

## Advocating transmigrants through videos on the YouTube channel *Asian Survivor*

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### ABSTRACT

**Background:** Revival Rival shares videos through the YouTube channel “Asian Survival.” The video is about the situation in the latest transmigrant location in Tanjung Buka Settlement Unit (SP) 10, Tanjung Palas Tengah District, Bulungan Regency, North Kalimantan. He practiced citizen journalism by raising topics that were not touched by the mainstream mass media. **Purpose:** This research aims to discover how *Asian Survivor* conducts advocacy through its citizen journalism video content. **Methods:** This is descriptive research using several data collection techniques, namely content analysis, interviews, and literature studies. **Results:** The *Asian Survivor* advocacy is carried out through the production of video content consisting of four topics, namely, donation distribution, human interest, actual information, and inspiring profile. In addition, Revival Rival manages donations from viewers touched by the news shared by maintaining accountability through a personalized reporting process. **Conclusion:** *Asian Survivor* is an advocacy media for new transmigrants in Tanjung Buka SP 10 through a variety of video content presented as a picture of the life struggles of new transmigrants in marginalized areas; social criticism presented implicitly to maintain media sustainability and to raise donations from netizens sent to help the lives of transmigrants. Raising netizen donations for charitable activities is a form of social media monetization. **Implications:** This research has implications for further research on the power of utilizing YouTube channels as advocacy media based on citizen journalism. Another research development is related to the ethical issues of raising donations made by YouTube content as another form of monetization of social media accounts.

**Keywords:** advocacy media; citizen journalism; transmigrants; video; Youtube channel

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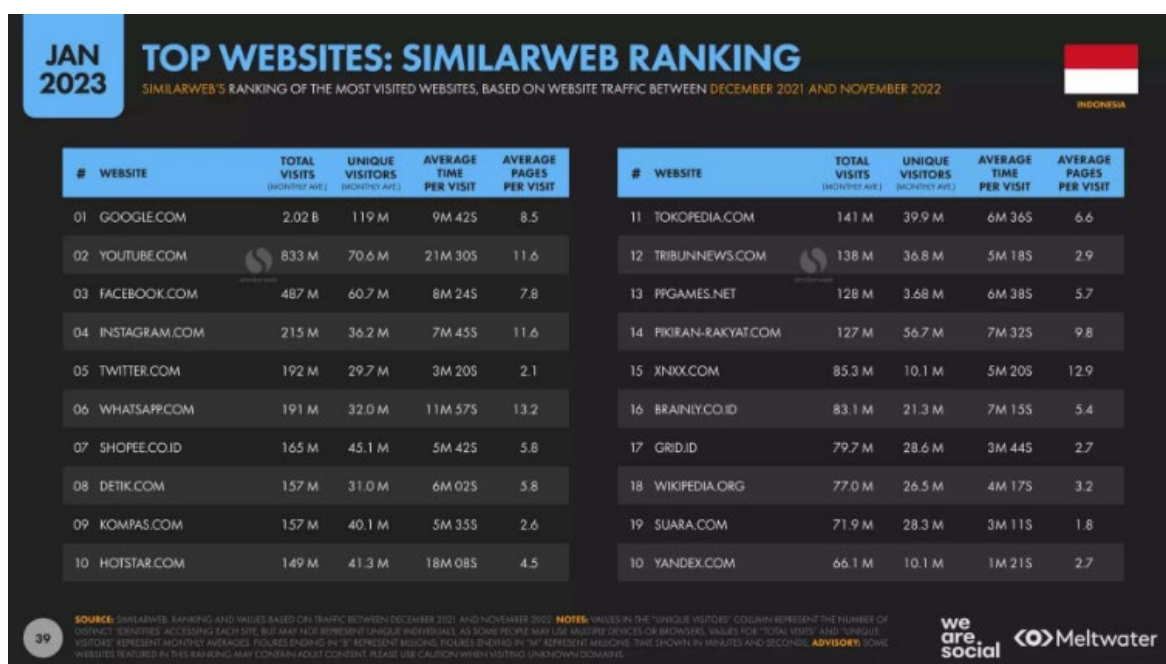
## INTRODUCTION

Citizen videos are videos produced by individuals for broadcast on social media. Citizen videos are growing in line with Indonesia's increasing internet and smartphone users. The high number of citizen video users affects television programs and films in many countries, including Indonesia. In addition to producing videos, many fiction films and documentaries are also made by smartphone owners. Indeed, technology does not determine consumer behavior, but it influences and shapes online behavior by enabling and encouraging consumers to engage in certain ways rather than others (Wilding et al., 2018).

