ABSTRACT

Youtube social media is often used as a forum for its users to express creativity in expressing, sharing, and getting information virtually through the video content used. Apart from that, YouTube is also used by its users as a medium of learning and promotion. The types of content created on Youtube are very diverse, but not all videos can attract viewers. For content creation, interesting ideas are needed so that the audience is interested. One way to collect an idea is to collaborate.

Based on this, through this research the authors will analyze whether collaborative activities carried out by a YouTube creator are able to influence content development or content development on each video from each collaborating YouTuber and find out the impact of collaboration on increasing engagement. The method used is Social Network Analysis (SNA) by taking data on YouTube social media with visual code and processing it using Gephi Version 09.

The data processed in this study is YouTube meta data which consists of video data, number of viewers, number of comments, and the number of likes with a data collection period of 1 year with start from November 2021 – November 2022. After that the data is processed so that collaboration patterns can be formed between YouTuber collaborations and their videos. The results show that collaboration activities can build content development by looking at the interaction of audience comments on content, collaboration can also increase video engagement.

Keywords: *Engagement, Collaboration, Product Development.*