULTS AND DISCUSSIONS

A. Result

1. Youtube Monetization

Youtube Monetization Rules and Conditions

Monetization or YouTube Partner Program (YPP) is a major milestone in the Creator's journey. By becoming part of YPP, Creators can start monetizing their content, get an email and chat support, and gain access to the Copyright Match Tool to help protect their content. A key eligibility requirement to be accepted into YPP is compliance with YouTube's monetization policies, which include the YouTube Community Guidelines, YouTube Terms of Service, and Google AdSense program policies. This policy applies to the Creator channel as a whole, and not just per video (Youtube.com, 2022). In the previous few years, Youtube has taken several steps to tighten the requirements of this monetization program in order to avoid negative users such as spammers, impersonators, and other irresponsible parties. Youtube Channel owners must register their channel with Youtube to be able to become a collaboration participant in the Youtube Partner Program, to be able to register their channel, the channel or channel owner must meet several eligibility threshold criteria in several respects, namely watch time and subscribers. After the channel is registered, Youtube will verify and check to ensure that the proposed channel meets and complies with Youtube's monetization, content, and copyright policies (Google.com, 2022a).

The minimum requirements for a Youtube channel to register as a YPP / monetization participant are (1) Complying with all YouTube channel monetization policies. YouTube channel monetization policies are a collection of policies that allow you to monetize on YouTube. As a YouTube partner, your agreement which includes the YouTube partner program policies requires that you comply with these monetization policies in order to potentially make money on YouTube, (2) Live in the country/region where the YouTube Partner Program is available, in this case Indonesia is the region that can access the Partner Program Youtube, (3) There is no active Community Guidelines Reprimand on the channel. (4) Have more than 4,000 hours of valid public watch time in the last 12 months, (5) Have more than 1,000 subscribers, and (6) Have a linked AdSense account. (Google.com, 2022b)

Furthermore, based on the information in the YPP guidelines, regarding Google AdSense accounts (Google's advertising service), prospective participants are required to have only 1 AdSense account. As part of the application process, channel owners must connect their AdSense account to their Youtube account to receive payments by clicking the Start button on the "Sign up for Google AdSense" card. If the channel owner already has an AdSense account, use the approved account and can immediately connect as many channels as he wants to a single AdSense account. If the channel owner doesn't have an AdSense account yet, he or she can create one by following the instructions available on the YPP guide page. After connecting your AdSense account, Youtube will mark the step with a green "Done" on the "Sign up for Google AdSense" card (Google.com, 2022b).

After meeting the requirements above, the youtube channel owner who will be registered in the Monetization program must agree to the YPP terms. After agreeing to the terms of the YouTube Partner Program and connecting his AdSense account, the channel will automatically be included in the review queue. Youtube's automated systems and manual reviewers will review the channel's content to check the account's compliance with all Youtube guidelines. The review process can take up to a month or more and when the application is approved, channel owners can immediately set up ad preferences and enable monetization on uploaded videos. If the review request is rejected, the channel owner can resubmit the application for YPP membership registration or monetization after 30 days from the date of rejection by making improvements to the previous rejection record (Google.com, 2022a; Youtube.com, 2022).

As additional information, in the process of reviewing channels that are registered for monetization or to become YPP participants, Youtube Review officers check the compliance of the

content that best describes the channel against Youtube and Google policies. Since they can't check every video, the reviewer will likely focus on channel content such as main theme, Most watched videos, Recent videos, Biggest watch time proportion, and Video metadata (including title, thumbnail, and description). These are examples of content rated by Youtube reviewers. Keep in mind that Youtube reviewers can, and may check other parts of the submitted channel to ensure that the channel is fully compliant with Youtube policies (DetikJabar.com, 2022).

Payment Calculation in Youtube Monetization

Salary Income of a YouTuber or Youtube Channel Owner who has become a YPP (Monetized) participant can be calculated from cost per mille (CPM) and cost per click (CPC). CPM is the monetary revenue for every 1,000 ad views that appear from a YouTube video. On average, the nominal CPM received by YouTubers is 4 to 18 US dollars. The CPC is obtained from people who click on ad impressions in the video. The nominal is around 0.10-0.30 per click with an average of about 0.18 US dollars per click. Unfortunately, revenue from CPC is usually lower than CPM because many viewers skip ads while viewing videos. Apart from YouTube ads, content creators with millions of subscribers can also get coffers of money from product endorsement offers. Usually, at this stage YouTube content creators can be called influencers (Diva Lufiana Putri, 2022)