Social media platforms have become the main channel for people to communicate, access information, and share content (Stasi, 2019). With the emergence of the citizens' ability to produce content, citizen journalism has become an alternative to content produced

by mainstream media, especially after the presence of social media (Nuswantari & Alyasuci, 2023). Citizen videos influence mass media and social media; even citizen videos often have advantages over television news; citizen videos appear everywhere and are produced by all citizens from many locations. As a result, television news is defeated in terms of actuality. The spread of citizen videos is even easier through social media channels, including YouTube.

Because it has appeal, several television stations also broadcast information whose material comes from citizen videos. In the world of journalism, this is referred to as citizen journalism. Citizen journalism involves ordinary community members producing media pieces about topics and issues affecting them and their communities (Campbell, 2015). Objects and subjects of news no longer come only from big cities but also from remote areas,



Source: ([Digital 2023 Indonesia February 2023, 2023](#))

**Figure 1 Indonesian Top Websites**

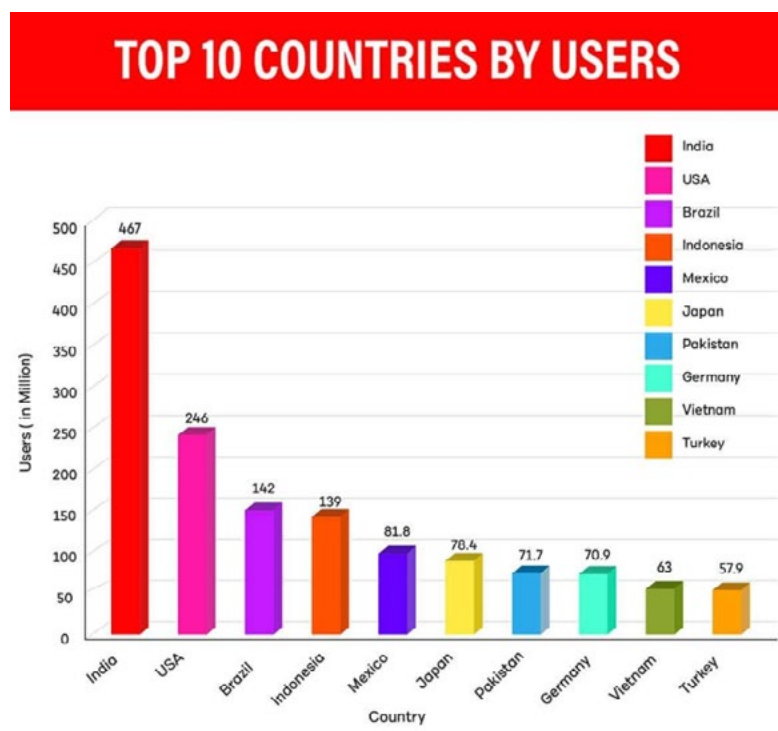
including areas far from the capital, such as areas outside Java. The large number of citizen video production is due to the high number of smartphone users and YouTube channels as media. The high number of social media users aligns with Indonesia's increasingly even reach of internet networks. Currently, information may be reached through social media. Visual content, such as posters and films, is most effective in capturing the attention of social media users (Arindi et al., 2023).

Youtube is highly popular amidst the high internet usage in Indonesia. The Indonesian Internet Service Providers Association (APJII) survey noted that internet penetration in Indonesia had reached 78.19 percent in 2023 or 215,626,156 people out of a total population of 275,773,901 people (*Survei APJII Pengguna Internet Di Indonesia Tembus 215 Juta Orang*, 2023). This number increased by 2.67%

compared to the previous period of 210.03 million users (Nurhanisah, 2023). The number of YouTube users in Indonesia can be seen in Figure 1.

Globally, YouTube users in Indonesia are ranked fourth in the top 10 countries with the most YouTube users in 2023. The high number of YouTube users in Indonesia opens up opportunities for using this social media in various aspects of Indonesian life. Figure 2 shows the top 10 with the most YouTube users in 2023.

The popularity of YouTube cannot be separated from its distinctiveness. YouTube video site with its function that can create a very close relationship of interaction and communication between its users (Chandra, 2017). YouTube is an online video, and the main use of this site is as a medium to search, view, and share original videos to and from all corners



Source: *Youtube Users Statistics 2023* (2023)

**Figure 2 The top 10 have the most YouTube users in 2023**

of the world through the web (Budiargo, 2015). These YouTube users show specific behavioral characteristics in their activities with YouTube. From these characteristics, it can be understood that YouTube is one of the community's most well-known digital media platforms and has the potential for wider use as part of life in the future (Hermawan, 2022).

