

A Learning Model for Digital Video Production in the Creative Community of "Kampung Youtuber Desa Tapen"



Subadi¹, Ni Luh Sustiawati², I Nyoman Suardina³, I Made Pande Artadi⁴

^{1,2,3,4}Institut Seni Indonesia Bali

ABSTRACT: This study aims to explore the learning model of digital video production implemented by Imam Januar in the "Kampung YouTuber Tapen" community in Bondowoso, East Java, Indonesia. The research adopts a qualitative case study approach to analyze the four-day offline training program, which has successfully attracted participants from various regions in Indonesia. Through observation and documentation, this study reveals that the training process not only provides participants with practical knowledge and technical skills in video production but also fosters a mindset of digital empowerment, emphasizing consistency, creativity, and sustainable monetization strategies. The results show that Imam Januar's approach, combining theoretical insights, production practices, and community-based learning as built a digital ecosystem that empowers rural youth to become successful YouTube content creators. The findings suggest that the Kampung YouTuber model offers a replicable and scalable framework for digital literacy and economic empowerment in rural communities.

KEYWORDS: community-based training, YouTube content creation, digital video production, rural creative economy, digital empowerment

I. INTRODUCTION

YouTube is now part of the mainstream media landscape and is a force to be reckoned with in contemporary popular culture.

(Jean Burgess, 2009). A decade later, Burgess' prediction has proven relevant, as YouTube has not only revolutionised the way content is delivered and received, but has also reshaped the economic and social narrative of society. The emergence of YouTube has disrupted old traditions and catalysed new practices in content production and distribution by offering greater creative control and direct access to a global audience for creators.

The profession of content creator has evolved into one of the most sought-after careers in the digital age, reflecting their significant role in producing and disseminating content that not only entertains but also educates and positively influences society through a wide range of digital platforms. The work of content creators, which is increasingly anticipated and appreciated by social media users, has also become an opportunity for marketers to advertise. This trend has created a new phenomenon called the creator economy (Kurnia, 2024).

In the context of Indonesian creators, the phenomenon of the expansion of the creative economy into YouTube content creators can be seen in many real-life examples, such as in Kesegeran Village, Banyumas, Central Java, where 30 villagers who were previously unemployed and odd job workers have become YouTubers earning millions to hundreds of millions of rupiah (Soelastrri Soekirno, 2021).

Similarly, the creator community in Tapen Village, Bondowoso, East Java, Indonesia, known as 'Kampung YouTuber Desa Tapen' (Tapen Village YouTube Village), has gained significant attention from national and international media for its success in capitalising on YouTube to generate income and boost the local economy. Young people in Tapen Village no longer need to migrate after finishing school because many of them are trying their luck as YouTubers. In material terms, many of them have become wealthy, owning cars, motorcycles, and other valuable items because they have become YouTubers earning tens to hundreds of millions of rupiah per month (Widarsha, 2021).

The story of 'Kampung YouTuber Desa Tapen' highlights Imam Januar as a central figure who not only initiated this idea but also serves as a mentor for community members. As the founder of 'Kampung YouTuber Desa Tapen,' Imam Januar not only shares his vision about the economic and social potential of digital content production but also applies leadership principles that enable community members to grow and develop. Imam Januar has 37 YouTube channels, but only 20 of them generated income during the 2020-2021 period (Adelya Shinta Mashuri & Suryaningsih, 2021). As proof of income from YouTube video production, one channel earned a total of 10 billion rupiah from 2017 to 2023 by uploading four to five videos a day (CNA Insider, 2024).

A Learning Model for Digital Video Production in the Creative Community of "Kampung Youtuber Desa Tapen"

Imam Januar stated on Metro TV that he began generating income from YouTube in 2017 and in 2019 began sharing his knowledge with the community in his village, which eventually expanded to teaching people outside the village of Tapen (Metro TV, 2022). For example, in the video production learning session, community members who attended were not only from Tapen and Bondowoso villages, but also from outside the region, such as Lampung, Samarinda, Jakarta, Bandung, Yogyakarta, Semarang, Bekasi, Surabaya and others (Triwinarno, 2022). From young to old, for example, Mr. Edi, who is 65 years old, came enthusiastically to learn about YouTube content production (CNA Insider, 2024).

