The Necessity of Educational Content for Indonesian Society Through YouTube Channels

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Abstract:

Purpose:
This study aims to analyze the factors contributing to the Indonesian public's low preference for educational content on YouTube, including audience preferences and psychosocial factors influencing media consumption patterns. Additionally, the study examines the potential outcomes of increased exposure to educational content, particularly in terms of knowledge improvement, behavioral changes, and its broader contribution to human capital development in Indonesia.

Methodology:
This research employs a qualitative descriptive approach and a case study method to examine India's legal framework in combating illegal wildlife trafficking.

Findings:
This study finds that the role of educational content on YouTube is crucial in enhancing public literacy in Indonesia. The analysis shows that while educational content has the potential to improve knowledge and awareness significantly, many people still prefer entertainment-based videos over informative ones. However, challenges such as low digital literacy, lack of interest, and algorithm-driven content preferences hinder its reach. The findings emphasize the urgent need for content creators to innovate in delivering educational material while policymakers and institutions should support initiatives that promote informative content on digital platforms.

Implication:
The implications of this study extend to both practical and academic domains. Practically, the findings serve as a valuable reference for content creators in designing engaging and educational videos that align with audience preferences, thereby enhancing the effectiveness and reach of educational content on YouTube. Academically, this research contributes to the body of knowledge in communication studies, sociology, arts, and other relevant disciplines by providing empirical insights into audience behavior and the role of digital media in public education.

INTRODUCTION

In the era of digitalization, Indonesian society predominantly consumes entertainment-based content with minimal educational value. The rapid proliferation of social media applications has significantly increased user engagement, reshaping communication patterns and social interactions. However, this shift has also led to an overwhelming consumption of non-substantive content, diverting public attention from educational materials that have the potential to enhance knowledge and critical thinking. The dominance of entertainment-driven media fosters a dependency on superficial content, reducing opportunities for intellectual enrichment and constructive discourse (Sabililah, M., & Sutabri, W. 2024).

Unfortunately, much of the entertainment consumed by the public lacks substantial value. The widespread prevalence of low-value entertainment content on platforms such as TikTok and YouTube can be attributed to several factors, including the public's preference for lighthearted content as an escape from daily routines, a declining interest in reading, and a cultural tendency toward a relaxed lifestyle that lacks intellectual stimulation.

This phenomenon is further exacerbated by viral trends that do not necessarily convey moral or educational messages but gain popularity due to their instant appeal and ease of consumption (Natsir, A., Mansyur, R., & Djalal, F. 2023).

According to a survey conducted by the Indonesian Internet Service Providers Association (APJII), YouTube is the most widely used social media platform in Indonesia, with 65.41% of the population engaging with it. It is followed by Facebook at 60.24% and Instagram at 30.51%. Moreover, YouTube is also the most frequently accessed video platform, with 66.58% of users relying on it for digital content consumption. This data underscores YouTube's significant role in shaping public media habits, making it a strategic platform for delivering educational content with substantial societal impact. A study by the Mozilla Foundation revealed that YouTube's recommendation algorithm predominantly promotes low-value content, including misinformation, sexually explicit material, and pseudoscience, rather than content aligned with users' intellectual interests. The study, which involved over 37,000 volunteers, found that 71% of the recommended videos were flagged as inappropriate or problematic. It indicates that YouTube prioritizes content virality over informative and constructive material, potentially exposing users to misleading or harmful information instead of educational resources (Bourdon, J., Tsfati, Y., & Weimann, G. 2005).

The advancement of information and communication technology has transformed the way society accesses knowledge, with social media emerging as a dominant platform for digital content dissemination. While YouTube possesses immense potential as an educational medium, Indonesian channels remain largely dominated by entertainment-driven content that lacks educational substance and, in some cases, promotes unproductive trends. By optimizing the educational function of YouTube, the platform can serve as an effective learning tool, reduce the consumption of non-substantive content, and contribute positively to societal knowledge development and skill enhancement (Rahmawan, T., Mahameruaji, L., & Anisa, S. 2023).

METHODS

This study employs a qualitative explanatory approach, aiming to explore and elucidate phenomena through in-depth analysis of non-numeric data. The research focuses on the significance of educational content on YouTube for Indonesian society, investigating the relationships between various conceptual elements and the factors influencing content consumption. By relying exclusively on secondary data, this study does not involve direct data collection methods such as interviews or observations. Instead, it leverages existing sources, including prior research reports, academic articles, statistical data, and relevant case studies. This approach enables a comprehensive examination of the phenomenon while maintaining a strong foundation in credible and validated sources.

