



Social Climber Dynamics in the Case of Red Magicians VS Gus Samsudin on YouTube Social Media

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ABSTRACT

The increasingly modern era has made the flow of globalization move faster. This makes life style development faster too. Moreover, with information technology developing more quickly, it is very vulnerable to the effects of globalization and social phenomena. This research discusses the viral case of the Red Magician and Gus Samsudin, where when the Red Magician and his team came to Gus Samsudin to provide evidence, the Red Magician was blocked by Gus Samsudin's lawyer and also the head of the local RT from entering Gus Samsudin's residence, and this went viral on YouTube social media. This research uses Krippendorff content analysis which discusses findings from the content of the video context using three objects, namely Dr. Richard Lee, Denise Chariesta, Denny Sumargo. In the analysis of concepts related to social climbers, several scenes are related to each other and indicate the presence of social climbers in the show. There are 6 scenes in the attention-seeking category, 1 scene in the high lifestyle category, 3 scenes in the arrogant category, 1 scene in the less-than-thankful category, 2 scenes in the flattering communication category, and 2 scenes in the use-to-be-friend category. as many as 6 scenes, in the discomfort category there are 6 scenes and finally in the category of degrading other people there are 4 scenes.

Keywords: Keywords: Social Climber, Red Magician, Gus Samsudin

1. Introduction

Currently, the internet has become part of all human activities in carrying out all their needs. Even some public and private sectors cannot be separated from this technology (Nuriadin & Harumike, 2021). Where internet media is a form of development of information and communication technology. Internet media is used as a platform to find complete and detailed information, facilitate communication between distances, and to increase insight and knowledge.

YouTube social media is a social networking site that raises various phenomena in it. According to (Widika, 2013) in research (Faiqah, 2016) YouTube is a popular video sharing social networking site and can be watched by users who use the application. Founded in February 2005 by 3 former PayPal employees, namely Chad Hurley, Steve Chen and Jawed Karim. Generally, videos on YouTube are movie clips, TV, and videos made by the users themselves. In the use of this social media, many people use it as a means of seeking information, entertainment, and also to earn income, and people who create videos to benefit from social media, especially YouTube, are called content creators.

You can create a YouTube channel that has many loyal subscribers watching the content created from their channel and can earn revenue through Google AdSense. This research discusses the viral case of Magician Merah and Gus Samsudin, where when Magician Merah and his team came to Gus Samsudin to conduct proof but Magician Merah was blocked by Gus Samsudin's lawyer and also the head of the local RT to enter the residence of Gus Samsudin, and it went viral on YouTube social media. Through pre-research that has been conducted by researchers from September 1 to October 20, 2022, it explains that the viral Red Magician vs Gus Samsudin case has brought in several content creators who follow their cases to do pansos or social climber, such as from the YouTube accounts of Dr. Richard Lee Mars, Denise Cariesta, and Denny Sumargo. The YouTubers below with the highest number of subscribers invite sources related to the Red Magician vs Gus Samsudin case, so we can realize that these three YouTubers are trying to take advantage of the situation to make a fortune from the case even though the news is not positive or just looking for sensation so that it can have a negative effect on the audience.

2. METHODOLOGY

Type of Research

In this study, the authors used descriptive qualitative research. Qualitative is a type of research that aims to explain phenomena in depth, through data collection, and does not prioritize population or sampling. Qualitative research focuses on the depth of data and not the amount of data obtained (Kriyantono, 2010). Content analysis is used as a method for this research. Qualitative research aims to discover and describe the activities undertaken and the impact of the actions taken on their lives in a narrative way (Erickson, 1968).

Research Methods

The researcher uses qualitative content analysis to analyze the findings data collected by the researcher. The data obtained by the researcher in this case are several scenes in the YouTube Podcast that show an indication of the Social Climber performed by YouTubers. The qualitative content analysis method, based on Schreier's approach, was used to compile a literature review and analysis, qualitative content analysis is a descriptive research method that involves developing a qualitative coding and coding framework (Chareen, 2016).

Unit of Analysis

This research will analyze the dynamics of social climbers on YouTube social media in the focus of the Red Magician vs Gus Samsudin issue. Based on this, there are 13 videos to be studied. The research focuses on 3 content creators because they invite more sources related to the Red Magician and Gus Samsudin on YouTube social media.

Data Collection Technique

- Documentation

The author uses documentation of upload screenshots in the uploads of several content creators regarding the social climber they do from the Red Magician vs Gus Samsudin case in the form of words, writings or non-verbal symbols.

