

Creativity Improvement of Karang Taruna at Jagakarsa Village through the Utilization of Youtube Channel

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ABSTRACT

The purpose of this community service activity is to provide socialization about the use of Youtube as a medium for improving youth's creativity so that they are active and creative in making events and activities in their environment. From the implementation of this community service, it is hoped that it can spark enthusiasm of Jagakarsa Karang Taruna's members to develop their creativity in creating events and activities in their village. This community service was carried out at Karang Taruna RT 002 RW 03 Jagakarsa Village, Jagakarsa District, South Jakarta. The result of this community service activity is that the members of this Karang Taruna are able to edit their video documentation so that it is ready to be published on their Youtube channel Karang Taruna RT 02 RW 03 Jagakarsa.

Keywords: Karang Taruna, creativity, Youtube, video, community service

1. INTRODUCTION

The growth and empowerment of a nation are strongly influenced by human resources, especially the young generation. Young generation is individuals who are experiencing physical and psychological-emotional development, yet they have a very important role in economic development, both now and in the future (**Istifadhoh, 2020**). Young generation plays a role as the pillar, driving force, as well as guardian of the much-anticipated path of reform and development (**Kawalod et al, 2015**). According to **Crisandye (2018)**, a big nation is very much supported by its young generation because how a country can progress and develop if its young generation does not have ability, expertise, and skills.

The involvement of young generation in a country's development is in a form of youth empowerment since early age (**Wadu et al., 2019**). One of the organizations acting as a forum for fostering young generation's empowerment in Indonesia is Karang Taruna. According to **Ashry (2016)** Karang Taruna is a forum for young generation to involve in an organization since early age, to channel their various kinds of opinions and creativity, to provide life skills or skills, and to function as a vehicle for the development of the young generation (including youth empowerment). Karang Taruna is a social community organization functioned as a forum and means of development for every member of a community, that grows and develops based on the awareness and social responsibility from,

by, and for the community, especially for the young generation in a village/kelurahan or equivalent traditional community, especially those engaged in the field of Social Welfare Implementation (**Sawitri, 2014**).

Karang Taruna as a Community Institution is mandated to overcome social welfare problems and to develop young generation with the assistance of the head of village. Youth involvement in youth organizations includes aspects of developing youth potential, creativity, physical aspects, and also mentality (**Wadu et al., 2019**). Youth organizations are empowered to change the young generation to be better at continuing development (**Novitasari dan Susanto, 2019**). According to **Crisandye (2018)**, Karang Taruna is an organization chosen as a forum for the development of the young generation to be creative and active in developing their potential.

Activities in youth organizations can be a means for acquiring several characters and developing the creativity of the young generation (**Kurniasari et al., 2013**). Therefore, it is very important to foster youth groups so that young people can develop their creativity. Based on several definitions that have been described above, it can be concluded that Karang Taruna is a youth organization that plays an important role in developing the potential of the young generation. As an organization that plays an important role for the young generation, youth organizations must be active and creative in youth activities in their region. However, what we see is that Karang Taruna RT 002 RW 03 Jagakarsa Village, Jagakarsa District, South Jakarta, is less active in organizing youth events and activities in its village. The youth organizations here are very passive and rarely do activities. They occasionally do activities only at the time of Indonesian Independence Day commemoration, and after that there are no more activities or events that they organize.

Currently, everything is digital or called the digital era. Young people can exploit their creativity in digital and social media. Kaplan and Haenlein define social media as a group of internet-based applications that are built on the ideological and technological foundations of web 2.0, which enable the creation and exchange of content by users (**In Yusi Kamhar dan Lestari, 2019**). Social media is here to change the paradigm of communication into communication that is not limited by distance, time, and space so that it can occur anywhere, anytime, and without having to meet face to face (**Watie, 2016**). According to Puntoadi (**In Setiadi, 2014**), social media starts from three things, namely sharing, collaborating, and connecting, which make people able to carry out various two-way activities in various forms of exchange, collaboration, and getting to know each other in the form of written, visual and audiovisual communication. Classification of various types of social media based on their functions and uses namely 1) Collaborative Content, for example, Wikipedia; 2) Blogs and Microblogs, for example, Twitter; 3) News Social Networking Sites, for example, Digg; 4) Video Content, for example, YouTube; 5) Social Networking Sites, for example, Facebook; 6) Virtual World Games, for example, World of Warcraft; and 7) Virtual Social World Sites, for example, Second Life (**Putri et al., 2016**).