As part of a social media variant, YouTube video sites increasingly understand humans' needs as social creatures in developing their features. YouTube video site users are challenged to contribute content for widespread consumption. Sharing video content is the vision and mission of the YouTube video site, which has encouraged challenging desires for its users (Chandra, 2017). It prompted Revival Rival, a high school teacher in Bulungan Regency, to share his video on YouTube. Through his "Asian Survival" YouTube channel, Revival has shared around 3000 videos and has 367,000 subscribers. Since joining on May 8, 2014, this channel has been watched by 178,133,461 viewers. He shares his outdoor activities, especially those related to farming, cultures, and societies. Unlike the content of outdoor-themed YouTube videos, the pattern of message delivery in *Asian Survivor* videos is closely related to the concept of citizen journalism.

Based on the number of followers, Revival Rival, the owner of the "Asian Survivor" Channel, is classified as a macro influencer. An unofficial but widely used classification assigns macro influencers an audience of between

100,000 and 1,000,000 followers and a more professional profile than micro-influencers. Due to their popularity, they also require less selection and management time and carry less risk of fake followers (Berne-Manero & Marzo-Navarro, 2020).

Videos created by citizens that have informational value for the audience and are useful for other citizens for the common benefit of mass communication experts are also called citizen journalism works. Although it doesn't broadcast through television stations, this citizen video has a strong advocacy function, so it has become a product of citizen journalism.

Citizen journalism is the practice of producing and disseminating information originating from ordinary citizens delivered in a distinctive manner (Eddyono et al., 2019). The existence of blogs then shifted as the popularity of video-based content rose because it was considered easier to reach and enjoy audiences. In its development, the YouTube video site has pushed interest in writing a life story into a new interest, namely an interest in telling human life using video media and no longer using writing. Bloggers transformed into Video Bloggers (Chandra, 2017).

Another uniqueness of this YouTube channel is that there is content containing information about transmigration activities in Bulungan Regency, North Kalimantan. It is quite a productive YouTube channel; *Asian Survivor* posts 2-3 video content per day. The topic of transmigration in social media content in

Indonesia is a rare topic to find. Transmigration is a government program that has been going on for a long time and has problems often not covered by the mass media.

Transmigration was first carried out in 1905 by the Dutch government. The emergence of the word trans in transmigration was motivated by the state of Indonesia, an archipelago, which means moving from one island to another (Ramadhan, 1993). During the New Order era, the main goal of transmigration was not merely to move people from Java to outside Java. However, there was an emphasis on producing rice to achieve food self-sufficiency (Swasono & Sinagrimbun, 1986). The situation changed with the issuance of Bill No. 15/1997 on Transmigration; the implementation of transmigration was no longer focused on solving the problem of population distribution, which for the last 90 years had not been successfully solved. The implementation of transmigration shifted to economic development and regional development.

During the reform era, transmigration was emphasized to improve the community's welfare, emphasizing the community's and local government's participation (Setiawan, 2005). According to Law No. 9/2009 concerning Amendments to Law No. 15/1997 concerning transmigration, the transfer of population through the transmigration program is carried out voluntarily and selectively to improve welfare and settlement in transmigration areas organized by the government. Since 2011, the

implementation of the transmigration program has used a new paradigm in the inter-regional cooperation scheme; namely, some regions have an interest in moving their population who do not have natural land resources to meet their needs; on the other hand, regions have an interest in obtaining population transfers to manage the abundant natural land resources for the economic growth of the region (Sutanto et al., 2019). To find different interests that are complementary and mutually beneficial, the two typologies of regions need to cooperate, in this case, through the transmigration program (Junaidi, 2012).

In its implementation, transmigrant independence is an issue that often arises. Regarding the independence of transmigrants in new locations, research conducted by Widaryanto and Nurmawati (2011) found several main problems that caused the independence of transmigrants in several transmigration settlement units to be slow to materialize. The problems often encountered include limited facilities and infrastructure for livelihood and life, low land productivity, delays in applying agricultural technology and cultivation, difficulty obtaining farming capital, and the absence of assistants or coaches in transmigration settlement units.