- Observation

Observations made by researchers, namely conducting online observations starting from September 1, 2022 to December 31, 2022. Observations made online are observing the content uploaded by content creators on the Youtube accounts of Dr. Richard Lee Mars, Denise Chariesta and Denny Sumargo.

Data Triangulation

Triangulation according to Sugiyono is defined as a combination of various methods of obtaining information and available data sources (Sugiyono, 2011). Researchers work on triangulation, but of course there are certain objectives that need to be met. In addition to collecting data for research, researchers test the reliability of data through various methods of obtaining information and data sources. The use of triangulation helps detect differences in data obtained from other informants (information providers). In this study, researchers used method triangulation as research material. Triangulation of methods is an examination that emphasizes on. The use of different data collection methods and even clear to try to lead to the same data source to test the stability of the information. (Moleong, 2005). In this case, researchers used various data methods, namely observation and documentation. Observation on the three Youtuber accounts of Dr. Richard Lee Mars, Denise Chariesta, and Denny Sumargo on Youtube. then document the data obtained from the existing videos and analyze the findings against the data obtained to achieve the degree of data confidence.

3. RESULTS AND DISCUSSION

Data Analysis

In this research, the data analysis used is content analysis. Data collection is done by watching and viewing YouTube Podcasts on Youtuber Richard Lee, Denise Chriesta, and Denny Sumargo's accounts in following the Red Magician and Gus Samsudin cases repeatedly. The analysis was carried out by observing and recording both audio and visual conversation marks based on the scenes contained in the YouTube Podcast which contained indications of the existence of Social Climber. Data analysis is carried out using several stages as follows:

1. The research was conducted by starting to watch and observe the YouTube Podcasts of Richard Lee, Denise Chriesta, and Denny Sumargo continuously to find scenes that contain indications of social climber on YouTube.
2. After finishing watching and observing the signs that there is a social climber on the Podcast,
3. Then the researcher will document (Screenshot) the YouTube Scene and then proceed to analyze the existence of a social climber on the Podcast.

• Attention Seeker

At this stage, people usually do all their activities by discussing it. Looking for ways to get others to glance and pay attention includes asking unimportant questions.

- In Figure 4.6 In the first discussion on the content of the dialog, a question is shown that leads to the opening of practical material carried out by Gus Samsudin. The title of the video also shows the impression of Attention Seeking or seeking the attention of the audience by exaggerating the sentence and demeaning one of the parties
- In Figure 4.16 the conversation dialog above, the red magician uses an outfit that shows his identity. This indicates that indeed in terms of appearance the red magician is different from other people. Dr. Richard Lee asked what the red magician's motive was by answering that he did not do this for personal gain but for the sake of the people watching.
- In Figure 4.34 in this discussion, there was an argument that was deliberately recorded before starting the podcast activity. This cornered the shaman union because of Denise Chariesta's statement about fake shamans.
- In Figure 4.32, the conversation between Denny Sumargo and the Red Magician explains what he did so that many viewers liked it. Here it brings out the characteristics of Denny Sumargo who is in accordance with the social climber, namely trying to be stylish following what is trending. Here Denny wears a Red Magician-style outfit.
- Figure 4.20 explains how someone can become a shaman. In this case, it can be seen that the attention seeker of the asocial union is handling this case because they are preparing a high level of discussion that should have nothing to do with them.

• Arrogant

Showing that he has everything with a life of luxury

- Figure 4.15 shows the Red Magician's confidence about the report given by Gus Samsudin. The Red Magician feels that he is doing the right thing because he has high knowledge.
- Figure 4.36 In the conversation in the last video, the questions issued by Denny began to look more and more cornered because Denny concluded himself on the basis of his understanding. In this case, there is also discomfort in each ADI.

• Lack of Gratitude

The fading of critical reasoning skills and the erosion of spiritual values are the causes that happiness and comfort are not an expression of gratitude in oneself but happiness is positioned as a pleasure that depends on signs that can enhance the views of others and those close to them

- In this discussion, Dr. Richard Lee questions whether Gus Samsudin has witchcraft and Gus Samsudin answers according to the guidelines in the Qur'an. In this dialog, it can be seen that Dr. Richard Lee shows an attention-seeking attitude towards this case and shows Gus Samsudin's lack of gratitude in living life because it is outside the religion he adheres to. By showing a spiritual attitude that is different from the norm.

• How to Communicate That Sucks

A social climber will not allow their reputation to be destroyed, which is why they tend to have masked and hypocritical behavior.