Regarding the sampling technique, this study relies on secondary data that has been pre-selected through rigorous sampling techniques employed by relevant institutions or organizations. By utilizing externally curated data, the study ensures the relevance and representativeness of the information without requiring direct data collection. The secondary data includes previous research findings on the impact of social media on education, reports analyzing YouTube educational content consumption, and statistical insights into digital learning behaviors among Indonesian audiences. The credibility of these data sources is upheld through meticulous selection from authoritative institutions, ensuring that the study remains empirically sound despite the absence of primary data collection.

To ensure data validity, the study implements source verification, methodological assessment, and data triangulation. The reliability of secondary data is established by confirming that the sources originate from reputable entities, such as government reports, peer-reviewed academic journals, and official publications. Additionally, the data collection methodologies employed by the sources are scrutinized to determine their adherence to established research standards. Triangulation further strengthens the study's credibility by cross-

referencing findings from multiple sources to ensure consistency and accuracy. This multi-layered validation process guarantees that the data utilized in the research is both robust and methodologically sound, enhancing the reliability of the study's conclusions. The data analysis process follows a structured framework involving selection, focusing, simplification, abstraction, and presentation, culminating in logical inference and interpretation. Initially, the collected data undergoes a rigorous selection process to filter out irrelevant or extraneous information. The refined dataset is then subjected to thematic focus to identify key trends and significant insights aligned with the research objectives. Data simplification is applied to distill complex information into a more accessible and coherent format without compromising its substantive integrity. Abstraction enables the synthesis of core findings, facilitating a more holistic understanding of the phenomenon under investigation. Finally, data presentation, whether in narrative form or through structured visual representations, ensures clarity in interpretation. The study's conclusions are drawn based on this systematic analytical approach, offering nuanced insights into the pivotal role of educational content on YouTube in shaping public knowledge and awareness while also providing recommendations for future developments in this domain.

RESULTS AND DISCUSSION

History of YouTube. The Evolution of a Video-Sharing Platform: YouTube is a video-sharing platform founded in February 2005 by three former PayPal employees: Steve Chen, Chad Hurley, and Jawed Karim. The idea behind YouTube stemmed from their need for a user-friendly space to share personal videos effortlessly. Upon its launch, YouTube quickly gained public attention for its ability to allow users to upload, watch, and share various types of video content without requiring advanced technical skills. The first video ever uploaded to the platform, titled "Me at the Zoo," featured co-founder Jawed Karim at the San Diego Zoo. On February 14, 2005, coinciding with Valentine's Day, YouTube was officially registered as a business. The three co-founders established their first office in a small storefront in San Mateo, California.   Steve Chen, a Taiwanese immigrant, joined PayPal after attending the University of Illinois at Urbana-Champaign, although he did not complete his degree. Similarly, Jawed Karim, of Bangladeshi-German descent, also left the same university to work at PayPal but later returned to complete his Bachelor's degree in Computer Science. Chad Hurley, who had a background in fine arts from Indiana University of Pennsylvania, was responsible for designing PayPal's initial logo before joining the YouTube project. The concept for YouTube originated when Karim proposed a video-sharing platform after struggling to find accessible footage of significant events such as Janet Jackson's Super Bowl 2004 incident and the 2004 Indian Ocean tsunami. However, this idea was not immediately developed. Around the same time, Chen and Hurley attempted to create an online dating site similar to Hot or Not, but the project failed. Eventually, they shifted their focus to developing a general video-sharing platform, which they named YouTube. During its early development, Hurley offered his garage as an operational workspace while Chen and Karim handled the technical aspects. In April 2005, Karim uploaded the first video, Me at the Zoo, though it initially attracted little public attention (Britanica.Com).

The first documented YouTube video was uploaded on April 24, 2005, by Jawed Karim, one of YouTube's co-founders, on a channel named "Jawed." YouTube's popularity began to rise in September 2005 when a video featuring Ronaldinho receiving the Golden Boots from Nike went viral. This video provided mutual benefits: Nike gained significant exposure, while YouTube started gaining widespread recognition.

