

Youtubers and New Strategy of Advertising (Discourse Analysis of YouTubers as Stealth Marketing)

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Abstract- Development of communication technology raised changes in the use of social media. It has been not only media to share information and to connect with friends, relatives or family but also a marketing medium for companies. YouTube is one of the effective social media for companies to introduce their products through video content. However, problem discussed in the paper was insertion of ads in videos. It changed content that was originally intended as entertainment into an advertising medium of companies. The changes of content substance will be discussed from the point of view of marketing ethics.

Keywords- Social Media Marketing; Stealth Marketing; Marketing Ethics.

I. INTRODUCTION

Today, development of communication technology has been increasingly unstoppable with the present of internet facilities providing convenience to the public to obtain information anywhere and anytime. In Indonesia, more people use internet not only to obtain information but also to find entertainment, knowledge and to shop online.

The increased use of Internet raises various internet-based facilities such as e-banking, e-learning and e-marketing. The use of internet for marketing is not new thing for Indonesian people because many online-based sales are easily accessible by public for buying and selling transactions through either online shops or shopping sites such as bukalapak, elevenia, or tokopedia.

The use of internet as a tool of marketing is also one of new shopping alternatives in Indonesia. As reported by nielsen.com, Indonesian consumers began to enjoy shopping online. The article mentioned that internet penetration in Indonesia has increased since 2010. Today, approximately one third of populations living in big cities already have internet access. Therefore, popularity of online shopping has increased. Indonesians begin to use the internet as consumers of growing e-commerce retailers in Indonesia.

Table 1. Percentage of Service Items bought Online



Source: Nielsen Global Survey of E-Commerce, Q1 2014

Table above indicated that 55% of internet users bought airline tickets online. It showed change of customers' styles in buying product or service of the last two years. The change of buying style among Indonesians also affected sales of advertisings, not only through television or printed media, but also through the internet.

Internet can be used wherever and whenever and it makes internet as an effective advertising medium to attract customers. Armstrong and Kotler in Loisa (2013) defined e-

marketing as a marketing side of company's e-commerce to promote and to sell products and services over the internet.

A point of difference between e-marketing and traditional marketing is the involvement of internet data usage for promotion or buying and selling transaction as marketing facility. In addition, e-marketing has an advantage, namely maintaining relationship between sellers and buyers for fairly long period of time, because their data or accounts are stored in data base.

Internet also provides social media facilities to make easier for people to share to each other information privately or in-group. Social media provides opportunity to anyone connected to internet access to actively participate via their personal accounts. The personal account is made based on self-reporting data, namely to input personal data individually but a mechanism of data truth filtering is not available.

Any individual can make his or her own account. It makes individuals are able to own privately his or her social media account and all activities in it related to identity of each individual owner of the account. However, many companies have already created social media accounts to make them easier to communicate with clients, but data inputted in a social media account must be one representing a company rather than an individual.

A company uses social media account to get closer to clients, to share information with clients or business partners and also as promotional media of the company. One of social media used for corporate promotional media is YouTube. YouTube is a social media with facility of video sharing. YouTube was one of the sharing sites with rapidly increased number of viewers, at least 50% from year to year, for three consecutive years. As quoted from a press release of youtube.com, viewers of YouTube increased by 40% in 2014 and the number of YouTube visitors grew more than tripled over the last three years. This is what makes YouTube as a new promotional media for companies to introduce their products to markets.

Development of advertising via YouTube was increasingly visible from a press release of youtube.com stating that revenues of companies advertising in YouTube went up to 50% per year. It is also a proof that YouTube is the most effective and visible advertising medium to significantly affect corporate profits of companies advertising in YouTube.

