

**Analisis Video “Flexing” dalam Channel YouTube
Crazy Rich Indonesia Indra Kesuma
Menggunakan Pendekatan Directed Qualitative Content Analysis (DQICA)**

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ABSTRAK

Penggunaan media sosial *YouTube* sebagai media pembagi konten “*flexing*” oleh *crazy rich indonesia* menjadi salah satu fenomena yang sedang ramai diperbincangkan sejak kemunculan *influencer-influencer* yang membagikan video kemewahan di akun pribadinya. Hal ini dilatarbelakangi oleh kemudahan atau *privilege* yang didapatkan setelah mendapatkan julukan *Crazy Rich Indonesia* di masyarakat seperti kemudahan untuk mempengaruhi audiens agar dapat mengikuti apa yang diinformasikan. Penelitian ini disusun dengan menggunakan analisis *directed qualitative content analysis* atau DQICA untuk mendapatkan hasil analisis konten *flexing* pada *YouTube* salah satu *crazy rich indonesia* Indra Kesuma. Analisis dilakukan terhadap 2 konten *flexing* akun *YouTube* Indra Kesuma dengan melalui 8 tahap DQICA. Hasil dari penelitian ini berupa deskripsi dari fenomena bagaimana konten *flexing* dalam *YouTube crazy rich indonesia* Indra Kesuma berdasarkan analisis DQICA.

Kata kunci : *YouTube, flexing, crazy rich indonesia, directed qualitative content analysis (DQICA)*

Crazy rich Indonesia's use of YouTube social media as a medium for sharing “flexing” content has become one of the most widely discussed phenomena since the emergence of influencers who share luxury videos on their personal accounts. This is motivated by the convenience or privilege that is obtained after getting the nickname Crazy Rich Indonesia in the community such as the ease of influencing the audience to follow what is informed. This research was compiled using directed qualitative content analysis or DQICA to get the results of the flexing content analysis on YouTube, one of Indonesia's crazy rich Indra Kesuma. The analysis was carried out on 2 flexing contents for Indra Kesuma's YouTube account by going through 8 stages of DQICA. The results of this study are in the form of a description of the phenomenon of how flexing content in Indra Kesuma's Crazy Rich Indonesia YouTube is based on DQICA analysis.

Keywords : *YouTube, flexing, crazy rich indonesia, directed qualitative content analysis (DQICA)*