
Obstacles and Supporting Elements in Shallot Seeds Educational Content Marketing

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ABSTRACT

The research aims to identify the factors supporting and posing obstacles to educational content marketing on the YouTube channel Gusman Bojonegoro in promoting the sale of Nganjuk shallot seeds. Using a qualitative descriptive method, the study analyzes data from interviews, observations, and documentation involving the channel owner, nursery warehouse manager, employees, and farmers who purchase seeds. Key obstacles include variability in farmers' land, transportation costs, and ongoing educational needs, while effective communication, resource management, and strategic use of YouTube algorithms and SEO are vital for success. The study contributes to the literature by focusing on digital marketing for agricultural products, emphasizing the importance of high-quality content, influencer collaboration, and adaptability to trends for sustained engagement and growth.

Keywords : **Content Marketing; Obstacles Factors; Supporting Factors; Education; YouTube**

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang mendukung dan menghambat pemasaran konten edukatif di saluran YouTube Gusman Bojonegoro dalam mempromosikan penjualan benih bawang merah Nganjuk. Penelitian ini menggunakan metode deskriptif kualitatif, penelitian ini menganalisis data dari wawancara, observasi, dan dokumentasi yang melibatkan pemilik saluran, manajer gudang pembibitan, karyawan, dan petani yang membeli benih. Hambatan utama termasuk variasi lahan petani, biaya transportasi, dan kebutuhan edukasi yang berkelanjutan, sementara komunikasi yang efektif, manajemen sumber daya, dan penggunaan algoritma YouTube dan SEO sangat penting untuk kesuksesan. Studi ini memberikan kontribusi pada literatur dengan berfokus pada pemasaran digital produk pertanian, menekankan pentingnya konten berkualitas tinggi, kolaborasi dengan influencer, dan kemampuan beradaptasi terhadap tren untuk mempertahankan keterlibatan dan pertumbuhan.

Kata Kunci : **Konten Pemasaran; Faktor Penghambat; Faktor Pendukung; Edukasi; YouTube**

INTRODUCTION

Digital transformation is a complex phenomenon that affects business strategies, processes, and value creation methods. This transformation forces companies to adapt to technological changes and alter their business models to maintain a competitive edge in the digital era (Cosa, 2024). YouTube has emerged as a significant and rapidly growing platform for marketing due to its ability to reach vast audiences and engage them creatively through video content (Khoi and Le, 2018).

Research highlights that YouTube's dynamic and interactive nature makes it an ideal medium for advertising, allowing businesses to tap into consumer behavior and preferences effectively. Studies have shown that consumer attitudes towards online video advertisements on YouTube are influenced by factors such as entertainment, informativeness, and credibility, which in turn affect their shopping intentions and purchase behaviors (Yang *et al.*, 2017). Additionally, the social media landscape, including platforms like YouTube, is continually evolving. Key trends indicate that content is becoming increasingly visual, and artificial intelligence is playing a crucial role in gaining competitive advantages. Social media platforms are also innovating their business models to overcome traditional network effect barriers and are striving to become comprehensive apps encompassing various user needs (Troise *et al.*, 2022)

YouTube is the second-largest search engine after Google, with users watching over one billion hours of video daily. Interaction in YouTube comments enhances user engagement with videos, demonstrating that YouTube is a highly dominant video platform with significant user activity (Byun, Jang and Baek, 2023). Approximately 78% of internet users watch videos regularly each week (Chi, 2019). This extensive user engagement highlights the platform's potential as a marketing tool. Video marketing, in particular, is the fastest-growing segment within digital marketing, with video ad spending in the United States surpassing \$129 billion. Despite this growth, research specifically focusing on YouTube as a marketing platform remains relatively limited (Tafesse, 2020)

As shallot production rises, there is significant potential for diversifying shallot seed products (Meliza Sari *et al.*, 2020). To keep up with marketing developments that can reach a broader market, innovation in shallot marketing through digital channels, such as YouTube content, is essential. YouTube, as a marketing platform, continues to grow rapidly, providing a great opportunity for companies and individuals to reach a larger audience and interact creatively through video content (Ørmen and Gregersen, 2023).

