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Information Seeking, Information Repackaging, and Storytelling Techniques of Indonesian "Storytelling Youtuber"

Yogiswara Javmika*, Erika

Library and Knowledge Center, BINUS University, Indonesia
*Correspondence: E-mail: yjavmika@binus.edu

A B S T R A C T	A R T I C L E I N F O
There are many types of content creators on YouTube, one of which is a storyteller. Storytelling Youtuber channels are currently in great demand by viewers, and various genres are being told. Each Storytelling Youtuber has characteristics in delivering stories to maintain subscribers or get new ones. These characteristics are in the form of themes and storytelling styles. This research observes the storytelling techniques of these Youtubers and how they search for information and make presentations of the stories they raise. The observation method is used to find out how to search for information, as well as information repackaging and storytelling techniques used by Youtubers. The author interviewed one of the Storytelling Youtuber who entered the informant criteria to strengthen the observation results. The results show that Youtubers use various sources of information to compile a script that will be told. They also present information to make it enjoyable by adding elements such as music and images. Youtubers also use certain storytelling styles that can attract subscribers and match their personalities.	

1. INTRODUCTION

Based on data from Datareportal in early 2024, YouTube is the second most frequently accessed website by Indonesians throughout 2023 after Google. According to the same site, the number of YouTube users in Indonesia is the fourth largest in the world with a total of 139 million users. In addition, Youtube occupies the first position as the most frequently accessed mobile application by active users per month.

With the huge potential of YouTube users, it is not surprising that many are competing to become Youtubers. According to Herman (2022), there are more than 1,300 YouTube channels with more than 1 million followers and more than 16,200 channels with more than 100,000 subscribers. Among these thousands of YouTube channels, there are channels that present information with storytelling techniques or can be called Storytelling Youtuber.

Storytelling Youtuber in Indonesia are growing amidst the massive use of YouTube as a medium to post video content. These Storytellers present content by telling stories to the audience like storytellers. Some YouTubers show their faces, but some are only voices, adding visuals to support the story. The stories presented are of various genres, depending on the focus of the YouTuber's channel. Genres include crime, horror, mystery, current affairs, history, movies, and myths.

Storytelling Youtuber content attracts the attention of YouTube users. This can be seen from the audience and followers of the Youtuber's channel. Based on data (Hamdani, 2023), from 2021 to August 2023, there were 150 videos from 6 Storytelling Youtuber channels that were trending, with a total number of trending 1,552 times and an average number of views of 1,563,238 times. Based on the HootSuite website, trending content refers to content that is popular and gets a lot of public attention in a short time.

The topic of discussion is the main thing that the content creator pays attention to attract viewers. YouTubers usually ask viewers for topic or case suggestions for their next videos. These YouTubers sometimes mention in the video that they also do their research to find interesting topics. In fact, it is common for many Storytelling Youtuber to have a special team to compile material. The topics that arise are developed by YouTubers by looking for deeper information from various sources. Then, the results of the search are compiled to become video content.

In addition to the topic of discussion, the storytelling technique of each Youtuber has a characteristic. This characteristic can make the Youtuber's audience loyal and can attract new ones. This can be seen from the opinions expressed by the audience in the column regarding the reasons they watch the Youtuber's content.

Research on Storytelling Youtuber in Indonesia has been conducted by Siauw & Sihombing (2022). They discussed the storytelling technique of one Indonesian Youtuber by applying three theories, namely storytelling theory, audience reception theory, and voice theory. Meanwhile, a discussion about YouTuber or content creator information search was conducted by (Kusuma: 2014; Zega, et.al: 2022). Kusuma (2014) used the Krikelas Model to analyze the information-seeking behavior of the content creators he studied. Meanwhile Zega, et.al (2022) used David Ellis' information-seeking behavior model in analyzing, which starts from starting to extracting.

In this study, the authors are interested in discussing the information-seeking behavior, the information repackaging, and the technique of delivering information by Storytelling Youtubers. The authors also are interested in understanding how Storytelling YouTubers produces engaging and informative content that captivates viewers. The topic of the

discussion was chosen by the author because the author saw various positive opinions of YouTuber viewers in the comments section of their videos. The research questions are: (i) What is the information-seeking behavior of Storytelling Youtuber? (ii) How do Storytelling Youtuber repackage the information? (iii) What are the storytelling techniques of Storytelling Youtuber?