- In Figure 4.20 here, Dr. Richard Lee is seen asking questions with the intention of bringing down Gus Samsudin as a fake shaman, according to the title of the podcast he made with Gus Samsudin. Through his explanation, ADI also explains by concluding that there is no shaman who does science like Gus Samsudin does.
- In picture 4.36 in this conversation, Denny Sumargo is seen starting to sound high-pitched because he thinks ADI is out of the discussion by saying that all of the people doubt the existence of Allah. In this case, it shows one of the characteristics of a social climber, which is a sycophantic way of communicating because it looks like Denny Sumargo is starting to show the great side of his understanding of religion and showing the bad side of this ADI.

• Utilize It as a Friend

What social climbers often do is to look for friends who have higher recognition for them to utilize, so that they can share their popularity in order to get recognition for their achievements

- In Figure 4.17 In the conversation session above, it shows that the social climber that occurs indicates that Dr. Richard Lee is trying to make the red magician a friend who is very suitable for the characteristics of using him as a friend.

- Figures 4.29 to 4.30 explain how the red magician is able to dismantle the bad intentions of Gus Samsudin because he thinks it is very detrimental to those who believe. The red magician did all this because he was encouraged by an American magician who has the name James Rendy. Denise Chariesta is seen supporting and being a friend of the mera magician. Even so, the use of titles in this video is too seeking public attention.

- In Figure 4.14 In the conversation session above, it shows that the social climber that occurs indicates that Dr. Richard Lee is trying to make the red magician a friend who is very suitable for the characteristics of using him as a friend.

- In Figure 4.21, it can be seen that the friendship that Richard Lee has built between the red magician is getting higher. Because in the question asking that the Red Magician has also had a positive impact because it provides an explanation related to malpractice committed by shamans. Here also because the Red Magician is tranding and supported by many parties so that Dr. Richard Lee takes advantage of the opportunity to establish relationships to support his existence.

• Putting someone down

- In Figure 4.28, the conversation built by Denise explains that what is the law with the existence of this shaman in the Islamic point of view discussed with Ust Derry. Her doubt brings up a new value. Even so, Denise looks polite when she is with Ust Derry. In this conversation, Denise asked a question that seemed to demean Gus Samsudin. This is in accordance with the characteristics of a social climber denigrating someone.

- In pictures 4.29 to 4.30 explain how the red magician is able to dismantle the bad intentions of Gus Samsudin because he thinks it is very detrimental to those who believe. The red magician did all this because he was encouraged by the American magician who has the name James Rendy. Denise Chariesta is seen, supporting and being a friend of the mera magician. Even so, the use of titles in this video is too seeking public attention.

- In Figure 4.19, it is clear that Gus Samsudin is cornered by the shamans. Here it appears that Dr. Richard Lee's power is increasingly visible by demeaning Gus Samsudin's figure through his questions. This is in accordance with the characteristics of demeaning others

• Making Others Uncomfortable

- In Figure 4.11 the signs that occur in this scene show the discomfort that Gus Samsudin has. The reason is, Dr. Richard Lee who communicates by licking. The questions asked seemed to drop Gus Samsudin's side and Gus Samsudin began to look uncomfortable by always moving his legs and rolling his eyeballs.

- In Figure 4.13 the dialog above Gus Samsudin is forced to be honest. This gives him discomfort because many times he is forced to be honest. times asking for the same confession. Here, Dr. Richard Lee seemed not to be outdone by others.

- In Figure 4.35, in the conversation in the last video, the questions issued by Denny began to look more and more cornered because Denny concluded on his own based on his understanding. In this case, there is also discomfort in each ADL.

- In Figure 4.10 the dialog above Gus Samsudin is forced to be honest. This gives him discomfort because he repeatedly asks for the same confession. Here Dr. Richard Lee looks like he doesn't want to lose to others.

- In Figure 4.24 in the conversation, Dr. Richard Lee asks about how much satisfaction the victim gets from Gus Samsudin's practice. In this case, Dr. Richard Lee makes the victim look uncomfortable with his question, but because one of the social climber characteristics possessed by Richard Lee here is to make others uncomfortable.

• High Lifestyle

- In Figure 4.12, in the context of this debate, it looks like it is starting to heat up with Gus Samsudin who is starting to be arrogant and show his emotions. On the one hand, there is an imbalance in this dialog where

Dr. Richard Lee also began to exalt himself as a doctor who was clearly licensed. So far, the concept of using clothes also shows a high lifestyle side. This is because Dr. Richard Lee who uses costumes is very formal, clean and looks elegant and expensive. Showing the value of his identity that we can understand is higher caste.

The Dynamics of Social Climber in YouTube Media towards the Case of Red Magician VS Gus Samsudin

In the explanation summarized in chapter II, it is stated that social dynamics are continuous changes by society, which result in changes in the order of life of society. Dynamics can be said to be a motion or force possessed by a group of people in society that can cause changes in the living order of the community concerned.