One classification of the social media which is very popular and gain much interest from users of all ages is video content social media, namely YouTube, a video-sharing site (**Chandra, 2018**). Based on the results of research by We Are Social (**In Yusi Kamhar dan Lestari, 2019**), the social media that Indonesians are interested in today is YouTube. YouTube is a Google-owned company that provides a forum for people to connect, inform, and inspire others around the world, and acts as a distribution platform for original content creators and advertisers, both large and small (**David et al., 2017**).

According to **Latipah (2020)**, YouTube is a video portal site that is often accessed by internet users as it has a video sharing feature so that it can be seen by anyone who clicks on the video. The presence of YouTube has a good influence on people who have passion or enthusiasm in the field of making videos, ranging from short films, documentaries, to videos for daily activities, yet do not have the place to publish their work. People who are still amateur in making videos can also freely upload their video content to be published on YouTube (**David et al., 2017**).

Based on the discussion above, the presence of YouTube can also provide benefits for youth because Youtube is a place for youth to publish their works so that they can express themselves and develop their potential and creativity. So, youth activity forums such as Karang Taruna should be able to use YouTube as a means to express creativity directly without having to wait for certain occasions such as celebrating independence day and so on. Returning to the problem regarding the lack of youth activities in Karang Taruna RT 002 RW 03 Kelurahan Jagakarsa, Kecamatan Jagakarsa, South Jakarta, it needs to be solved by using Youtube as a medium for creativity for Karang Taruna RT 002 RW 03 Kelurahan Jagakarsa, Kecamatan Jagakarsa, South Jakarta.

2. METHODS

Community service activities at Karang Taruna RT 002 RW 03 Jagakarsa Village, Jagakarsa District, South Jakarta lasted for five months, from March to August 2021, starting from the licensing to the report preparation process. It involved the chairman of RT 002, Mr. Muhammad Enuh, the advisor to the Karang Taruna, Mat. Naseh, the head of Karang Taruna, M. Sofyan, as well as the members of Karang Taruna RT 002 RW 03 Jagakarsa Village, Jagakarsa District, South Jakarta. In total, twenty people took part in this activity. The community service activity was divided into two parts using the face-to-face method. The first part began with observations and interviews, while the second part by carrying out socialization, training, and evaluation. The stages of implementation are as follows:

1. We observed Jagakarsa Karang Taruna, and interviewed the leader as well as several members of the Karang Taruna on how the Karang Taruna had been doing so far;
2. We provided socialization about the use of social media YouTube as a medium to channel Karang Taruna creativity so that the members were active and creative in making youth events and activities in their village;
3. We provided knowledge and training on how to edit videos for publication on YouTube.
4. We provided opportunities for Karang Taruna members to edit one of their activity videos that will be published on YouTube, and gave solutions when they faced problems. Prior to the activity, we guided them to create an account or YouTube channel for Karang Taruna where they belong.

3. RESULTS AND DISCUSSION

It has been explained above that the implementation of this Community Service activity is divided into two parts using the face-to-face method. The first part began with conducting observations and interviews, while the second part with conducting socialization, training, and evaluation. The presentation of the two activities is as follows.

a. Observation and Interview

At the beginning of the activity, we made observations by interviewing the Head of Karang Taruna RT 002 RW 03 Jagakarsa Village, Jagakarsa District, South Jakarta, and several members of the Karang Taruna about the Karang Taruna's activities so far. From these observations, it was found that Karang Taruna RT 002 RW 03 was less active in organizing youth events and activities in their village. The Karang Taruna here was very passive and rarely did activities. They occasionally did activities at the time of Indonesian Independence Day commemoration, and after that there were no more activities or events that they organized. One of the reasons was that because they had not used YouTube as a means to express themselves and develop their potential and creativity.