Previous research, such as that by (GÜLSOY and LEBLEBİCİ KOÇER, 2023), explores how digital content marketing affects consumers' intentions to make online purchases. Another study by (Febriyantoro, 2020) investigates the impact of YouTube advertising on brand awareness, brand image, and purchase intentions among millennials in Batam City and its surroundings (ages 18-35). Additionally, (Duffett *et al.*, 2020) examines the influence of purchase intentions on actual purchases among Generation Y respondents in South Africa and Romania, as a result of YouTube advertising. An example of previous research relevant to this study is by (Handaningtias and Ariyani, 2023), which analyzes how BTS builds brand loyalty through content marketing on YouTube, showing that engaging content can enhance consumer experience and strengthen attachment with fans (ARMY) Or in the research by (Aprilia, Desi and Purnomo, 2023), which demonstrates that YouTube is effective for marketing electric cars through review content and electronic

word-of-mouth. However, prior studies primarily focused on quantitative methods and rarely examined agricultural products. In contrast, the Gusman Bojonegoro channel combines content marketing with education, representing a new approach to selling agricultural products, specifically shallot seeds. The difference in the research conducted by the author is the focus on agricultural products, where studies on YouTube content marketing related to agricultural products are still very limited

This study aims to bridge this research gap by exploring the impact of YouTube content marketing on shallot seed sales, particularly from the Nganjuk region. This investigation seeks to provide new insights into the effective use of digital platforms for marketing agricultural products. The uniqueness of this research arises from employing educational content marketing on YouTube to boost the sales of agricultural products and this research lies in its focus on the unique challenges and strategies associated with using YouTube as a marketing tool for agricultural products, a topic that has not been extensively studied before.

This research focuses on the YouTube channel Gusman Bojonegoro, which is instrumental in educating consumers and promoting the sales of Nganjuk shallot seeds. The channel offers educational content that enhances farmers' understanding and utilization of agricultural products. This aligns with the previous research conducted by (Lee *et al.*, 2017), which demonstrates that YouTube, as a marketing platform, can be used to build user engagement and support educational content marketing strategies. Using qualitative methods, this study aims to explore the supporting and obstacle factors encountered in marketing these products.

One of the key areas of exploration is the creation and dissemination of educational content. Educational videos can cover a range of topics, including cultivation techniques, pest management, and effective marketing strategies. These videos not only educate farmers but also build trust and credibility among potential customers. The study examines how such content can drive sales and foster a loyal customer base. Based on the background above, the objective of this research is to identify the obstacles and supporting factors for the sales of Nganjuk variety shallot seeds through YouTube content marketing.

RESEARCH METHOD

Qualitative research is the type used. The aim of this research is to describe the phenomenon of the educational content marketing strategy implemented on the Gusman Bojonegoro YouTube channel. The company's marketing paradigm, especially in the agricultural sector, has undergone significant changes due to the rapid growth of information technology, particularly digital media such as YouTube. The information or sources used in this research include: one person who owns the Gusman Bojonegoro YouTube channel or creates content for the channel; one person who owns or manages the Nganjuk shallot seed warehouse; and one person who owns or manages the warehouse.

The study is conducted in Nganjuk Regency, specifically in Bagor District (Seed Warehouse) and Bojonegoro (owner of the Gusman Bojonegoro channel). In East Java, shallots are a major crop, and production data from BPS Nganjuk Regency shows an increase in shallot production from 2020 to 2022, as illustrated in Table 1. Shallot Production in Nganjuk Regency.

Table 1. Shallot Production in Nganjuk Regency

No	Year	Total Production (Quintal)
1	2020	1.772.322
2	2021	1.936.524
3	2022	1.938.881
4	2023	1.837.579

Source : BPS Nganjuk Regency, 2024

Based on Table 1, shallot production in Nganjuk Regency has increased each year from 2020 to 2022, and then experienced a decline of 101,302 quintals in 2024. The significant production of shallots in Nganjuk Regency indicates that there are still substantial sales opportunities for shallot diversification products, such as shallot seeds

This research uses an interview guide observed directly by the research subjects. (Sugiyono, 2013) supports this approach, emphasizing that the researcher themselves is the primary instrument in qualitative research. The purpose of using this instrument is to ensure that the researcher can obtain accurate and non-deviating responses, and provide answers to the questions formulated in the problem statement. The study uses documentation, direct observation, interviews, and literature study to collect data. These techniques are used to obtain a comprehensive and in-depth understanding of YouTube content marketing by involving relevant parties directly to gather opinions and information.

In this study, pure qualitative analysis is used to analyze the data, involving the processes of coding, grouping, and interpreting. The analysis begins with reading the data as a whole to understand its context, and then proceeds to identify patterns, themes, or categories emerging from the data. Pure qualitative analysis is also used to analyze data obtained from descriptive qualitative research. According to (Bogdan and Biklen, 1997), words or images are more commonly used as data in qualitative research than numbers. The data includes interview transcripts, field notes, photographs, videos, personal documents, and other official records. Data collected during the remainder of the research time is also evaluated using an interactive model. This is done repeatedly and iteratively. The three main components of qualitative data analysis are data reduction, data presentation, and drawing or verification of conclusions.