Product

- About 80% of YouTube broadcast came from countries other than United States of America.
- YouTube has launched local versions in more than 88 countries.
- You can navigate YouTube in total 76 different languages (covering 95% of the Internet population)

Mobile Device

- After users in YouTube, they spent more than session to watch video. Average view time at present is 40 minutes in mobile device, increases more than 50% per year.
- Numbers of hours spent by people to view video from mobile devices increased 100% per year.
- More than half of YouTube broadcast came from mobile devices

Advertisement

- Income increased to 50% per year – and we have seen income growth level of our partners for three years consecutively
- Numbers of channels revenues were six digits per year in YouTube, increased 50% per year.
- Last year, 100 global brands had run TrueView Advertisement, and 95% TrueView advertisers had made campaigns in variety screens. We also saw strong growth of TrueView users of new advertisers, because numbers of advertisers using TrueView increased 45% in 2014

Source:

<https://www.youtube.com/yt/press/id/statistics.html>

Figure 1. Press Release of YouTube on Advertising

YouTube growth has increasingly ballooned and caused companies to change their advertising strategy by uploading their product videos. Big companies of YouTube partners such as VEVO, CBS and BBC prepared marketing strategy of their products by uploading videos with more creative contents and competing tightly enough to gain higher viewers so that their products were more recognized by audiences.

As a social media, YouTube also provided space for individuals in sharing videos. Individuals had personal access to store and share videos with relatives or friends from various countries. Later, it spawned YouTube video creators who frequently created video contents simply to share their tips or daily activities. Initially, these YouTube video

creators made video contents non-commercially, but in 2007 YouTube paid \$ 1 dollars for patent holders who have registered their accounts on content ID. The payment will be paid after the number of video viewers reaches 1000 viewers. It attracted these video creators to be increasingly competitive in producing interesting and quality video contents for YouTube viewers.

(<https://www.youtube.com/yt/press/id/statistics.html>).

In Indonesia, such video creators of YouTube also emerged who regularly uploaded tutorials, tips or their daily activities video on YouTube account. These creators made videos they upload as their resistance to increasingly non-educative and far from quality programs of television.

Later, videos creator of YouTube became popular among public as their number of viewers continued to grow. Contents of videos they uploaded were increasingly more creative and quality. Sometimes, they also inserted messages and criticism to government on certain issues. However, these uploaded videos also displayed product advertisements from commercial companies paying them. It made YouTube video creators experienced prolonged discourse of video contents. Given that they made videos for sharing to each other and a form of resistance with television programs originally but today their videos are uploaded into viral marketing. Therefore, this paper will reveal stealth marketing used by YouTube video creators.

This paper will describe stealth marketing of YouTube video creators according to perspective of advertising ethics. Purpose of the paper is to provide a view of stealth marketing of the YouTube video creators and their conformity with standards of advertising ethics in Indonesia. The discourse of video content in relation to stealth marketing is important to trace, considering that Indonesian advertising ethics is very protective of consumers' rights in obtaining information of promoted products consciously without any engineering.

II. METHODS

In this study, researchers used the approach of discourse analysis. Discourse analysis is a theory of discourse assuming that all objects and actions are full of meaning and that the meanings of objects and actions are conferred by a system of historically specific arrangements (Howarth, Norval and Stravarakakis 2000: 2).

The spectrum of discourse analysis is very rich. Discourse analysis can dismantle social reality and social structure through the study of language in use (Language in Use), especially from the interpretation of subjects or human

agents, but as Howarth, Norval and Stravarakakis say, this analysis is also possible by using various aspects of linguistics and non-linguistic as the object of research (Howarth, Norval and Stravarakakis, 2000: p. 4; Jaworski and Coupland, 1999, p. 6).

III. LITERATURE REVIEW

In this study researchers used the theory of Stealth marketing is a way to advertise a product by placing a product or service to create a "buzz" in a hidden way. With stealth marketing consumers are expected to be impressed and interested in the products offered. Stealth marketing creates a positive word-of-mouth condition, so consumers also market the product spontaneously by mouth.

Stealth marketing has become one way e-branding for companies to market their products through the internet. Cooperation made by the company with the creators is a new e-branding strategy to capture young consumers and Youtube viewers. E-branding is an activity to market the brand of a product through the internet. Brand itself is an attribute that is used to introduce a product that is very important for easy to remember by audiences. It is important to put this brand or brand in the ad to be more easily recognized by many people therefore need a good strategy for the brand to impress the minded audiences.

