

THE ETHICS OF UTILIZING THE YOUTUBE PLATFORM IN THE PHENOMENON OF INFLUENCER'S LUXURY EXHIBITION (The Potential for Relative Deprivation by Digital Natives in Indonesia)

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Abstract. Advances in today's communication technology have allowed people to interact with each other with foreign cultures. So, in the process, it is not uncommon to find cases which are later found to be put into a category where ethics can be neglected at the regional level which is indirect [12]. The Youtube platform, which in the process, has in fact carried out the function of mass media, for example, by having a significant effect as the main supplier of information needs for the audience, will certainly really need creator content that can prioritize ethics. And, to take it further, users are also part of the industry. It becomes a problem when luxury exhibitions are made into content, because there is an element of social inheritance that the Youtube Platform has in terms of the function of mass communication. Where this condition can then be interpreted as the mass media also has a function as an educator by passing on ideas from figures or in other terms, namely transmitting culture. (Littlejohn, 2005) Is it true that luxury exhibitions are one of the topics of study that would be passed on to future generations? Considering that if you use the lens of relative deprivation—where relative deprivation is described as a situation that does not have a match between the realities of life experienced and the definition of a decent life, between expectations for a job and the life experienced [13]—then it becomes a new question. if the phenomenon of showing off luxury carried out by these influencers is then justified. Because vlogs on the youtube platform in the process are then considered to be one of the benchmarks in living life by digital natives who are filled by the younger generation. If the answer is that luxury exhibitions can increase the motivation of users or viewers to work harder, then know that not everyone has access to become rich and can play this luxury. The reason people at the top level work together to maintain the stratification system is that they benefit from the stratification system and the way in which rewards are distributed [23].

Keywords: relative deprivation; digital native; ethics; luxury showcase; youtube platform.

I. INTRODUCTION

Today's world ensures that people are familiar with the complete internet and the platforms in it. And from various platforms that prioritize audio, visual, text, or a combination with other elements, the Youtube Platform is at the forefront. Quoting from Data Report, in January 2021, there were as many as 202.6 million internet users in Indonesia. Then from users who are of productive age, namely in the range of 16 to 64 years old, the Youtube Platform is at 94% of users. Or occupy the first rank and be able to beat other applications such as Whatsapp, Instagram, and Facebook [1]. The widespread use of the Youtube Platform is certainly inseparable from the lack of a literacy culture of the Indonesian people which prioritizes video-based applications in terms of media consumption. And this could be an interesting study in the future. But what is clear is that high demand makes supply high as well. For example, the use of the Youtube Platform on an industrial scale is also massively considered because of its extraordinary reach. Similar but not the same as the functions of mass communication. Like for example for the advertising market that uses the Youtube Platform as a way to expand its reach (Yunita, D., Nazaruddin, A., & Nailis, W. [2]). So, it is not without reason that becoming a Youtuber is then considered

to be one of the promising jobs today. At least by them generation Z.

Reporting from kompas.com [3] it was stated that the Youtuber platform salary does not only come from the number of clicks on the ads that appear. The income calculation for Youtuber Platforms can be calculated from the Cost per Mille (CPM) or cost per thousand views. Indeed, the revenue from these clicks will then usually always be below the revenue from the CPM.. 492 / 5000. Because most of the viewers of the Youtube Platform will miss more ads. And if it is broken down, it's about: 1.) The appearance of ad impressions on the videos they upload, the Youtuber platform gets 0.01 US dollars to 0.03 US dollars. On average, per 1,000 ad views, the Youtuber Platform can receive 18 US dollars. 2.) Per 1000 videos that viewers click on, the amount of income that can be achieved by the Youtuber Platform reaches between 3 to 5 US dollars [3].

The number of circulating numbers is certainly an attraction that is difficult to ignore for Generation Z who are already very familiar with instant technology and culture at first. There are also other benefits in the form of endorsement offers if a Youtuber Platform has become an influencer as evidenced by the number that has reached millions of subscribers. This will certainly increase the coffers of wealth from the Youtuber Platform. A justification

if self-disclosure in social media is a phenomenon that is done intentionally or not and consciously or not to gain a lot of followers so that it can be seen as a product endorsement or a place to sell goods managed by the program which in the subsequent process will take advantage of the popularity it already has. And the fact that the first person in Southeast Asia to get more than 10 million subscribers first was Atta Halilintar in 2019 (liputan6.com [4]). And the position of the most subscribers in Southeast Asia can still be maintained until 2021. This article was written with more than 27 million subscribers. (okezone.com [5]). The Youtuber platform is one of the various professions in Indonesia which is an interesting topic of discussion today.