Imam Januar in an interview with Metro TV television station (Metro TV, 2021) Imam Januar stated in an interview with Metro TV that he always opens opportunities for everyone, provided that the person has the intention to learn and improve, not just focus on the results, and create videos that hold value for the audience. Additionally, the mindset of the individual in producing videos for YouTube should be focused on generating income or passive income, as on YouTube, uploading content once can yield multiple returns. With experience in generating income from YouTube since 2019, Imam Januar uses the Kampung YouTuber platform as a learning space for anyone interested in video production for YouTube, charging a learning fee to ensure that those who join are serious about their endeavours (Triwinarno, 2022).

The emergence of video production classes in the form of regular offline classes opened by Imam Januar since 2021 has opened up opportunities for everyone to follow in his footsteps. Now, the 'Kampung YouTuber Desa Tapen' community has hundreds of members. Community members are required to attend the programme in person at Desa Tapen for four days to learn how to become YouTube content creators. During the learning process, members are equipped with theoretical knowledge, practical skills, and content strategies to generate income on YouTube. They are also provided with the necessary knowledge, mindset, and mental resilience to tackle challenges they may encounter.

One member of the 'Kampung YouTuber Desa Tapen' community who successfully learned video production from Imam Januar is Noval, a young man who was born and raised in Desa Tapen. He has a YouTube channel called *Bos Muda* with 2,440,000 subscribers (as of 19 April 2025). He felt that Imam Januar's knowledge about YouTube content production was very useful and successfully applied. Noval started YouTube in 2019 with vlog and prank content. After one month of making videos on YouTube, his account was able to be monetised to generate income (CNA Insider, 2024).

Against this backdrop, this study aims to examine how the content production learning model and process applied by Imam Januar in the 'Kampung YouTuber Desa Tapen' community works, particularly in the four-day training format that has attracted participants from various regions in Indonesia. The primary focus of the study is to analyse the models and strategies of video production learning implemented, encompassing the theory and practice of digital content production values as part of empowering local creators economically. This research is expected to reveal a community-based content creator training model that not only generates economic impact but also fosters a collaborative, sustainable, and inclusive digital ecosystem in rural areas.

II. RESEARCH METHOD

This study uses a qualitative approach to explain in detail the phenomena occurring in society by collecting detailed and comprehensive data, using case study methods to examine in depth the digital content strategies implemented by the 'Kampung YouTuber Desa Tapen' community as a phenomenon. Case studies can add unique value to our knowledge of individual, organisational, social and political phenomena (Yin, 2015). The case study approach was chosen because this research aims to understand the meaning, social dynamics, and construction of content production strategies within the community in a contextual and comprehensive manner. As an approach that emphasises understanding social phenomena from the perspective of participants, this method is well suited to exploring the experiences of local content creators participating in community-based creative ecosystems.

The case study 'Kampung YouTuber Desa Tapen' was selected because this community demonstrates unique and representative characteristics of the creator economy phenomenon in Indonesia. This community grew organically from the initiative of an individual named Imam Januar, who successfully developed a network of local content creators producing consistent videos and generating income from YouTube. The uniqueness of this case lies in its grassroots approach, self-taught nature, and communitybased learning model, which make it particularly intriguing for analysing how digital content production is taught, transmitted, and implemented by its members.

III. RESULT & DISCUSSION

A content production training based on a video production framework was conducted over four days, during which researchers conducted observations from 2 to 5 December 2024, at Kampung YouTuber, Tapen, Bondowoso. The training was led by Imam Januar and assisted by his team, who provided participants with knowledge and skills on effective and strategic YouTube content production.