In the monetization program, Google is estimated to pay 68% of AdSense revenue. The rates advertisers pay vary from US\$0.10 to US\$0.30 per view but the average channel earns US\$18 per 1000 ad views. The CPM is not a net income because it has not been shared with YouTube. Projection Youtuber salary calculations can be done using the revenue per impression or RPM formula, which is the total revenue per 1,000 impressions after sharing the revenue with YouTube. On average, the nominal RPM earned by YouTubers is 1 US dollar per 1,000 impressions. This means that if 100,000 people watched one of your videos and your CPM was \$4 per 1,000 views, the earnings calculation would be $4 \times 100,000$ divided by 1,000. The result is 400 dollars. Thus 68% of those views will bring in \$272 worth of money. However, this nominal RPM can be much higher or lower depending on the type of ad served on each YouTube video. To see the estimated income of Youtubers, it can also be easily done on the Social Blade site (M. Nurhadi, 2022)

2. Original Regional Revenue Potential From Youtube Monetization

Fulfillment of Monetization Requirements

Based on the results of research in the field, it is known that the Tolitoli District Government currently owns and uses the official Youtube Channel managed by the Kab. Tolitoli with the name of the Youtube channel, namely DINAS KOMINFO TOLITOLI which currently has 956 Subscribers and 216 Videos. The channel is the official publication media of the Tolitoli Regency government whose average popular videos have been watched by more than 1000 playbacks, but currently, the management is not optimal and there is no information on whether the channel has been monetized by Youtube or not. In addition, there is no information on fund management if the channel has been monetized.

To project the potential PAD from the use of Youtube Monetization, it can be started by increasing and fulfilling the monetization requirements, which must first make operational management regulations. Technically, the main requirements that need to be met are Subscribers and 4000 watch hours. For subscriber fulfillment, we suggest taking steps to utilize existing resources, starting with the State Civil Apparatus (ASN) who serve in the Tolitoli district government, which currently amounts to 5127 people (BPS Tolitoli, 2022). Assuming that these ASNs are required to subscribe to the Tolitoli Regional Government's official channel, the number of subscribers has already reached 5000 subscribers. Furthermore, from these 5127 ASNs, they can be given an additional obligation to find at least 3 people each to subscribe to the official channel of the Tolitoli Government, so it can be assumed that the number of subscribers can reach 15,381 Subscribers. This is very possible because ASN can ask their closest relatives and family to subscribe,

this does not include several other potentials that can support the Tolitoli Regional Government from the Vertical ASN, TNI-Polri, BUMN, BUMD and private employees as well as the Tolitoli Regency community. so that it can be assumed that the initial potential of subscribers can reach 20,000 subscribers at the beginning of the implementation of this strategy. This number can continue to grow if management is maximized and the information or content included on the Youtube channel of the Tolitoli Regency government is informative content and is needed by the community.

Furthermore, for the fulfillment of 4000 hours of broadcast, judging by the video statistics currently available on the official channel of the Tolitoli Government, the average view is above 500 views and to maximize this, it can be done by requiring ASN to play videos on the Channel. the Tolitoli local government during working hours uses all available resource assets. In addition, steps to share the Youtube video link to social media can also be done so that the audience reach can be wider. By doing some of these technical steps, the requirements for registering a channel in the youtube monetization program can be fulfilled.

Projection of Potential PAD from Youtube Monetization

Based on the assumption of potential subscribers above, we then perform calculations to project the potential for local revenue from the official channel of the Tolitoli Regional Government with the assumption that subscribers reach a potential of 20,000 subscribers, this number can continue to grow along with good channel management so that videos from the channel Tolitoli local government can continue to be recommended by Youtube. To provide an overview of the potential income from 1 YouTube channel with 20,000 Subscribers, we use the popular Socialblade.com site as a YouTube channel income calculation site. We use data on similar Youtube Channels with the same number of subscribers as the potential we described earlier, namely 20,000 Subscribers and the channel that is used as a benchmark for the data is also a Youtube channel owned by the Regional Government with the channel name, Humas Jogja. The income projection data based on the Socialblade.com site is as follows:



Figure 2. Revenue Estimated Public Relations Channel Jogja, (Socialblade.com, 2022)

From the data above, provides an overview of the income of a Youtube channel with 20,000 Subscribers where it appears that the estimated monthly income of the channel is in the range of 16 USD to 251 USD which, when converted to the current exchange rate of Rp. 15,000/dollar, the total

revenue is Rp. Rp. 240,000 to Rp. 3,675,000 per month. Thus, the potential annual income from 1 Youtube channel with 20,000 subscribers can reach 3,000 USD or Rp. 45,000,000. This number can still continue to grow by improving the management and quality of content.