Source: https://youtu.be/jNQXAC9IVRw?feature=shared

Figure 1. Jawed Karim, one of YouTube's co-founders
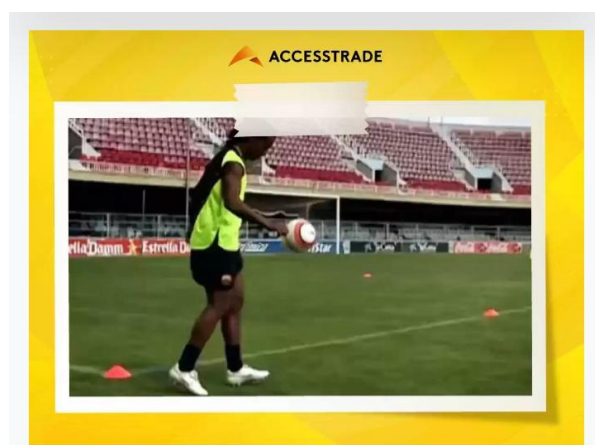
Source: https://accesstrade.co.id/blogs/others/sejarah-youtube

Figure 2. Ronaldinho receiving the Golden Boots from Nike

In December 2005, YouTube was officially launched despite facing stiff competition from other platforms such as Vimeo. A significant turning point occurred when the unauthorized upload of Lazy Sunday by NBC gained widespread attention. Although the video was later taken down upon request, this incident significantly boosted YouTube's reputation. Sequoia Capital, which had initially invested $3.5 million, increased its funding to $8 million, enabling YouTube to expand its server capacity and bandwidth. In October 2006, Google acquired YouTube for an astonishing $1.65 billion, despite previous skepticism from Yahoo! Regarding the platform's future. This acquisition led to significant developments, including enhanced server capacity and the introduction of new features, such as integrated advertisements for monetization. Moreover, it facilitated YouTube's global expansion, solidifying its position as the dominant platform for video sharing worldwide. On November 13, 2006, Google officially completed its acquisition of YouTube, aiming to integrate technological innovations to create a more dynamic and engaging digital entertainment experience. This acquisition marked the beginning of a strategic collaboration between the two companies in providing high-quality content, expanding opportunities for creators, and maximizing content distribution and monetization through the Internet (Gramedia).

Google's acquisition of YouTube fostered a strategic synergy by combining a leading online video entertainment platform with Google's expertise in information technology and digital advertising. This collaboration aimed to enhance user experience while opening new opportunities for professional content creators to reach a global audience. Despite becoming part of Google, YouTube retained its distinct brand identity and operated independently while leveraging Google's technology and advertising network to expand its influence in the digital entertainment landscape. As technology advanced and demand for digital content grew, YouTube evolved from a simple video-sharing platform into a comprehensive ecosystem that supports professional content creators. Features such as subscription channels, live streaming, and the YouTube Partner Program have provided creators with avenues to generate revenue from their content. YouTube has also become a central hub for cultural phenomena and digital trends, significantly impacting global media, entertainment, and communication. Additionally, YouTube has adapted to technological developments, incorporating short-form video formats similar to TikTok and integrating with other media, including television and virtual reality (VR) (Accestrade).

YouTube has profoundly influenced modern culture and society, shaping various aspects of life, including lifestyle trends, consumer behavior, and popular culture. Through creative content such as tutorials, vlogs, and music videos, YouTube has set global trends and become an effective tool for brands to market their products authentically. Furthermore, the platform fosters creativity and inspires audiences to make informed decisions, establishing itself as a crucial element in the evolution of digital culture in the modern era. Today, YouTube serves not only as an entertainment platform but also as a medium for education, marketing, and social advocacy. With billions of active users each month, YouTube continues to shape digital media consumption patterns and remains an integral part of modern society. Its ongoing innovations ensure its relevance and competitiveness in the ever-evolving digital media landscape (Kumparan, 2024).