Figure 1. Imam Januar with students during training on 2-5 December 2024

This training was attended by 25 participants from various regions in Indonesia. The participants came from diverse backgrounds, ranging from beginners to those who already have experience in the field of digital content. Some of the participants who attended included:

1. Fauzi from Garut
2. Ende Hilman from Garut
3. Imron from Karawang
4. Fredy from Tangerang Regency
5. Candra from Jakarta
6. Wansyah from Tangerang
7. Akhmad Zaenudin from Cikarang
8. Saepudin Yusup from Tangerang
9. Rudi Salam from Sukabumi
10. Khoirul from Jepara
11. Bu Ita from Jakarta
12. Anang from Probolinggo
13. Agil from Surabaya
14. Fatkhur from Pasuruan
15. Johari Saputra from Lampung
16. Irhamni Maulana from Bondowoso
17. M. Sofyan from Bondowoso
18. Alim from Bangkalan
19. Fauzi from Purwokerto
20. Syaiful Bahri from Bondowoso
21. Iskandar from Aceh
22. Luthfi Khoiron from Bondowoso
23. Muhlis from Bondowoso
24. Daeng from Balikpapan
25. Tius from Ternate

This training is not only a forum for transferring technical knowledge and strategies, but also an opportunity to build a network of creators from various regions in Indonesia. Through a collaborative approach, participants not only learn from Imam Januar and his team, but also share experiences and inspiration with one another.

A. Discussion of Video Production Training Material

This training provides a new perspective for the community on digital economic opportunities. With a practical and inspiring approach, Imam Januar hopes to build participants' confidence to start their journey as creators. The programme not only equips participants with technical skills but also encourages them to change their mindset so that they can utilise technology as a tool for sustainable economic empowerment. Over the course of four days, participants will receive the following:

- First Day of Training

The first day of training, led by Imam Januar, began with a warm and inspiring atmosphere. Greeting the enthusiastic participants, Imam Januar introduced his grand vision of YouTube as a creative economic platform. Imam Januar opened the session with a fundamental question, 'Why choose YouTube?' This question became the basis for a discussion that explored the platform's potential not only as a source of entertainment but also as a means of economic and social transformation.



Figure 2. First day material display

Imam Januar outlined two broad categories of YouTube users: consumers and creators. Consumers make up the majority, accounting for 80% of the total 139 million YouTube users in Indonesia. They enjoy a variety of content such as music, entertainment, tutorials, and news. Meanwhile, creators are content creators who contribute to filling the platform with interesting videos. Of the 20% of users who are creators, only a small portion utilise YouTube to generate income.

Imam Januar explained that YouTube benefits not only viewers who gain information and entertainment, but also creators who can use the platform as a means of documentation, product marketing, or generating income through monetisation. Imam Januar gave various examples of YouTube's uses, from storing family memories to marketing products such as honey or local handicrafts. With real-life examples, Imam Januar demonstrated how YouTube can serve as a strategic tool to create economic opportunities even with limited resources.

In this session, Imam Januar highlighted the vast market potential on YouTube, especially in Indonesia, which has a significant number of YouTube users. He noted that only around 0.4% of total users are actually monetised, meaning there is ample room for new creators to enter and succeed. This serves as motivation for training participants that while the field may seem competitive, there are still many opportunities that can be leveraged with the right strategy.

One anecdote Imam Januar shared was his personal experience in finding a profitable niche. When he first started, Imam Januar did not have advanced equipment or significant capital. However, through creative and analytical approaches, he was able to produce content that appealed to a specific audience. Imam Januar emphasised that success on YouTube does not always depend on expensive equipment, but on relevant content ideas and careful execution strategies.

In the middle of his discussion, Imam Januar shifted to the core of the training: the right intention. Imam Januar reminded participants that strong initial motivation will determine their journey on YouTube. There are various reasons why someone wants to become a creator, such as following trends, pursuing a hobby, marketing products, or seeking income. However, Imam Januar emphasised that intentions focused solely on money can bring superficial happiness.

Imam Januar shared a personal story about his transformation from pursuing income to finding greater meaning in helping others through his content. At the beginning of his journey, Imam Januar's focus was on earning as much income as possible. However, over time, Imam Januar realised that intentions focused on social impact bring deeper satisfaction and blessings in work. Imam Januar encourages participants to approach their work as creators with intentions of worship and social contribution. With this approach, financial success will naturally follow as a consequence of sincere efforts to provide value to the audience.

Imam Januar shared a relevant case study to motivate the participants. One of his previous trainees, a housewife from a small village, successfully turned her hobby of baking into a business through YouTube. Using only a simple mobile phone, she recorded the process of making donuts using local copper moulds. The video attracted the attention of audiences interested in purchasing the moulds used. From humble beginnings, this woman's business grew into a significant source of income, and she became one of the successful local creators on YouTube.

