



**KEPUTUSAN DEKAN
FAKULTAS KOMUNIKASI & DESAIN KREATIF
UNIVERSITAS BUDI LUHUR
Nomor : K/UBL/FKDK/000/040/09/24**

**TENTANG
KEWAJIBAN DOSEN MELAKSANAKAN TRI DHARMA PERGURUAN TINGGI
FAKULTAS KOMUNIKASI & DESAIN KREATIF UNIVERSITAS BUDI LUHUR
SEMESTER GASAL TAHUN AKADEMIK 2024/2025**

- Menimbang : a) Bahwa untuk meningkatkan kinerja Dosen dalam melaksanakan Tridarma Perguruan Tinggi di Fakultas Komunikasi & Desain Kreatif Universitas Budi Luhur.
b) Bahwa dipandang perlu meningkatkan fungsi Dosen dalam pengembangan keilmuan dan karya nyata dalam kehidupan masyarakat.
- Mengingat : 1) Undang-Undang Nomor 12/Tahun 2012 tentang Pendidikan Tinggi (Lembaran Negara Republik Indonesia/Tahun 2012 Nomor 5336);
2) Undang-Undang Nomor 20/Tahun 2003 tentang Sistem Pendidikan Nasional (Lembaran Negara Republik Indonesia/Tahun 2003 Nomor 78, Tambahan Lembaran Negara Republik Indonesia Nomor 4301);
3) Undang-Undang Nomor 60/Tahun 1999 tentang Pendidikan Tinggi (Lembaran Negara Tahun 1999 Nomor 115, Tambahan Lembaran Negara Nomor 3859);
4) Peraturan Pemerintah Nomor 17/Tahun 2010 tentang Pengelolaan dan Penyelenggaraan Pendidikan (Lembaran Negara Republik Indonesia Tahun 2010 Nomor 23);
5) Permendikbudristek Nomor 53 tahun 2023 tentang Penjaminan Mutu Pendidikan Tinggi;
6) Statuta Universitas Budi Luhur No. K/YBLC/KET/000/216/06/23;
7) Keputusan Pengurus Yayasan Pendidikan Budi Luhur Cakti No. K/YBLC/KET/000/072/03/23 tentang Pengangkatan Dekan

MEMUTUSKAN

MENETAPKAN

- Pertama : Mewajibkan setiap dosen tetap Fakultas Komunikasi & Desain Kreatif Universitas Budi Luhur untuk menyusun rencana penelitian, melaksanakan penelitian, dan menyusun karya ilmiah minimal satu karya dalam satu semester.
- Kedua : Mewajibkan setiap dosen tetap Fakultas Komunikasi & Desain Kreatif untuk terlibat dalam kegiatan pengabdian masyarakat minimal satu kegiatan dalam satu semester.
- Ketiga : Mewajibkan setiap dosen Fakultas Komunikasi & Desain Kreatif untuk mengajar sesuai dengan jadwal dan mata kuliah yang telah ditetapkan Ketua Program Studi.
- Kempat : Dalam melaksanakan Tri Dharma Perguruan Tinggi setiap dosen berkewajiban membuat laporan kepada Ketua Program Studi terkait dan bertanggung jawab kepada Dekan Fakultas Komunikasi & Desain Kreatif Universitas Budi Luhur.
- Kelima : Keputusan ini berlaku sejak tanggal ditetapkan dan akan diubah sebagaimana mestinya apabila dikemudian hari terdapat kekeliruan.

Ditetapkan di : Jakarta
Pada Tanggal : 16 September 2024
Dekan Fakultas Komunikasi & Desain Kreatif
Universitas Budi Luhur



Rocky Prasetyo Jati



Lampiran Keputusan Dekan Fakultas Komunikasi & Desain Kreatif Universitas Budi Luhur

Nomor : K/UBL/FKDK/000/040/09/24

Tentang : Kewajiban Dosen Melaksanakan Tri Dharma Perguruan Tinggi Fakultas Komunikasi & Desain Kreatif Universitas Budi Luhur Semester Gasal Tahun 2024/2025