E-branding activities through stealth marketing is very effective for companies because the price for cheaper advertising and variatifnya strategy in marketing to make consumers fooled. Kafi Kurnia in Natsir (Sri and Natsir, 2010: 228) revealed that this marketing technique is artistic because there is no need to shout to introduce the product but rather simply whisper and glance so that consumers feel closer to the marketed product.

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The use of internet in marketing is different from traditional marketing, the difference is not only on the use of

internet connection but also maintaining the relationship between producers and consumers in a long time. The use of the internet also makes the manufacturer to be more creative in building the brand through video ads, sounds or images. With creative product brand placement formed by the company becomes more memorable by consumers.

In stealth marketing is also known the term viral stealth marketing. Viral marketing itself was first introduced by Steve Jurvetson in 1996. In Natsir (2010: 228) explained that viral marketing Steve Jurvetson is a free hotmail email marketing strategy by sending messages along with recommendations about a product. Thus, stealth marketing in the internet in the form of viral marketing is not only "word-of-mouth" but also "word-of-mouse" that is propagated when one clicks an ad and shares it with another account.

Viral marketing according to Leudon in Natsir (2010: 229) explains that viral marketing is a process of getting consumers to continue marketing corporate messages to friends, family, and relatives. Viral marketing is also commonly called the buzz of marketing that is utilizing social network communication to achieve a product marketing objectives. The purpose of viral marketing itself is to use consumer communication as opposed to communication between companies and consumers. So it can be concluded that viral marketing is a marketing technique that makes consumers voluntarily deliver marketing messages to other consumers. But the problem in this writing is when companies make viral marketing as if from the consumer who did it is called viral stealth marketing.

IV. DISCUSSION

A. YouTubers As Creators

Youtuber is a term to describe a person who creates unique, fun and interesting video content, and then he or she uploads it on his or her YouTube account. As YouTubers, they have YouTube accounts and actively upload videos they create every week. Usually, the uploaded videos have very interesting and diverse theme contents, from tips to daily activities of the YouTubers.

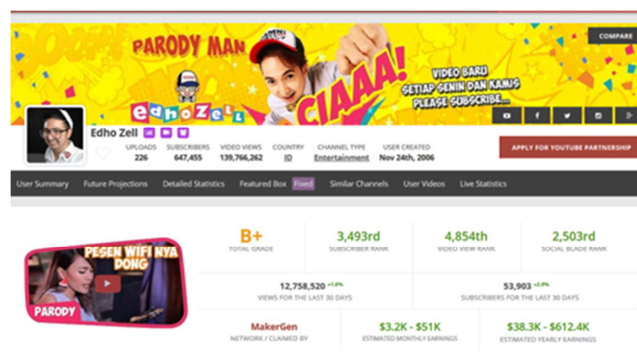
Initially, YouTubers did not upload their videos directly via YouTube. The year 2012 was the beginning of some young people emergence consisting of Bambang, Hokianto, Heru who uploaded videos they made on Vine, a video sharing service application. Then, since the three, a few more names emerged, namely CHAKZ, Karboen, Bryan Furran, Duo Harbatah, Steven Silalahi, Friza Taufik, Bhebhita, Kevin Anggara, Edho Zell, Marlo Ernesto, Devina Aureel, Chandra Liow, Drie Z, and others. Devina Aureel, Chandra Liow,

Drie Z, and others. They also often uploaded their videos on Vine. The term 'creator' emerged to call people who frequently make videos uploaded on Vine.

Due to limited duration of the Vine, finally they started to turn their heads to YouTube to share videos they made. In 2013, the creators more frequently uploaded their videos via YouTube with entertainment contents such as video lypsing, parody or speech composing. It attracted many viewers and their videos were well known and to be new entertainment for Indonesian people.

A creator who is intensely uploading his or her videos with compelling content will attract more viewers and it makes his or her videos to be trending in YouTube. The numbers of viewers that are usually reaching hundreds of thousands make the YouTubers are well known by young people, because YouTube viewers are mostly young people with age of 14-25 years.

