

ABSTRACT

"THE EFFECT OF YOUTUBE PLATFORM ON THE DEVELOPMENT OF ART VIDEO IN INDONEISA"

YouTube is now a digital media or platform that cannot be separated from human daily life. The many uses and benefits of YouTube have made its development so fast, including in Indonesia. Content and content on YouTube itself is very diverse, starting from sports, lifestyle, music, education and even art. The rise and growth of YouTube is directly proportional to its effects, including developments in the field of art. Video Art, which is a branch of fine art and is a very young medium in Indonesia, is one that is influenced by the presence of YouTube. All the conveniences provided by YouTube have influenced the development of video art itself from all aspects. This is different from before the presence of YouTube in Indonesia, where the development of video art itself was quite long and had a narrow reach. In this study the author will examine the influence of the Youtube Platform on the development of Video Art in Indonesia and the results of the research will tell what are the obvious influences on the development of video art in Indonesia and what is the difference between the development of video art in Indonesia before and after the presence of YouTube in Indonesia.

Keywords: Video Art, Development, Youtube, Digital Platform, Technology Influence