Cyberculture: Beauty media animation field in the Z generation in the information flow

J S Siregar* and F S Anggriawan
Universitas Negeri Jakarta, Faculty of Engineering, Cosmetology Education, East Jakarta, Rawamangun 13220

*jennysiregar_rrias@unj.ac.id

Abstract. Today's young generation prefers searching for information over the Internet. Whatever information is easily obtained quickly on smartphones through the web and or social media such as Instagram or YouTube. Search for beauty information is done because of curiosity or find the beauty products they need. Looking for information on beauty, YouTube is a form of video impression to be an easier choice than to be able to surf the web first. The aim of the study wanted to know what kind of video was used by the young generation in search of information about beauty and how the adolescent's reaction was in seeing YouTube's beauty video views. The method of this study is qualitative research. This study conducted a beauty video view analysis on YouTube and in strengthening the data was conducted interviews. The results showed that YouTuber can influence the audience to see its channel. The beauty of animation video has not been able to give more reliable results in watching the impression.

1. Introduction
Social Media is great data that is born in a contemporary era. Facebook, Twitter [1] YouTube or Instagram in the case of free time to be searched and watched by the gadget owners. When looking for information that attracts itself, YouTube or Instagram are most sought-after to help people understand the material quickly. This article is focused on video media on YouTube. YouTube's videos lead to Z generation in search of information about food, beauty, machinery, and more. Animated Media is an interesting form of illustrated presentation in the form of simulated motion pictures depicting the displacement or movement of an object [2]. This media video becomes two big parts in the audience's eyes are real and unreal (animated). The research will know about Beauty channel that can appeal to a community of people. Kind of video which it can give impressions that are in with the wishes of these millennials?. Respondents' answers are directed at the beauty video theme why animated videos become less compelling in teen attention as audiences and their content is not considered true. With the sheer amount of information that many people upload on YouTube channels keeps users experiencing flood information. As Andrew Koch said, the internet as a means of communication technology has the potential to provide instantaneous access to large amounts of information [3] while Bhatnagar reveals that the physical material that is difficult for some people on YouTube inspires a variety of desires to learn physics [4]. Thousands of physics videos can be learned compellingly even reaching classrooms [5].
2. Methods
The research method is done in this research qualitatively using the Netnography method [6,7] which is a classical ethnographic modification used in field research focusing on consumer culture with the online community. The study includes three data namely archival data, elicited data, and field note data [8]. In this study began to be knowledge of researchers in the existing data. How YouTubers can affect netizens to become fans by paying attention to interactions between YouTubers and Netizen either online or offline. Then elicited data based on the data researchers created with the members of the culture through personal and communal interactions including interviews [9]. The selection of the observed YouTube videos is based on The answers of the members of the culture (community) or respondents who have the highest answer and a selection of observed animated YouTube videos that match the current trend of Korean trend with a complete number of videos and a huge number of fans. Respondent amounted to 103 people with criteria age 15 to 19 years old, female sex or male. Respondent is in two cities namely Jakarta and Balikpapan. Respondents are in Jakarta and Bekasi 73 people. Respondents as many as 30 people are vocational beauty students in the city Balikpapan, East Kalimantan. Respondent is used to finding out the teenagers' responses and motivation for watching YouTube beauty impressions. Then, field note data is a record-written record of researchers on the observation of archival data and elicitation data. In the process, the reflective data on all three data already exists to match the research objectives.

3. Results and discussions
3.1. Z Generation in cyberculture
Cyberculture is all cultures that have or are emerging in the use of computer networks for communication, entertainment, and business. Cyberculture also includes the study of various social phenomena related to the Internet and other new forms of network communication. Manifestations of cyberculture include various human interactions that are mediated by computer networks. These include activities, games, venues, metaphors, and including a diverse base of applications. Examples of cyberculture are: Blogs, Bulletin Board System, Chat, E-commerce, Games, Internet, memes, Peer-to-peer file sharing, Social networks, Usenet, Virtual worlds [10].