NO	NAMA
1.	Abdul Azis, S.S, M.I.Kom
2.	Dr. Afrina Sari, S.Sos, M.Si
3.	Drs. Ahmad Pramegia, M.I.Kom
4.	Ahmad Thabathaba'I Saefudin, S.I.Kom., M.Ds.
5.	Dr. Ahmad Toni, S.Sos.I., M.I.Kom
6.	Amin Aminudin, S.Kom.I, M.I.Kom
7.	Anastasia Putri Kristiani, M.I.Kom
8.	Anggun Putri Dewanggi I.B, S.Sos, M.M
9.	Anindya Putri Pradiptha, S.Hum., M.Hum
10.	Arbi Cristional Lokananta, S.I.Kom., M.I.Kom
11.	Archita Desia Logiana, S.Ds., MM
12.	Dr. Arief Ruslan, S.Kom. M.Sn.
13.	Arif Nur Hidayat, S.Kom., M.I.Kom
14.	Artyasto Jatisidi, S.I.Kom., M.I.Kom
15.	Benny Muhdaliha, S.Sn., M.Sn
16.	Danang Soeminto, S.Sos., M.I.Kom
17.	Denik Iswardani Witarti, S.I.P, M.Si, Ph.D
18.	Dewi Pugersari, S.Ds, M.Ds
19.	Dhika Purnama Putra, S.I.Kom., M.Sn
20.	Dini Maryani Sunarya, S.Sos, M.Si
21.	Doddy Wihardi, S.I.P., M.I.Kom
22.	Dominggo Subandrio, S.Sn., M.I.Kom
23.	Dr. Dudi Iskandar, S.Ag., M.I.Kom
24.	Dwi Christianto, S.H, M.Si
25.	Dwi Kristanto, S.H., M.M
26.	Drs. Dwi Prijono Soesanto, M.I.Kom
27.	Dr. Eko Putra Boediman, S.S, MM, M.I.Kom
28.	Eko Sumardi, S.Sos., M.I.Kom
29.	Elizabeth, S.E, M.M
30.	Eryco Muhdaliha, S.E, M.M
31.	Dr. Hakim, M.Pd
32.	Fatma Misky, S.I.Kom., M.Sn
33.	Geri Suratno, S.I.Kom., M.I.Kom
34.	Prof. Dr. Ir. Hari Soetanto, S.Kom, M.Sc
35.	Harningsih, S.I.Kom., M.I.Kom
36.	Haronas Kutanto, S.P.T., M.I.Kom
37.	Dr. I.G.P. Wiranegara, S.Sn., M.Sn
38.	Ikg. Supranata, MBA
39.	Ilham Akbar Afandi, S.I.Kom., M.I.Kom
40.	Dr. Indah Suryawati, S.Sos, M.Si
41.	Dr. Ir. Gundung Triyono, S.Kom., M.Kom.
42.	Dr. Ir. Goenawan Brotosaputro, S.Kom, M.Sc
43.	Jeanie Annissa, S.I.P, M.Si
44.	Julaiha Probo Anggraini, S.Si, M.Kom
45.	Justin Bongsoikrama, B.Sc., M.Sc
46.	Laksmi Rachmaria, S.Sos., M.I.Kom
47.	Lies Andayani, S.Pd., M.Pd.
48.	Liza Dwi Ratna Dewi, S.Sos, M.Si
49.	Medya Apriliansyah, S.E, M.Si
50.	Mira Herlina, S.Sos., M.I.Kom



UNIVERSITAS BUDI LUHUR

Fakultas Komunikasi & Desain Kreatif

KAMPUS PUSAT : Jl. Raya Ciledug, Petukangan Utara, Jakarta Selatan 12260

Telp : (021) 5853753 (Hunting) Fax : (021) 7371164, 5853752

Website : <http://www.budiluhur.ac.id>

51.	Moh Syamsul Arifin, S.S, M.I.Kom
52.	Muhammad Ikhwan, S.Sos., M.I.K
53.	Muhammad Iqbal Naufal, S.I.Kom., M.I.Kom
54.	Muhammad Syaid Agustiar, S.Sos., M.I.Kom
55.	Mulyati, S.I.Kom., M.I.Kom
56.	Dr. Nawiroh Vera, S.Sos, M.Si
57.	Nexen Alexandre Pinontoan, S.I.Kom., M.I.Kom
58.	Dr. Ni Gusti Ayu Ketut Kurniasari, S.I.P, M.Si
59.	Panca Maulana Firdaus, S.E, M.M
60.	Dr. Ir. Prudensius Maring, M.A
61.	Putro Nugroho, S.S.T
62.	Ir. R. Priadi Soefjanto
63.	Dra. Rachmi Kurnia Siregar, M.I.Kom
64.	Raden Wahyu Utomo Martianto, S.I.Kom., M.I.Kom
65.	Rahajeng Puspitosari, S.I.Kom., M.I.Kom
66.	Rama Romindo Utomo, M.I.Kom
67.	Rana Syakirah Rinaldi, S.I.Kom., M.I.Kom
68.	Ria Anggraini, S.I.Kom
69.	Ricky Widyananda Putra, S.I.Kom., M.Sn
70.	Rifqi Muflih, S.Sos, M.Si
71.	Rini Lestari, S.Sos., M.I.Kom
72.	Dra. Riyodina Ganefsri Pratikto, M.Si
73.	Dr. Rocky Prasetyo Jati, S.P.T., M.Si
74.	Dr. Rusdiyanta, S.I.P, M.Si
75.	Saeno, S.Sos., M.I.Kom
76.	Sangga Arta Witama, S.I.Kom., M.I.Kom
77.	Sekarseta Prihatmadi, S.P.T., M.I.Kom
78.	Shinta Kristanty, S.Sos, M.Si
79.	Sinta Dwi Utami, S.I.P., M.I.Kom
80.	Sukma Alam, S.I.Kom., M.I.Kom
81.	Syahrul Awal, S.I.P, M.Si
82.	Syaiful Anwar, S.Ag, M.M
83.	Taqwa Putra Budi Purnomo Sidi Hiram, S.E, M.M
84.	Taufan Prahara Gunadi, S.I.Kom., M.I.Kom
85.	Wahyu Arnisa, S.I.Kom., M.Ds.
86.	Wedha Stratesti Yudha, S.S., M.Sc
87.	Prof. Dr. Ir. Wendi Usino, M.Sc., M.M
88.	Dr. Umaimah, S.Fil., M.Si
89.	Wenny Maya Arlena, S.Sos, M.Si
90.	Dr.E. Wuri Septi Handayani, SE., M.Akt., Ak., CA
91.	Yousep Eka Irawan Apriandi, S.P.T., M.I.Kom
92.	Zakaria Satrio Darmawan, S.P.T., M.I.Kom
93.	Dr. Dra. Zulvia Khalid, M.M, M.Pd