The results of research conducted by the Ministry of Manpower and Transmigration in nine provinces in 2005 (Prihatin, 2012) found that there are indications that transmigrants have not been able to process the available

natural resources optimally. Currently, the government's large role is less effective as a funder, policy formulator, land preparation, control, and implementation. Most of the funding is still financed by the government, namely from the receiving region, the sending region, and the center with a deconcentration mechanism with a value that is still very small with the real needs needed for the development of this area (Sutanto et al., 2019).

Amid this situation, North Kalimantan became a transmigration destination location placed in Tanjung Buka Settlement Unit (SP) 10, Tanjung Palas Tengah District, Bulungan Regency, North Kalimantan itself is a province resulting from the expansion of the region whose development process is carried out through the transmigration program. The land area (Land Processing Rights) designated for transmigration development at this location is around 1,000 hectares (ha) with a capacity of 230 households. Until 2022, the number of families that have been placed is 173

families (440 people) (*Membuka Keterisoliran Tanjung Buka Lewat Transmigrasi*, 2022). This information aligns with the publication of the Bantul Regency Manpower and Transmigration Office, the local government of transmigrant origin. Transmigrants who have gone through the selection, coaching, and training process will occupy houses and land that have been provided by the government for welfare and will also be part of the driving force of the destination area program, which will become a food barn in Kalimantan (*Penempatan Transmigran Ke UPT.Tanjung Buka, Kabupaten Bulungan, Provinsi Kalimantan Utara*, 2022).

News of the implementation of this transmigration had appeared in local media in North Kalimantan. The website <https://korankaltara.com> on September 14, 2022, reported the plan for the arrival of transmigrants in the link (*Tiba Awal Desember, 100 KK Transmigran Baru Masuk Bulungan*, 2022). In the news, the largest media in North Kalimantan quoted the statement of the Head

Mengenai lokasi penempatan, kata Budi, semua sudah siap. Termasuk rumah bagi para transmigran, berikut fasilitasnya sudah dibangun. Pembiayaan pembangunan Rumah Transmigran dan Jamban Keluarga (RTJK) dan Sarana Air Bersih (SAB) dilakukan dengan sistem *sharing* APBD. Sementara untuk transport, penginapan, pembekalan dan lain-lain dibiayai pemerintah daerah asal. Sedangkan untuk Jaminan Hidup (Jadup) selama 18 bulan dan pelaksanaan transmigrasi lokal dibiayai oleh pemerintah pusat.

"Sebelum diberangkatkan mereka sudah mendapatkan pelatihan ketrampilan pertanian untuk mengolah lahan," kata Budi lagi. Dirinya menambahkan, bahwa dalam program transmigrasi ini pemerintah provinsi hanya sebagai fasilitator/penghubung antara pemerintah kabupaten. Budi optimis melalui program transmigrasi yang dicanangkan pemerintah akan meningkatkan taraf hidup masyarakat Indonesia menjadi lebih baik. Tak terkecuali di Kaltara. (\*)

**Sumber : Humas Prov Kaltara Editor : Eddy Nugroho**

Source: *Tiba Awal Desember, 100 KK Transmigran Baru Masuk Bulungan* (2022)

**Figure 3 Screenshot of a news story about the planned arrival of transmigrants to Tanjung Buka, Settlement Unit (SP) 10, Tanjung Palas Tengah Sub-district, Bulungan Regency**

of the Transmigration Division at the North Kalimantan Manpower and Transmigration Office (Disnakertrans) Boedijo Soemarno regarding the readiness of the location and facilities provided to new transmigrants. Figure 3 shows one of the news stories in the mainstream media quoting the content of the “*Asian Survivor*” channel.

In its development, the author did not find further news about the fate of the new transmigrants in Tanjung Buka Settlement Unit (SP) 10, Tanjung Palas Tengah District, Bulungan Regency, in various mass media in Indonesia. The media that informs them is social media, namely the *Asian Survivor* YouTube channel and several YouTube channels that network with *Asian Survivor*. *Asian Survivor* has been recorded sharing content about the new transmigration program in Tanjung Buka Settlement Unit (SP) 10, Tanjung Palas Tengah District, Bulungan Regency since October 1, 2022, and as of June 22, 2023, has shared 70 video contents. Various topics are related to these new transmigrants on the *Asian Survivor* Channel. This diversity of topics centers on the plight of the new transmigrants trying to survive in a farming location that was originally an infertile peat area. The author is concerned about how *Asian Survivor* conducts advocacy through its citizen journalism video content.