To conclude the first day, Imam Januar discussed the initial challenges often faced by beginner creators. Imam Januar emphasized that the process of becoming a creator is not always smooth. From technical aspects like creating an account to understanding how algorithms work, there are many things to learn. However, Imam Januar encouraged participants that every step, no matter how small, is an important part of the journey toward success.

Imam Januar reminded participants to focus on developing their skills rather than seeking instant results. Like planting a tree, YouTube requires time and care before it yields 'fruits' in the form of income or popularity. By mastering the technical basics and building a strong mindset, every participant has the potential to succeed on this platform.

The first day of training concluded with an important message: make the most of the great opportunities available on YouTube with the right intentions. Imam Januar stressed that the journey to becoming a creator is an ongoing learning process. With the intention to provide value, patience, and determination, YouTube can become an extraordinary tool for transformation, both personally and for the community. Participants were encouraged to reflect on their intentions and begin planning their first steps as creators. With a solid foundation in understanding the benefits and opportunities, as well as a focused intention, the first day of training laid a strong foundation for their future journey as creators.

- Second Day of Training

The second day of training with Imam Januar continued the momentum from the previous session with a focus on technical aspects and content planning. After understanding the benefits and opportunities offered by YouTube, participants were invited to explore further how to create effective and relevant content. Today, the main emphasis was on providing easy-to-apply technical guidance, especially for beginner creators, while developing the creative mindset needed to build a successful YouTube channel.

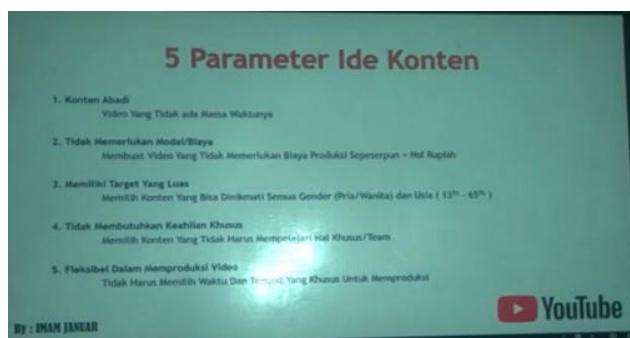


Figure 3. Second day material display

Imam Januar began the second day's session by explaining what makes content 'effective.' He emphasised that successful content is content that meets the needs of its audience. Therefore, the first step is to understand the target audience. With a light yet meaningful style of speech, he explained that not all content has to be complex or high-tech to attract attention. In fact, simplicity wrapped in relevance is often the key.

Imam Januar outlined five parameters for evaluating potential content ideas:

1. Timeless (does not quickly become outdated, remains relevant for a long time),
2. Does not require a large budget,
3. Has a broad target audience,
4. Does not require special skills,
5. Flexibility in production.

Using these parameters, participants were encouraged to evaluate and filter their content ideas. Imam Januar gave examples of simple ideas such as tutorial videos, light educational content, or entertainment based on everyday experiences that could meet these criteria.

After understanding what makes content effective, Imam Januar invited participants to move on to the content planning stage. The first step in this planning is to conduct research. Imam Januar taught participants to explore their own YouTube homepages, note videos that caught their attention, and analyse what elements made those videos interesting.

He also introduced the ATM (Amati/ Observe, Tiru/ Imitate, Modifikasi /Modify) method, which is a practical approach to leveraging existing trends without losing originality. 'We don't have to create something completely new,' said Imam Januar. 'We can simply modify something that already exists to suit our own style.'

Participants were encouraged to jot down their content ideas and filter them based on the five parameters previously explained. Imam Januar shared a real-life example from his own experience, where he created a simple video about household tips that ended up attracting millions of viewers due to its relevance and visual appeal.

Next, Imam Januar moved on to the technical aspects of producing content with simple tools. With enthusiasm, he assured participants that sophisticated equipment is not a prerequisite for becoming a successful creator. 'What matters is the idea and the execution,' he emphasised. Here are the technical aspects to consider as a YouTube content creator:

1. Recording Equipment

For beginners, a smartphone is sufficient as the primary tool. Imam Januar demonstrated how to maximise recording quality with natural lighting, proper camera angles, and the use of a simple tripod. He also stressed the importance of maintaining audio quality, as clear sound is often more important than perfect visuals.