Ditetapkan di : Jakarta
Pada Tanggal : 16 September 2024
Dekan Fakultas Komunikasi & Desain Kreatif
Universitas Budi Luhur



Rocky Prasetyo Jati

Research Article

Audience Perception of the YouTube Content Gocek BungTowel

Abdul Azis*, Sinta Dwi Utami, Ridho Avis & Ester Armaylia

Faculty of Communication and Creative Design, Universitas Budi Luhur, Jakarta, Indonesia, 12260

*Corresponding Author: abdul.aziz@budiluhur.ac.id

ABSTRACT

This study aims to examine how the audience perceives Bung Towel's content about Shin Tae-yong/STY and the Indonesian National Football Team on the YouTube channel Gocek BungTowel, from the perspective of the Uses and Gratifications theory. The appeal of the Gocek BungTowel content lies in the fact that its content is dominated by Bung Towel's criticisms of STY and Indonesian football. The research subjects are five informants who closely follow news about STY and Indonesian football, but come from diverse backgrounds. This diversity in background leads to varying perceptions of the Gocek BungTowel YouTube content. The study uses a qualitative approach with Miles and Huberman's interactive model to analyze the data. The findings indicate that the Gocek BungTowel content successfully influences the audience in three main aspects of the Uses and Gratifications theory. The content provides a more critical perspective on Indonesian football. In addition, it raises a wide range of emotions from the audience, ranging from satisfaction to discomfort, and encourages the audience to engage more deeply in discussions about Indonesian football. This study also reveals that the main motives driving the audience to access Gocek BungTowel content are to gain new insights into Indonesian football and to seek entertainment.

Keywords: National Football Team; YouTube; Gocek BungTowel; Perception; Uses and Gratifications Theory

1. INTRODUCTION

As most countries around the world, Indonesia also has a deep love for football. Football fanaticism in Indonesia ranks among the largest globally, according to CNN Indonesia (Pratama, 2023). The Indonesian national football team serves as a symbol of national identity and pride for the Indonesian people. This is supported by Nielsen's data in the World Football Report 2022, which states that 69% of Indonesians are interested in football, placing Indonesia third in Asia in terms of population enthusiasm for football (Tyas Gusti et al., 2024). Football fans in Indonesia span across all age groups, making the country known as the second most football-loving nation in the world, with 77 percent of its population being football enthusiasts (Ratnaningtyas, 2023).

Under the leadership of coach Shin Tae-yong, also known as STY, the Indonesian national football team has gradually started to make a mark. The team's achievement in the 2023 Asian Cup in Qatar marked a new chapter in Indonesian football history. The Garuda team's advancement to the knockout phase is largely attributed to Shin Tae-yong's presence as coach. His extensive experience and deep understanding of football have made him a valuable asset for the team (Miftahul Ihsan, 2024). For the first time, the national team successfully progressed past the group stage since 1996, although their journey ended in the round of 16 following a 0-4 defeat to Australia. Advancing to the round of 16 in the 2023 Asian Cup is a historic milestone for the Indonesian team, as in the previous four editions (1996, 2000, 2004, and 2007), Indonesia had never progressed beyond the group phase (Arifin, 2024).

After leading the senior national team to the round of 16 in the 2023 Asian Cup, the South Korean coach also guided Indonesia's U-23 team to the semifinals of the AFC U-23 Asian Cup. This achievement is a historic milestone for the U-23 team as well. For the first time, the Garuda Muda team qualified for the final round of the U-23 Asian Cup, as in previous editions, the U-23 team had always been eliminated in the qualification round (Erianto, 2024). STY's adept leadership of the Indonesian national team continues. Currently, STY has also positioned the senior national team in the third round of the 2026 FIFA World Cup Asian qualifiers. As a result, media coverage about STY and the Indonesian national football team has become one of the most widely consumed topics in Indonesia. However, the coverage often leans toward praising and commending STY and the team rather than criticizing them. This type of coverage appears not only in mainstream media, such as television, newspapers, and online news outlets, but also on social media platforms, especially YouTube.

As of September 2024, YouTube is the second most popular social media platform after Facebook, with 2.7 billion active users globally, compared to Facebook's 3.06 billion. Meanwhile, Indonesia ranks as the fourth-largest active YouTube user base, with 139 million users, trailing India, the United States, and Brazil (GMI Blogger, 2024). This demonstrates that YouTube is one of the most popular and widely used platforms for various types of content, including football-related content. Among the few YouTube channels featuring Indonesian football content that frequently criticizes STY and the Indonesian national team is the YouTube channel Gocek BungTowel.

Gocek BungTowel is owned by Tommy Welly, popularly known as Bung Towel. He is a well-known football analyst and commentator in Indonesia. In addition to being a commentator, Bung Towel previously served as the General Manager of Football Development at the PSSI/Indonesian Football Association(oktyandito, 2024). He remains a prominent figure discussed on various media platforms, particularly on social media, due to his sharp commentary and criticism of the Indonesian national team coach Shin Tae-yong, the PSSI, and Indonesian football as a whole. Bung Towel shares his insights and commentary on football through his YouTube channel Gocek BungTowel. Launched in December 2018, the channel has amassed over 112,000 subscribers(Isnaenin, 2024). To date, the channel features 342 videos with a total of 12,140,236 views(Gocek BungTowel, 2024). It is intriguing to examine how the public, particularly national football observers, perceive the content on the Gocek BungTowel YouTube channel, which predominantly offers criticism and sharp commentary on STY and the Indonesian national football team.