Information-seeking behavior is the process by which people seek information and use it to complete a given task. Information is basically structured or processed data. People need information in every aspect of their lives. According to Sultana and Ayesha (2016), the term information-seeking behavior involves a series of activities such as information needs, information-seeking, evaluation and information selection that ultimately uses the information.

Information-seeking is a process that humans undertake to transform their knowledge. It is a higher-order cognitive process that is part of learning or problem solving. Information seeking implies the need to change one's state of knowledge. Through new forms of information from information sources and new information tools, users are expected to acquire new knowledge and skills in information-seeking (Akanbi, 2022).

David Ellis (1987) described the information-seeking model in his thesis, consist of: (i) Starting, which is conducting initial research on the new topic to be discussed by collecting various sources of information; (ii) Chaining, which identifies the list of citations used in the information source (backward chaining) and their referential relationships with other materials (onward chaining); (iii) Browsing, which is searching for information on areas of potential interest; (iv) Differentiating, which is identifying different sources of information to see their quality and relevance to the topic being discussed; (v) Monitoring, which is monitoring the development of the topic under discussion through various sources of information; (vi) Extracting, which is extracting the source of information to find the main points of the information considered useful.

In making videos for their channel, YouTubers, as much as possible, make the information they want to convey acceptable and understandable to their audience. Therefore, Storytelling Youtuber must present visual information that is interesting and understandable. These Youtubers repackage information from various sources, which are then presented as videos.

Information repackaging is a process of selecting, analyzing, and consolidating in a more appropriate form so that it can be used by library users. He also mentions, in the process of designing information repackaging, it is very important to know specifically about the target audience in order to collect, process, apply the necessary information, design and repackage information according to user demands. The following are the stages in the information repackaging method: (i) Preparation of a brief, which is a summary of information gathered from selected sources prepared by the information expert; (ii) Brief analysis is a brief analysis of the target audience, information content, budget, information packaging cycle. The repackaged product should provide a sufficient description of the required information topics and the message should reach the target audience; (iii) Information packaging design criteria, information packaging should be made as attractive as possible to the audience; (iv)

Selection of information packaging, information packaging should be designed in various shapes and sizes; (v) Making information packaging, information packaging must be well designed before it is made; (vi) Feedback system planning, designing a feedback system to assess the success of information packaging Dongardive (2013).

The use of the term content creator has soared along with the increasing popularity of social media. According to a report by datareportal.com, five out of the ten most visited

websites in Indonesia in 2023 are social media platforms: YouTube, Facebook, Instagram, Twitter, and WhatsApp.

A Content Creator is somebody who creates written, graphical, video or audio content for audiences. The term is now most used to refer to content creators of digital channels, such as websites, social media, and video platforms (Kemp, 2023). According to Kemp (2023), the term "content" is very broad and includes articles, features, blogs, social media posts, videos, newsletters, emails, etc. Content creators can monetize in various ways, including: (i) Advertising revenue; (ii) Sponsorship; (iii) Affiliate Marketing; (iv) Merchandise; (v) Subscriptions; (vi) Public Speaking/consulting; (vii) Content licensing.

According to Hamid et al. (2017), there are three main motives for a content creator in creating content, including: (i) Personal motives, which are motives based on the personal interests and personal interests of the content creator, consist of killing time motive, video addict motive, platform changing motive, portfolio spread motive, self-expression motive, and self-existence motive; (ii) Social motives are motives that are grouped based on their relationship with the social environment, whether the motives were caused by influenced of others or influence others. Social motives consist of sharing, inspiring and influencing motives. (iii) Commercial motives are motives that are based on and aimed at making a profit. This motive consists of business content motive and future business promotion.

Storytelling is a vivid description of ideas, beliefs, personal experiences, and life lessons through stories or narratives that evoke strong emotions and insights (Serrat, 2017). According to Dalcher (2015) Storytelling is a method of communicating and sharing ideas, experiences, and knowledge in a particular context.

According to Kalogeras (2021), Storytelling is the process of using facts and narratives to communicate something to an audience. Some stories are factual, and some are embellished or improvised to better explain the core message. Miller (2004) mentions that the earliest form of Storytelling was listening to stories around a campfire by pre-historic people. Meanwhile, the oldest form of stories are myths that have been told by people since ancient times, including by storytellers.