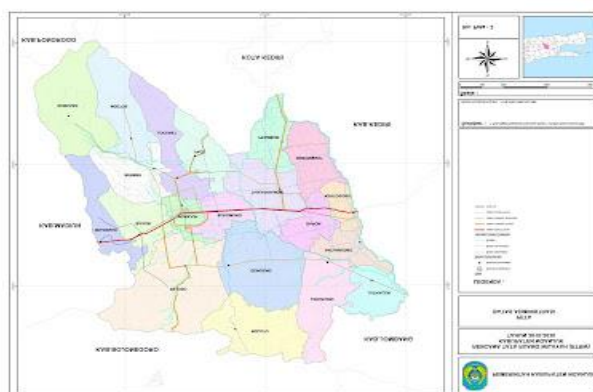
The originality of this research stems from the use of educational content marketing on YouTube to enhance sales of agricultural products. This study will discuss the supporting and obstacles factors in the use of YouTube educational content marketing for the sale of shallot seeds on the Gusman Bojonegoro YouTube channel. This aligns with the research by (Lee *et al.*, 2017), which suggests that YouTube, as a marketing platform, can be used to build user engagement and support educational content marketing strategies.

RESULTS AND DISCUSSION

General Description of Research Locations

Nganjuk Regency, located in the province of East Java, has significant agricultural potential, especially for shallot cultivation. Bagor District, one of the districts in Nganjuk

Regency, is a center for shallot seed production known for its quality. The climate and sufficient infrastructure to support local businesses also support agriculture in this area. With its remarkable history, culture, and natural resources, Nganjuk is an intriguing and unique location for research. (See Figure 1)



Source: BPS Nganjuk Regency, 2023

Figure 1. Nganjuk District Map

Nganjuk Regency, situated 120 km southwest of East Java's provincial center, boasts productive soil and an infrastructure conducive to plant growth. The Widas River irrigates 430.150 km² of agricultural land, and the area is well-connected by provincial roads, establishing Nganjuk as a vital agricultural transportation hub in East Java. At constant 2010 values, Nganjuk's Gross Regional Domestic Product (GRDP) reached IDR 19.54 trillion in 2022. This amount rose from 2021's IDR 18.64 trillion. This suggests that the rate of economic growth in 2022 was 4.84 percent, which was higher than the growth rate of 3.61 percent in the year prior (*Produk Domestik Regional Bruto Kabupaten Nganjuk Menurut Lapangan Usaha 2018-2022*, 2023). The region features diverse soil types, including alluvial, regosol, andosol, latosol, and gromosol, with land use categorized into rice fields, dry fields, and forest land. Abundant water resources from rivers, dams, and irrigation systems are crucial for supporting agriculture (Cholidah and Masruroh, 2021). Shallot farming is particularly significant in Nganjuk, covering 11,300 hectares and making it the second-largest shallot center in Indonesia. Effective crop management and ample water resources contribute to the region's success in shallot production. Although Nganjuk shallots are smaller compared to those from other regions, their low moisture content makes them durable and sought after as seeds, with the local economy deeply involved in various aspects of shallot production and trade (Pramana *et al.*, 2023).

Interview Results

The research results reveal the obstacles and supporting factors related to educational-based content marketing on the Gusman Bojonegoro YouTube channel, based on a joint interview between Gusman Bojonegoro, the owner of the YouTube channel, and Hendy, the manager of the shallot seed warehouse, who answered questions about these obstacles and supporting factors.

Obstacle Factors

Gusman explained the challenges or obstacles in content creation, particularly when making content about field inspections at farms of shallot seed buyers from different regions. The main challenge is understanding the differences in land (soil contours), as each difference requires different treatment. These field inspections aim to educate farmers who purchase the seeds on land management or handling diseases and pests.

Audience responses sometimes include negative criticism directed at Gusman, particularly regarding differing opinions on the educational content provided. This criticism usually concerns differences in thinking or methods of managing and handling diseases in shallots.

Another challenge is related to accommodation or transportation costs, as the field inspections are done voluntarily. So far, there haven't been any resource issues. The challenge for seed sales is providing continuous understanding to farmers. This is important to build trust in Gusman, especially in providing assurance from planting the seeds to assisting in land management. The goal is to build the Gusman brand so that the shallot seed products he sells can be known and remembered by consumers.