Perception itself is the process of interpreting information received through the senses, involving three main aspects: cognition, affection, and conation(Walgito, 2010). Perception is influenced by both internal and external conditions of individuals at the time they receive information. Internal conditions include feelings, attitudes, prejudices, values, needs, interests, and motivation, while external conditions encompass family background, acquired information, knowledge, and surrounding needs(Thoha, 2003). The theory used in this study is the Uses and Gratifications Theory. This theory states that individuals actively seek, use, and respond to media content in diverse ways due to varying social and psychological factors. Based on the background described above, the research questions can be formulated as follows: How does the audience perceive the content on the Gocek BungTowel YouTube channel from the perspective of the Uses and Gratifications Theory, and what are the audience's motives for consuming content from the Gocek BungTowel YouTube channel?.

2. RESEARCH METHOD

This study uses qualitative method with a phenomenological approach. Phenomenology is the study of knowledge based on individual consciousness, focusing on the appearance of objects, events, or conditions in our perception. Knowledge originates from conscious experiences within our perception (Hasbiansyah, 2008). The phenomenological approach is used to understand human experiences regarding a particular phenomenon based on past experiences derived from social interactions. It aims to describe a phenomenon through the perceptions of each individual, as conveyed to the researcher(Saleh, 2017). Using a phenomenological approach, researchers can comprehend how a group of individuals interprets a phenomenon based on their respective experiences and from varying perspectives.

The theory that applied in this research is the Uses and Gratifications Theory. This theory stated that individuals influence audiences to seek, use, and respond to media content differently due to various social and psychological factors unique to each audience member(Nurudin, 2013). Richard West and Lynn H. Turner, in their book *Introducing Communication Theory: Analysis and Application* (2008), outline five fundamental assumptions of the Uses and Gratifications Theory. Among these assumptions is the idea that media and audiences do not exist in a vacuum as both are integral parts of society, with their relationship being mutually influenced by societal factors. Additionally, audiences are self-aware when using media, particularly regarding their interests and motives. This self-awareness provides researchers with insights into how audiences interact with media(Putri, 2022). This study, which explores audience perceptions of YouTube content through the lens of the Uses and Gratifications Theory with a phenomenological approach, aims to offer insights and understanding into the reasons individuals engage with media. The object of this research is the content featured on the Gocek BungTowel YouTube channel. The researcher chose to study the Gocek BungTowel channel because it is predominantly filled with critical commentary from Bung Towel about Indonesian football, particularly regarding Shin Tae-yong (STY) and the Indonesian national team. This is noteworthy as, currently, most media coverage, especially on social media, portrays STY and the Indonesian national football team in a positive light. The researcher seeks to understand how audiences perceive the content on the Gocek BungTowel channel and their motives for consuming it.

For informant selection, five informants were chosen based on diverse criteria, such as age, educational level, income level, and occupation. However, the most important criterion is that the informants must be knowledgeable about football, especially Indonesian football, and have watched content on the Gocek BungTowel YouTube channel. Data collection was conducted through in-depth interviews. In-depth interviews are used to explore or investigate specific topics or issues in media content more thoroughly(Rachmah, 2014). This data collection technique allows informants to speak freely, providing responses based on their frame of reference. The data analysis in this research utilizes the interactive model by Miles and Huberman(Emzir, 2011). There are three stages in data analysis: data reduction, data presentation, and conclusion drawing. The first step, data reduction, involves creating interview guidelines to keep the interviews focused. The researcher also summarized the interview results, concentrating on key points relevant to the research questions. Next, in the data presentation stage, the categorized and grouped data from the interviews are presented. Qualitative data is displayed narratively, based on related themes derived from the previously reduced data. Finally, the last stage is drawing conclusions from the research conducted.

3. RESULTS AND DISCUSSION

According to Van Dijk, social media is a media platform that focuses on user existence, facilitating them in activities and collaboration(Nasrullah, 2017). Social media enables its users to express various forms of opinions and expressions, as well as to connect and participate through its various platforms, including YouTube. Meanwhile, Gocek BungTowel is a YouTube channel that dive into football, particularly national football. However, unlike other football-related content, Gocek BungTowel often features sharp criticisms of national football. The football themes discussed in the Gocek BungTowel content revolve around issues currently being widely debated in society, especially regarding the national team and its coach.

To examine audience perceptions of the Gocek BungTowel content, the researcher used a phenomenological approach to understand how audiences interpret a phenomenon based on their individual experiences and perspectives. The audience's perception of the Gocek BungTowel content is also analyzed using the Uses and Gratifications theory, which assumes the audience as an active element in interacting with media. The Uses and Gratifications theory serves as a perspective to explain the motivations of users when engaging with social media, as well as why and how they use social media to fulfill certain gratifications, such as the need for knowledge enhancement or entertainment (Dolan et al., 2016).

Although these two approaches come from different theoretical traditions, applying both the phenomenological approach and the Uses and Gratifications theory to the theme of audience perception of Gocek BungTowel content is still possible. Both phenomenology and Uses and Gratifications recognize the audience as active person, whether in assigning meaning (phenomenology) or in selecting media according to their needs (Uses and Gratifications). The combination of these approaches can be applied to examine the macro and micro aspects of audience consumption of Gocek BungTowel content. The phenomenological approach is used to explore deep experiences and subjective meanings derived from content consumption, while the Uses and Gratifications theory provides a framework to understand general needs and pragmatic reasons driving the consumption of Gocek BungTowel content. However, for the theme of audience perception of Gocek BungTowel content, the researcher does not fully integrate the two theories but rather uses them in parallel. The Uses and Gratifications theory is applied to map general audience motivations, while phenomenology is used to delve into the deeper meanings of individual experiences.