From some of these definitions, Storytelling can be interpreted as a technique for delivering stories. Lindsay (2015) outlines eight classic storytelling techniques, namely: (i) Monomyth is a story structure often found in folklore, myths, and religious writings from various countries. This technique is suitable for taking audiences on a journey, showing the benefits of taking risks, and showing how audiences can learn from newfound wisdom; (ii) The mountain is a way of mapping out the tension and drama in the story. This technique is similar to the monomyth in that it helps us to plot when certain events arise in a story. This technique is suitable for showing how to overcome challenges, slowly build up tension, and deliver a satisfying conclusion; (iv) Nested loops is a storytelling technique where we create three or more layers of narrative within each other. This technique is suitable for explaining the process of how we get inspired & come to a conclusion, using analogies to explain key concepts, and showing how a piece of wisdom comes to us; (v) Sparklines is a way of mapping out the structure of a presentation. By doing this the presenter draws attention to the problems we have in our society, our personal lives, our businesses. The presenter creates and fuels a desire for change in the audience. This technique is perfect for inspiring audiences to take action, creating hope and excitement, and gaining more followers; (vi) In media res is a technique that starts the narrative by showing the story's climax, before telling how it happened in the first place. This technique is suitable for garnering the audience's interest from the start, keeping the audience's desired resolution, and focusing attention on the

important moments in the story; (vi) Converging ideas is a speaking structure that shows the audience how different sets of thoughts can come together to form a single product or idea. It can be used to show the birth of a movement. Or explain how a single idea was the culmination of several great minds working towards one goal. This technique is suitable for demonstrating how great ideas can come together, displaying how developments emerged at a certain point in history, and forming beneficial relationships; (vii) False start is a technique that starts a story with a seemingly predictable flow, then suddenly throws it off and starts the story again. This technique is excellent for confounding audience expectations, showing the benefits of a flexible approach, and keeping the audience engaged; (viii) Petal structure is a way of organizing multiple speakers or stories around one main concept. This structure is useful if several unconnected stories need to be told or expressed because they are connected to a single message. This technique is suitable for showing how several pieces of a story or process are not connected, showing how several scenarios are connected to one idea, and letting several speakers tell stories around a main theme.

Today, digital Storytelling continues to grow through various digital media. According to Alexander (2017), digital Storytelling is currently created using almost all digital devices that continue to grow and in large numbers. The creators come from professionals as well as amateurs. The content can be highly personal or otherwise, fiction and nonfiction, short or epic, created from a single medium or spread across multiple mediums. We live in a time of incredible creativity, with new opportunities for content creators emerging almost daily. From that comes the term digital Storytelling. Simply put, digital Storytelling is telling stories using digital technology (Alexander, 2017).

Education expert Morra (2013), has mapped out a digital storytelling process that generally consists of eight steps: (i) Coming up with an idea & write a proposal; (iii) Researching, exploring, and learning the idea determines its feasibility to be adapted into a script; (iii) Write a script; (iv) Develop a storyboard or visual plan for the narrative; (v) Collect all necessary media, be it images, audio, video, etc; (vi) Combine all the collected materials and provide additional visual effects as needed; (vii) Share the content that has been created on the platform that has been chosen; (viii) Receive feedback and reflect on the feedback received.

Figure 1. Digital Storytelling Process (Morra, 2013)

Huang and Grant (2020) describe several components in Storytelling that can affect the popularity of videos on YouTube. These components include: (i) Narrative point of view. In a story, there are various points of view. Each point of view has a different communication style; (ii) Use of voice (real voice or voice-over). According to Lucas (2009), the narrator's voice will affect the success of the information being discussed. Aspects that significantly affect the voice include volume, pitch, rate, pause, vocal variety, pronunciation, articulation, and dialect; (iii) Dramatic question. Usually, the question is asked in the title or in the video when discussing a topic; (iv) Moments of change. This refers to an unexpected event that occurs during the video or when the narrator proactively ends a discussion on one topic and moves on to a new one; (v) Insight refers to the point you want to convey to the audience. Lindsay's (2015) theory states that each storytelling technique matches the purpose and message that the storyteller wants to convey; (vi) Emotional Arousal is the emotion the audience feels towards the video. (vii) Status of story is the focus of the story being told. The level can be high (focus on one main story and additional topics have a connection), medium (several stories on one topic but no connection), and low (a small number of stories in the video that do not have any influence on the main topic).

