

ABSTRACT

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Media The Opportunities of a Knowledge society Through Digital Educational Media: A Quantitative Content Analysis Study of YouTube Channel 'Kok Bisa?'

Keywords : YouTube, "Kok Bisa" Channel, Educational Content, Knowledge society, Computer Mediated Communication (CMC)

(xiii+198+appendices)

This research explores how advancements in the internet facilitate access to information and education through digital media such as YouTube. The YouTube channel "Kok Bisa" was selected as the research subject because it provides educational content through animated videos. The study focuses on the quantitative content analysis of YouTube content as a means to support the formation of a Knowledge society, communities that utilize information and knowledge to enhance their quality of life. The research employs a quantitative approach with a positivist paradigm. The subject of the analysis is the YouTube channel "Kok Bisa," while the object is the playlist "Video-video Terbaik Kami." Data were collected through observation and documentation. The population includes 6 videos with a total of 153 scenes, with a sample of 36 scenes selected using purposive sampling. Descriptive content analysis techniques and face validity tested by two expert coders were used. The study shows that the YouTube channel "Kok Bisa" plays a role in shaping a Knowledge society through the use of Computer Mediated Communication (CMC). By providing easily accessible educational content, the channel allows the public to access broader information and actively engage in the learning process. Through digital media communication such as YouTube, "Kok Bisa" has transformed how people utilize information, supporting the creation of an effective interaction environment for knowledge dissemination. This research highlights the role of the YouTube channel "Kok Bisa" in forming a Knowledge society through the application of Computer Mediated Communication. CMC facilitates digital interaction without time and space constraints, enabling users to access and interact with educational content effectively. "Kok Bisa" leverages this principle by providing educational animated videos that are not only passively consumed but also encourage active interaction through comments and discussions. With broad accessibility and information openness, the channel enhances public engagement in digital learning and knowledge dissemination, supporting the development of an inclusive and participatory Knowledge society.

Bibliography (1982 – 2023)