The Entry of YouTube in Indonesia. YouTube, the world's largest video-sharing platform, officially entered Indonesia following its acquisition by Google in 2006. The platform was officially launched as a localized version in Indonesia on June 14, 2012, marking a significant milestone in the development of the country's digital content industry. This localized version introduced a user interface specifically designed to cater to Indonesian users, enabling more relevant content searches and enhancing accessibility to videos uploaded by both local and global creators. This initiative also fostered a digital ecosystem that provided Indonesian content creators with opportunities to express themselves and share their creative works with a global audience. The presence of YouTube in Indonesia also played a crucial role in supporting the growth of the digital music, media, and entertainment industries. Strategic partnerships with local media companies such as Kompas TV, Musica Studios, Viva Media Group, and renowned record labels like Nagaswara and Aquarius Musikindo helped expand the reach of Indonesian content to a global audience. It not only increased the visibility of local creators but also offered economic opportunities through digital content monetization. The signing of a licensing agreement between YouTube and Wahana Musik Indonesia (WAMI) further enabled Indonesian musicians and composers to earn royalties from their content on the platform. WAMI, a music management organization, holds music usage rights and represents major music publishers in Indonesia, including Aquarius Pustaka Musik, Warner Music Indonesia, and Musica Studios. Through this agreement, YouTube Indonesia became a platform where musicians could promote their work while simultaneously generating revenue from their music. Under this collaboration, advertisements are embedded into music videos uploaded by artists on YouTube Indonesia. YouTube then pays royalties to WAMI based on video views, which are subsequently distributed to the respective artists. This model offers direct financial benefits to musicians by allowing them to earn income from the promotion of their work on the platform. Rudy Ramawy, the Country Head of Google Indonesia, stated that this revenue-sharing model ensures that artists receive a portion of the earnings generated from advertisements placed within their music videos (Kompas TV, 2012).

YouTube Indonesia not only serves as a promotional platform but also provides copyright protection for musicians. Before the establishment of YouTube Indonesia, many musicians faced difficulties in addressing

unauthorized uploads of their music videos on other platforms. With this agreement, YouTube Indonesia and Wahana Musik Indonesia (WAMI) offer musicians the opportunity to claim and manage the copyrights of their works. Rudy Ramawy emphasized that with a more structured and transparent system, musicians can now report any misuse of their works, which is a positive step toward copyright protection and reducing artistic piracy. Additionally, Giring Ganesha Djumaryo, a member of the band Nidji under Musica Studios, expressed his hopes that local musicians and artists could utilize YouTube Indonesia to promote their songs more broadly. He highlighted the importance of collaboration between musicians and platforms like YouTube to monetize their video content, ensuring sustainable income. Through YouTube Indonesia, Indonesian musicians can not only introduce their works to a global audience but also create stronger partnerships with international platforms like YouTube. This collaboration enables music creators to earn revenue when advertisements accompany their videos on YouTube.The launch of YouTube Indonesia also represents a strategic move by Google to attract local advertisers such as Unilever Indonesia, Telkomsel, and Bank Central Asia, who leverage the platform to reach digital consumers. Additionally, agreements with organizations like the Composers and Authors Society of Hong Kong Limited (CASH) allow foreign musicians to receive royalties from videos played on YouTube Indonesia (Wati et al., 2023). It further strengthens Indonesia's digital ecosystem as part of the global creative community, fostering the growth of the creative industry and digital media while reinforcing Indonesia's position as a key market in the Asia-Pacific region (Jagat Raya, 2012).

The rapid acceptance of this platform in Indonesia coincided with the increasing penetration of the internet and the widespread use of digital devices. YouTube has become one of the primary sources of entertainment and information, gradually replacing conventional media such as television. This platform not only provides unlimited access to various types of content but also creates opportunities for individuals to become content creators with a global audience reach. This phenomenon marks a new era of media digitalization, significantly impacting media consumption patterns in Indonesia. The growth of YouTube in the country is further driven by the rising number of internet users, which exceeded 200 million in 2020. According to ComScore data, over 93 million unique viewers in Indonesia accessed YouTube monthly that year, making it one of the most dominant video platforms in the nation. Indonesian content creators, both individuals and companies, have played a crucial role in this expansion by producing creative content across various categories, including education, entertainment, music, tutorials, and gaming. The international recognition of several Indonesian creators who have received prestigious awards, like the Diamond Button, highlights the immense potential of the digital creative industry based on this platform (Student Activity Binus, 2021).