Lucas (2009) elaborates that the speaker's body also gives an impression to the listener. Posture, facial expressions, eye contact, gestures, personal appearance, and body movement influence the listener's response to the speaker.

According to Povey (2019), every storyteller has a different style of Storytelling. Storytelling skills do not come naturally. In the early days of Storytelling, a clear technique may not be determined. Practice will make the storyteller more familiar with the story before telling it to the audience. Each time, the storyteller will become more comfortable with the story and new ideas will emerge. When the narrative is memorable, the storyteller will find it easy to improvise.

2. METHODS

This type of research is descriptive with a qualitative approach to describe the process of information-seeking, information repackaging, and storytelling techniques of the subjects studied. To describe the object of research, authors used the observation method by paying attention to the informants' videos on their YouTube Channel. The aspects observed include information repackaging and storytelling techniques. These two aspects can only be assessed by paying attention to the Storytelling Youtuber style when telling stories with the encoding/decoding method and reception theory. This theory is used to interpret the messages conveyed by Storytelling Youtuber and comments from viewers in the video comment section.

Additionally, the author conducted a comprehensive interview with an informant to bolster the observational findings. During the interview, the author incorporated elements of information-seeking theory, as this aspect is challenging to grasp through observation alone. This difficulty arises from two main factors: (i) Not all Storytelling YouTubers disclose their information-seeking process in their videos. (ii) Those who do mention their information-seeking process in videos often do not provide explicit explanations.

The author establishes several criteria for selecting Storytelling YouTubers as informants: (i) Subscribers Exceeding 1 million: This indicates that the YouTuber is popular among viewers; (ii)Trending Videos: The YouTuber must have had at least one video on the trending list,

showing their content is widely watched and popular; (iii) Event/Case-Focused Content: The videos should predominantly feature events or cases narrated by the YouTuber, highlighting their focus on storytelling. (iv) Consistent Uploads: The YouTuber should consistently upload content, with at least one video per week.

Based on these criteria and data from Hamdani as of August 2023, the YouTube channels selected are Detective Aldo, Ewing HD, Hirotada Radifan, Nadia Omara, Nessie Judge, and Sepulang Sekolah.

3. RESULTS AND DISCUSSION
3.1. Information Seeking

In general, in searching for information, according to Ellis (1987) there are six stages carried out, namely: starting, chaining, browsing, differentiating, monitoring, and extracting. Based on the results of interviews with Ewing HD and observations of other YouTube videos, the following is a table of the information search model:

Table 1. Observation Table of Storytelling Youtuber's Information-seeking

Aspects		Observation/Interview Results
Starting	Detective Aldo	X (Twitter), Medium, Wikipedia, Justia, CaptainBijou video, Statista, Vice, BBC, videos from Youtube, CNBC, AP video
	Ewing HD	Medium, Facebook, Reddit Forums, and Youtube. Ewing also sometimes picks up stories from his Subscribers if they are deemed interesting. Or show videos of sightings that are sent and provide reactions to the video.
	Hirotada Radifan	- From subscribers (only for "Teman Cerita" segment) - He says the information is obtained from the news but does not name the sources.
	Nadia Omara	- Often mentions: "based on our sources" - From subscribers (for "Kisah Horor Wawak" segment) - Several times mentioned that the source is coming from the sermon she heard/watched (usually in the Islamic history segment) - Mentions the journals she read (usually in the general history segment)
	Nessie Judge	X (Twitter), Wikipedia, AP videos, television documentaries, TEDx, Youtube videos
	Sepulang Sekolah	Reddit, original source if any, BBC, Worldometers, Deutsche Welle, magazines, journals, documentaries
Chaining	Detective Aldo	Youtuber doesn't mention the link between one source to another
	Ewing HD	Ewing will attempt to access the primary source of information whenever possible, even using a VPN if needed.
	Hirotada Radifan	Youtuber doesn't mention the link between one source to another
	Nadia Omara	Youtuber doesn't mention the link between one source to another
	Nessie Judge	In one of her videos, she mentioned the correlation between one source to another.
	Sepulang	In some videos, he mentioned that when searching for