3.1 Audience Perception of Gocek BungTowel Content

Phenomenologically, each individual has subjective experiences that influence how they interpret and perceive content, including their views and interpretations of it. Regarding the Gocek BungTowel content, informants expressed diverse perceptions. Sugiarti Andika, a housewife who regularly follows national football news, sees BungTowel's content as an opposition creating differentiation. Meanwhile, Rizki Muhammad, a media professional, considers BungTowel's content too individualistic and tendentious. Below are excerpts from their interviews:

“The visual quality is average. What makes the content popular is Bung Towel's cleverness in taking the point of view as the opposition of the PSSI National Team.” (Sugiarti Andika, Interview 1/11/24)

“In my opinion, Bung Towel's content is too individualized. The content reflects personal views and seems tendentious. For example, when Bung Towel harshly criticized Shin Tae-yong's performance.” (Rizki Muhammad, Interview 2/11/24)

A critical interpretation emerged from Andi Agus, a television journalist. According to him, Gocek BungTowel content encourages critical thinking about Indonesian football.

“The aspect that I like about Gocek BungTowel's content is that it makes us think critically about events in the world of football. And what I don't like is the demeaning attitude towards those who disagree with his thoughts” (Andi Agus, Interview 1/11/24).

Regarding the meaning obtained, audiences capture different messages according to their respective experiences. Farhan Ali considers the criticism conveyed in the Gocek BungTowel content to be sharp, and on the other hand Ilham Kusuma captures the negative message of the Gocek BungTowel content. Ilham, a student and football enthusiast, suggested that content like this should not be exaggerated because it would be detrimental to the development of national football.

“Don't give a stage to people who don't support the development of Indonesian football.” (Ilham Kusuma, Interview 4/11/24)

The formation of individual perceptions is influenced by life experiences, needs, and conditions during the interpretation process, leading to various effects such as cognitive, affective, and conative effects. The audience's perception of Gocek BungTowel content also triggers these effects.

1. Cognitive Effect is an effect that arises after a person or individual perceives something. Cognitive effects refer to individuals understanding and interpreting information and phenomena around them, which can be in the form of awareness, learning, and additional knowledge. After watching and perceiving Gocek BungTowel content, a number of informants admitted that they got a lot of information about something they did not know. Most informants watch Gocek BungTowel content to gain a new perspective on football, especially regarding Bung Towel's criticism of the coach and the Indonesian National Team.

The results of the interviews that researchers have conducted reveal the fact that Gocek BungTowel's content is quite high quality even though it features a lot of sharp criticism of the national team and national football. This can be seen in the responses from Farhan Ali, Rizki Muhammad and Andi Agus, who feel that Gocek BungTowel's content provides sharp and in-depth information, which can enrich their perspective. Farhan Ali is a final year student who has always followed football information. According to him, Bung Towel as a football pundit in his content gives a different perspective than other football pundits. Bung Towel's Gocek content also presents a different perspective, especially by criticizing aspects that are considered lacking in Indonesian football, such as the performance of the national team coach STY. Here's an excerpt of his interview:

“This content broadens critical views of national football and provides perspectives different from other pundits, making Bung Towel one of the most anticipated pundits.” (Farhan Ali, Interview 4/11/24)

“Gocek BungTowel content is of good quality because it makes people think critically about the football world. It offers a different perspective on football-related information.” (Andi Agus, Interview 1/11/24)

“In general, this content provides several pieces of information about the football world. Many of Bung Towel’s content includes information I want to learn about.” (Rizki Muhammad, Interview 2/11/24)

Cognitive effects align with the *Uses and Gratifications* theory, which stated that audiences actively engage with media to fulfill their needs.

2. Affective Effect is an effect related to emotions, namely changes in one's attitudes, emotions, and behavior after perceiving something. In this study, it was found that BungTowel's Gocek content elicited various emotional reactions, such as feeling satisfied or feeling inspired by Bung Towel's sharp and constructive criticism. Positive reactions were delivered by Farhan Ali and Andi Agus. According to them, audiences should have a more open mind with the criticism that Bung Towel throws in the content.

“The way it is presented, with sharp and constructive criticism, plays a central role in Gocek BungTowel’s content.” (Farhan Ali, Interview 4/11/24)

“When watching, we need to have an open mind to properly evaluate what Bung Towel conveys in Gocek BungTowel.” (Andi Agus, Interview 1/11/24)

However, other informants disagreed with Bung Towel’s harsh criticism, experiencing negative emotions such as discomfort or anger. They view the content as too tendentious, subjective, and disrespectful towards those being criticized, such as coach Shin Tae-yong.

“In my opinion, Bung Towel’s content is too individualistic, as it contains personal views and tends to be tendentious. For instance, when he harshly criticizes Shin Tae-yong’s performance. On the other hand, some of his content offers constructive input for teams or individuals.” (Rizki Muhammad, Interview 2/11/24)

“Even though I recently started watching, what I dislike the most is his opposition to naturalized players and STY.” (Ilham Kusuma, Interview 4/11/24)

“I love football and support the national team. I only watch matches when the national team plays but when Bung Towel is the commentator, I mute the TV.” (Sugiarti Andika, Interview 1/11/24)

Affective effects emerge after cognitive effects, as audiences decide to accept or reject the information they receive. This aligns with *Uses and Gratifications* theory, which states audiences are free to respond according to their needs.

