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Utilization of Youtube Social Media in Increasing Awareness Of History

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ABSTRACT

The rapid development of information and communication technology (ICT) can make it easier for everyone to access various types of information through the internet and social media; this can result in a decline in national identity in society. Meanwhile, technological developments can also be used as a medium to educate the general public. Therefore, this study aims to obtain information on how to use YouTube social media to increase historical awareness. The research method uses qualitative research methods with a case study approach, while the data collection procedures include observations, interviews, and documentation. Informants in this study consisted of founders of historical creators on Youtube and several general audiences. The results of this study suggest that the use of social media in increasing historical awareness on the Inspect History Youtube account by utilizing animated videos is one of the efforts that can be made to provide historical knowledge and its relation to increasing historical awareness in the current digital era.

A. INTRODUCTION

People's shared understanding of History creates a challenge for all of us. In Indonesia, History is presented as a provider of information that contains knowledge about events that occurred in the past. Therefore, the community only acts as a recipient of historical information, resulting in a distance between society and the History of their nation (Rahman, 2020). This also creates an assumption that History is only limited to a series of facts in the past without being able to give meaning to their life today, even though a great nation is a nation that protects, maintains, and loves its nation's History as a form of its identity. In addition, we often see the views of people who are more proud of their children if they can master the exact sciences (Natural Sciences) in addition to history lessons (Jumardi, 2015). This reality makes historical positions less meaningful in life. In addition, the rapid advancement of technology seems to fade boundaries in terms of space and time, and the more manageable spread of information flows can also result in a shift in national identity (Amboro, 2015), so historical awareness is needed regarding the importance of national identity amid today's rapid globalization. When viewed from the Big Indonesian Dictionary (KBBI), the term awareness is interpreted as an awareness, belief, or state of understanding (Sugiyono & Maryani, 2008). The primary category of studying and understanding History is to realize historical awareness or also known as a mental activity in interpreting past events in order to be able to understand current conditions and aim to expect or orientate the future. Thus, historical awareness combines past, present, and future experiences

(Rüsen, 2013). Alun Munslow, in his work, Deconstructing History, explains the term "awareness" and that in History, there are values that can instill a critical attitude in society so that people always continue to question the truth of the past (Rahman, 2020).

Meanwhile, it cannot be denied that the development of information and communication technology (ICT) can also provide many benefits, such as the existence of the internet and smartphones, which have become daily necessities in today's digital era and accompanied by the presence of social media which is proliferating. The use of social media is one of the new ways that can make it easier for each user to be able to interact and communicate remotely. In addition, disseminating information through social media quickly reaches every group. As stated by Puntoadi (in Angela & Yoedtadi, 2019), social media allows two-way activity in written, visual, or audio-visual form. One of the widely used social media is Youtube. As survey data presented by CNBC Indonesia, Youtube gets a 94% rate, is frequently accessed by respondents, and is referred to as the king of social media in Indonesia (Anam, 2022). Youtube is part of new media or New Media as a communication medium that contains content that can be accessed at any time via digital devices such as smartphones (Patra & Afrada, 2020). Seeing this opportunity, many Youtube accounts now discuss historical themes in the form of videos that can be watched for free. In this regard, Sharon M. Leons also describes digital History as a medium to translate the past into a visualization that can communicate History to the audience or the public (Noiret, 2018).

These activities are part of public history. Jennifer Evans (in Nopriyasman, 2018), in her book entitled "What is Public History," defines public history as a historical insight that can be seen, read, heard, and then interpreted by the general public. The scope of public history is very diverse, although it has the same characteristics, namely making efforts to explore, restore and protect the collective memory of the people's memories (Amboro, 2020). Faye Sayer describes that public history includes all historical activities outside academic history (Sayer, 2017) reveals that in historical awareness, identification cannot be separated from the meaning that in the study of history, it is always related to several things, such as what, why, who, when, where, and the impact on history. In addition, only humans have historical awareness, which is why humans are also said to be historical creatures, according to Daliman revealed the notion of historical awareness, which is based on the fact that humans have memories or memories of history because the historical memory possessed by humans will have an impact on historical awareness in themselves by being aware of experiences that occurred in their past (Daliman, 2019).

Kian Amboro (2020) discusses Public History and History Education for the Community in his research. In his research, he concluded that the role of public history for society could not be ignored because public history contributes to instilling historical awareness in the general public or outside of academic history education. Therefore, the existence of public history is used as education that is non-formal and has synergy with formal education in the field of education. Jumardi (2015), in his research entitled: Public History An Introductory Review, concluded that historical awareness is not only owned by students, but the general public has the same right to obtain information related to their nation's history. In addition, people involved in history education and historical science are responsible for introducing history to the broader Community.