Aspects		Observation/Interview Results
Browsing	Sekolah	information, exciting things are found that are related to the topic of discussion.
	Detective Aldo	He didn't directly mention that he found interesting things while searching for information, but he listed the sources in his videos.
	Ewing HD	To find the information needed to support the video, Ewing relies on internet searches.
	Hirotada Radifan	Youtuber does not mention his information-seeking process in the video.
	Nadia Omara	Not all videos showed the sources of information. It is challenging to identify precisely whether this happens in the topic arrangement of each video.
	Nessie Judge	Not all videos showed the sources of information. It is challenging to identify precisely whether this happens in the topic arrangement of each video.
	Sepulang Sekolah	In most of his videos, he mentioned various sources of the topic he discussed
Differentiating	Detective Aldo	Citing the sources of information used in the video demonstrates that YouTubers rely on diverse information sources when discussing a topic, selecting the most trustworthy ones.
	Ewing HD	Once materials from various sources of information are gathered, the Ewing HD team will review and discard any deemed invalid.
	Hirotada Radifan	Youtuber does not mention his information-seeking process in the video.
	Nadia Omara	In some of her videos, she incorporates various sources of information as references to explore different topics. However, it's unclear if this practice extends to every video.
	Nessie Judge	In some of her videos, she incorporates various sources of information as references to explore different topics. However, it's unclear if this practice extends to every video.
	Sepulang Sekolah	He consistently mentions the sources of information he uses in each video. Demonstrating his reliance on diverse references to explore topics.
Monitoring	Detective Aldo	The video covers only the most recent developments up to its production.
	Ewing HD	Ewing focuses on cases that have already concluded or have become cold cases. One of Ewing's core principles is to refrain from discussing active cases.
	Hirotada Radifan	Inserting additional videos if there is new information that appears after the recording has been done. Sometimes he creates new videos to discuss the update of the previous topic.
	Nadia Omara	The video covers only the most recent developments up to its production.
	Nessie Judge	The video covers only the most recent developments up to its production. Sometimes she creates new videos to discuss the update of the previous topic.
	Sepulang Sekolah	Insert additional videos if new information emerges after the recording has been done.
Extracting	Detective Aldo	He does not elaborate on the methods he uses to extract the source of information.
	Ewing HD	Ewing sifts through gathered information and chooses relevant sources pertaining to the case.
	Hirotada	He does not elaborate on the methods he uses to extract the

Aspects	Observation/Interview Results
Radifan	source of information.
Nadia Omara	She does not elaborate on the methods she uses to extract the source of information.
Nessie Judge	She does not elaborate on the methods she uses to extract the source of information.
Sepulang Sekolah	He does not elaborate on the methods he uses to extract the source of information.

4.2. Information Repackaging in the form of Digital Storytelling

In creating video content for their channel, YouTubers, as much as possible, make the information they want to convey acceptable and understandable to their audience. Therefore, Storytelling YouTuber must present visual information that is interesting and understandable. These Youtubers repackage information from various sources, which are then presented as videos. The following is a table of information presentation in the form of Digital Storytelling from the results of an interview with Ewing HD:

Table 2. Presentation of Youtuber Storyteller Information

Indicator	Description
Come up with ideas, Gather Information, & make proposals (Morra, 2013; Dongardive, 2013)	Seeking ideas from various sources, such as Reddit, Medium, and other social media. Sometimes, ideas are taken from the audience.
Research, explore, study and analyze ideas (Morra, 2013)	Comparing one source with another
Scriptwriting (Morra, 2013)	The script is carefully crafted by going through several quality controls so that the storytelling flow is interesting.
Develop a storyboard or visual plan for the narrative (Morra, 2013)	Scripts that have been made sorted according to the chronology of the story to be discussed and use a teleprompter when making videos.
Collect all necessary media (Morra, 2013)	Ewing collects various media needed to create a storytelling video, either directly related to the case or to add visual and audio effects to support the story to be discussed.
Combining all the collected material and providing additional visual effects as needed to be an information package. (Morra, 2013; Dongardive, 2013)	After selecting the necessary media, everything was combined into one video that met Ewing HD's criteria, including: the use of sepia color effects, sound effects and music. Ewing HD really pays attention to the selection for sound effects that can affect the audience's mood or feeling.
Share the content / the information package on the chosen platform (Morra, 2013)	The chosen platform to share the content is YouTube
Receive feedback, and reflect on the feedback received (Morra, 2013; Dongardive, 2013)	Ewing receives feedback by reading comments on his videos and through direct message on his Instagram account.