However, problems then arise when it is not uncommon for Youtuber platforms to show off their wealth and luxury through the content they create through this platform. This includes Atta Halilintar, Andre Taulany, and other colleagues. Basically it is difficult to trace who first "initiated" the phenomenon of showing off wealth and luxury like this. However, as proclaimed by kompas.com [6], content creators have repeatedly shown such content as giving a certain amount of money to certain people, making challenges with prizes, or showing off account balances. It is stated that this phenomenon is often carried out in order to maintain their social status, fulfill the imagination of the audience, and is carried out to attract attention from the public. (kompas.com [6]).

The detik.com page tries to investigate whether the phenomenon of showing off wealth, which is not only perpetuated by online celebrities (including Youtube platform users such as crazy rich) can then become a benchmark for success. This coverage resulted in a correspondence: Crazy rich or rich and crazy is defined basically very vaguely. There is a term 1.) crazy the real rich. It is the rich people who never highlight their wealth, but rather highlight their work 2.) crazy marketing rich, those who highlight wealth for the sake of selling 3.) the crazy hard worker rich. Namely those who were originally poor, did not receive an education that could be said to be proper, then they can achieve success and then inspire, 4.) crazy social climber rich, filled with people who cover their weaknesses with luxury goods in order to get public attention. Crazy rich is said that they want to inspire by showing off his wealth and luxury. There are also fad or entertainment motives whose estuaries are for the sake of selling. (detik.com [7])

It is feared in the future, if there is a disregard for ethics as evidenced by the phenomenon of showing off luxury, there will be symptoms of relative deprivation from digital natives rooted in the use of various digital platforms, especially the Youtube Platform as described above. At first, the emergence of the Youtube Platform had advantages over other platforms in terms of online video access because its release came at a time when many cameras were being sold at low prices. So, even though the Youtube Platform is not a platform provider company that is the first to offer its users access to online video viewing, it can outperform other competitors in its field. (Hidayanto, S., & Irwansyah, I. [8]).

Helsper & Enyon in Supratman [9] revealed that those who have become familiar with what is called internet life are called digital natives. Where contains the younger generation who were born when the internet has indeed penetrated the ins and outs of the line of life. It is even said that there is a direct justification, where the lives of these digital natives from the time they are still in their wombs until their birth is brought about a normalization with the large number of photos they display when they were babies even in cyberspace. Photos of digital native generations who are still babies that spread on social media. Kinds of Whatsapp, Facebook and Instagram become their relationship as residents in the virtual world or digital native. (Supratman [9]). The digital natives who have officially become residents of the virtual world then make the internet a field for making money and starting an industry that didn't even exist before. Like being a Youtuber. Where this work allows someone to then create content with audio-visual elements which in the process that can attract the public and make it as entertainment and can even become certain recommendations. (Hidayanto, S., & Irwansyah, I. [8])

In the process, the term influencer emerged from social media activists who had high numbers in terms of followers or viewers. Where then Influencers are defined as celebrities in the internet world. Those whose social media accounts can then be used to earn money to promote a product or service through various uploads on their social media. Usually give recommendations online. Both in the form of reviews about a product, as well as experiences and testimonials after using a product. (Moriansyah [10]).

The vlog content is like the functions performed by traditional mass media. Because basically McQuail [11] indeed gives a definition related to new media as an integrated communication technology device with relatively the same characteristics and has a digitalization style and its wide availability as personal use for communication tools. For example, the main elements of new media which have a thick style which are then termed as digitalization and convergence of all aspects of media (1) Increased interactivity and network connectivity, (2) Mobility and does not require a location to send and receive messages (3) There is a process of adaptation to the role of the publishers and the public, (4) The emergence of various new forms of 'gateways' in the media. (5) Separation and obscuration from media institutions. (McQuail [11])

In his research, David, E. R., Sondakh, M., & Harilama, S [12], stated that the things that can be measured from the influence of vlog content on the Youtube Platform on the formation of attitudes in this regard are the emergence of an effect for students. Both in terms of affective, cognitive, and also behavioral. A condition that makes it possible for those who watch the show to be aware, even understand and be able to accept the content of the uploaded video. (David, E. R., Sondakh, M., & Harilama, S, [11]).