One of the successful Indonesian YouTubers was Raditya Dika and he was a creator with the highest number of viewers. YouTube with its appreciation program paying \$ 1 dollar for video uploaders with viewers have reached 1000 for their videos made video creators registered their ID Content. With considerable viewers, revenue of these video creators also rose, and made this phenomenon to be one of the new business fields of media world.



Source: <http://socialblade.com/youtube/>

Figure 2. Review of Number Viewers and Revenue of YouTube Video Creator

From the picture above, it can be seen that Edho Zell as a video creator on YouTube get payment of \$ 3.2K - \$ 51K per month, it makes video creator to be a quite tempting job. Benefits gained by these video creators has spawned several new video creators, not only from the capital, but also some other small towns in Indonesia.

The creators who were coming up each week to share videos containing different tips and humors made viewers felt no boring with the contents. As did LDP creators who often uploaded videos containing everyday humor, one of them was a video of 10 little things that make emotions. The video contained little things we do every day and unknowingly, it made us little annoyed. The daily activities video was made creatively and funny so that made viewers come to laugh at everyday things that sometimes they did it also.

Initially, videos they uploaded were just as a form of their creativity and had no marketing element of a product. Videos of the creators were just one form of youth creativity in making video and movie contents they shared through YouTube and then, YouTube appreciated by giving payment to them for every 1000 viewers they got.

However, there is a change in their video contents today, namely their videos are one of the marketing media of companies' products that they usually inserted between videos contents. With their expertise in making creative contents, the product marketing within their video does not clearly appear as advertisement. They put "subtly" products they introduce into their videos.

B. Stealth Marketing For E-branding

The presence of product ads placed intentionally by these video creators makes their video contents does not only aim at entertainment but also advertisements for the products of a company. Advertisements in videos made by the video creators do not look like advertisements in general, but it appears as storyline integrated in contents of the videos.

Content of products they advertised were placed indirectly and it was a part of the story, the creators put products they advertised as if they did not disturb the storyline and made it to be part of property or movers of story they created. Thus, what they advertise does not look like an advertisement or it can also be said as pseudo or commonly referred to as stealth marketing.

Suwarno in Natsir (Sri and Natsir, 2010: 228) mentioned that stealth marketing is putting a product or service creating a "buzz" in a hidden way. With stealth, it is expected that consumers are impressed and interested in products offered. Stealth marketing creates a positive word-of-mouth condition, so consumers also market the product spontaneously through word-of-mouth.

Stealth marketing has become one of e-branding ways for companies to market their products through the internet. Cooperation made by companies with video creators is a new

e-branding strategy to capture young consumers and YouTube viewers. E-branding is an activity to market a product brand through the internet. Brand itself is an attribute used to introduce a product and it is very important that a brand is easy to remember by audiences. It is very necessary to put this brand in advertisement in order to be more easily recognized by many people. Therefore, a good strategy is needed for a brand to have impression in the minds of public.

E-branding activity with stealth marketing is very effective for companies because of cheaper prices of advertisements and variety marketing strategies to make consumers fooled. Kafi Kurnia in Natsir (Sri and Natsir, 2010: 228) revealed that this marketing technique is artistic because there is no necessary to shout to introduce products but rather simply whisper and glance so that consumers feel closer to the marketed product.

Marketing via the internet is different from traditional marketing; the difference is not only in the use of internet connection but also in maintaining relationship between producers and consumers in a long time. The use of internet also makes manufacturers should be more creative in building their brands through video, sounds or images ads. With a creative placement of product, a brand formed by a company will be more memorable by consumers.

The term viral stealth marketing is also known in stealth marketing. Viral marketing was firstly introduced by Steve Jurvetson in 1996. Natsir (2010: 228) explained that viral marketing of Steve Jurvetson is a free *hotmail* email marketing strategy by sending messages along with recommendations about a product. Thus, stealth marketing in the internet in the form of viral marketing is not only "word-of-mouth" but also "word-of-mouse" that is propagated when one clicks an ad and shares it to another account.