Cyberculture aims to build identity and credibility in a community by uploading photos of themselves, hobbies, interests, and activities. However, in this world, physical interactions are not direct, although many video call features to bridge the interaction of communication. The process of transforming people into cyberculture is a generation of Z born in the 2000-an. Z-generation society is largely transformed into a virtual world in which many different cultures in real life. In Social media Research proved, in the survey that has been done in Medan with respondents as many as 120 people that 55% of students in Medan from morning to night doing social media through Facebook [11]. The Z generation who was born in the 2000s emerged in the digital century where when they grew they were taught by the environment with several technologies. This year 2020, according to the rule of the government that generation Z during primary school exams, junior high school, or high school must use a laptop. Meaning there is an emphasis from the government itself that they must use the Internet while taking formal education. Even though, the availability of smartphones, laptops including internet quota is still an obstacle in internet usage for the middle-down community. Outside the formal education area, the young generation in this teen category has an idol figure in the YouTube channel called YouTubers. Amid information flows, respondents do not care about material truth content, and YouTubers of the channel work to grab high subscribers. Related to beauty content is not separated from the beauty industry business concept itself [12] so as according to research Godey which explains there is a social media effort to conduct brand marketing over a more dynamic way through social media and luxury brand marketing efforts on social media have a direct impact on the consumer response [2].
In the study itself, respondents were taken from two cities namely Jakarta and Balikpapan. The level of education of 103 respondents were 2 junior high school students, 60 high school students, 30 were vocational of high school students, and 11 college students. The male gender is 4 people and females are 99 people. With the number of respondents watching a beauty YouTube channel as much as 55 people. In response, the respondent pays more attention to the figure that fills the material and combines as entertainment than studying the technique in this field of beauty. The beauty channel itself consists of makeup, grooming, hair, and fashion. The name that appears as an idol for Makeup content is TF (11 people from 45 respondents). Other figures Anpa Suha, Suhaysalim, Hanum Mega, Rachel Goddard, James Charles, Jeffreestar, Bennu, Bubah Alvian became idols. Even members of the community don't pay attention to videos on the YouTube channel in the form of animations. Lulupang Beauty Animation has 892,000 Subscribers data dated March 24, 2020, but the answer from 103 respondents no one called Lulupang [13] as a choice of beauty channel. Lulupang version when the content is examined more complete, orderly, and sequentially. The Lulupang version is easier for those who want to learn beauty skills but because of animated videos, so that as a teen spectacle looks less attractive. In the content of Lulupang material is more orderly, sequentially with complete tools in the form of sponges, brushes, and cosmetics are clear but it is not really.

3.2. Channel lulupang VS TF
Lulupang Channel blogger Videos use Animation Stop Motion. Stop Motion using Frame-by-frame, the object seems to be moving because it has many frames run in irregular order. This animation technique illustrates various object manipulations. Animation Stop Motion on Lulupang channels was created by designing one image after another by using the asset maker application and then the still animated image was arranged an irregular manner into an animated video in the category Stop Motion animation. It is simpler than other animations, workmanship is easy, and does not require a lot of equipment and cost, but the video display of the beauty content is less noticeable. In reality, the audience prefers and better understand in watching the impressions in the real form of make-up makeup in humans rather than cartoon animation, so that connoisseurs of beauty content prefer a beauty channel that uses a human model.

This type of vlogger channel video TF is a form of pure blogging activity using video media over the use of text and audio as a media source of the device, such as a camera phone, a digital camera that can record video, or another type of camera equipped with a microphone. In some videos, it also includes other pieces of video or comes with other data such as captions, a Web URL address. In this case, the main key to the success of impressions among other compositions is fitting on each video support indicator. Contents of video script TF is more composed and flowing. There is a logical and effective reciprocal relationship between scenes. The sound disturbance in the content is greatly minimized by its editor. In terms of creativity, the use of camera angles, sound effects, or music, and shooting near attracts viewers who have a significant impact on pulling video content that viewers will watch. The content of TF pays attention to sound quality such as music and speech. In hearing it feels quite loud and stable to hear the audience. The images in the video can be categorized in a very focused, appropriate, and stable exposure.