Cakranegara (2020), in his research entitled: Building Critical and Integrative Historical Awareness for Advanced Indonesia. This research concludes that historical awareness is present when a person is aware of his existence so that this awareness develops into a collective consciousness consisting of society, nation, and state. This means that to build historical awareness, various efforts and strategies are needed so that the role of historians is

indispensable. In addition, history education in educational institutions must be able to build historical awareness from an early age, and the role of the historical Community significantly contributes to building historical awareness in society. Amiruddin (2016), in his research discussing: The Role of Historical Education in Building National Character. In his research, he explained that an understanding of history must be instilled from an early age in every individual. In other words, someone with historical awareness will find it easy to interpret past events, which are helpful as a basis for attitudes when facing realities in the present and can determine the future. In this regard, historical awareness connects with attitudes of nationalism, solidarity, unity, or national integration. In short, the realization of the ideals of a nation is greatly influenced by the younger generation, who can understand and interpret their nation's history. Kurniawan (2020), in his research entitled: Historical Infographics in Social Media: Trends in Public History Education, emphasizes that presenting historical insights is not always conventional, such as visiting museums, monuments, cultural heritage, and so on. Increasingly sophisticated technological developments provide convenience, especially in bringing historical narratives into digital media. One of them is infographic media, a digital product that presents historical insights in an exciting form accompanied by pictures and writing. This can be an alternative to realizing people's interest in history.

In Indonesia, the emergence of public history is still relatively new, unlike other European countries, which have long carried the theme of public history. In the United States, for example, they make public history a research field involving the general public. Even in that country, public history has become a profession and an academic discipline at the tertiary level (Amboro, 2020). Even the existence of public history, which has been institutionalized since the 1970s in the United States, refers to the work of historians and uses historical methods outside the academic field, such as in government or private museums and historical societies. This then becomes a general expression that includes all historical activities outside the academic field. In addition, G. Wesley Johnson 1978 and 1980 organized a public history conference which led the NCPH (National Council Public History) to become the leading public history association in the United States and proliferating (Zumhof, 2020). Based on the explanation above, a Youtube account is part of the utilization of social media to increase historical awareness, namely the Inspect History account, a Youtube content creator that discusses historical themes through animated videos. Thus, this study aims to determine the background of Inspect History's use of social media, analyze the content of Inspect History's animated video, and analyze the use of social media in increasing historical awareness.

B. METHODOLOGY

This study uses a qualitative research method with a case study approach. Qualitative methods seek to reveal the uniqueness of individuals, communities, or certain organizational groups, which are carried out thoroughly, in detail, and depth and can be accounted for scientifically (Sukidin in Siyoto & Sodik, 2015).

Data collection techniques used consisted of observations, interviews, and documentation. *Interviews* are an activity that contains conversations with a specific purpose (Hardani et al., 2020). The interview technique used was a structured interview, meaning that the interview was accompanied by an interview guide sheet that had been arranged systematically (Sugiyono, 2010). In this case, the researcher makes the founder of the Inspect History creator account an informant who can provide in-depth information about the use of social media to increase historical awareness.

The data analysis technique used is the Miles and Huberman model, which consists of three parts, namely data reduction, data presentation, and conclusion (Sugiyono, 2010) with the following explanation:

Data Reduction

Data Reduction means the activity of sorting out things that are more focused on what is essential and by the problem under study. This is because the data obtained from the field is relatively large, so researchers must be able to record and summarize essential things that can be useful for research, such as interview data and observational notes, which must be sorted according to what is being studied.

Data Display

After the researcher performs data reduction, the next stage is to present the data by presenting a set of information that has been compiled to make it easier and to be able to understand the object being studied. The presentation of data in this study is in the form of descriptions or descriptive texts, which are arranged systematically based on data obtained in the field.

Conclusion Drawing

The last stage of data analysis is to make or draw a conclusion and proceed with data verification which must be accompanied by evidence obtained during the research process.

C. RESULT AND DISCUSSION

Background on the use of social media by Inspect History

Nowadays, on social media, many content creators discuss History in various forms, one of which is Inspect History as a user of public History as content (Patra & Afrada, 2020; Warren, 2021). Inspect History is an educational content creator that utilizes social media to present History as an animated video. It was formed on July 22, 2018, as stated on its YouTube bio page. In addition, the formation of the Inspect History account cannot be separated from the two founding figures, who like learning History, even though they do not have a history education background. In this regard, both of them feel that learning history is important, but many people often underestimate the history of Indonesia. In addition, both see that in Indonesia, there are still rarely creators who discuss or make historical-themed videos in the form of animated videos. Even though some creators have made historical-themed videos, often the image illustrations in these videos are different from the themes being discussed or the origin of taking pictures or videos from specific films, even though this can be the opposite and is also prone to copyright infringement.