2. Editing Apps

Imam Januar introduced several user-friendly and free editing apps, such as CapCut, Canva, and PixLab. He provided a brief tutorial on how to add text, transitions, and simple yet effective sound effects. Participants were encouraged to try it out hands-on with practical guidance from the training support team.

3. Eye-Catching Thumbnails and Titles

Imam Januar explained that thumbnails and titles are the 'shop window' of a video that determines whether the audience will click on it. Imam Januar taught the principles of designing attractive thumbnails: using contrasting colours, large text, and visual elements that reflect the video's content. Canva was recommended as the primary tool for creating thumbnails due to its ease of use.

A Learning Model for Digital Video Production in the Creative Community of "Kampung Youtuber Desa Tapen"

Imam Januar talks about the importance of good account management, especially to avoid security risks such as hacking. Imam Januar shares his experience helping other creators who lost their channels due to negligence in account management. Some important tips he shared include:

- Record account information such as passwords, recovery emails, and channel creation dates.
- Use two-step verification to increase account security.
- Avoid using public devices to access YouTube accounts.

Participants were also invited to practise creating a new Gmail account, which would then be used to create their YouTube channels. This process included filling in basic information, setting a channel name, and choosing a niche that suited their interests.

To motivate participants, Imam Januar shared the story of a young man from a village who initially used YouTube to document his fishing activities. With consistency and a little effort in editing, the channel gradually attracted the attention of a community of fishing enthusiasts. Within a year, the young man managed to earn additional income from AdSense and collaborations with fishing equipment brands. Imam Januar emphasised that this story shows that anyone, with even the smallest amount of capital, can succeed on YouTube as long as they have the intention, strategy, and consistency.

The second day was also filled with discussion sessions about the mental barriers often faced by beginner creators. Imam Januar identified common issues such as fear of criticism, feeling inadequate due to simple equipment, or a tendency to procrastinate. He encouraged participants to focus on the process rather than the outcome, reminding them that perfection is not necessary to start. 'I also started with basic equipment. What's important is to keep learning and improving over time,' said Imam Januar.

The second day of the training concluded with an assignment for participants to design their first content idea and prepare materials for video production. Imam Januar emphasised that this process is the most important first step in the journey to becoming a creator. With simple tools, a well-developed idea, and a strong intention, every participant has the potential to create engaging and meaningful content.

- Third Day of Training

On the third day of the training, Imam Januar continued the technical exploration that began on the second day with a deeper focus on production strategies and content optimisation. Participants were encouraged to understand the strategic steps in creating high-quality videos and how to maximise the potential of their content to reach a wider audience. Today's session consisted mostly of hands-on practice, with the aim of ensuring that participants not only understand the theory but are also able to produce and optimise their own videos.

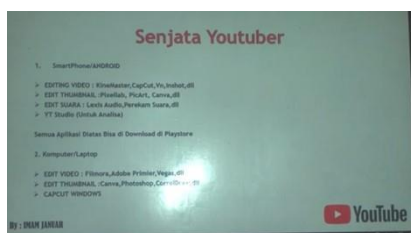


Figure 4. Display of material for the third day

Imam Januar opened the session by reiterating the importance of having potential content ideas. He said that finding ideas is not a complicated process. One approach he introduced was the ATM (Observe, Imitate, Modify) method, in which participants are encouraged to explore trending content and then modify it according to their own style and values.

He explained that when looking for ideas, creators should prioritise the needs of their audience over their personal desires. Imam Januar gave examples of content categories that often do well on YouTube, such as simple tutorials, light entertainment, and relevant educational content. He also emphasised that videos that are simple yet entertaining or informative have great appeal.

The next session moved on to the production stage, where Imam Januar guided participants through the video-making process. He explained that successful production requires careful planning, attention to technical details, and the use of simple yet effective tools. Some of the key points he discussed included:

1. Pre-Recording Preparation

Imam Januar emphasised the importance of creating a simple storyboard to plan the flow of the video. This helps creators ensure that all important elements are included in the recording. He also provides tips on utilising natural lighting and finding locations with minimal background noise.