The other reason why TF channel is much liked by young women or younger women that the content of TF is always selective in choosing cosmetics products or Makeup Artists (MUA) to be reviewed, pay attention to the safety of the product. TF always says what is and honestly, how to deliver simple. Cosmetics products that are reviewed variety, ranging from cheap to expensive or reputable and up to date trend latest. TF implements a content marketing strategy with clear and precise objectives. But from the respondents' answers, they did not know about animated videos and did not call Lulupang the choice of YouTube beauty channel. In Lulupang animations, we cannot pay attention to product reviews regarding price, quality, quantity, or safety but rather to techniques and styles or trends. Nevertheless, TF with subscriber 2,860,000 is not included in the top YouTubers in Indonesia because the TF Channel is limited to the majority of women with beauty channels. In 2019, TF has been a YouTuber about three years rank 94 with the highest salary estimate of 413 million. The
top names in 2019 were obtained by Atta Halilintar (11,499,235), Ricis Official (10,508,374), Gen Halilintar (6,285,263), Raditya Dika (6,223,144). In TF channel, we can see the combination of communication, promotion, and entertainment into a single viewing complex that captivated the viewer.

4. Conclusion
Animated videos are not real compared to video views with a human model. Even though the Lulupang version is more complete, orderly, and sequentially, it is considered unattractive because it is less real for its audience. TF vlogger video in addition to real and has a human figure technically has a lot of advantages with crystal clear sound, precise fences, and minimal technical interference. Selective material content selection and fulfills adolescent literacy. The above is capable of making TF impressions attractive and superior as a beauty vlogger. Online communities that are still in their teens prefer to be a figure as their idol bag themselves rather than the content of YouTube material itself.

Acknowledgment
The author thanks the 103 respondents with the help of Erlita Sunarya (Vocational Beauty Teachers in Balik Papan, East Kalimantan), Lucy (Junior High School Teachers in Jakarta) to mobilize the respondents in the study.

References
[1] Lim M 2013 The Internet and Everyday Life in Indonesia: A New Moral Panic? Bijdr tot taal-, land- en Volkenkd / J Humanit Soc Sci Southeast Asia 169(1) pp 133-147
[2] Godey B, Manthiou A, Pederzoli D, Rokka J, Aiello G, Donvito R, & Singh R 2016 Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior J Bus Res. 1 69(12) pp 5833-41
[3] Koch A 2005 Cyber Citizen or Cyborg Citizen: Baudrillard, Political Agency, and the Commons in Virtual Politics J Mass Media Ethics Journal of Mass Media Ethics
[4] Bhatnagar A 2016 How YouTube can inspire Phys World 29(9) p 21
[5] Rusli M, Negara IKRY 2017 The effect of animation in multimedia computer-based learning and learning style to the learning results Turkish Online J Distance Educ. 18(4) pp 177-190
[6] Kozinets R V, Scaraboto D, Parmentier MA 2018 Evolving netnography: how brand auto-netnography, a netnographic sensibility, and more-than-human netnography can transform your research Journal of Marketing Management
[7] Heironen K, Medberg G 2018 Netnography as a tool for understanding customers: implications for service research and practice Journal of Services Marketing
[8] O'Donohoe S 2010 Netnography: Doing ethnographic research online Int J Advert
[9] Reid E, Duffy K 2018 A netnographic sensibility: developing the netnographic/social listening boundaries J Mark Manag.
[10] Lubis AY n.d. Memahami Budaya-Cyber, Sastra-Cyber, Dari Pemikiran Jean Baudrillard dan William Gibson (University of Indonesia)
[11] Puspita RH, Rohedi D 2018 The Impact of Internet Use for Students In: IOP Conference Series: Materials Science and Engineering
[12] Hou M 2019 Social media celebrity and the institutionalization of YouTube Convergence 25(3) pp 534–553
[13] Lim M 2013 Many Clicks but Little Sticks: Social Media Activism in Indonesia J Contemp Asia

4