The potential income, which is estimated to reach 45 million rupiahs per year, can exceed the nominal amount realized from several PAD sources in Tolitoli Regency. This can be seen in the recap of the realization of the following PAD sources in the Tolitoli Regency:

Tabel 1. Target and Realization PAD in Tolitoli Regency Fiscal Year 2021

| NO | Description Of | Target (Rp) | Realization (Rp) |
|----|---|-------------|------------------|
| 1 | Entertainment Tax | 124.388.880 | 7.270.000 |
| 2 | Underground Water Tax | 32.000.000 | 17.337.267 |
| 3 | Burial/Funeral Service Retribution | 11.005.527 | 9.300.000 |
| 4 | Parking Fees on Public Roads | 70.000.000 | 34.723.000 |
| 5 | Levy for Toilet Providers and/or | 19.500.000 | 13.050.000 |
| 6 | Retribution for Calibration/Recalibration Services | 5.000.000 | 4.200.000 |
| 7 | Retribution for Space Utilization for Telecommunication Towers | 257.436.000 | 23.046.250 |
| 8 | Retribution for renting buildings | 157.000.000 | 40.474.000 |
| 9 | Retribution for lodging/stopovers/Villa | 100.000.000 | 25.580.000 |
| 10 | Retribution for recreation | 150.000.000 | 17.250.000 |
| 11 | Retribution for sales of regional business production | 25.000.000 | 15.238.400 |

From the PAD Realization data for Tolitoli Regency in 2021 above, it can be seen that the potential income from the use of Youtube Monetization services with an estimated income that can reach 45 million rupiah per year has a very high value. more than some of the PAD realizations above.

B. Discussions

Utilization of the Youtube website through the Monetization service or the Youtube Partner Program (YPP) does provide income opportunities whose numbers can be calculated and considered as a source of new PAD for a region. This is a form of good use of technology and resources and can be continuously improved. Every administrative area of government has many assets, both human resources and information technology assets that need to be maximized, one of which is through the use of Youtube. In the background, we have described that currently mass media actors, both print and online, have also begun to take steps to exploit the potential of Youtube so that they can add new sources of income for their companies. Local governments should also be able to do the same in terms of the use of this technology and information.

The potential for subscribers that is calculated to reach a minimum of 20,000 Subscribers is a very extraordinary thing because building a youtube channel and getting 1000 subscribers is not easy, but local governments can do well because they have resources and data sources that can be mobilized as a result. we have mentioned in the previous monetization requirements estimation. Utilizing ASN HR which is a legal way and does not violate Youtube community guidelines. ASNs are also not burdened because subscribing to the Youtube channel is free, the target given to find subscribers of at least 3 new subscribers will also not burden them.

The official Youtube channel of the Tolitoli Regency government, apart from being able to provide a new source of income for the Tolitoli Regency PAD, can also be used as a very effective publication and communication media to support the performance of the Tolitoli Regency government. Program socialization, activities, budgeting, regulations, and all things about the region can be socialized and archived digitally on the Youtube channel. In its implementation, of course, it is necessary to make rules and work mechanisms to ensure the optimization of the expected results. If successful in implementing this utilization, the Tolitoli Regency Government can certainly be a

good example for other local governments in terms of utilizing and optimizing information and communication technology.

CONCLUSION

Based on the results of research and discussions that have been carried out, it can be concluded that the use of the Youtube website as a source of PAD has great potential for the local government of Tolitoli Regency. The estimated local revenue from 1 official Youtube channel of the Tolitoli Regency Government can reach 3,000 USD or Rp. 45,000,000, this amount exceeds some of the realization of PAD in Tolitoli Regency in 2021. The value of income can still continue to grow by improving management and the quality of content. Thus, the use of the Youtube website through the Youtube monetization program deserves to be used as a new source of PAD for Tolitoli Regency.

The local government of Tolitoli Regency is expected to be able to implement the use of the Youtube website as a new source of PAD for Tolitoli Regency so that it can be an example for other regions in Indonesia. It is necessary to make some adjustments and arrangements related to the management of IT assets owned by Tolitoli Regency so that their potential can be maximized, such as managing the official channels of the Tolitoli Regency Government as we have described in this study. For further researchers to be able to conduct development research related to utilizing the potentials of the digital economy to support the optimization of IT assets owned by the state and region. Research on the development of methods and other potentials can lead the community and government to pay more attention to the opportunities and challenges with the rapid development of technology today.

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