

## Self Concept of Kery Astina as A Paradoy Youtuber

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**ABSTRACT:** A self-concept is very important in creating work which is now very easy with social media. By having a self-concept, a person can increase his self-confidence. This self-concept also influences the consistency and existence of someone who focuses on creating work through social media such as YouTube. The purpose of this research is to find out Kery Astina's motives for becoming a YouTuber, to find out Kery Astina's experience in forming his virtual identity, and to find out the meaning of subscribers for Kery Astina. Researchers used qualitative methods with a phenomenological approach. Data obtained using in-depth interviews and direct observation. The results of this research show that Kery Astina has past and future motives in forming her concept as a parody YouTuber. Apart from that, the experience of forming this parody self-concept created his image as a comedian and he felt proud of what he had achieved after becoming a parody YouTuber. Kery Astina interprets his subscribers as assets because of his money-oriented principle when he sees that the YouTube platform can make money. This research can add to the body of communication science, especially on cyber culture in the current digital era.

**Keywords:** Self Concept, YouTuber, Kery Astina, Phenomenology



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## INTRODUCTION

"With YouTube I can channel creative ideas and the most important thing is that people know me. Because YouTube is free and has lots of viewers. They can know who I am. Yes, you could say that I'm Kery Astina, a parody YouTuber (Davidson, 2021; Suan, 2021). "So people's minds set when they hear the name Kery Astina, oh, that's a YouTuber who likes making music parodies." (Astina, 2024b)

Kery Astina, a 29-year-old YouTuber who lives in Bandung City, started his YouTube career in 2011, stated something unique related to his reasons for becoming a YouTuber and choosing YouTube as a medium for expressing herself to form his identity as a parody YouTuber (Durgungoz, 2022; Li et al., 2023; Ronggowarsito et al., 2023). An individual can express themselves through social media to make other users admire them (Crystal, 2011). What Jiang said

is in line with what researchers have observed, where YouTuber Kery Astina also reveals his identity through available social media, in this case YouTube.

A self-concept is very important in creating a work that is now very easy with social media. With a self-concept, a person can increase their self-confidence (Gierlich-Joas et al., 2020; Kuatov et al., 2021; Surjanti et al., 2020). This self-concept also affects the consistency and existence of a person who focuses on working through social media such as YouTube.

Self-concept is an understanding of oneself that arises as a result of interactions with other people. Self-concept is a determining factor (determinant) in our communication with other people (Riswandi, 2013). Self-concept is our views and feelings about ourselves. This perception of self can be psychological, social and physical (Rakhmat, 2015).

Every individual has their own thoughts which will influence their behavior, attitudes and reactions. One of the strongest thoughts that shape each person's personality is self-concept (Weiten et al., 2014). Each individual ultimately has the right to determine what kind of self-concept they want to form (Mehrad, 2016).

Generally, self-concept expresses the totality of a complex, organized and dynamic system of opinions, attitudes and feelings that each person considers true about themselves (Argyriadis et al., 2022; Sergeeva & Kortantamer, 2021). Several factors that are very strong in influencing a person's self-concept are their family background, parents' education, constant disappointment, unhappiness, and criticism of one's self are examples of how a negative self-concept will emerge. Thus, in forming a positive self-concept, there needs to be positive supporting factors as well (Mehrad, 2016; Yahaya, 2009).

YouTubers are people who become content creators on YouTube. They have various creative ideas that are expressed in video works which are then uploaded to YouTube and can be watched by many people (Adi et al., 2019). A YouTuber is a person or group of people who create an account on YouTube and then change the type of account into a YouTube channel by choosing various categories that reflect their purpose in making videos, such as comedian, reporter, musician, and so on (Brad & Scheep, 2009).

The phenomenon of the rise of YouTubers is currently something that is very striking on social media (Putri & Astuti, 2021). These YouTubers provide content - content that they create to provide entertainment to netizens. Of course, creating content is not easy and must be adjusted to the self-concept that has been formed by the YouTuber. YouTubers have an important role in boosting the popularity of YouTube social media in Indonesia (Adi et al., 2019, 2023).