2. Filming

Using smartphones as the primary tool, participants are encouraged to experiment with different camera angles. Imam Januar demonstrates how to use a simple tripod or even improvised supports to stabilise the camera. He also emphasises the importance of keeping the focus on the main subject in the video.

3. Video Editing

A Learning Model for Digital Video Production in the Creative Community of "Kampung Youtuber Desa Tapen"

In this session, participants are taught how to use apps such as CapCut, InShot, and Canva to edit their videos. Imam Januar emphasises that editing does not have to be complicated; simply add text, transitions, and sound effects to enhance the visual appeal. Participants are also taught how to add royalty-free music to enrich the atmosphere of the video.

After discussing video production, Imam Januar explained the importance of thumbnails and titles as the first elements seen by the audience. He described thumbnails as the 'entry point' to the video that determines whether the audience will click or not.

Participants were invited to create thumbnails using Canva. Imam Januar provided simple design guidelines, such as using contrasting colours, adding large, eye-catching text, and ensuring that visual elements are consistent with the video content. For titles, he recommended an approach that piques curiosity or addresses the audience's needs, such as using popular keywords or a question format.

In the next session, Imam Januar discussed how to optimise videos after uploading them to YouTube. He introduced YouTube Studio as the main tool for managing and analysing video performance. Participants were taught how to fill in descriptions, add tags, and select appropriate video categories. He also provided tips on:

- Uploading videos at specific times to maximise visibility.
- Selecting relevant tags to help YouTube's algorithm find the right audience.
- Responding to comments to build good relationships with viewers.

Imam Januar emphasised that success on YouTube does not happen overnight. Consistency is key, both in terms of posting frequency and content quality. He advised participants to create a realistic weekly posting schedule so that their audience can get used to the pattern.

Imam Januar also taught how to use YouTube analytics to evaluate content performance. By monitoring metrics such as watch time, number of clicks, and audience demographics, creators can understand what is working and what needs improvement. Imam Januar shared an example of how he himself used analytics data to change his content strategy when a particular video did not yield the expected results.

To motivate participants, Imam Januar shared the story of a previous training participant who successfully turned their hobby of making handicrafts into a source of income through YouTube. With simple videos on how to make handicrafts from recycled materials, the creator not only earned income from AdSense but also attracted the attention of local sponsors. This story illustrates how simple content with consistent execution can yield extraordinary results.

The third day also featured discussions about challenges commonly faced by creators, such as fear of criticism or confusion with YouTube technicalities. Imam Januar encouraged participants by sharing that every creator, including himself, has faced similar challenges. He advised participants to focus on long-term goals and learn from every mistake.

Imam Januar also shared tips for overcoming technical issues, such as optimising the use of existing devices and finding creative solutions for production challenges. 'The important thing is to start,' he said. 'Mistakes are part of the learning process.'

The third day of the training concluded with a challenge for participants to create and upload their first video before the next session. Imam Januar emphasised that this step is crucial for building momentum and receiving initial feedback. By understanding production strategies and optimisation, participants now have the tools and knowledge needed to begin their journey as creators. Imam Januar closed the third day with an inspiring message: 'No journey begins without the first step. So take that step, and never stop learning.'

- Fourth Day of Training

The fourth day of training with Imam Januar was the highlight of the programme, focusing on monetisation and YouTube channel growth strategies. After three days of learning about the basics of content production and optimisation, participants were taught how to turn their hard work into income opportunities. This session also discussed steps for building a stable and growing channel that can become a source of long-term income.

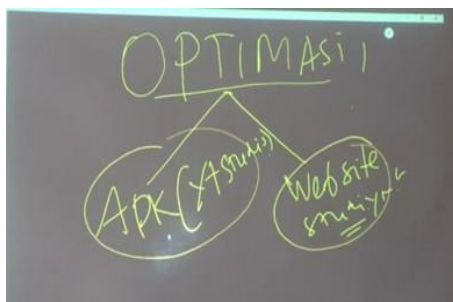


Figure 5. Display of material for the fourth day

Imam Januar began the session by explaining what monetisation on YouTube is. He outlined two main monetisation channels:

1. AdSense: Passive income earned from advertisements that appear on creators' videos.
2. Non-AdSense: Additional sources of income such as sponsorship deals, product promotions, and sales of goods or services.

