



The Influence of YouTube Social Media on Bhikku Dhirapunno's Personal Branding (#LogIndiCloseTheDoor on YouTube Chanel Deddy Corbuzier)

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ABSTRACT

This research aims to determine the formation of personal branding through YouTube social media. YouTube plays an important role in building one's personal branding. This research uses an ex-post facto quantitative approach (non-experimental research) with a survey method. The population studied was viewers of the Log In Close The Door Bhikku Dhirapunno podcast on Deddy Corbuzier's YouTube channel. Based on the results of research and discussion regarding the influence of YouTube social media on Bhikku Dhirapunno's personal branding, it can be concluded that there is a significant influence of YouTube social media on Bhikku Dhirapunno's personal branding. The great influence of YouTube social media on Bhikku Dhirapunno's personal branding can be seen from the R square of 17.7%.

ARTICLE INFO

Keywords:

Social media;
YouTube;
Personal Branding;

Article History:

Received: 23 December 2023
Revised: 23 December 2023
Accepted: 24 December 2023
Published: 31 December 2023

How to Cite in APA Style:

Manggalani, Rina., et al. (2023). The Influence of YouTube Social Media on Bhikku Dhirapunno's Personal Branding (#LogIndiCloseTheDoor on Deddy Corbuzier's YouTube Chanel). Journal of Communication, Religious, and Social Science, 1(2), 72-81.

Introduction

Technological developments and digitalization have changed the way humans interact and communicate. Technology has succeeded in reducing the communication distance between individuals through social media. Through social media, users can communicate directly with everyone and find out what is happening or is being hotly discussed in various parts of the world.(Rohmah, 2020). Apart from the ease of communication, social media also offers ease of



disseminating information through various platforms, one of the fastest and most effective media for disseminating information is YouTube.

Burgess & Green said that YouTube is a virtual world platform that distributes video content globally so that it can be enjoyed by people all over the world (Gandri & Widiasanty, 2021). Apart from artists, officials or politicians, there are also many religious figures who use YouTube as a means of distributing content to convey da'wah and form branding. YouTube, has become one of the most popular platforms for forming online communities and conveying messages to a wider audience. In this context, personal branding has become important for individuals, including religious figures, to build their image and expand their influence.

One of the religious figures who has recently appeared on YouTube is Bhikku Dhirapunno, he is a Bhikku or Buddhist priest who uses YouTube social media as a means to convey his teachings and spiritual practices to the public. He uses Deddy Corbuzier's YouTube channel with the hashtag (#LogIndiCloseTheDoor), and has succeeded in attracting the attention of many users and building a loyal follower base. Despite Bhikku Dhirapunno's popularity and success in utilizing YouTube social media, there is still a need to evaluate the extent of the effectiveness of this social media in influencing his personal branding. The basic question that needs to be answered is how the use of YouTube social media influences Bhikku Dhirapunno's personal branding, and what factors contribute to its success.

Through this research, it is hoped that a deeper understanding will be gained about the impact of Bhikku Dhirapunno's personal branding through YouTube social media, including the number of video views, user interactions and public response to the content. By exploring the effectiveness of YouTube social media in building Bhikku Dhirapunno's personal branding, this research can also provide valuable insight for religious leaders and other individuals in utilizing social media as a tool to spread messages and expand their influence. By deepening understanding of the influence of Bhikku Dhirapunno's personal branding through YouTube social media, this research is expected to provide an important contribution to communication studies and research on the use of social media in the context of religion and spirituality.

Theoretical Basis

YouTube

YouTube is a form of new media, and is one of the most popular video sharing media, has a variety of viewers who fulfill the need to get information from this site every day (Cake & Sahertian, 2019). In its simplest form, YouTube is a website that provides video sharing services where users can upload videos they make or watch videos uploaded by other users. On YouTube, there are lots of content creators in various circles, from public figures to ordinary people (Candra, 2022).



YouTube was first launched in 2005 and has since become one of the largest and most popular platforms in the world. Based on a survey conducted by YouTube, YouTube has more than 1 billion users, which means almost a third of all internet users. The majority of users are aged 18-34 years and more than 70% of video viewing time on YouTube comes from mobile devices (Setiadi et al., 2019). YouTube is one of the most popular video sharing services on the internet today. YouTube is a video sharing website that allows users to upload, search for videos, watch, discuss/ask questions and share video clips for free. (Pratiwi & Puspito Hapsari, 2020).

In addition, YouTube also provides social interaction features, where users can comment on videos, give likes or dislikes, and subscribe to other users' channels. This encourages individuals to market and introduce their own brand based on marketing and branding applications found in products and companies through social media, which is currently not only an information platform, but also a medium for creating personal branding. (Fatimah & Hadi, 2021).