In Indonesia, YouTube is ranked second among the 2 most frequently visited websites by Indonesians with a total of 814 million visits, with an average visit time of 19 minutes 29 seconds (We Are Social, 2024). Based on this data, it is only natural that many YouTubers still exist and continue to work on YouTube media and maintain the popularity of YouTube media in Indonesia.



Figure 1. Top Website in Indonesia 2024

YouTube has become a symbol of digital culture that not only promises unlimited opportunities for YouTubers to go viral, but also provides another possibility to make every content a public issue (Nadila et al., 2018).

In creating interesting content, YouTubers always try to present their identity on YouTube media in various ways (Adi et al., 2023). This self-identity is then known as a virtual identity. They form an interesting virtual identity in order to invite viewers into their channel. This virtual identity is used by someone to express themselves in social media or virtual media to make others amazed by what someone shows on social media (Crystal, 2011).

Social media has a big impact on self-identity. On social media, they are more able to express themselves, which is inversely proportional to the real world. Identity is an important thing in a person, identity is a sign that symbolizes themselves and becomes their own characteristic. Virtual identity is a new identity for someone who plays roleplay without using the player's real identity. Virtual identity is a self-introduction, when someone plays a role on social media, they must have a virtual identity to interact in a group (Pratiwi, 2023).

Research conducted by Pratiwi on the virtual roleplayer identity phenomenon on the Twitter (X) platform shows that the virtual identity formed in the roleplayer phenomenon depends on the idol whose identity is borrowed to form a character for the account user. This communication process carried out online is related to the CMC theory which allows the existence of other lives in the virtual world (Pratiwi, 2023)

Kery Astina is one of the interesting YouTubers to study because the content on her YouTube is parody music, whether it is parodying other people's songs or making his own songs in a humorous way. Currently, Kery Astina has 3 million subscribers on his YouTube channel (Astina, 2024a). Having worked in YouTube since 2011, Kery Astina has also produced sweet results when in the period 2016 - 2019 his name skyrocketed and several of his parody content has appeared on various national television programs. (Astina, 2024b). Based on this phenomenon, the researcher focuses on examining "Kery Astina's Self-Concept as a Parody YouTuber".

### METHOD

In conducting this research, the researcher used a qualitative method which attempted to present the social world and its perspectives within the world, in terms of concepts, behavior, perceptions, and issues regarding the humans being studied (Moleong, 2012). While the methodology used is Alfred Schutz's phenomenology, which is an understanding of actions, speech, and interactions that are prerequisites for anyone's social existence. For Schutz, human actions are part of their position in society, so that a person's actions can only be camouflage or imitation of the actions of others around them. Schutz views humans as social beings, so that awareness of the world of everyday life is a social awareness. Individuals and their world are intersubjective with diverse meanings. (Creswell, 2013; Mulaya, 2010). The primary data of this study were taken from the results of in-depth interviews with informant Kery Astina with informant Kery Astina who was selected based on purposive sampling technique. The purposive sampling that the researchers determined was a minimum of 2 million subscribers and a minimum of 5 years of work on YouTube. Apart from that, the researcher also carried out direct observations to strengthen the interview data as primary data. Meanwhile, secondary data for this research was obtained through a documentation study in which researchers observed Kery Astina's YouTube account and watched her videos from the beginning of parody content to more serious music production content.

### RESULT AND DISCUSSION

Kery Kartika or commonly known as Kery Astina on March 9, 1995 in Jakarta. Carrying music parody content, Kery managed to become one of the winners of the YouTube Next Up 2017 program in Jakarta. Kery was chosen to participate in the program because of the very rapid development of his YouTube channel. In early 2017, the number of subscribers was still 2000 subscribers until the end of 2017 it had reached 286,678 subscribers and continued to grow every time. Currently the number of subscribers has reached 3 million with a total of 225 videos uploaded (Astina, 2024a).