However, there is one element later in vlog content on the Youtube Platform which is often neglected, namely ethics. Ethics is a field that judges good and bad. Parallel to aesthetics which judges beauty and logic which views things

logically or makes sense. Basically, this ethics can be used as a guideline by humans, in how to behave. How the behavior becomes good. Have a responsible attitude, and also uphold the value of life, and can prioritize elements of humanity. Ethics are values or norms that are the result of human agreements that are used as views and guidelines in behaving, therefore communication ethics is an important thing to understand and know in living our lives as social beings. Ethics is also often equated with morality. However, what distinguishes ethics and morality are the behavioral values of people or society that can be found in the real life of everyday people. While ethics includes questions about the nature of moral obligations, what basic moral principles humans must follow and what is good for humans. (Sari, [12])

There are many theories that can measure the possibility of what and how the direction of the future course of a condition after a change in attitude will occur. One of them is relative deprivation. Indeed, relative deprivation is a mismatch between the realities of life experienced and the definition of a decent life, between expectations for a job and the life experienced. (Bowen, Bowen & Gawiser [13]). Relative deprivation does focus on the gap between the rich and the poor. This increased concern about relative deprivation can be explained by the fact that deprivation is often associated with various personal and social problems such as crime rates, social distrust, inequality in health care and so on. In his research, Cho [14] also confirmed that the use of social media can be indirectly associated with relative deprivation. (Cho [14]).

Previous research related to this has also been carried out by Cho, J. in 2014 [14] in Korea with the title "Will Social Media Use Reduce Relative Deprivation?: Systematic Analysis of Social Capital's Mediating Effects of Connecting Social Media Use with Relative Deprivation", it investigates the relationship between social media use, communication with influential others, social capital, and relative deprivation. This study examines the role of two main variables, namely communication with influential people and social capital to mediate social media use and relative deprivation. The results show that communication with other influential people significantly and positively mediates the relationship between social media use and social capital—personal networks and personal trust. In addition, it can be found that social capital significantly reduces relative deprivation. These results show that social media plays a significant role in relative deprivation, and can help solve social problems related to relative deprivation.

And then another research was also carried out by David, E. R., Sondakh, M., & Harilama, S in 2017 [11] with the title "The Effect of Vlog Content on the Youtube Platform on the Formation of Attitudes of Communication Studies Students, Faculty of Social and Political Sciences", Sam Ratulangi University. This study analyzes the influence of Vlog content on Youtube on the attitude formation of Communication Studies Students, Faculty of Social and Political Sciences, Sam Ratulangi University by using the Hypodermic Needle theory which is based on the

assumption that mass media has a direct, immediate, and very decisive influence on the audience. In this study, the extent to which the audience is aware of, understands, and accepts the content of the video uploaded by the Vlogger and then observes the effects that arise in terms of cognitive, affective and behavioral. The results show that there is a unidirectional relationship between Vlog content and student attitudes. If the Vlog content is often watched, it will lead to the formation of attitudes in students. The attitude formation that occurs is a positive attitude with the intention that students are happy and enjoy watching Vlogs, want to try things in Vlogs, and even have the desire to become Vloggers.

Then, it is still related to the youtube platform which is different from the previous research that has been described above, because the research on this youtube platform related to showing off the luxury of these youtubers is still not available, this research will discuss the ethics of using the Youtube platform in the phenomenon of showing off the luxury of celebrities on the Youtube platform. in Indonesia. This research is expected to provide a description of the current conditions related to the use of the Youtube Platform platform in viewing the phenomenon of showing off the luxury of celebrities on the Youtube Platform in Indonesia. And the consequences that might occur when the phenomenon continues to be perpetuated from the point of view of communication ethics. So that in the future, it is hoped that things that can be used as solutions or prevention related to the occurrence of relative deprivation in society where this relative deprivation can have a negative impact on satisfaction or well-being of life and physical health (Valenzuela, Park, & Kee [15]).