Most of the members have already had YouTube account. However, not only was it a personal account but also limited to being used for communication lifestyle. The youth organization did not have particular account yet. Furthermore, the members were only connoisseurs of contents from other creators. None of them had created and published video content on YouTube. Based on these findings, we analyzed and drafted materials for this Community Service activity. We then made materials about YouTube and mabout various ways of editing videos to be published on YouTube.

b. Socialization, Training and Evaluation

In the second meeting, we started to carry out socialization, training, and evaluation. Initially, we would carry out this Community Service activity at the secretariat office of RT 002 RW 03 Jagakarsa Village, Jagakarsa District, South Jakarta, but due to the Covid-19 pandemic and the implementation of PPKM, this Community Service activity was carried out virtually using Zoom application, on 20 June 2021, at 13.00-14.00 WIB. In this second meeting, we socialized the use of Youtube as a medium for Karang Taruna to channel the members' creativity so that they could be active and creative in making youth events and activities in the neighborhood of RT 002 RW 03 Jagakarsa Village.



Figure 1. Implementation of Community Service Activities via Zoom

Figure 1 shows the implementation of Community Service activities which were carried out virtually via Zoom. We provided material about YouTube, ranging from the understanding of YouTube, the history of YouTube, the features on YouTube, the process

of creating a YouTube channel, YouTube video editing application, to the process of uploading videos to YouTube.

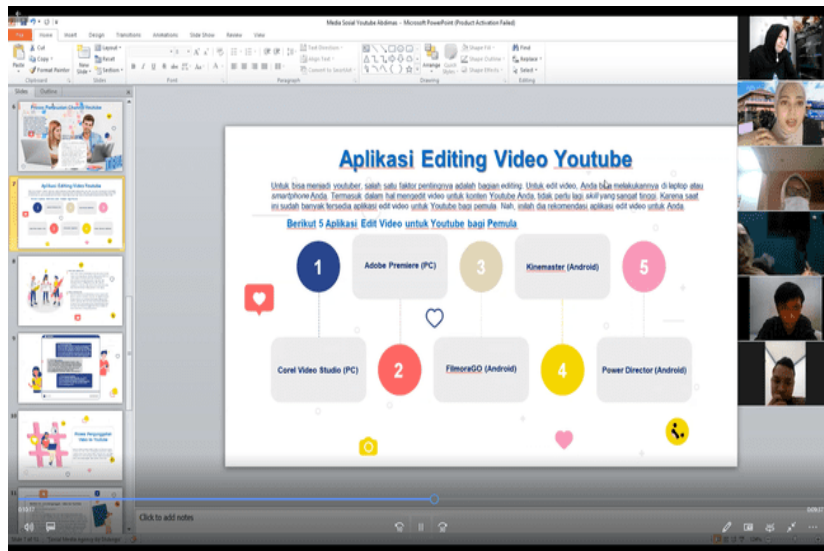


Figure 2. Presentation of Socialization Material

Figure 2 shows the presenters are presenting material about YouTube Video Editing App.

To motivate them, we also provided information about several Karang Taruna organizations which have already had Youtube account or channel, and even actively created contents on Youtube so that they had many subscribers. Some of the Karang Taruna channels that already existed on Youtube includes the Karang Taruna Channel, Karang Taruna Surabaya TV, Karang Taruna Desa Perigi, Karang Taruna SURYAMANDIRI, and Karangtaruna Mekar Sejati.