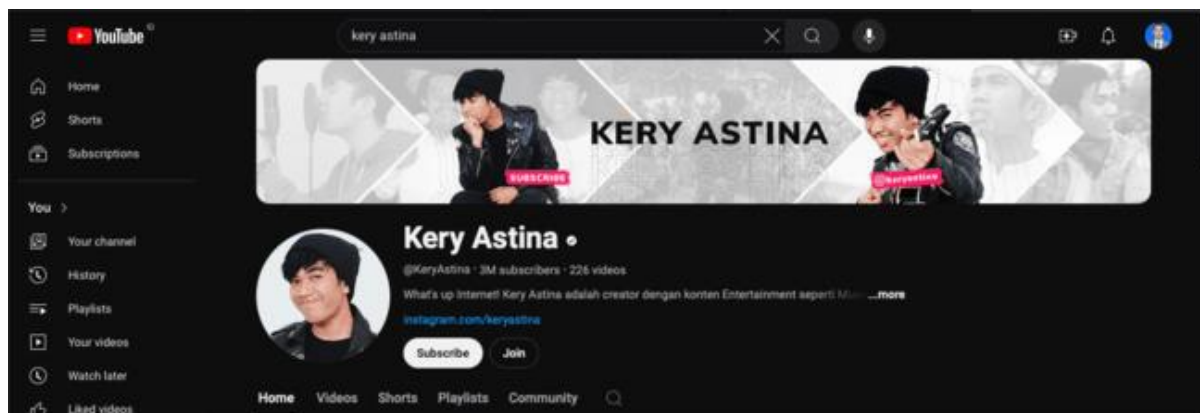


Figure 2. Profil Kery Astina di YouTube

Kery Astina's YouTube channel focuses on music parody content. Where he makes parodies of song lyrics from the original song that are packaged with humor to make it funnier than the original song. One of his most popular parodies is a parody of Via Vallen's song entitled Sayang. The parody video managed to reach 6 million views (Astina, 2024b). Unfortunately, the video of the

song is no longer on YouTube because another party reported it to YouTube so the video can no longer be found.

### Motif Kery Astina Menjadi YouTuber

Kery Astina's motive for becoming a YouTuber is to sell. He stated that he enjoys selling online on various social media platforms. He sees the opportunity of YouTube as a promotional medium in the form of video content that is certainly free and can be published anytime and anywhere.

“For sales like that. If you sell to the masses yourself, it's good, but if you sell to friends it's difficult. I sell products from top to bottom. Because I'm aware that with YouTube, lots of people are looking to find out about fashion too, right? Moreover, many foreign channels like to give fashion tutorials like that.” (Astina, 2024b)

Kery is very aware that with YouTube media that has many viewers, he can sell from there because people will look for fashion references from YouTube. It turns out that in addition to selling, he also wants to be known by the wider community so that the products he has can be known by others. He does this by creating parody content.

“Actually, it was just for fun at that time, I made content on YouTube to entertain people who actually like to joke, so I made jokes like that. Moreover, at that time I thought about making a channel after seeing Shinta and Jojo. They can become famous just by lipsyncing on YouTube. Finally, I also started a channel and made videos of anything that was funny. Even though at that time the views were usually very small.” (Astina, 2024b)

Seeing the success of Shinta and Jojo who managed to gain fame by lipsyncing, it motivated Kery to do the same, making funny videos and uploading them to his own YouTube channel. Because of this whim, he finally decided to try to focus on creating parody content on YouTube.

Kery stated further that in addition to wanting to sell and gain fame, another motive why Kery is diligent in creating content on YouTube is because he doesn't like office work. The reason for working on YouTube, apart from spending time in between controlling his online store, is that working on YouTube is flexible. Not bound by time and when to create content. If there are rules about when to upload and create content, it goes back to the YouTuber himself.

Working as a YouTuber makes a person more comfortable at work, because this work can be done every day in the comfort of a home, without having a boss or certain working hours limits, making this profession an example of the level of freedom in life's journey that almost everyone wants. feel it (Holmbom, 2015; Rudi Pratama et al., 2022).

In addition to being a place to be creative, Kery also saw that there was an opportunity for his online store to grow faster if he was already famous through his music parody content on YouTube. He also directly emphasized that he clearly wanted himself to be famous because it would return to the continuity of his business. He told researchers that by being famous on YouTube, he could easily sell because many people watched it and many people already knew who he was and what his products were.