Youtube users or what are often called Youtubers, can earn rupiah if they meet the criteria determined by Youtube, such as the provisions for the number of likes, subscribers and shares. (Tiara Dewi, Muhammad Amir Masruhim et al., 2018). The step to getting lots of subscribers is to create interesting content according to the charm of each YouTuber. YouTubers can display a good self-image to get a positive response. Someone can display their self-image by doing personal branding (Wika et al., 2023). With this feature, YouTube has become a space for content creators (YouTubers) to share their work with a global audience and build a fan community. YouTube has evolved into a very important platform for entertainment, education, sharing information, and also as a source of income for successful content creators.

Personal Branding

In today's digital era, personal branding has become a popular and important term for many individuals. Personal branding can be built through various things such as showing skills, personality and unique character which can be wrapped into an identity with all its advantages. (Efrida & Diniati, 2020). This aims to build a positive and strong reputation, both in personal and professional life. Personal branding activities are now made easier by the development of digital technology such as social media. This is what was done by one of the Buddhist religious figures, namely Bhikku Dhirapunno, who is currently being widely discussed because of his podcast with the hashtag #LogInCloseTheDoor on Dedi Corbuzier's YouTube channel.

Personal Branding is a process when someone uses themselves or their career as a brand, markets themselves to other people systematically, while actively attracting public perception. (Ruth & Candraningrum, 2020). Personal branding can build and strengthen a personal image as an individual. This involves identifying and understanding yourself, as well as communicating your values and skills to others.



Personal branding involves various elements such as physical appearance, communication style, special knowledge and skills, and social interactions.

The main goal of personal branding is to differentiate yourself from others, build a strong reputation, and create better connections and opportunities in your professional and personal life. In the business world, personal branding can help build credibility, attract customers or clients, and open the door to better job opportunities. Kaplan & Haenlein stated that if branding efforts usually require large financial support for promotion, social media offers an opportunity for someone to promote themselves as a brand in a cheaper way. (Rahmah, 2021).

Buddhist religious figure Bhikkhu Dhirapunno is a prominent monk in the Theravada tradition. Bhikkhu Dhirapunno's personal branding involves how he builds his image and strengthens his influence as a spiritual leader. He developed a strong personal brand by sharing his Buddhist teachings and insights through various communication platforms such as lectures, writing, and social media. Through a personal brand, a person's credibility will be assessed as having abilities in a field that can provide benefits to the public (Susilawati & Asbari, 2023).

Personal branding can have a good influence if the individual is perceived positively (Hidayah & Widodo, 2021). Bhikku Dhirapunno is known to the public through his podcast with the hashtag #LogInCloseTheDoor on Dedi Corbuzier's YouTube channel, together with Habib Husein Jafar (Islamic religious figure) and one of the artists, Onad. The positive content he displays certainly influences and attracts the attention of the audience. From YouTube, the public knows that Bhikku Dhirapunno has a good side that is worthy of being a role model. One important aspect of Bhikkhu Dhirapunno's personal branding is its authenticity and simplicity. As a monk, he emphasized the importance of living simply, eliminating excessive desires, and seeking peace within oneself. Through his simple example, Bhikkhu Dhirapunno strengthens his image as someone who lives according to the Buddha's teachings that he conveys.

Method

This research entitled the influence of YouTube social media on Bhikku Dhirapunno's personal branding is included in the quantitative type. Quantitative research is a method based on the philosophy of positivism, used to research certain populations or samples, collecting data using quantitative/statistical data analysis research instruments with the aim of testing predetermined hypotheses. (Sugiyono, 2016). The approach used in this research is the descriptive approach. Descriptive research is research into problems in the form of current facts from a population which includes assessment activities of attitudes or individuals, organizations, circumstances or procedures. (Sudaryono, 2017).

This research is ex-post facto research (non-experimental research), namely descriptive survey research to obtain quantitative data because the researcher does not treat respondents so that the researcher only reveals the variable as it is



without connecting it with other variables. This research is a research subject approach to researching what the research subject naturally has without any deliberate effort to provide treatment to bring out the variables you want to research. Apart from that, ex-post facto research is research carried out by measuring things that are already taking place in the current context without manipulating the variables studied.(Sujarwanta, 2017).

DesaiThe research used in this research includes: making observations, compiling the background of the problem, identifying the problem, formulating the problem, creating a theoretical basis related to YouTube social media and Personal Branding, compiling a research methodology, determining research variables, creating an instrument grid, collecting data using questionnaires, analyzing data, making conclusions and suggestions.

