

ABSTRACT

Internet users are increasing, especially in Indonesia with the most popular use is social media makes the opportunity to conduct e-marketing activities. In a survey of the Royal Society for Public Health, Youtube became the most positive social media for its users. Based on the best 100 "youtuber" in Indonesia, entertainment category became the most favorite category with some famous "youtuber" in it, based on the results of data processing there are "youtuber" which has the most diverse content of Raditya Dika, Edho Zell, Han Yoo Ra and Agung Hapsah. This study aims to determine the positioning of each "youtuber" based on the perception of Youtube audience.

Formation of perception in this research is based on attribute of information, entertainment, interaction, recommendation and performance. This research includes descriptive research with quantitative methods and questionnaires as a means of data retrieval. Sampling technique in this study is nonprobability sampling with purposive sampling method and the number of respondents as much as 272. Data processed using multidimensional scalling technique. The research results show that Raditya Dika is "youtuber" perceived best by Youtube audiences, Edho Zell is ranked 2nd and then rated 3 is Han Yoo Ra and the last is Agung Hapsah. There are, however, some notes to be seen by both "youtuber" and companies like the kind of content that will be created collaboration between the company and "youtuber."

Keyword: Positioining, Perceptual mapping, Perception, Youtube, youtuber