*“Looking for fame. Because I thought that if I was famous, I could sell like that, right? If you sell to the masses yourself, that's good.”* (Astina, 2024b)

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Some of these IT-based professions were initially just hobbies and just for fun to test their abilities, but after pursuing them they were able to generate lucrative incomes, even exceeding the income earned by other people from their formal jobs. The income obtained from IT through social media is very large, even if it is pursued seriously, it can produce extraordinary currency value, with only IT equipment as capital. The social media that is increasingly being used to earn income by the millennial generation is YouTube (Hariyanto & Putera, 2022)

In addition to wanting fame, he also hopes that after working on YouTube with his parody content, he wants to make original songs and be able to tour music in Indonesia. With his original work, he wants the public to see and see that Kery Astina can also make serious and original works, not just parodies. He hopes that he will be like one of the Indonesian YouTubers who is now famous not only in Indonesia but also throughout the world, namely Rich Brian who started with comedy music, now Rich Brian also makes serious Rap songs and is contracted by a global label, namely 88 Rising.

*"I want to make an original song, tour Indonesia with my song, because I'm a music parody channel, right? So I thought about making an original song instead of a parody song like that. so people can see, oh, I can also work really well in quotation marks." (Astina, 2024b)*

What Kery stated about making original songs seems serious because at the time the research was taking place, Kery Astina had already created a band called Anarcute with a pop punk music genre. Anarcute is a Pop Rock / Pop Punk band from Bandung, fronted by Kery Astina (Bass Vocal), Hafizh Joys (Guitar Vocal), and Nobitadit (Drum Vocal). Anarcute debuted in March 2021 with the single Dunia Belum Berakhir. Until now, Anarcute has released one full album with 14 tracks entitled Hope+ in 2022 with a total of 7 Music Videos on its YouTube channel. Anarcute has fans called Anarclub, until now the Anarclub Region has spread to more than 30 cities in Indonesia. Past Achievement: Winner of Newcomer at the 2021 KIMA Awards, Nominee for Newcomer at the 2021 VMA Music Awards, Nominee for Best Rock Band Performance Hammersonic Music Award 2023 (Anarcute, 2024)

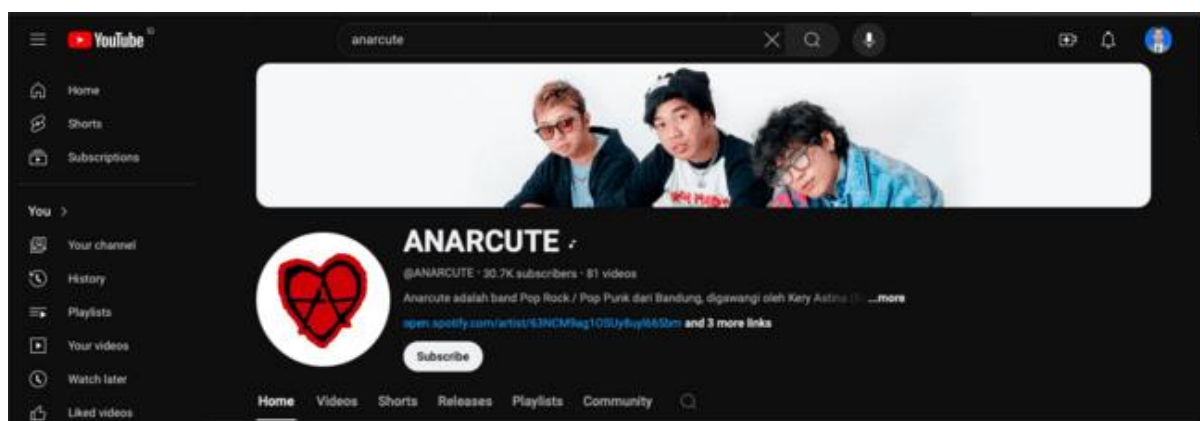


Figure 3. Profil Band Anarcute

Table 1. Tabel Motif Kery Astina Menjadi YouTuber Parody

Because of Motives	In Order To Motives
1. Because he enjoy selling online	1. Want to make an original song
2. Because he was looking for fame	

- 
- |   |   |
|---|---|
| <ol style="list-style-type: none"><li>3. Because he was motivated by Shinta Jojo's virality</li><li>4. Because he was just messing around</li><li>5. Because he didn't want to work in office</li></ol> | <ol style="list-style-type: none"><li>2. Want to make a music tour in Indonesia</li></ol> |
|---|---|
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### Self Image of Kery Astina

The existence of various motives then forms the self-image of Kery Astina. Kery Astina's self-image as a parody YouTuber is a YouTuber who is what he is. As a music parody creator, Kery certainly has a good sense of humor. This can be seen from the results of the study where Kery found it difficult to be serious during the interview process. His character when working is what it is. For example, when he had to make a parody of a song by Awkarin wearing only a bra, he did it. She felt indifferent to it and indeed showed totality during the conceptual and production processes.