Supporting Factors

Based on interviews with Gusman and Hendy, the main factor supporting success is honesty. Collaborating with work partners based on honesty makes every task more comfortable to carry out. For example, the weight of the seeds to be shipped must be accurate and not reduced, and if there is a shortage, it must be replaced responsibly.

Secondly, it is essential to have a passion for the field of work or enjoy what you do. For instance, when visiting fields or conducting field inspections, one should enjoy the process and be willing to work wholeheartedly, regardless of the time of day, and be ready to address farmers' issues whenever needed.

One of the collaborations that have been done is with content creators in the agricultural field, especially those with fewer subscribers than Gusman Bojonegoro's YouTube channel. The aim is to uplift these content creators together. The specific strategy that optimizes Gusman's channel is creating content that is specifically related to shallots and targeted at shallot farmers. Thus, Gusman's YouTube target audience is also precisely aligned with shallot farmers or seed consumers. The Gusman Bojonegoro channel uses programs such as giveaways to engage subscribers, providing agricultural tools needed by farmers as prizes."

Discussion

Obstacle Factors

Based on the interview results, one of the main challenges faced in creating and disseminating educational content about Nganjuk variety shallot seeds through the YouTube channel 'Gusman Bojonegoro' is addressing the differences in farmers' land across various regions. Each area has distinct features and management methods, so the content must be tailored to be relevant and beneficial to all audiences. Field inspections are conducted voluntarily, and the costs of accommodation and transportation to farmers' locations also pose challenges. A more significant obstacle is continuously educating farmers to build their confidence in the offered seeds.

Audience perceptions of the educational content tend to vary. Some appreciate and find the content very helpful in enhancing farmers' knowledge of land management and pest and disease control. However, some farmers offer criticism due to differences in opinions on shallot cultivation. The communication between Gusman and the farmers highlights the importance of two-way communication in educational content, as audience feedback can be utilized to improve the content. Positive feedback (Byun, Jang and Baek, 2023) provided by Gusman is an important factor in avoiding obstacles in shallot seed sales.

Technical or resource constraints affecting the quality and consistency of content have not been fully identified in the information provided. Proper resource management in YouTube content management is crucial to ensuring that content can be produced consistently and with high quality. The management of time, effort, and expertise in content creation is also a factor that needs to be considered.

A differentiation strategy must be applied to compete with other YouTube channels offering similar content. This can be achieved by focusing on the quality and excellence of the educational material provided and building the personal brand "Gusman Bojonegoro" to attract shallot seed buyers. Collaboration with influencers or agricultural experts can also be a strategy to increase the channel's reach and strengthen its position on the YouTube platform."

Supporting Factor

Based on the interview results, two main components, honesty and enthusiasm for the work, greatly influence the success of educational content marketing on the Gusman Bojonegoro channel. Honesty or integrity is the foundation for building trust with the audience and work partners. For example, ensuring the accuracy of the seeds' weight being shipped or being responsible for replacing them if incorrect demonstrates our commitment to integrity and customer satisfaction. This statement aligns with research (Alayidrus and Muhammad Rizqi, 2023) which states that integrity in online business is crucial for building and maintaining consumer trust.

Having a passion for the work allows for concentration on the tasks at hand. This is evident in activities such as field visits or inspections; they are always ready to assist farmers whenever needed. The enthusiasm and sincerity in this work create strong and positive relationships with the audience. Gusman strives to become a public figure with a real role, especially in the shallot farming sector. This effort is in line with research conducted by (Kusumo and Afandi, 2020), which shows that choosing a credible public figure relevant to the advertised product is crucial. The goal is to guide the selection of effective advertising strategies and build public trust.

Collaboration with other agricultural content creators is vital to enhance credibility and reach. The Gusman Bojonegoro channel actively collaborates with content creators with fewer subscribers. The main goal of this collaboration is to provide support and help each other. Collaboration allows both parties to reach a broader audience and strengthen their messages. The presence of influencers or experts in the content adds value. For example, working with agricultural experts increases the audience's trust in the information provided because the audience perceives the content as more informative and reliable, helping to build a strong image among farmers.