Definition of Content. In a scientific context, content can be defined from an academic perspective as any form of information or message disseminated through various media to achieve specific objectives. This definition encompasses text, images, videos, audio, or a combination of these formats, all designed to communicate effectively with an audience. According to Hofstetter, content constitutes the core of communication, possessing intrinsic value in conveying information, shaping opinions, or influencing individual actions. In the digital landscape, content has evolved significantly, becoming a fundamental component of online platforms such as social media, websites, and applications. The ability to produce, distribute, and access content now serves as a critical determinant of a media platform's success (Hoftstetter, 1999).

Content can be categorized into various types based on its format and function, including educational, informative, entertainment, and persuasive content designed to encourage specific actions. In the digital sphere, educational content such as articles, infographics, and e-learning modules is widely utilized for learning purposes. In contrast, entertainment content, including humorous videos and memes, engages audiences through emotional appeal. Commercial content, on the other hand, influences consumer decision-making. These content types are dynamic and continuously evolve alongside technological advancements and shifting information consumption patterns. The effectiveness of content is determined by three key aspects: relevance, accuracy, and appeal. Relevance ensures that content addresses the audience's needs within a specific social, cultural, or trending context.

Accuracy is fundamental, particularly in educational and informational content, where factual correctness must be verified through valid data or research.

Additionally, visual and emotional appeal plays a crucial role in ensuring that audiences not only access but also comprehend and engage with the content. Within the scope of this research, content holds significant relevance, particularly in disseminating information to a broad audience. For instance, environmental-themed content serves as a powerful tool in conservation campaigns and raising awareness about climate change. Through strategic packaging, content can establish an emotional connection with audiences, thereby motivating them to take action. Consequently, a profound understanding of the definition, types, and characteristics of content is essential for optimizing its role in achieving specific objectives, both in academic discourse and practical applications (Lindungi Hutan).

Definition of YouTube Content. YouTube has emerged as one of the most significant social media platforms in the digital era, serving as an effective medium for information dissemination. As a video-based website, it enables users to upload, share, and watch videos across various categories, ranging from entertainment to education. One of its key features is live streaming, which facilitates real-time interaction between content creators and their audiences. It makes YouTube more flexible than traditional media, such as television, by allowing direct audience participation through comments and reactions. The diversity of content and ease of accessibility makes YouTube a vital platform for rapidly and accurately delivering information to society. As a leading digital platform, YouTube is not only a tool for content sharing but also a mass communication medium that influences social and economic interaction patterns. From a scholarly perspective, YouTube can be analyzed through various lenses, such as participatory media theory, where users act not just as consumers but also as active producers contributing to the digital ecosystem. It aligns with the concept of the prosumer (producer-consumer) in contemporary communication theory, which highlights the evolving role of individuals in information dissemination chains. YouTube's advantages over traditional media, including its interactive and measurable nature, reinforce its relevance as a strategic tool for social campaigns, education, and public policy promotion. With a global user base and intelligent algorithms, YouTube offers vast opportunities to reach broader audiences efficiently (Anan Septia Machidhar, Maya Sekar Wangi, Siswanta, 2022).

Negative Content and Negative YouTube Content. With the rapid advancement of modern technology, Indonesia's information and communication landscape has experienced significant progress, particularly with the rise of various social media platforms that facilitate fast and efficient information exchange. Social media now serves as a space for individuals to showcase their creativity through videos, audio, images, and other forms of digital content accessible to a vast audience. Among the most popular platforms is YouTube, which offers users the freedom to watch and share content anytime and anywhere. However, alongside its benefits, YouTube also presents challenges, particularly concerning negative content—defined as digital information that may psychologically, socially, or morally harm users, especially adolescents (Iswardi et al., 2024). Such content includes violence, pornography, hate speech, misinformation, cyberbullying, and materials that encourage antisocial or apathetic behavior, all of which can contribute to mental health issues like depression, anxiety, and diminished social interaction skills. While YouTube plays a crucial role in facilitating information exchange and entertainment, its lack of comprehensive content filtering or censorship mechanisms allows harmful videos to remain accessible, highlighting the need for greater content regulation and digital literacy to mitigate its negative impact (Handani Dwi Jayanti, 2022).