*"What character is he, hmmm. Yes, it's always changing. Because it's a parody, so I have to follow the original singer. Like Awkarin yesterday's video on a horse only wearing a bra, I also made it as similar as possible to make a parody of it bababa. Young Lex also wears similar clothes as much as possible, has a similar style. So the character changes according to who I'm parodying. His character is just a chameleon." (Astina, 2024b)*

He also admitted that the identity character displayed on YouTube for his parody music content is like a chameleon. He has to imitate as much as possible from the costume to the act of the original singer. Thus the content created will be better than being done carelessly. The chameleon image can also be seen from the appearance of the home page of Kery's YouTube channel (Adi et al., 2019)

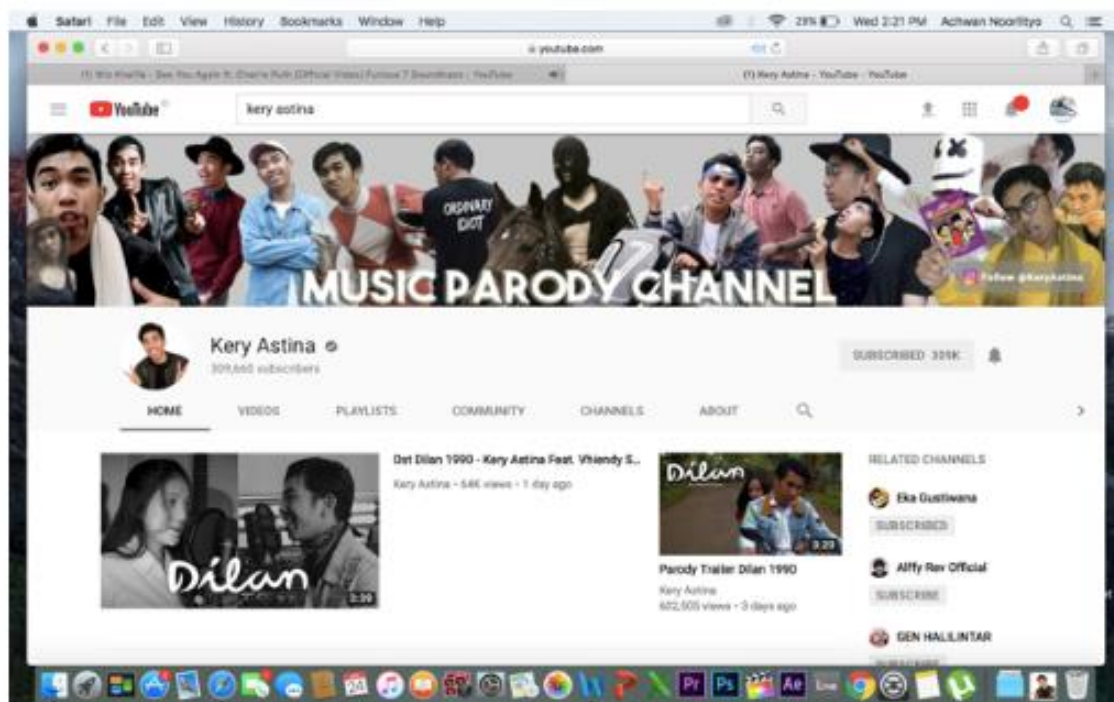


Figure 4. Gambaran Channel YouTube Kery Astina Pada Saat Aktif Membuat Konten Parodi

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The comedian image also emerged because he focused on parody content. He also did the way he built jokes when making the lyrics of his parody songs. He didn't just make lyrics haphazardly. He also thought about the premise and punchline so that the audience could laugh when they heard it. The process of strengthening this parody identity was also carried out on other platforms. Kery often uploads videos on Instastory (Instagram) with funny things.