A Learning Model for Digital Video Production in the Creative Community of "Kampung Youtuber Desa Tapen"

Imam Januar explained the basic requirements for AdSense monetisation, which are 1,000 subscribers and 4,000 watch hours in the last 12 months. Imam Januar emphasised the importance of building a solid audience base before focusing on monetisation. 'Monetisation is a by-product,' he said. 'Focus first on providing value to your audience, and the income will follow.'

Imam Januar provided strategies to help participants meet the monetisation requirements faster. He highlighted the importance of choosing a niche with a broad audience but not too competitive. 'If your niche is too narrow, it's hard to reach many viewers. But if it's too competitive, it's hard to stand out,' he explained.

Another strategy he suggested is to create videos with sufficient length to increase watch time. For example, tutorial videos or educational videos that discuss topics in depth. Imam Januar also emphasised that consistency is key. 'Upload videos regularly, at least once a week, so that YouTube's algorithm recognises your channel as active,' he said.

In addition to AdSense, Imam Januar provided practical guidance on how to take advantage of other income opportunities. He explained that creators can monetise their channels through:

1. Sponsorship: Collaborate with brands that are relevant to your channel's niche.
2. Affiliate Marketing: Promote products through affiliate links and earn commissions from sales.
3. Selling Products or Services: For example, selling merchandise, digital books, or offering training services.

Imam Januar shared examples of successful creators who generate significant income from non-AdSense models. One of them is a local creator who uses their cooking channel to sell cooking utensils and ingredients. 'AdSense is just the beginning. If you're creative, the income potential outside of AdSense is much greater,' he said.

The next session focused on the practice of uploading videos to YouTube correctly. Imam Januar provided a step-by-step tutorial on how to upload videos, fill in titles, descriptions, and tags. He also discussed video visibility (private, unlisted, or public) and how to choose the optimal publication time.

He emphasised the importance of uploading videos that are ready for marketing. 'The videos you upload should be like products in a store,' he said. 'The thumbnail, title, and description are your shop window. If they're appealing, people will be interested in clicking.'

Imam Januar explains that interacting with the audience is an important part of a channel growth strategy. By responding to comments and communicating actively, creators can build stronger relationships with their viewers. He also encourages participants to utilise YouTube's community features, such as text posts and polls, to engage the audience further.

Imam Januar shared tips on how to create content that engages viewers, such as answering their questions in the next video or asking for suggestions for new content ideas. This strategy not only strengthens audience loyalty but also helps creators get content ideas from their target market.

Imam Januar highlighted the importance of collaboration as a way to expand a channel's reach. He advised participants to look for creators with similar niches but who are not direct competitors. By working together, creators can promote each other's channels and attract new audiences.

As an example, he shared his personal experience collaborating with another creator in the education niche. 'I gained hundreds of new subscribers from just one collaboration video. And it also helped my channel look more professional in the eyes of viewers,' he explained.

In this session, participants were taught how to evaluate video performance using YouTube analytics. Imam Januar explained the key metrics to watch, such as:

- Click-through rate (CTR): Measures how appealing the thumbnail and video title are.
- Viewer retention: Shows how long viewers stay engaged with the video.
- Watch time: Determines whether your content successfully holds the audience's attention.

By using this data, creators can make better decisions about what to improve in their next videos. Imam Januar also emphasised that no video is perfect at first, and failure is part of the learning process.

To motivate participants, Imam Januar shared the success story of a previous training participant who managed to monetise their channel within six months. By consistently uploading educational content based on their hobby, the participant not only earned income from AdSense but also attracted sponsors from local brands. This story serves as a reminder that everyone has the potential to succeed on YouTube if they are willing to work hard and adapt to market needs.

The final session of the fourth day focused on the challenges creators often face when trying to monetise their channels. Imam Januar offered advice on how to overcome frustration caused by slow channel growth, negative comments, or failing to meet monetisation targets within the expected timeframe.