Optimizing the use of SEO and YouTube algorithms is also important to increase content visibility. The focus of the Gusman Bojonegoro channel is to create specific content about shallots and target shallot farmers. Audiences will find it easier to find content focused on a niche or specific topic. Ensuring the content appears in YouTube search results requires using appropriate keywords in the title, description, and video tags. The impact is that the content can reach a wider audience and attract additional viewers. Besides keywords, YouTube search also considers likes, dislikes, the number of subscribers, views, watch time, and other factors. However, YouTube does not consider audience opinions in the comments (Vhatkar and Mali, 2020). Analyzing search trends and audience behavior is part of SEO optimization, allowing content to be tailored to the audience's interests and needs. Increasing watch time and engagement with content can also be achieved by utilizing YouTube features such as playlists, end screens, and cards.

A more effective content strategy requires the use of data and analytics. The number of most-watched videos, watch time duration, and viewer demographics can be seen through YouTube analytics, allowing the creation of content that aligns with the audience's interests and preferences. This data analysis also helps identify which parts of the content strategy need improvement and optimize the overall strategy. For example, if the data shows that instructional videos on how to grow shallots have many viewers, then more similar content can be produced. Audience feedback can also be used to improve content quality, such as through comments, likes, and dislikes, indicating what viewers like or dislike.

To enhance audience engagement and loyalty, the Gusman Bojonegoro channel undertakes various initiatives, such as offering giveaways to subscribers. Agricultural tools needed by farmers are given as prizes. This program increases audience loyalty and encourages them to continue following the channel. These giveaways provide significant added value to the audience and show that the Gusman Bojonegoro channel cares about their welfare and needs. The giveaways organized by Gusman align with the research by (Gustaman and Saefuloh, 2023), which found that giveaways through digital marketing can rapidly increase user engagement in a short time. Besides giveaways, direct interaction through live streaming or Q&A sessions can also enhance engagement. The audience has the opportunity to speak directly with the channel owner during these sessions, ask questions, or provide recommendations for future content.

Evaluation and adjustment of the strategy must be continuously carried out to ensure the sustainability and improvement of content quality. Competitive analysis can be used to find successful strategies from other channels and how these strategies can be applied or adapted to the Gusman Bojonegoro channel. Maintaining consistent content is also important for retaining the audience. Regularly uploading content allows viewers to know when to expect new content, which can increase engagement and loyalty.

It is important to keep looking for trends and innovations in content marketing to ensure the sustainability and improvement of content quality. The digital world is constantly changing, and what succeeds today may not be relevant tomorrow. It is also crucial to stay up-to-date with YouTube algorithm updates, content trends, and the latest audience preferences. The Gusman Bojonegoro channel can maintain its position as a trusted and relevant information source for farmers and other audiences by continuously learning and adapting.

CONCLUSION

This study identifies several main obstacles in creating and disseminating educational content about Nganjuk shallot seeds through the YouTube channel 'Gusman Bojonegoro.' These obstacles include differences in farmers' land, accommodation and transportation costs, and the need for ongoing understanding among farmers. Effective two-way communication and resource management are crucial for maintaining content quality and consistency. To compete, Gusman Bojonegoro focuses on delivering high-quality educational content, building a personal brand, and collaborating with influencers and agricultural experts. Key supporting factors include Gusman's honesty and enthusiasm, which build trust and positive relationships with the audience. Additionally, collaborations with influencers and other agricultural content creators enhance content credibility and reach. Proper use of YouTube algorithms and SEO, along with data and analytics to tailor content to audience interests, also contributes to success. Direct interaction and activities such as giveaways boost audience engagement and loyalty. Regular evaluation and adjustment of strategies, as well as adaptation to trends and innovations in content marketing, are crucial for ensuring content sustainability and quality improvement.

RECOMMENDATIONS

The discussion highlights several research opportunities, including exploring how regional differences in agricultural practices impact the relevance of educational content, and the role of two-way communication in enhancing content effectiveness. Investigating the challenges and benefits of voluntary field inspections by content creators, and assessing the influence of honesty and collaboration on building credibility, are also critical areas. Additionally, examining the effectiveness of SEO optimization and audience engagement strategies, such as giveaways and live streaming, can provide insights into increasing content visibility and viewer loyalty. Finally, evaluating the long-term sustainability of educational content in the ever-changing digital landscape is essential for maintaining relevance and impact.

Future research opportunities could involve a thorough analysis of how SEO techniques and YouTube algorithms can be optimized to enhance the visibility and reach of marketing content, as well as evaluating effective communication strategies to improve audience engagement and response to educational content. Research could also focus on the role of influencer collaboration in strengthening marketing campaigns and how adapting to emerging marketing trends affects the effectiveness of digital strategies. Additionally, studies on the impact of high-quality content on viewer loyalty and how marketing strategies can be optimized to address challenges related to transportation costs and resource management in agricultural product marketing are also important areas for further exploration.

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