Furthermore, the two founders of Inspect History want to present this in Indonesia by creating animated video content uploaded to their YouTube accounts (Chang, 2022). The use of social media that is easily accessible to all users makes it easy to disseminate historical insights to the public, such as the Inspect History Youtube account, which presents History in the form of animated videos. In terms of overall visuals, Inspect History uses a fully animated video without any other additions (Patra & Afrada, 2020). On the Inspect History Youtube account with 580 thousand subscribers, the number of videos uploaded was 257 as of July 20, 2022. The animated videos uploaded by Inspect History have various historical themes. In addition, the narration presented is straightforward to understand, not convoluted, and not dull. Furthermore, the comments section is also very interactive by inviting the public to participate in giving their opinions so that the comments column is rich in a variety of information written by the public.
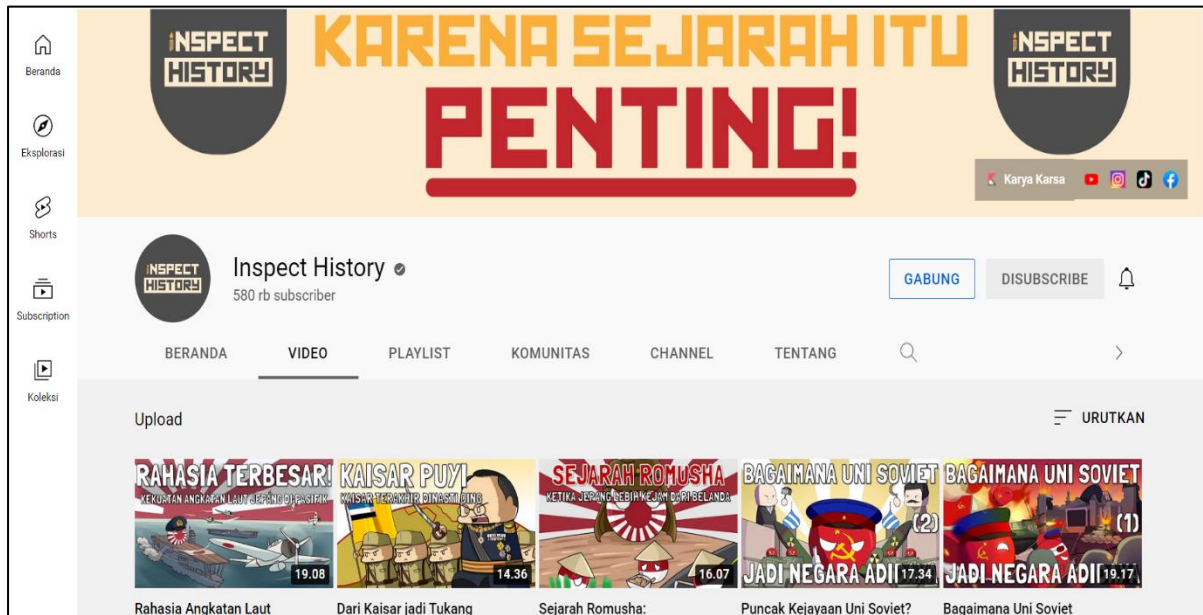
Figure 1. Inspect History's YouTube Account

The choice of name Inspect History itself was used as the name for the Youtube account because of the meaning of the word. The word Inspect means to dig or dig in-depth, and the word History means History or past events. Thus, along the way, we will find exciting things related to other History, and of course, they will undoubtedly influence our lives today.

Analysis of Inspect History Animated Video Content on Youtube Social Media

Below are some animated videos uploaded by Inspect History. First, an animated video entitled "Getting to Know the Glory of the Majapahit Kingdom (Part 1) The video was viewed 1.5 million times, 12 thousand likes, and 1.4 thousand comments.

Figure 2 . Inspect History Animation Video Footage

We know that the Majapahit Empire was one of the greatest empires in the Archipelago; its various legacies evidence this. The animated video begins with information about the Majapahit kingdom as the strongest kingdom known as a symbol of resistance against the Dutch in the past. It is then followed by a narrative about the founding figures of the nation, such as Syahrir and Moh Yamin, who use Majapahit as a symbol of the Indonesian state itself. Next, the creator narrated the early history of the birth of the Majapahit kingdom, followed by the kings who had led and brought the Majapahit kingdom to its peak. The narration in the animated video continues by discussing one of the well-known figures during this Kingdom era, namely the figure of Gajah Mada, whose prowess can be compared to other significant world figures such as Otto Van Bismarck from Germany, Niccolo Machiavelli from Italy and so on.

Moreover, it also discusses the factors that led to success or glory during the Majapahit Kingdom. Of course, this gives an understanding that the Indonesian nation, especially the Archipelago, at that time had given birth to many significant figures, and their prowess could be compared with other significant world figures. This is also a way to re-instill our sense of pride as part of the Indonesian nation. Furthermore, an animated video that discusses the Story of a Female Hero from the Land of Minahasa who Fights for Equality was uploaded to coincide with the commemoration of Mother's Day. The video has been watched 18 thousand times and received 851 likes and 99 comments.