Results

Normality test

Uji normality aims to test whether in regression the variables have a normal distribution or not. The normality test in this research is using SPSS 16.0 using the One Sample Kolmogorov Smirnow test with the following hypothesis:

H_a : Data is normally distributed

H_o : Data is not normally distributed

If $\text{sig} > 0.05$, then H_a is accepted, meaning the data is normally distributed.

If $\text{sig} < 0.05$, then H_a is rejected, meaning the data is not normally distributed.

Tabell 1.1 Normality Test

One-Sample Kolmogorov-Smirnov Test			
		X	Y
N		80	80
Normal Parametersa	Mean	98.61	104.02
most Extreme Differences	Std. Deviation	12,157	12,992
	Absolute	,078	,065
	Ppositive	,058	,065
	Negativee	-.078	-.043
Kolmogorov-Smirnov Z		,696	,578
Asymp. Sig. (2-tailed)		,717	,892

a. Test distribution is Normal.

Source: Calculations Using the SPSS 16.0 Program

BeBased on the table above, the results of the normality test carried out on 80 respondents which include variable (X) YouTube social media and variable (Y) Personal Branding. It is known that the significance value (2-tailed) of the YouTube social media variable is 0.717, which means $0.717 > 0.05$, so the data is normally



distributed. Meanwhile, the significance value (2-tailed) of the Personal Branding variable is 0.892, which means $0.892 > 0.05$, so the data is normally distributed.

Homogeneity Test

Uji Homogeneity is a way to determine whether several population variants are the same or not. The homogeneity test was carried out as a requirement in the independent sample test analysis using Compare Mean One Way Anova. The test criteria are more than 0.05 or 5%, then it can be said that the variance of the two groups of data is the same. The following is a homogeneity test table.

Tabell 1.2 Homogeneity test
Test of Homogeneity of Variances

	Levene Statistics	df1	df2	Sig.
X	,998	1	78	,321
Y	,782	1	78	,379

Source: SPSS 16.0 data processing results

Hasil Homogeneity test seen from the output of the test of homogeneity variance, the significance value of YouTube social media is 0.321, meaning $0.321 > 0.05$, so YouTube social media data is homogeneous. Meanwhile, the personal branding significance value is 0.379, meaning $0.379 > 0.05$, so the personal branding data is homogeneous. because the significant value is greater than 0.05, it can be said that the two data are homogeneous.

Uji Simple Linear Regression Analysis

From result Model Summary output shows that the percentage influence of the independent variable (social media YouTube) on the dependent variable (Personal Branding) is known as the coefficient of determination (R square) of 0.177, which means that the influence of the independent variable on the dependent variable is 17.7%, while the remaining 82.3% was influenced by other factors outside the research.

Tabel.1.3 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.420 ^a	.177	.166	11.863

a. Predictors: (Constant),

b. Dependent Variable Y



Discussion

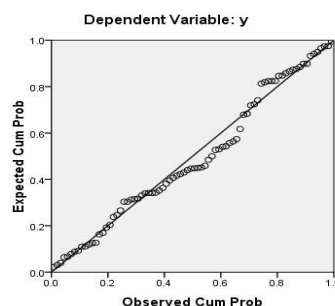
Based on the tests that have been carried out, it shows that there is an influence between the independent variable and the dependent variable, which is also supported by several pieces of evidence obtained from research results in the form of questionnaires, then analyzed for each variable so that an analysis result can be tested and verified for its correctness and can be used in making decisions and conclusions of this research.

Hasil The research provides a real picture that there is a positive influence between the YouTube social media variable on Bhikku Dhirapunno's personal branding. Based on the results of data processing using SPSS 16, the calculated t value $> t$ table ($4,092 > 1.664$) is obtained, so H_0 is rejected and H_a is accepted. Meanwhile, the R square value is 0.177, which means that YouTube social media has a 17.7% influence on Bhikku Dhirapunno's personal branding and 82.3% is influenced by other factors. Based on this, it proves that YouTube social media plays a role in forming personal branding.

The positive relationship between the influence of YouTube social media on Bhikku Dhirapunno's personal branding is shown in Figure P plot of data which shows a positive straight-line regression

Figure 1.4 P Plot

Normal P-P Plot of Regression Standardized Residual



The look at the P plot shape showing points that lead to a straight diagonal line from left to bottom right to top, this shows that there is a positive relationship between YouTube media and Bhikku Dhirapunno's personal branding.

Conclusion

Based on the results of research and discussion regarding the influence of YouTube social media on Bhikku Dhirapunno's personal branding, it can be concluded that there is a significant influence of YouTube social media on Bhikku Dhirapunno's



personal branding. The great influence of YouTube social media on Bhikku Dhirapunno's personal branding can be seen from the R square of 17.7%.

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