Leudon in Natsir (2010: 229) explained that viral marketing is a process of getting consumers to continue marketing messages of corporate to friends, family, and relatives. Viral marketing is also commonly called "buzz" marketing, namely using social network communication to achieve marketing objective of a product. Purpose of the viral marketing is to use consumer communication as opposed to communication between company and consumers. Thus, it can be concluded that viral marketing is a marketing technique causing consumers to deliver marketing messages voluntarily to other consumers. However, the problem of this paper is a company creates a viral marketing as if it is coming from consumer who did it. It is called viral stealth marketing.

C. Stealth Marketing As Advertising Strategy of Indonesian Cosmetic Products

Frequently, we find cosmetic products as one of most advertised products, and it is one of things women are interested to buy because it offers products that can beautify them. Cosmetic products offering fulfillment of women's needs to appear beautifully is one of strategies often used by cosmetics manufacturers in advertising. They use models reflecting the beauty of a woman such as slim, white, nose and slight legs like Barbie to attract desire of women to use beauty product in order to appear beautiful as a Barbie.

In general, advertising strategy of cosmetic products is to provide fulfillment of women to look beautiful. As stated by Marwell and Schmitt in Littlejohn (2010: 177), the choice of strategy uses theoretical exchange method as a basis for model of acquisition of fulfillment of audiences. When a woman looks at cosmetic ads, then she unknowingly obeys in exchange for something provided by others. Cosmetic ads provide an exchange between beauty and products the audiences buy.

The strategy selection model focuses on power of acquiring self-fulfillment. When a woman affords to buy certain cosmetic products, then she will acquire a beauty appearance. Strategy disclosed by Marwell and Schmitt in beauty product advertising is a promise to get perfect beauty for women, knowing positive results by showing how good a product if it is used, satisfying a positive sense by giving how well if the beauty is obtained by buying a product.

However, in its development, cosmetics product advertisements are seen to invite female audience indirectly to buy beauty products openly. They change their advertising strategy by using stealth marketing, because today, people are smarter to choose which products really give their satisfaction. Stealth marketing infiltrates invitation messages to buy products using scenarios compiled by manufacturers with intention of selling their cosmetic products with more complex planning.

Stealth marketing strategy on YouTube conducted by cosmetic producers was implemented by placing their cosmetic products in accounts providing beauty tips. However, advertising in stealth marketing is not always planned in a complex way. One way of the stealth marketing strategy occurring in Indonesian cosmetics products was made by Indonesian beauty YouTubers. The beauty YouTubers were usually female individuals with YouTube accounts and they frequently uploaded videos about beauty tips or make-up tips. One of the stealth marketing videos was

a challenge to do face make-up expending money of 200 thousand rupiah only. This challenge was called the *200k make-up challenge*. Rule of the challenge was requiring beauty YouTubers to buy complete make-up tools with a total price fewer than 200 thousand rupiah. The challenge was the beauty YouTubers who usually use make-up products with prices more than 200 thousand rupiah for each product must use product with total price fewer than 200 thousand rupiah.

Form of stealth marketing used in this *200k make-up challenge* video is the use of Indonesian make-up products. Kinds of Indonesian cosmetic products used in the challenge were cheap cosmetic products and they can be obtained easily in cosmetics stores such as Wardah, Sariayu, Inez, Pixy, Mirabela and others. Unconsciously, the beauty YouTubers was marketing media for Indonesian beauty products by showing brands and prices of products and directly displayed the results of the use of these products.



Figure 3. Indonesian Cosmetics Products In 200k Make-Up Challenge

As defined, stealth marketing is advertisement of a product by making audiences unconsciously as target of advertising and then, they advertise the product to others. Through the *200k make-up challenge*, the beauty YouTubers was implementing stealth marketing and becoming a medium of stealth marketing for Indonesian beauty products.

V. CONCLUSION

The development of social media as marketing media presents many forms of marketing techniques. One of the marketing techniques that necessary to consider is stealth marketing. One of the stealth marketing techniques was implemented by video creator of beauty YouTubers in the *200k make-up challenge*. It is an effective marketing medium for Indonesian cosmetics companies, because unwittingly their products were advertised by the beauty YouTubers so that their products will be better known without the need to pay huge fees.

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