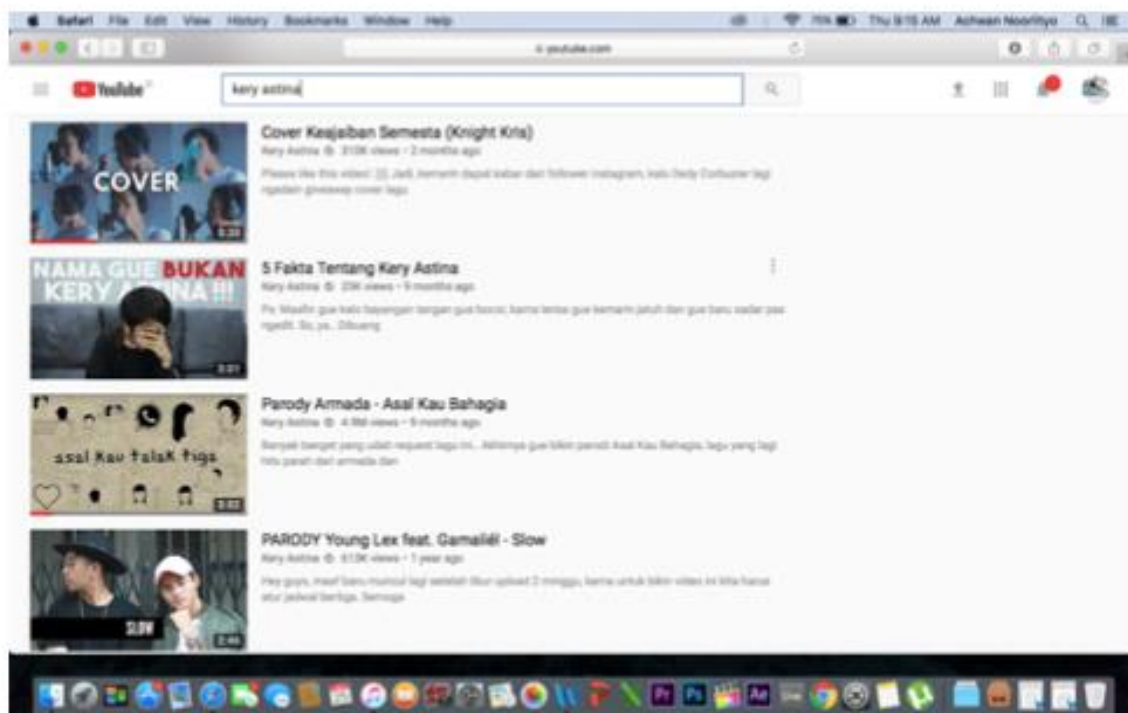


Figure 5. Parodi Musik Yang Dibuat Oleh Kery Astina

Becoming a comedian, Kery was influenced by his home and school environment while living in Tangerang. He said that many of the jokes he brought to YouTube came from jokes or jokes in his gaming environment. Not only did they appear in YouTube videos, the jokes and jokes he had were often thrown out in the YouTuber environment of Bandung city. So that Kery's character and image as a comedian became stronger.

"Just from the surrounding environment, the jokes used to be like that, so I often took them to YouTube. Or I carry a sense of humor like that. What shapes my image is the environment around me, which really likes jokes. It's just really difficult for yourself on YouTube." (Astina, 2024b)

Table 2. Identitas Virtual dan Self Image Kery Astina

Visual Identity/Character	Self - Image
<ol style="list-style-type: none"> <li>As a music parody creator, the identity that emerges is like a chameleon that changes to follow the artist or singer being parodied.</li> <li>As is, like a comedian.</li> </ol>	<ol style="list-style-type: none"> <li>Comedian</li> </ol>

## Self Esteem of Kery Astina



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Basically, every individual needs an appreciation for themselves. An individual feels that they will have value or worth in themselves if they get something that they think is extraordinary. There are many ways that someone can get that value or self-esteem. Either through academic or non-academic channels. Someone will consider themselves more valuable, for example, if they get a new position or position at their workplace. There are also those who consider themselves more valuable if they have a work through their creativity, and there are many more ways that someone can increase their self-worth (Adi et al., 2019).