3. Conative Effect is a form of attitude that shows how the behavior that exists within a person is related to the object he is facing. Conative effects are influenced by motivation, desire and goals that a person wants. Gocek BungTowel content tends to influence and motivate audiences to be more actively involved, both in supporting and responding to the criticism. This content also encourages audiences to engage more deeply in discussions related to Indonesian football. As Farhan Ali and Andi Agus admitted, Gocek BungTowel's content can motivate them to think more critically about national football information.

“With Bung Towel’s many critical perspectives, I gain more critical insights into Indonesian football.” (Farhan Ali, Interview 4/11/24)

“I watch the content because it enhances my critical thinking about national football-related information.” (Andi Agus, Interview 1/11/24)

Conversely, informants who disagree tend to ignore or criticize Bung Towel’s views, disliking the sharp, overly personal approach.

“He should be someone who can critique, deliver messages, and build toward positivity and foresight, rather than seeming hateful and trying to bring others down.” (Rizki Muhammad, Interview 2/11/24)

Audiences consume Gocek BungTowel's content to understand Towel's views on the dynamics of Indonesian football, including criticism of the coach and the national team. Conversely, audiences who disagree and dislike may choose to ignore the content or even issue an opposite reaction to the views presented by Bung Towel.

Based on the explanation above, researcher saw the possibility that the content of Gocek BungTowel is capable of triggering cognitive, affective, and conative reactions from the audience. The cognitive effect is evident in how this content successfully influences the audience to think more critically about Indonesian football. Meanwhile, the affective effect varies, as some viewers feel satisfied, but many others feel uncomfortable or even dislike the content, considering the opinions presented to be biased and tendentious, particularly towards the national team coach, Shin Tae-yong (STY). The conative effect is seen in the form of increased audience engagement, both in supporting and responding to the criticisms from Bung Towel. This content encourages the audience to participate more actively in discussions and to reconsider their views on Indonesian football.

3.2. Audience Motives and Gratifications in Consuming Gocek BungTowel Content

A motive serves as a driving force that encourages an action to take place. Research using the Uses and Gratifications theory is conducted to examine and understand a person's motives in selecting and consuming media. The motives referred to, based on the needs satisfied by media as outlined by Katz, Gurevitch, and Haas in the Uses and Gratifications theory, include cognitive needs, affective needs, personal integration needs, social integration needs, and stress relieve needs (Richard West dan Lynn H. Turner, 2008). Based on interview results, the motives of informants in consuming Gocek BungTowel content encompass all five indicators of Uses and Gratifications, as shown in the [Table 1](#).

Table 1. Audience Motives and Gratifications in Consuming Gocek BungTowel Content

No.	Motive	Andi Agus	Sugiarti Andika	Farhan Ali	Rizki Muhammad	Ilham Kusuma
1	Cognitive Needs	Gocek Bung Towel's content provides a different insight into information from the world of football.	I don't feel my information or insight needs are met from this content	I Want to see another perspective from some of the football pundits in Indonesia	I'm just trying to see a different perspective on Bung Towel's opinion about football	Consuming this content is just to know different views on football.
2	Affective Needs	I feel happy because I get new insights into football, especially national football.	Do not feel affected by any emotions or affective experiences from this content	Not feeling any strong emotional feelings towards this content, I just see it as Bung Towel's opinion.	A little annoyed, because with the example content criticizing the sty, the content is more about Bung Towel's personal dislike for Shin Tae-yong.	I already know what Bung Towel is like. I hope Bung Towel will support the progress of Indonesian football in the hands of Shin Tae-yong.
3	Personal Integration Needs	I watch this content because it can increase my personal critical attitude towards information related to the world of national football.	I don't feel this content relates to my personal identity or shapes my self-worth.	Watching this content makes me more critical of football.	I watch Gocek BungTowel content not to fulfill my needs let alone increase credibility. At most it's just a little bit about the ball that I have to know	Watching this content to support the development of Indonesian football, which has shaped my values
4	Social Integration Needs	This content makes me more capable of discussing football in social communities	I don't feel any social connections are formed or strengthened by watching this content.	I usually share BungTowel's content if I find it interesting to my WA group of campus friends or friends hanging out so that we can chat about it. After all, Bung Towel's critical opinions can increase my insight and information about football.	This content adds information that can be used in social conversations about football	I enjoy and support the progress of Indonesian football, so I often discuss it with friends who are into football. Even though I don't like Bung Towel, I still watch his content and sometimes use it as material for conversations with friends
5	Stress Relieve Needs	I feel this content provides entertainment and new insights about football.	Biased in content, but still valid. Anyone is free to have an opinion in this era of openness. For me the content of Gocek BungTowel is mediocre, I am not entertained by this content	The content presented is actually good, simple with a duration that is not so long. The short duration is a good point in running the content. I enjoyed it	I watch for information and entertainment only. some of Bung Towel's content also has a lot of information related to football and I want to know that, but I watch the content more just for entertainment.	Bung Towel does not support the progress of improving the national team, I am not entertained at all by BungTowel's Gocek content.