II. RESEARCH METHODS

The research method used is qualitative with data sources obtained through a literature review consisting of five steps. (Cresswell [16]) First, identify keyword terms in a literature search consisting of articles or books related to Ethics, Youtube Platform, Influencers, Relative Deprivation, and Digital Native. Second, describe the literature with various ideas in each article. Third, critically evaluate and select literature that is relevant to the article. Fourth, Organizing literature. Fifth, write a literature review to be included in the article.

III. RESULTS AND DISCUSSION

In his research, Supratman [9] states that, since entering the internet era, people can find abundant convenience in terms of accessing information. People are increasingly connected to each other so that they can then interact with each other. This condition is then more familiarly called the digital community or digital native. Those who fall into the digital native category can then in fact spend up to 79% of their time accessing the internet every day. Good for communicating, working, behaving, even thinking (Supratman [9]).

In 2018, a marketing firm with one of its bases in Southeast Asia called GetCRAFT then made a report entitled "Indonesia Native Advertising and Influencer Marketing Report 2018", they mapped the digital industry in Indonesia with the result that Indonesian people are far from consuming the internet more via desktop and tablets up to 8 hours 44 minutes. Then, there is a time of 3 hours 55 minutes for Indonesian people to enjoy the internet from their mobile phones. And besides all that, Indonesian people consume far more social media which reaches 3 hours 16 minutes. Compared to TV, it's 2 hours 23 minutes. (academy.getcraft.com, 2018). Indeed, kompas.com [6] then provides data if Indonesians in the past three years have spent far more time doing activities in digital media. That is as much as 2 hours 26 minutes to 3 hours 20 minutes per day. Meanwhile, people's activities in spending time to access television (either through streaming, paid or free cable) can then be said to have no significant tendency to increase. The number was found from 4 hours 54 minutes, only increased to 4 hours 59 minutes in the same time period. (kompas.com [6])

Especially now, during a pandemic which requires people to do physical distancing, ensuring people spend more time with their gadgets. Reporting from lokadata.id [17], during the pandemic, TV viewing activities did experience an indication of an increase, such as surfing social media by 53 percent, reading books by 42 percent, and enjoying music streaming services at 35 percent. However, TV access is still far behind the tendency of the public to open the Youtube platform, which is 68 percent. (lokadata.id [17])

Mix.co.id [18] in its report assesses that there are 92% of respondents who view the Youtube Platform as a social media platform that has varied video content. Even from the number of respondents, as many as 87% admit that the Youtube Platform has helped them in finding new video content. Then, there are as many as 85% admit that the Youtube Platform has content with high quality videos. And lastly, there are as many as 65% of internet users in the country using the Youtube Platform to watch regular television programs. This is done for various reasons, ranging from the reason that it is easier to find interesting content on the Youtube Platform compared to television. In addition, for them, the Youtube Platform can be a solution when respondents then miss watching programs on television. Internet users consume 59 minutes per day on the Youtube Platform. That figure is much higher when compared to Facebook, which is only 49 minutes per day. (Mix.co.id [18])

Rabbani and Trijayanto [19] explain in their research, that the genre that is most in demand by the Indonesian people with a percentage value of 39% is Vlog, in second place is Game at 19%, third is Music genre at 14%, fourth, Popular Information is at 19%. 11%, and other supporting content such as mystical, animation, culinary, technology, beauty, Prank/ Challenges and toys, DIY/Tips, amounting to less than 5%. (Rabbani dan Trijayanto [19])