Kery Astina is not yet proud of what he has achieved so far. He admitted that even though he already has 3 million subscribers, he thinks that he can be much more productive than what he has achieved so far. However, on the one hand, he emphasized that he is proud of what has been achieved during 2017. That year was a golden year for Kery on YouTube and he has succeeded in creating his own band that is quite well-known among Indonesian people, especially Pop Punk music lovers.

Kery himself has received a Gold Play Button from YouTube for surpassing 1 million subscribers, becoming a finalist for YouTube Next Up, Best Viral Video in the non-commercial category from Kominfo and has succeeded in creating a band and touring with his own songs to various cities in Indonesia. As one of the big YouTubers in Bandung, Kery gets special treatment among the many creators in Bandung, one of which is that he is always respected by fellow YouTubers in Bandung.

"I just feel happy that so many people respect me, it's more appreciated that way, maybe because my channel is growing quickly and there are lots of awards too." (Astina, 2024b)

However, he thinks that it is excessively done by fellow creators. In fact, he does not like being glorified by fellow creators. Kery prefers to do joint production.

Table 3. Self Esteem Kery Astina

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Self Esteem
1. <b>Proud because in 2017 he received many awards (YouTube Next Up, Silver Play Button, Best Viral Video from Kominfo)</b>
2. <b>Proud to have received the Gold Play Button because he has passed 1 million subscribers.</b>
3. <b>Proud to have succeeded in creating his own band and song and received many awards with his band.</b>
4. <b>More appreciated and respected by other YouTubers.</b>

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## The Meaning of Subscriber for Kery Astina

Subscribers are considered important by Kery. He said that the role of subscribers has been very important to support him in his work on YouTube. Without them, Kery could not have achieved many awards in 2017. From the large number of subscribers, he also said that many advertisers entered his YouTube and his income from YouTube also increased. In addition, his subscriber segmentation has also increased from what was previously only from the Kery Astina channel, now it has increased from the Band Anarcute channel.

"Wow, it's really important that if our subscriber numbers are big, we'll also get a lot of money, lots of advertising, big views. we sell, there are those who buy. When we make songs, there are people who listen to them, their role is very important to me." (Astina, 2024b)

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Kery Astina does seem money-oriented and business-minded. In addition to earning income from YouTube, he can also sell his products on YouTube in the hope that subscribers will buy the products. Kery also emphasized that the meaning of subscribers according to his is wealth. With their increase, income on YouTube will also increase because the watch per minute will also increase. Aware of this, he tries to provide good and great content to entertain his subscribers so that they feel that what they have given to Kery can be paid for with good content.

Even though he has become a famous figure, Kery Astina is not interested in holding paid Meet and Greet activities like other YouTubers. He emphasized that she is happy if he meets his subscribers accidentally and can chat directly without having to pay for tickets. Kery does not hesitate to invite his subscribers to meet when he is at a shopping center or other places during his free time.

YouTubers also need a relationship with their viewers which must always be maintained by interacting through various available social media, in addition to other roles that must be carried out by YouTubers in their daily lives (Holmbom, 2015).

Meaning of Subscriber	Meet With Subscribers
1. <b>Wealth, because with the number of subscribers, the income earned will also increase.</b>	1. Ever asked to meet in a crowded place like a mall or met by chance.

## CONCLUSIONS

A person's self-concept is determined by the motives behind it and the hopes they want to achieve in a condition. These motives are also strengthened by each person's experience in living it so that it gives rise to its own meaning in the process of self-actualization. The self-concept of Kery Astina as a parody YouTuber is influenced by 2 motives, namely because of motive and in order to motive, which are then complemented by Kery Astina's experience as a parody YouTuber which produces self-image and self-esteem as stated in the results of this study. Kery Astina's self-concept, which is what he is and loves to do business, makes YouTube a platform for earning income, this is what makes his YouTube channel subscribers considered as assets because the more subscribers, the more income Kery Astina will get. From this research, the researcher provides advice to future researchers who want to conduct research on self-concept in the virtual realm, whether they can use virtual identity formation strategies for content creators, whether on YouTube social media or other social media. Apart from virtual identities, further research can be directed at how effective YouTubers' virtual identities are in increasing the number of their YouTube viewers.

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