Regarding cognitive needs, which refer to an individual's desire to acquire information, knowledge, and broaden their insights, the informant's motives were to gain new perspectives on national football and explore different viewpoints about it. This was expressed by Farhan Ali and Rizki Muhammad:

"I Want to see another perspective from some of the football pundits in Indonesia." (Farhan Ali, Interview 4/11/24)

"I'm just trying to see a different perspective on Bung Towel's opinion about football." (Rizki Muhammad, Interview 2/11/24)

In terms of affective needs, which relate to the desire to experience certain emotions or emotional connections with the media, the informants accessed Gocek BungTowel content because it brought a sense of joy from gaining new insights into the world of football, as noted by Andi Agus. However, differing motives were shared by Ilham Kusuma and Rizki Muhammad, who accessed the content because they were already familiar with Bung Towel's reputation for frequently

criticizing national football, particularly the national team and its coach Shin Tae-yong (STY). Rizki expressed frustration because Gocek BungTowel's content often reflected Bung Towel's personal dislike of STY. Meanwhile, Ilham emphasized that he already knew Bung Towel's character and hoped he would better support the progress of Indonesian football under STY's leadership. For personal integration needs, which involve the desire to build or strengthen personal identity through media consumption, the informants' motives included enhancing their critical views on football. This was expressed by Andi Agus, who admitted that Gocek BungTowel content supported his personal desire to be more critical and reflective about football. Conversely, interviews with Sugiarti Andika and Rizki Muhammad revealed that personal integration needs, such as increasing credibility, trust, or strengthening self-identity, were not their primary motives for consuming Gocek BungTowel content. Both felt that the content was unrelated to their personal identity or value formation:

"I don't feel any social connections are formed or strengthened by watching this content." (Sugiarti Andika, Interview 1/11/24)

Regarding social integration needs, which refer to the desire to interact with others and join certain communities, the motive was to provide different insights about football while fostering a more critical view of the sport. From the interviews, only Sugiarti Andika felt that social integration was not a primary motive, as she did not perceive any social connections being formed or strengthened through the content. On the other hand, four other informants believed that the content helped them engage in football discussions within social communities and feel more connected to the football fan community that supports the progress of Indonesian football. This was reflected in statements from Farhan Ali and Ilham Kusuma:

"I usually share BungTowel's content if I find it interesting to my WA group of campus friends or friends hanging out so that we can chat about it. After all, Bung Towel's critical opinions can increase my insight and information about football." (Farhan Ali, Interview 4/11/24)

"I enjoy and support the progress of Indonesian football, so I often discuss it with friends who are into football. Even though I don't like Bung Towel, I still watch his content and sometimes use it as material for conversations with friends." (Ilham Kusuma, Interview 4/11/24)

Lastly, for stress relieve needs, which are related to the motive of seeking pleasure and enjoyment from media, the interviews revealed that only Farhan Ali, Andi Agus, and Rizki Muhammad watched Gocek BungTowel content for entertainment and to gain new insights or information. Farhan Ali appreciated the short duration and simplicity of the content, which he found enjoyable. Meanwhile, Rizki Muhammad felt that some of Bung Towel's content was entertaining, albeit tendentious:

"I feel this content provides entertainment and new insights about football." (Andi Agus, Interview 1/11/24)

Based on the results of the interview above, it can be concluded that the motives for consuming Gocek BungTowel content among the audience are diverse, ranging from cognitive needs, affective needs, to the need for stress relieve. The cognitive need for consuming Gocek BungTowel content is to gain more critical information and new insights about football, particularly Indonesian football. As for the affective needs, these relate to the feelings, attitudes, and emotions that arise from the audience's response to the national football scene. Meanwhile, the need for stress relieve or entertainment, as well as social integration needs, emerges from the interaction with the Gocek BungTowel content. In general, the motives for consuming Gocek BungTowel content are more focused on fulfilling cognitive needs, social integration needs, and the need for stress relieve or entertainment, particularly for audiences who hope to gain a different perspective on Indonesian football. This is in line with the views of Katz, Gurevitch, and Haas regarding the motives that media satisfy in their Uses & Gratifications theory.

4. CONCLUSION

Based on the research on the Audience Perception of the YouTube Content Gocek BungTowel, it can be concluded that Gocek BungTowel content successfully influences the audience in three main aspects of the Uses and Gratifications theory: cognitive, affective, and conative. The audience perceives that this content provides a more critical perspective on Indonesian football. Consuming Gocek BungTowel content also triggers a wide range of emotions and feelings from the audience, from satisfaction to discomfort, and even disagreement or dislike with the criticism expressed by Bung Towel, particularly towards the national team coach, Shin Tae-yong (STY). This aligns with the Uses and Gratifications theory, which states that the audience is free to form their own opinions based on the information they need. Furthermore, this content encourages the audience to become more involved in discussions and to change their views on Indonesian football. Some viewers feel inspired and become more critical after consuming this content.

This study also reveals that the main motives driving the audience to access Gocek BungTowel content are to fulfill cognitive needs, social integration needs, and the need for stress relieve. The audience consumes this content to gain new insights into Indonesian football, while also seeking entertainment. Additionally, the research concludes that Gocek BungTowel content has a significant impact on the audience, even though their perceptions of the content are highly diverse. The combination of phenomenological approaches and the Uses and Gratifications theory helps to gain a deeper understanding of how and why the audience consumes Gocek BungTowel content. The connection between these two approaches lies in the fact that phenomenology helps understand the emotional experiences of the audience, while the Uses and Gratifications theory explains the various motives and satisfactions of the audience. Together, they complement each other in uncovering the complex and critical perceptions the audience has toward Gocek BungTowel content. The researcher

hopes that this study can provide a more complex and critical understanding to the audience in accessing or consuming content on social media, particularly on YouTube channels. The findings of this research are also expected to contribute to strengthening media studies within the scope of audience studies, especially regarding content on social media.