Several studies discuss the existence of citizen journalism with YouTube as a publication platform. Research (Lichtenstein et al., 2021) examined the motivations and role orientations

of journalistic YouTubers, perceptions of work processes related to the logic of network media and the modernization of journalism, and experiences of professionalization on YouTube. They interviewed 16 YouTuber journalists in Germany, both inside and outside the public broadcasting network, showing that most interviewees consider themselves journalistic actors to some extent. They identify the most with monitorial role orientations, striving to disseminate information, contribute to opinion formation, and enhance public participation (Lichtenstein et al., 2021). In the political area, (Mututwa & Gwindingwe, 2023) research explores the use of YouTube in the increasing practice of vlogging in Zimbabwe. It shows that although authoritarian media laws are a huge setback to freedom of expression, YouTube empowers non-professional journalists to challenge those who possess political power. The article establishes that authoritarian media laws are no longer as effective in stifling dissent. They argue new thinking toward a liberal trajectory is called upon.

A technological approach used in verifying content by citizen journalists was conducted by (Rahman et al., 2015). This research reviews Vamos, the first transparent video motion-based “liveness” verification solution that can be integrated into any mobile video recording application without requiring special user training. The Vamos algorithm accommodates various camera movements and supports videos of arbitrary length. They developed a robust

attack using automated attackers and hired trained human experts to create fake videos to thwart mobile video verification systems (Rahman et al., 2015). Although there are various previous studies on citizen journalism videos on the YouTube platform, research on advocacy practices carried out by citizen journalists through YouTube video content, especially in Indonesia, is limited. This article primarily concerns citizen journalists using the YouTube platform to advocate for marginalized groups, such as transmigrants in SP 10, Tanjung Palas Tengah District, Bulungan Regency, and North Kalimantan.

## RESEARCH METHOD

This descriptive research uses several data collection techniques: content analysis, interviews, and literature studies. Descriptive research aims to describe a phenomenon and its characteristics (Nassaji, 2015). Narrative content analysis was conducted on the *Asian Survivor* YouTube channel through topics presented in text and visuals. The selection of YouTube videos that became the object of analysis was carried out using the method of limiting topics and periods. The samples analyzed were videos uploaded on the *Asian Survivor* YouTube channel between October 1, 2022, and June 22, 2023. The time restriction was carried out by researchers while still considering the context and adequacy of data for analysis.

Semi-structured individual face-to-face interviews are the most commonly used data

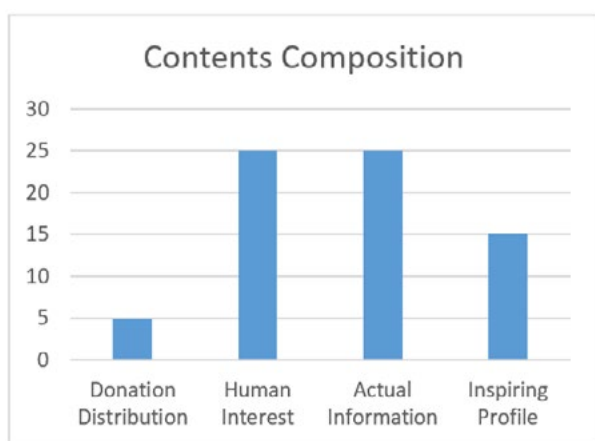
collection approaches (Kim et al., 2017). Meanwhile, interviews were conducted with the owner of the *Asian Survivor* YouTube channel, Revaival. The interview was conducted on May 9, 2023. Interviews with the owner of the *Asian Survivor* YouTube channel were conducted to obtain the background of the establishment and idealism underlying the development of *Asian Survivor*. Data collection techniques through literature studies are used to obtain secondary data and theoretical and conceptual references. The literature study results are the basis for starting research and a reference for discussing research results.

## RESULTS AND DISCUSSION

The authors identify the production of video content on the *Asian Survivor* channel as Revival Rival's practice of citizen journalism. Therefore, in this section, the video content on the *Asian Survivor* channel is referred to as news on the *Asian Survivor* channel. Through citizen journalism, the public raises issues that are unlikely to be raised by the big media but can finally appear (Bowman & Willis, 2003). It is shown by the consistency of news publications about transmigrants' development after being placed in the Tanjung Buka location of Settlement Unit (SP) 10, Tanjung Palas Tengah District, Bulungan Regency, North Kalimantan.