The rapid development of visitors to the Youtube Platform is caused by everyone without exception being able to have their own channel. One just has to create their own channel using email without any fees and complicated procedures. When compared to having channels such as television, radio and other mass media, it is certain that it will require large capital and not a small amount of labor (Rabbani and Trijayanto [19]). Indeed, the internet as a medium is then judged as a medium that has advantages over other media (Li, Edwards, & Lee, dalam Christian, [20]). Citing Poster (1999), then said, the existence of the internet that can combine film, radio, and television and only disseminate it through the efforts of an intermediary called one-click technology that makes this new media able to ignore boundaries such as printing and broadcasting equipment (1) enabling multi-party conversations; (2) enabling the simultaneous reception, change and redistribution of cultural objects; (3) interfere with the act of communication from its position of importance, from the territorial relations of modernity; (4) provide instant global contacts; and (5) inserting modern/late modern subjects into a networked apparatus machine. This is because the Youtube Platform has played a function like mass media, namely: 1) environmental supervision (supervision function), 2) correlation of the community's response to the environment (correlation function), 3) social inheritance from one generation to the next (social inheritance function),

What then becomes the focus is the function of mass communication, which in particular is the function of social heritage. Also in this social heritage, Kusmiati [21] also underlines that it includes the function to educate, the function to provide information, and cultural transmission. From the data above, it is clear how powerful Youtube's current reach is. Of course, then there is a big responsibility regarding the viewership numbers and the nominal profit that is no less big. Moreover, not a few later Youtuber Platforms were also present to fill the public's frequency through conventional media news such as television or online media. Apart from that, being an influencer and public figure is actually being an example. Because of its role as a public spotlight, what then happened was a concern about justification or an act of normalizing the phenomenon of showing off luxury for the audience. Because basically, the content related to this is an act that violates ethics. Where is the ownership of luxury goods to then show them off on the Youtube Platform account which is assessed later as an indicator and benchmark of success.

Vlogs and content on other Youtube platforms are included in the realm of communication ethics. In the use of communication technology, it is very important to understand and apply, because mistakes in attitude and behavior or failure to communicate lead to misunderstandings. Because, according to Sari [12] advances in today's communication technology, it is possible for people to interact with each other and interact with foreign cultures. So, basically, cases are often found which are later found to be put in a condition where the ethics of

communication can be neglected in an indirect condition. (Sari [12])

Because, as research put forward by David, E. R., Sondakh, M., & Harilama, S, [11] which states that vlogs are then considered to be one of the benchmarks in living life by digital natives of the younger generation represented by students. Although, regarding physical attractiveness, such as examples in terms of beauty and good looks (good looking), it is considered a relative thing, but this later turns out to be the reason why students watch Vlogs. Because the main attraction is the common interest in certain fields. Such as fashion, movies, music, traveling, gaming, and so on. And also the last is the similarity in terms of age that is considered. So that in this research, it can be categorized in reference power which means someone is considered powerful if he is used as an example by others or causes admiration for others, as Vlogger did to the audience (David, E. R., Sondakh, M., & Harilama, S, [11]).

Apart from that, based on the results of research compiled by Azizah [22] it is stated that YouTube creative content as a source of income in terms of Business Ethics itself still has discrepancies. This is due to seeing the creative content that is used as a reference as a source of income. (Azizah, [22])

Digital natives containing the millennial generation then have a tendency if this generation is the future generation which in the process is then nurtured in a new cultural environment in the form of interactive digital media, but on the other hand, has a solitary or desocial character, has a personal communication flow, and most of them are computer literate (Ibrahim in Supratman [9]). So it is very vulnerable to the potential for relative deprivation. Where conditions show luxury in front of people who do not have access. Angry not because digital natives are not belonging to a state of possession. Instead, public anger was ignited after being presented with the gap between rich and poor. The mindset is instilled into all layers of the rich and poor through the media, so that what is carried from the cellphone screen or glass screen into real life.

If influencers then answer that showing off luxury is just an act intended to motivate people to achieve success, this is of course a very naive statement. Reaching a certain level of wealth will not be possible for everyone because basically that path can only be taken by those who have access to it. Indeed, there will be only a small part or let's call it a cluster that is able to do it. But the rest, structurally will not be able to achieve that position. Those who belong to the middle class and watch this luxury exhibition parade will not get that position. Not because they are lazy to work or because they don't work. The reason why people at the top level work together to maintain a stratification system is that they benefit from the stratification system and the way in which rewards are distributed (Aji [23]).