AUTHOR'S CONTRIBUTIONS

All authors discussed the results and contributed to from the start to final manuscript.

CONFLICT OF INTEREST

The authors declare that they have no competing interests.

REFERENCES

- Arifin, Y. (2024, January 29). *Rangkuman Perjalanan Indonesia di Piala Asia 2023: Bikin Sejarah Baru*. Detik.Com. <https://sport.detik.com/sepakbola/liga-indonesia/d-7165503/Rangkuman-Perjalanan-Indonesia-di-Piala-Asia-2023-Bikin-Sejarah-Baru>
- Dolan, R., Conduit, J., Fahy, J., & Goodman, S. (2016). Social Media Engagement Behaviour: A Uses and Gratifications Perspective. *Journal of Strategic Marketing*, 24(3–4), 261–277. <https://doi.org/10.1080/0965254X.2015.1095222>
- Emzir. (2011). *Metodologi Penelitian Kualitatif Analisis Data*. PT. Raja Grafindo Persada.
- Erianto, D. (2024, April 22). *Sejarah dan Prestasi Tim Indonesia U-23 di Piala Asia*. Kompas.Com. <https://www.kompas.id/baca/riset/2024/04/22/sejarah-dan-prestasi-timnas-indonesia-u-23-di-piala-asia-u-23>
- GMI Blogger. (2024, September 3). *Youtube Statistics 2024 (Demographics, Users By Country & More)*. <https://www.Globalmediainsight.Com/>.
- Gocek BungTowel. (2024, April 1). *Jika Bung Towel Gantikan STY?* [Video recording]. YouTube. <https://www.youtube.com/watch?v=bcj-pzltel8&t=16s>
- Hasbiansyah, O. (2008). Pendekatan Fenomenologi: Pengantar Praktik Penelitian dalam Ilmu Sosial dan Komunikasi. *Mediator: Jurnal Komunikasi*, 9(1), 163–180. <https://doi.org/10.29313/mediator.v9i1.1146>
- Isnaenin, T. (2024, April 25). *Sering Kritik Shin Tae-yong di Kontennya, Segini Pendapat Bung Towel dari YouTube*. Akurat.Co. <https://www.akurat.co/sportainment/1304576461/sering-kritik-shin-tae-yong-di-kontennya-segini-pendapat-bung-towel-dari-youtube>
- Miftahul Ihsan, Z. I. D. R. M. A. R. R. F. A. (2024). Analisis Peranan Pelatih Terhadap Motivasi Pemain Timnas Sepakbola Indonesia. *Sains Olahraga: Jurnal Ilmiah Ilmu Keolahragaan*, 8(1), 65–77.
- Nasrullah, R. (2017). *Media Sosial; Perspektif Komunikasi, Budaya, dan Sosioteknologi*. Simbiosis Rekatama Media.
- Nurudin. (2013). *Pengantar Komunikasi Massa* (5th ed.). PT. Raja Grafindo Persada.
- Oktyandito, Yogama Wisnu. (2024, August 19). *Profil Bung Towel, Pandit Bola yang Sering Kritik STY*. Idntimes.Com. <https://www.idntimes.com/sport/soccer/yogama-wisnu-oktyandito/profil-bung-towel-pandit-bola?page=all>
- Pratama, T. A. (2023). Pandangan Terhadap Ketidaksadaran Masyarakat Menjadi Seorang Pakar Dalam Kasus Sepakbola Di Twitter. *Jurnal Penelitian Humaniora*, 1(1). <https://doi.org/10.21831/hum.v1i1.52752>
- Putri, V. K. M. (2022, January 3). *5 Asumsi Dasar Teori Uses and Gratifications*. Kompas.Com.
- Rachmah, Ida. (2014). *Metode Penelitian; Studi Media dan Kajian Budaya*. Prenada Media Grup.
- Ratnaningtyas, Rr. P. M. Y. A. (2023). Analisis Pemberitaan Timnas Indonesia pada Media Daring. *MUKASI: Jurnal Ilmu Komunikasi*, 2(1), 45–52.
- Richard West dan Lynn H. Turner. (2008). *Pengantar Teori Komunikasi: Analisis dan Praktik* (3rd ed., Vol. 2). Salemba Humanika.

Saleh, S. (2017). *Analisis Data Kualitatif* (E. U. Hamzah, Ed.). Pustaka Ramadhan Bandung.

Thoha, M. (2003). *Perilaku Organisasi: Konsep Dasar dan Aplikasinya*. RajaGrafindo Persada.

Tyas Gusti, E. C., Eti Setiawati, & Warsiman, W. (2024). Strategi Media Daring Kompas.com dalam

Membentuk Identitas Sepak Bola Nasional: Analisis Wacana Model Theo van Leeuwen. *Jurnal Onoma: Pendidikan, Bahasa, Dan Sastra*, 10(3), 3099–3118. <https://doi.org/10.30605/onoma.v10i3.3919>

Walgito, B. (2010). *Psikologi Sosial (Suatu Pengantar) (Revisi)*. ANDI