In social dynamics there is a conflict, people try to make patterns of change in maintaining their lives to avoid extinction in the form of material and non-material, solutions are needed in life that require unity among communities and groups. In this discussion, the researcher will relate the findings of the analysis The Red Magician VS Gus Samsudin case with the three YouTubers.

The dynamics that occur in this case are in the conflict carried out by the Red Magician VS Gus Samsudin. This is also done by them to fulfill their needs. The trigger that occurs is based on the lies of Gus Samsudin's knowledge. This conflict was then utilized by YouTubers, namely Dr. Richard Lee, Denise Chariesta, Denny Sumargo. Changes in the fabric of society also happened to these three YouTubers. They willingly had conversations with the perpetrators who caused this case to occur even though this case could have had a negative impact on the community.

We can also feel the changes that occur in life together. People who also believe in the knowledge possessed by Gus Samsudin began to arrive. We can see this in the podcasts of the three YouTubers who tried to visit some of the victims of Gus Samsudin's treatment. The social climber dynamics that occur in these YouTubers are quite diverse. However, the majority of what happens is need to seek attention, utilize it as a friend, and make others uncomfortable. YouTubers are willing to do all this to support their existence on YouTube.

This can be realized by the surge in subscribers that increased unnaturally after conducting a collaborative interview with Magician Merah and Gus Samsudin. Seeing this, YouTubers also launched their activities by inviting public figures who began to take part in this case, such as the Indonesian Shaman Association.

Another change that occurred was the sudden appearance of the Indonesian Shaman Association as a representative of shamans. This is utilized by a group of people like them for profit. The existence of something like this will have an impact on the community to use the knowledge of shamans and believe in the existence of treatment carried out through the supernatural.

The characteristics of each YouTuber are also different. First, Dr. Richard Lee displays a Podcast style with a Talkshow concept and invites several public figures in general. In this case, Dr. Richard Lee took advantage of the situation by inviting viral things such as Gus Samsudin and the Red Magician. Summarized through the analysis of the results, the majority obtained in how to launch his social climber action, Richard Lee plays subtly by showing his broader scientific side and the title he has as a Doctor. Richard Lee also took advantage of the situation by increasing friendship relations with the Red Magician, which at that time the Red Magician was indeed viral and became a Trendsetter in various public circles.

In contrast to Denise Chariesta, the concept in the Podcast is made like a Talkshow by inviting several sources that are interesting to discuss. However, the pattern that is built in bringing up the social climber is with language or sentences that are less polite. Denise was able to take advantage of her opportunity by demeaning others without thinking about whether her words could have a bad impact. The most dominant thing that appears is that Denise tries to use Red Magician as a friend and seems to seek attention by uploading videos that are only contentious.

Furthermore, the Podcast video uploaded by Denny Sumargo with more or less the same concept, namely Talkshow and inviting several artists and other public figures. The social climber dynamics felt in Denny's video uploads are not so much dominant only in the video when together with the Red Magician with the impression of seeking attention because he uses a costume similar to the Red Magician. Denny Sumargo is more careful and relaxed in conducting conversation interactions. However, there are times when he shows his higher power and understanding when he is with the Indonesian Shaman Association.

4. CONCLUSIONS

Based on the results of research with the title Social Climber Dynamics in the Red Magician Vs Gus Samsudin Case on YouTube Social Media, this research uses descriptive qualitative methods. So based on the results of observation and analysis, the researcher concluded that:

1. The social climber dynamics that occurred in the Red Magician VS Gus Samsudin case occurred with an increase in subscribers after the YouTubers collaborated with public figures such as the Shaman Association, Red Magician, Victims of Gus Samsudin and Gus Samsudin himself.
2. In the analysis of concepts related to social climber, it produces several scenes that are interrelated and indicate the existence of social climber in the show. There are 5 scenes in the category of attention seeking, in the category of arrogant there are 2 scenes, in the category of lack of gratitude there are 1 scene, in the category of sycophantic communication as many as 2 scenes, in the category of using it as a friend as many as 4 scenes, in the category of insecurity, in the category of social climber. As many as 5 scenes, in the category of demeaning others as many as 3 scenes and finally in the category of showing the high side of lifestyle as many as 1 scene.
3. There are also some supporting indications of being a social climber, namely harsh sentences uttered by one of YouTuber Denise Chariesta which are included in the characteristics of seeking attention, then Denny Sumargo who uses a costume similar to that used by the Red Magician which is included in the characteristics of seeking attention and also utilizing the Red Magician as a friend which is also included in the characteristics of being a social climber.

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