4.3. Storytelling Youtuber Video Observation

Storytelling YouTubers engage in various information-seeking activities, information repackaging, and storytelling techniques. The table below presents the observed storytelling techniques of these YouTubers.

Table 3. Observation Table of Storytelling Youtubers Videos

No.	Aspects		Observation Results
1	Narrative point of view (Huang & Grant, 2020)	Detective Aldo	Third-person singular
		Ewing HD	First and third-person singular
		Hirotada Radifan	First and third-person singular
		Nadia Omara	First and third-person singular
		Nessie Judge	First and third-person singular
		Sepulang Sekolah	Third-person singular
2	Use of voice (Huang & Grant, 2020)	Detective Aldo	Medium volume, high and low pitch depending on the storyline, medium speed, there are pauses, vocal variations are clearly heard, pronunciation is clear, articulation is clear with Jakarta dialect.
		Ewing HD	Medium volume, low pitch, medium speed, some pauses, less vocal variation, clear pronunciation, clear articulation, and no dialect.
		Hirotada Radifan	Medium volume, high and low pitch depending on the storyline, medium speed, there are pauses, vocal variations are clearly audible, pronunciation is clear, articulation is clear, and dialect depends on the story being told.
		Nadia Omara	Medium volume, high and low pitch depending on the storyline, medium speed, pauses, vocal variations clearly audible, clear pronunciation, clear articulation with Melayu dialect.
		Nessie Judge	Medium volume, low pitch, medium speed, there are pauses, vocal variations are clearly heard, pronunciation is clear, articulation is clear, and there is no dialect.
		Sepulang Sekolah	Medium volume, medium pitch, medium speed, there are pauses, vocal variations are clearly heard, pronunciation is clear, articulation is clear, and there is no dialect.
3	Dramatic question (Huang & Grant, 2020)	Detective Aldo	In almost all videos
		Ewing HD	In "Tebak Siapa Pelakunya" segment.
		Hirotada Radifan	In almost all videos
		Nadia Omara	In almost all videos
		Nessie Judge	In almost all videos
		Sepulang Sekolah	In almost all videos
4	Moment of change (Huang & Grant, 2020)	Detective Aldo	None
		Ewing HD	In "Penampakan Hantu" segment
		Hirotada Radifan	In the video which contains some stories
		Nadia Omara	In the video which contains some stories
		Nessie Judge	In the video which contains some stories
		Sepulang Sekolah	None
5	Insight / Message Delivered (Huang & Grant, 2020)	Detective Aldo	• Grab the audience's attention from the start • Maintaining audience expectations • Focusing attention on a pivotal moment in the story (Lindsay, 2015)
		Ewing HD	• Grab the audience's attention from the start • Maintaining audience expectations • Focusing attention on a pivotal moment in the story

No.	Aspects		Observation Results
			• Telling several stories with a same topic
			• Conveying how different stories are related
			• Slowly build up the tension of the story
			• Describes the process by which an event occurs and comes to a certain conclusion. (Lindsay, 2015)
		Hirotada Radifan	• Grab the audience's attention from the start
			• Telling stories with plot twist
			• Telling several stories with a same topic
			• Slowly build up the tension of the story
			• Conveys a moral message and a satisfying ending. (Lindsay, 2015)
		Nadia Omara	• Grab the audience's attention from the start
			• Telling stories with plot twist
			• Takes the audience along on the character's journey through the story
			• Taking lessons from the story
			• Slowly build up the tension of the story
			• Conveys a moral message and a satisfying ending. (Lindsay, 2015).
		Nessie Judge	• Grab the audience's attention from the start
			• Telling several stories with a same topic
			• Takes the audience along on the character's journey through the story
			• Taking lessons from the story (Lindsay, 2015).
		Sepulang Sekolah	• Grab the audience's attention from the start
			• Maintaining audience expectations
			• Focusing attention on a pivotal moment in the story
			• Takes the audience along on the character's journey through the story
			• Taking lessons from the story (Lindsay, 2015).
6	Emotional arousal (Huang & Grant, 2020)	Detective Aldo	Emotions tend to be flat
		Ewing HD	Emotions that arise are mostly influenced by back sounds that are chosen by him using certain techniques
		Hirotada Radifan	Emotions arise according to the theme of the story, but the gossip-like storytelling gives a slight comedic feel.
		Nadia Omara	Emotions arise according to the theme of the story, but the gossip-like storytelling gives a slight comedic feel.
		Nessie Judge	Emotions tend to be flat, but the way she delivers the story gives a mystery vibe.
		Sepulang Sekolah	Emotions tend to be flat but often ask questions with sarcasm.
7	Status of story (Huang & Grant, 2020)	Detective Aldo	All videos status is High
		Ewing HD	• High: Most of the videos in the playlist are conspiracy, true crime, and unsolved stories
			• Medium: a collection of sighting videos or a compilation of videos with a specific theme
		Hirotada Radifan	• High: "Teman Cerita" segment
			• Medium: "Apa Kabar Dunia" segment
		Nadia Omara	• High: KHW (Wawak Horror Story), history,