All news relies on statements from migrants as the main source, sometimes accompanied by other sources from related stakeholders. Based on the research data, 70





Source: Author, 2023

**Figure 4 Contents Composition Related to New Transmigration at SP 10**

videos containing transmigrant themes were found in SP 10, Central Tanjung Palas District, Bulungan Regency. There are four video/news content topics about the development of transmigration in SP 10, Central Tanjung Palas District, Bulungan Regency: donation distribution, human interest, actual information, and inspiring profile. The composition of these content topics can be seen in Figure 4.

It aligns with the research findings of Nuswantari & Alyasuci (2023), which state that citizen journalism will always go hand in hand with mainstream media, which certainly has greater resources (Nuswantari & Alyasuci, 2023). Social media are increasingly used as sources in mainstream news coverage (Paulussen & Harder, 2014). News sources in the local media, which rely on the official voice of the government, are balanced by the publication of the voices of transmigrants by the *Asian Survivor* Channel. The coverage of this topic only appeared in the local media at the time of the new transmigrant placement plan and infrastructure complaints. These two topics

in the mainstream media appeared by quoting statements from government elites and local legislators. The mass media minimally voiced the transmigrants' point of view in its reports. It can be seen that the citizen journalism developed by *Asian Survivor* is working on issues that are not covered by the mainstream media. Citizen journalism can gather issues not widely worked on in the mainstream media (Eddyono et al., 2019).

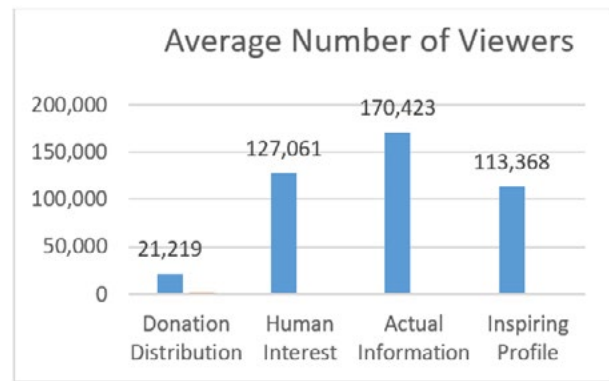
Nowadays, people no longer depend on professional journalists to gain certain knowledge about a phenomenon that occurs around them. Through digital democracy, information, and political research can be generated without hindrance, disseminated publicly, and fully expressed through electronic mail and websites (Lichtenstein et al., 2021). The availability of this knowledge also provides an opportunity for the public to participate in the discourse in the community group. This participation of ordinary people is often called citizen journalism (Surya & Sukarno, 2017). Every individual has the opportunity to formulate and convey their ideas, regardless of how unconventional they may be. Revival Rival's background is not related to journalism at all. He is a teacher at SMAN 1 in Bulungan Regency, North Kalimantan. He was still working at a mining company when he started this YouTube channel on May 8, 2014. The production of transmigrant information-based content arose from Revival Rival's concern for their fate. It was motivated by his childhood

experience of living around the transmigration area in Sulawesi.

Revival Rival admitted that his decision to report on the transmigrant situation was motivated by his childhood situation and observation of the fate of transmigrants around him. Rival's position as an immigrant is similar to the situation experienced by the transmigrants who are the objects of his reporting. Both left their hometowns and lived in new locations. Rival's decision is similar to the findings of (Seto and Martin, 2019), who explored the interrelationships between human and media mobilities, especially regarding the memorial-affective orientation.

"I was born in a transmigration environment in Sulawesi, although I (lived) in a community settlement. When I moved to Kalimantan, I found many similarities in the lives of transmigrants; I felt that their conditions needed our attention. That's how I started covering migrants." (Revival Rival interview, May 2023)

In the current era of internet-based new media, people treat social media as a source of information. Social media can be a place for people to come together and share true and accurate information and a place where misinformation is spread. Society must be aware of the risks of over-reliance on social media, especially regarding how it can spread misinformation and cause worldwide division (Carter & Shields, 2021). The popularity of topics raised in social media content can be seen from audience data. Based on research data, the number of viewers on each topic reaches at



Source: Author, 2023

**Figure 5 The average number of viewers related to the latest transmigration at SP 10 contents**

least 100 100,000 viewers, except for donation distribution. The topic with the most viewers is actual information, with 170,423 viewers. The number of viewers can be seen in Figure 5.