Figure 3. Inspect History Animation Video Footage

Most people will probably answer R.A Kartini as a female hero from Indonesia, even though many other female heroes have significantly contributed to the Indonesian nation in the past, one of which is the figure of Maria Walanda Maramis. The video begins with a question about human equality regarding ethnicity, religion, or gender. Then review how the problem of equality is

recorded through the lens of history. In this case, the creators want to invite us to see how the conditions of Indonesian society were in the past. The struggles carried out by significant figures in the past have made us feel a better life today. Next, the creator narrated how the figure of Maria Walanda Maramis began fighting for women's equality, especially in education.

Through various forms of unyielding struggle, eventually, the people of Minahasa, especially women, could pursue education and get better job opportunities during the reign of the Dutch East Indies at that time. The strategy of the creators of Inspect History in utilizing social media as a form of public historical activity by packaging history using animated videos is one way to bring history closer to the public or as a medium for learning history that the public can easily access. However, one thing needs to be criticized regarding the animated images created and presented by Inspect History when narrating the historical video, especially those that tell a particular character. Is the animated image by the original character or vice versa so that it doesn't there is an aberration? In other words, it is necessary to adjust the graphics in the animated images of historical figures with the original figures.

Utilization of Social Media in Increasing Awareness of History Based on the results of interviews with informants who watched the Youtube Inspect History video, the following information was obtained: Informant 1 revealed the use of social media as follows: "There are interesting animations or pictures so even we teenagers or adults do not get bored watching them, especially on Youtube the animations are excellent and certainly do not make us bored and we young people understand more and have broad insights through history by using digital media such as Instagram, Youtube on the Inspect History account earlier." (Informant 1) In addition, informant 2 also said, "In my opinion, Inspect History has been quite good in raising historical awareness. With animation and presentation of material that is easy for everyone to understand." (Informant 2)

Furthermore, informant 3 revealed similar things regarding social media use: "It is unique that there is an animated video that continues to use social media as well. So it is easy to reach the community. (Informant 3). Meanwhile, Informant 4 reinforced the opinions of the three informants above: "And the role of the creator is indeed vital; if there are no human resources, knowledge will not be transmitted. So, History has to be like that, so it does not only look at the past but also what is currently happening and follows the flow of the times." (Informant 4) From the four informants above, we can understand that the use of social media in increasing historical awareness is necessary and must be done as much as possible. Historical stories written are not merely to narrate or rewrite stories of the past but rather to raise public awareness of the importance of History for life. In this case, A.

Daliman revealed that History does not only add to our knowledge of a historical event, but from History, we can finally understand and be aware of the dignity and worth as well as our identity, which has been shaped through and by the History of the nation's journey. In other words, humans humanize themselves through History (Daliman, 2019; Yogatama, 2018). Studying and understanding the History of the nation's journey is the most critical capital to building the nation and forming individual character amid the rapid advancement of information and communication technology today (Abdul, et al., 2020; Jumardi & Pradita, 2017).

Today's historical awareness also becomes an agenda of very urgent needs that must be owned by the Indonesian people themselves because only by studying the History of their nation will it foster an awareness of the forms of life that exist in the present as a result of the nation's historical journeys and struggles in the past (Amboro, 2015). Suyatno Kartodirjo (in Lamato & Sudrajat, 2016) also explained the importance of historical awareness because historical awareness in a person is closely related and has a vital role in fostering national culture so that

historical awareness is no longer limited to broadening historical insight. Only but aimed at awareness regarding the cultural values contained therein. However, it cannot be denied that the presence of public History was created in tandem with technological developments and became a new method of presenting History to the public as part of the tasks of today's public historians (Nopriyasman, 2018). Thus, the existence of historical awareness in a person will reflect how he behaves as part of a nation that was born thanks to a long historical journey. Therefore, historical awareness is also closely related to national identity or the identity of a nation that distinguishes one nation from another. National identity can only be obtained by interpreting the historical values of the nation. Therefore, the development of social media, which is increasingly varied and sophisticated, must be used as an opportunity to provide historical education to increase historical awareness in society.

D. CONCLUSION

The development of information and communication technology (ICT) in the current digital era can result in a shift in national identity in society. However, on the other hand, technological developments can also provide opportunities to use social media to increase historical awareness, as the Inspect account did. History utilizes social media to provide historical knowledge to the broader community that can be accessed quickly, anytime, anywhere. Historical awareness is essential for knowing one's identity as part of a nation. Thus, it is hoped that other researchers will be able to carry out further research related to the use of social media as an effort or strategy to increase historical awareness among the general public.

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