No.	Aspects		Observation Results
		Nessie Judge	biography, mystery, crime, and conspiracy • Medium: several short KHW videos put together • High: Videos in the True Crimes, Conspiracy Theory, Historytelling, and Nessie Horror Playlists • Medium: Videos in the Playlist of "Pengalaman Horror Asli", "Fenomena Dunia", "Creepy Pasta" and "Rekaman Telepon 911"
		Sepulang Sekolah	All videos status is High
8	Posture (Lucas, 2009)	Detective Aldo	Upright facing front
		Ewing HD	Upright facing front
		Hirotada Radifan	Upright facing front
		Nadia Omara	Upright facing front
		Nessie Judge	Upright facing front
		Sepulang Sekolah	Upright facing front
9	Facial expressions (Lucas, 2009)	Detective Aldo	Tends to be flat
		Ewing HD	Tends to be flat, but sometimes shows expression on certain storylines
		Hirotada Radifan	Expressive
		Nadia Omara	Expressive
		Nessie Judge	Expressive
		Sepulang Sekolah	Expressive enough
10	Eye contact (Lucas, 2009)	Detective Aldo	Facing the camera as if telling a story to someone else
		Ewing HD	Facing the camera as if telling a story to someone else
		Hirotada Radifan	Facing the camera as if telling a story to someone else
		Nadia Omara	Facing the camera as if telling a story to someone else
		Nessie Judge	Facing the camera as if telling a story to someone else. Occasionally she interacts with her team behind the camera.
		Sepulang Sekolah	Facing the camera as if telling a story to someone else
11	Gestures (Lucas, 2009)	Detective Aldo	There are hand gestures
		Ewing HD	There are hand gestures
		Hirotada Radifan	Active hand and body gestures follow the storyline
		Nadia Omara	Active hand and body gestures follow the storyline
		Nessie Judge	There are hand gestures.
		Sepulang Sekolah	There are hand gestures
12	Personal appearance (Lucas, 2009)	Detective Aldo	Casual
		Ewing HD	Casual
		Hirotada Radifan	Casual. Sometimes, wearing clothes that match the theme of the story.
		Nadia Omara	Casual
		Nessie Judge	Casual. Sometimes wearing makeup that matches the theme of the story.
		Sepulang Sekolah	Casual
13	Body position (Lucas, 2009)	Detective Aldo	Sit Still
		Ewing HD	Sit Still
		Hirotada Radifan	Sit Still
		Nadia Omara	Sit Still
		Nessie Judge	Sit Still
		Sepulang Sekolah	Sit Still
14	Storytelling style (Lindsay, 2015)	Detective Aldo	In media res
		Ewing HD	In media res, Petal Structure, The Mountain, Nested Loops
		Hirotada Radifan	In media res, Falses Start, Petal Structure, The

No.	Aspects	Observation Results
		Mountain
	Nadia Omara	In media res, Monomyth, The Mountain
	Nessie Judge	In media res, Petal Structure, Monomyth
	Sepulang Sekolah	In media res, Monomyth

4. CONCLUSION

In the information-seeking process, Storytelling Youtubers will generally look for ideas through various sources, especially the internet, then compare one source with another. After the material is collected, it will be selected based on their needs. Some YouTubers conduct ongoing monitoring of the topic to stay updated on any new developments related to it.

Storytelling YouTubers adhere to their own standards during the process of repackaging information. Each has unique characteristics in their videos, which may manifest through speech patterns, gestures, posture, voice intonation, and more. These individual traits are complemented by additional elements such as supporting images, video clips, illustrations, and music, further distinguishing their content.

5. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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