A study conducted by Prihatin (2013) states that despite the success of the program, various problems faced in the development of transmigration location units still occur, including low accessibility to transmigration locations, unmarketable production of transmigrants, marginal transmigration land (infertile), socio-economic facilities and infrastructure that do not support transmigrant business development, and land ownership disputes (Prihatin, 2013). In the case of new transmigration at Tanjung Buka SP 10 location, the problems are low accessibility to transmigration locations, marginal transmigration land (infertile), and socio-economic facilities and infrastructure that do not support transmigrant business development.

Access to the Tanjung Buka SP10 location can be reached by waterway using a speedboat with a travel time of approximately 20 minutes.

There is no access other than waterways because the location of Tanjung Buka Sp.10 is bordered on the north by the Bulungan River, the south by the Sebiabu River, the east by the Selimau River, and on the west by the Meretas River (*Membuka Keterisoliran Tanjung Buka Lewat Transmigrasi*, 2022). The marginal transmigration land appears in several *Asian Survivor* contents, including acidic soil, rat infestation, and flood-prone areas due to river tides. Finally, the limitations of socio-economic facilities and infrastructure do not support transmigrant business development related to the limited access to the Tanjung Buka SP10 location, which has not been anticipated through the construction of adequate roads when transmigrants already inhabit the location. These three problems appear mainly in the news on *Asian Survivor* with the topics of actual information, human interest, and inspiring people. The benefits of news to society are to inform and educate, provide validation of people's assumptions about certain issues, and then become a motivating factor in moving people to act in dealing with an issue (Harcup, 2013).

The existence of alternative media (outside the mainstream media) as advocacy media is often associated with the mainstream media, which is dominated by profit-seeking goals. The orientation of the mainstream media in reporting, which is dominated by the goal of making a profit, is one of the reasons why news that does not represent the voice of the community

then occurs. In this case, advocacy efforts are actualized through alternative media, such as community media. (Surya & Sukarno, 2017). Social media are relatively innovative tools for informing and mobilizing communities in advocacy. As part of a coordinated effort, social media aligns well with community psychology principles by enabling individuals to contribute to participatory dialogue about social issues, collaborate on change efforts, and establish a sense of community (Scott, 2016). Online media has become a new alternative space for advocacy practices with all the convenience, speed, and opportunities it offers (Maryani & Adiprasetyo, 2017).

One of the things that is often questioned regarding citizen journalism as alternative journalism is the aspect of credibility. In the production of video content on the *Asian Survivor* channel, the channel's credibility driven by Revival Rival arises from the openness of the transmigrants to the problems they experience. It is relevant to the opinion of Nah & Yamamoto (2020), which states that citizen journalism may interact with media credibility, such that the more credible citizens perceive news platforms where citizens contribute content, the more likely they are to be motivated to discuss community issues and common interests with fellow citizens. (Nah & Yamamoto, 2020).

In this process, citizens may develop civic mindedness more on news platforms that they think are credible and hence can comfortably engage in journalistic practice

(Nah & Yamamoto, 2020). This situation is very relevant when some of the video content on the *Asian Survivor* channel is the subject of several mainstream mass media such as kaltara.tribunnews.com, merdeka.com, and local media Koran Kaltara. The emergence of social media has greatly influenced traditional agenda-setting practices or even “reversed” them as media organizations monitor and use online content and user behavior in cyberspace as a basis for decision-making on what content to feature (Luo & Harrison, 2019).

Although not explicitly stated, several social criticisms appear in the news published by the *Asian Survivor* YouTube channel. Criticism relates to the living rations of new transmigrants who are often delayed, the lack of anticipation from the government regarding the handling of floods in agricultural land, the lack of information on real conditions in transmigration sites, and the need for assistance for pest eradication. It is related to the (Campbell, 2015) study, which indicates that grassroots bottom-up citizen journalism videos can provide alternative representations and counter-narratives to mainstream media coverage. It proves that social media can be used not only as a means of self-existence but also as a form of control over the authorities, or it can be referred to as social criticism media (Christanty, 2020). Based on the communication mediation model, social capital perspective, and communication infrastructure theory, citizen journalism increases civic and community

engagement (Nah & Chung, 2020).

“I could create content like other influencers do on social media. But I wouldn’t do that because it would disrupt the sustainability of the *Asian Survivor* channel.” (Revival Rival Interview, May 2023)

The strategy of delivering criticism is carried out with consideration of the sustainability of the *Asian Survivor* channel. This consideration is an effort to manage social media accounts while maintaining ongoing advocacy. Technology-mediated advocacy can motivate collective action, but only if social media accounts are intentionally organized and consistently maintained (Bowen et al., 2017). However, it is recognized that community aspirations in criticism and suggestions for facilities or public services are a form of social control by the organization’s vision. Because through online communication, each user involved tends to be more courageous in expressing their aspirations (Watie, 2011). Revival Rival tends to avoid conflict with related stakeholders, considering that the polemic that arises due to controversial news will reduce the energy that can be utilized to produce other content that is no less useful or inspiring for the audience.