Although the deprivation is relativity and not an absolute. The essence of relative deprivation is a psychological condition that occurs and results from the non-fulfillment of expectations that occur from a series of events (Faturachman [24]). Moreover, nowadays, in an all-digital

world, the barriers between humans are becoming increasingly thin. For example, in the past, people from the lower middle class could only interact with their peers, as well as people from the upper middle class. However, with technology that is developing rapidly as it is today, all people from various economic classes have mingled so that social inequality becomes even more striking, where many people with lower-middle abilities are shown the glamorous life of upper-middle class people.

For example, it has been found that crime rates are higher among people with higher relative deprivations. Bellani & D'Ambrosio, (2011) in Cho [14] define relative deprivation, based on arguments from Runciman (1966) and Walker and Pettigrew (1984), Tropp and Wright (1999) define the concept as, "a person's sense of deprivation in comparison with other individuals or social groups". In addition, Runciman (1966) stated that, "The magnitude of the relative deprivation is the extent of the difference between the desired situation and the person who wants it". This definition relies on the individual's psychological cognition and emotional feelings of deprivation stemming from comparison with others. In other words, it focuses on the subjective aspect of relative deprivation. This study mainly relies on psychological and subjective definitions of relative deprivation, as it aims to examine the relationship between interpersonal communication, social capital, and relative deprivation at the personal level. (Cho [14])

Social media use can be indirectly linked to relative deprivation. (Cho [14]). In the process, examples can be given of direct relative deprivation due to the use of this technology. Saraswati, N. [25] in his research believes that there have been symptoms of relative deprivation caused by the existence of communication technology as a renewable communication medium. Such as the symptoms of relative deprivation of offline motorcycle taxis that compare their previous income with when online motorcycle taxis did not yet exist. And at the same time, offline motorcycle taxi drivers then compare the business they are doing with their current income. And there is a sense of dissatisfaction with current income. Due to the gap between expectations and current income. (Saraswati, N. [25])

There is a positive relationship between relative deprivation and prejudice regarding the income of Kosti taxi drivers towards online transportation drivers in the city of Semarang (Nugroho, 2019). Indeed, the position is very close because of the wage issue. But it is possible that the distance (approximately) will be close due to circumstances, it can also become a time bomb that is ready to be ignited and explode in the future. Behind it all, it would be fairer to compare from both sides. Research conducted by Helsper, E. J. [26] found that deprivation is relative in his view, arguing that the evaluation of personal circumstances depends on the social and temporal context and, therefore, is relative. Digital inequality research could benefit from this shift towards relative approaches in both theory and empirical research by incorporating context-based explanations and social group processes into existing individual and structural explanations of digital inequality. (Helsper, E. J. [26])

In addition, Mabanglo [27] in his research also concludes that relative deprivation can help individuals recognize their potential and motivate them to achieve ownership or feelings that they feel deprived of which can be exploited and used to create positive results. But again, relative deprivation does have certain negative impacts such as dissatisfaction and jealousy, it becomes a motivating factor for the participants who are the subjects of the study to try harder. (Mabanglo [27])

IV. CONCLUSION

influencers who are usually called celebrities on the Youtube platform should have a responsibility to the audience for what is presented to the audience who watch or consume the content they create. Ethics is closely related to norms, values, or measures of behavior in interacting. The rules of social interaction that regulate humans to respect each other, courtesy, etiquette, interact with other fellow creatures. Like the mass media which only favors something that can be sold. Like ratings for television, influencers don't just focus on adsense and viewers on the Youtube Platform. This problem is like a simalakama fruit. like other problems arise if the audience perpetuate the spectacle like this. Because not a few people like luxury exhibitions like this. Even though basically, the public as the party who consumes what is presented by the media, in this case the Youtube platform, of course does not fully know if the goods on display are indeed the results of their work after a long time or just being given luxury goods loans from endorsers. As has been stated on previous occasions. These Youtube Platform Channels are considered to be very influential in terms of their broad reach. Imagine if a Youtuber Platform has say 100,000 subscribers and the average video is watched as three million views or more. Imagine if the numbers above are the real number of human personnel, which is not just a virtual world. Social media is a form of telecommunication advancement. Its presence is to expand the democratic public space which is limited to conventional communication barriers. It becomes a problem when luxury exhibitions are made into content, because there is an element of social inheritance that the Youtube Platform has in terms of the function of mass communication.

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