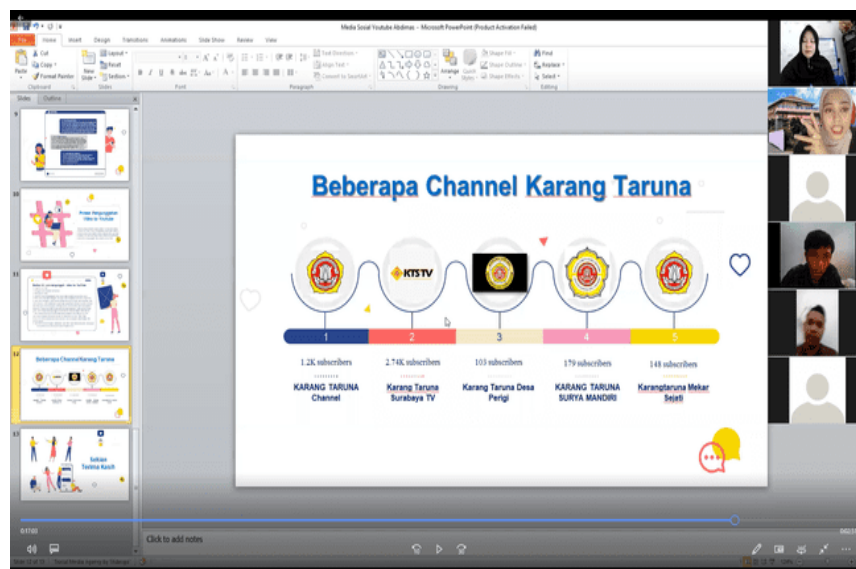


Figure 3. Some of the Karang Taruna Channels

Figure 3 shows the Karang Taruna channels that already exist on YouTube include the Karang Taruna Channel, Karang Taruna Surabaya TV, Karang Taruna Desa Perigi, Karang Taruna SURYAMANDIRI, and Karangtaruna Mekar Sejati.

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From the results of this socialization, it is known that Jagakarsa Karang Taruna members were quite interested and enthusiastic about the material we conveyed. They were also enthusiastic about editing videos that would be published on YouTube. They asked about how to edit a good and interesting video. Then, we provided several choices of Youtube video editing applications, such as Corel Video Studio, Adobe Premiere, FilmoraGo, Kinemaster, and Power Director.



Figure 4. Response of Karang Taruna Members to the Socialization Material

Figure 4 shows the Karang Taruna members were quite interested and enthusiastic about the material we conveyed. As follow up from the socialization and observation, we asked Karang Taruna members to create an account or channel for Karang Taruna RT 002 RW 03 Jagakarsa Village, Jagakarsa District, South Jakarta.

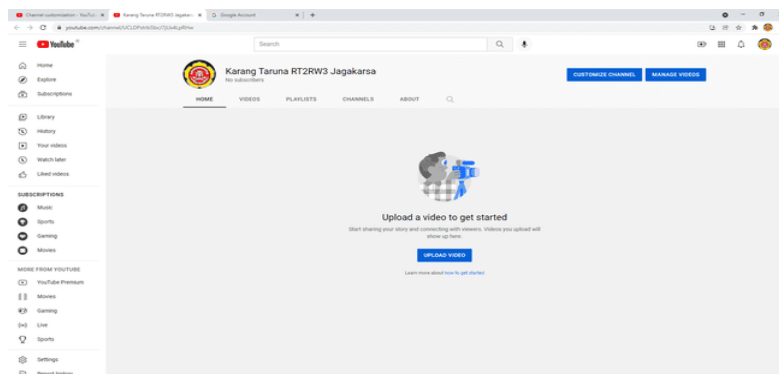


Figure 5. The YouTube Channel of Youth Organizations RT 002 RW 03 Jagakarsa Village, Jagakarsa District, South Jakarta

Figure 5 shows the Karang Taruna's Youtube channel named Karang Taruna RT2RW3 Jagakarsa which they created during the training. In this channel they can upload and publish the video content they make. They just need to develop their creativity and work together to create interesting, entertaining, and implicit video content for the masses.

From the implementation of Community Service activities to Karang Taruna RT 002 RW 03 Jagakarsa Village, Jagakarsa District, South Jakarta, it can be concluded that the Head of RT and youth of Karang Taruna are very open to this Community Service activity because this activity can help them improve the quality and creativity of Karang Taruna. Initially, Karang Taruna members only used Youtube for their daily lifestyle needs as connoisseurs of content from existing creators. After this Community Service activity, they can make it an effective way to communicate their organization's activities broadly. Therefore, it can be seen that Youtube is indeed a medium for developing Jagaraksa Karang Taruna members' creativity and self-expression so that they can be active and creative in creating youth events and activities in their environment. After the socialization and training ended, the members of Jagakarsa Karang Taruna are able to edit videos of their activities and ready to publish them on the Karang Taruna's newly created Youtube channel under the name Karang Taruna RT2 RW3 Jagakarsa.

4. CONCLUSIONS

From the implementation of this Community Service activity, we hope that the youth of Karang Taruna RT 002 RW 03 Jagakarsa Village, Jagakarsa District, South Jakarta can continuously utilize and effectively use YouTube as a medium for creativity and self-expression to be active and creative in making youth events and activities. It is hoped that they can develop their creativity and work together to create interesting, entertaining, and implicit video content for many people. In this way, they can also develop the Karang Taruna Youtube channel that they have created by uploading and publishing the video content they create.

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