The fourth day of the training concluded with a challenge for participants to create a monetisation plan for their channels. Imam Januar delivered an inspiring message that YouTube is not just a platform for sharing videos but also a tool for creating change, both personally and within communities. 'Monetisation is not the end of your journey, but the beginning of greater opportunities. Keep learning, keep innovating, and most importantly, stay true to yourself,' Imam Januar concluded.

IV. CONCLUSION

The content production training conducted by Imam Januar at 'Kampung YouTuber Desa Tapen' proved that community-based learning strategies can be an important catalyst in driving the economic growth of local creators. With a structured four-day approach, starting from understanding YouTube concepts, content planning, technical production, to monetisation.

Participants from various backgrounds were equipped with practical knowledge, technical skills, and strong motivation to start their journey as digital creators. This training model demonstrates its effectiveness in creating an inclusive and sustainable creative ecosystem, particularly in rural areas. Imam Januar not only imparted technical skills but also instilled values of leadership, collaboration, and a growth mindset, making 'Kampung YouTuber Desa Tapen' a concrete example of empowerment through digital literacy and local creative economy.

Based on the findings of this study, it is recommended that further research focus on the long-term evaluation of the impact of Imam Januar's training on the development of content creators who have participated in the 'Kampung YouTuber Desa Tapen' programme. Further research could examine the extent to which this training has improved production skills, posting frequency, audience growth, and the success of monetisation of the participants' YouTube channels. Additionally, it is important to explore changes in digital behaviour, individual economic transformation, and social effects that emerge post-training, both at the personal and community levels. Longitudinal research using both quantitative and qualitative approaches will provide a more comprehensive understanding of the sustainability and effectiveness of this training model as a strategy for empowering content creators in the digital economy era.

REFERENCES

- 1) Adelya Shinta Mashuri, & Suryaningsih, S. A. (2021). Peran Bisnis Youtube Reyhan Entertainment Pada Pemerataan Ekonomi
- 2) Islam Di Desa Tapen Bondowoso. *Jurnal Salam*. Retrieved from <http://journal.uinjkt.ac.id/index.php/salam/index>
- 3) CNA Insider. (2024). *Indonesian Entrepreneurs Use Social Media, Digital Tools To Transform Rural Towns | Echoes Of Change*. Retrieved from Singapura: <https://www.youtube.com/watch?v=E6VK6GXNL4A>
- 4) Jean Burgess, J. G. (2009). *Youtube: Digital Media And Society Series*. Cambridge: Polity Press.
- 5) Kurnia, E. (2024). Kreator Konten, Raja Hiburan, dan Cuan Media Sosial. Retrieved 11 February 2024, from <https://www.kompas.id/baca/ekonomi/2024/01/30/kreator-konten-raja-hiburan-dan-cuan-media-sosial>
- 6) Metro TV. (2021). Kreativitas Tanpa Batas di 'Kampung YouTuber'. Indonesia: Metro TV. Retrieved from <https://www.youtube.com/watch?v=f7l7OyPLNxE>
- 7) Metro TV. (2022). Kick Andy: Peluang di Desa Global. Indonesia: Metro TV. Retrieved from https://youtu.be/NsUS_OOnm0M?si=4py5MvkNpV2nzqRO
- 8) Soelastri Soekirno, W. M. Wi. (2021). Kampung Youtuber: Kaya Tanpa Pesugihan. Retrieved from <https://app.komp.as/gH9yqwbFNcn98rpC6?efr=1>
- 9) Triwinarno. (2022). Subur Imam Hidayat : Penggerak Kampung Youtuber. Retrieved from <https://mediaindonesia.com/weekend/461733/subur-imam-hidayat-penggerak-kampung-youtuber>
- 10) Widarsha, C. S. (2021). 'Kampung YouTuber' Bondowoso Berpenghasilan Rp 250 Juta Jujugan Belajar Bikin Konten. Retrieved from <https://news.detik.com/berita-jawa-timur/d-5773706/kampung-youtuber-bondowoso-berpenghasilan-rp-250-jutajujugan-belajar-bikin-konten>
- 11) Yin, R. K. (2015). *Studi Kasus: Desain dan Metode*. Jakarta: PT RajaGrafindo Persada.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0)

(<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.