Citizen journalism influences civic participation in volunteering and donating programs held by non-profit organizations (Nah et al., 2012). Although there are only five news stories with an average audience of only 21,219 viewers, the donation distribution topic emphasizes the existence of *Asian Survivor* as an advocacy media. Advocacy is not only in

the form of producing journalistic content that defends transmigrant groups as marginalized communities. The advocacy process is carried out by raising aid funds from viewers touched by the channel's coverage. Advocacy can be interpreted as an action to provide support and defense that indicates a desire to side with one part of the actors in an issue involving two or more parties (Surya & Sukarno, 2017).

In advocacy, communication becomes essential for policymakers and the public (Prasisko, 2016). The advocacy practice carried out by the *Asian Survivor* YouTube channel starts with the publication of news, which then continues with contact from viewers who are touched and want to help the transmigrants. The presence of social media also impacts social change by providing convenience to its users in obtaining information and being able to voice their aspirations, one of which is to encourage a social movement. Community social movements are impossible without a conceptualized communication process, which is characterized by a shared message (community agenda), communication networks, and media that are utilized (Lampe, 2018). He admitted that the forms of aid varied, ranging from financial aid for the daily needs of new migrants to the construction of houses and places of worship at transmigration sites.

“Thank God in a year, we have managed to build more than five houses from scratch, yes, and many houses we renovated. There is also a mosque that was built from zero to completion. All of this is not personal funds but the trust of the community. Indonesian

people, as well as foreigners, such as those in Australia, Germany, and the UK.” (Revival Rival Interview, May 2023)

Citizen journalism influences civic participation in volunteering and donating programs held by non-profit organizations (Nah et al., 2012). The accountability issue is a concern for Revival Rival. Although they do not announce the amount of donations and their distribution in video content on their Youtube channel, donation channeling is one of *Asian Survivor*'s channel content. Donation accountability is done personally to donors. It aligns with Scott's (2016) research findings, emphasizing that social media alone cannot drive social change. Social media must be used to enhance traditional organizing strategies.

“To maintain accountability, we deliver each report personally to the donor. It's a relationship of trust between the donor and me. In the construction of houses and mosques, we cover the preparations and so on, and we report the salaries of the builders transparently to the donors. With the donor's approval, we have to explain in detail to the audience so that they know how far the building has come.” (Revival Rival Interview, May 2023)

Publication of donation distribution news on the *Asian Survivor* channel is carried out with the permission of donors and beneficiaries, intended to arouse the concern of other viewers. It shows Revival Rival's commitment to keeping the donor's trust and maintaining the recipient's good name. Rival's popularity as a macro influencer made it easier to raise donations. According to the results of a study on macro influencers developed by Berne-Manero

& Marzo-Navarro (2020), macro influencers are perceived as being more accessible and socially desirable and thus more likely to generate consumer sympathy toward a brand and boost its popularity. Such fundraising can be part of the monetization of *Asian Survivor* channel content.

This activity can be categorized as a form of monetization of social media content. In practice, raising netizen donations for charitable activities runs the risk of intersecting with ethical issues, so further study is needed. YouTube creators often utilize off-platform methods to increase revenue from their content. Also, YouTube allows creators to advertise within their videos and link to outside stores. These monetization opportunities allow creators to generate revenue from their content even after being banned from serving ads (Ballard, 2022).

## CONCLUSION

*Asian Survivor* is an advocacy media for new migrants in Tanjung Buka SP 10 through the practice of citizen journalism. Advocacy is carried out by producing video content consisting of four topics: donation distribution, human interest, actual information, and inspiring profile. The *Asian Survivor* channel becomes an advocacy media for these new transmigrants through a variety of video content presented as a picture of the life struggles of new transmigrants in marginalized areas, social criticism presented implicitly to maintain media sustainability, and raising donations from netizens sent to help

the lives of transmigrants. Raising netizen donations for charitable activities is a form of social media monetization.

This research has implications for further research on the power of utilizing YouTube channels as advocacy media based on citizen journalism. Another research development is related to the ethical issues of raising donations made by YouTube content as another form of monetization of social media accounts.

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