The Influence of Negative YouTube Content on the Lives of Indonesian Society. N content on YouTube often referred to as "pointless content" or "trash content," encompasses videos that provide minimal or no positive value to viewers, ranging from mundane daily activities that offer no new insights to excessive pranks that lack ethical consideration and even dangerous challenges that pose safety risks. Additionally, trash content includes materials featuring violence, low-quality entertainment, hate speech, and vulgar acts that contradict Indonesia's social and cultural norms. The ease of access and YouTube's algorithm, which tends to promote viral

content without filtering for quality, have contributed to the rising popularity of such videos, especially among young audiences. The impact of this negative content on Indonesian society is both diverse and concerning, particularly in shaping adolescent behavior, as many young individuals imitate social media trends regardless of their value, often adopting coarse language or engaging in reckless activities for the sake of content creation, ultimately leading to a decline in moral values and social ethics. Furthermore, the proliferation of misinformation through negative content exacerbates societal tensions, as conspiracy theories and hoaxes frequently gain traction on the platform, fostering public confusion and distrust toward official sources, which, in turn, fuels social fragmentation and polarization. Compounding this issue is the increasing addiction to consuming negative content, where individuals spend excessive hours watching unproductive videos instead of utilizing digital platforms for education or professional development, leading to reduced productivity, heightened stress, and sleep disorders due to prolonged exposure. Given these pressing concerns, it is crucial for both society and the government to implement effective educational initiatives and regulatory measures to filter and mitigate the adverse effects of negative content on digital platforms like YouTube (Delvina Tri Agustin, 2022).

The Need for Educational Content on YouTube for Indonesian Society. The effectiveness of YouTube as an information dissemination platform ultimately depends on the quality of its content and the ability to leverage its features effectively. Academically, studies have shown that the success of platforms like YouTube is closely linked to content consistency, relevance, and engagement. In contrast, challenges such as comment moderation, content sustainability, and the risk of misinformation remain significant concerns. The utilization of YouTube by institutions like Diskominfo Boyolali highlights the importance of data-driven content strategies, collaboration, and a deep understanding of audience preferences in ensuring effective communication. With the right approach, YouTube can serve as a vital bridge between content creators and the public, fostering active participation in the development of high-quality information. Educational and innovative content is expected to provide valuable insights, encourage critical thinking, and promote selective consumption of digital media, thereby enhancing public understanding of crucial issues such as health, education, human rights, and technology. Consequently, the creation and dissemination of content that is not only entertaining but also educational is a key step in improving digital literacy in Indonesia (Dhanurendra, 2023). Conversely, the presence of harmful content, including misinformation, hoaxes, and violent material, poses a serious threat to these efforts, as it can shape misguided perceptions and influence public decision-making in detrimental ways. Therefore, prioritizing the development of positive, impactful content is crucial in fostering a healthier and more dignified digital literacy culture in Indonesian society. It underscores the need for content development strategies that align with societal needs and are supported by advanced information technology, ensuring that digital literacy efforts can effectively address contemporary challenges. In turn, such efforts will help cultivate a more critical and discerning society that can navigate the digital landscape wisely while enriching their knowledge and skills through high-value content (Kemensetneg, 2024).

The relationship between the themes of "negative content" and "social impact" is very close, as the spread of negative content on YouTube, such as hoaxes, hate speech, and dangerous challenges, contributes to moral degradation and increasing social tensions in society. Such content not only influences public perceptions of certain issues but also encourages negative behavior, especially among teenagers who are more vulnerable to the influence of digital media. As a result, social interactions are disrupted, polarization intensifies, and people tend to experience misunderstandings due to unverified information. In this context, the importance of the role of education emerges as a strategic solution to counteract the harmful effects of negative content on social media. The theme of "the role of education" arises as an effort to enhance digital literacy, promote critical thinking, and build awareness of the importance of filtering consumed information.

This study analyzes the impact of negative content on YouTube on Indonesian society through a thematic approach and finds that the influence of negative content is highly significant in affecting social dynamics, both psychologically and morally. The analysis shows that the spread of unverified information deteriorates the quality

of social interactions and causes division within society. Therefore, the production and promotion of educational content are crucial factors in creating a healthier digital environment. By increasing the amount of high-quality and informative content, society is expected to become more capable of filtering information and developing a more critical mindset toward various issues circulating on social media. This study emphasizes the importance of the role of various parties, including content creators, the government, and digital platforms, in ensuring that the information circulating is not only accurate but also has an educational value that can improve the quality of social interactions and digital literacy in Indonesian society.

Data Presentation.

Source: https://www.instagram.com/katadatacoid/p/CHm908WsSdo/
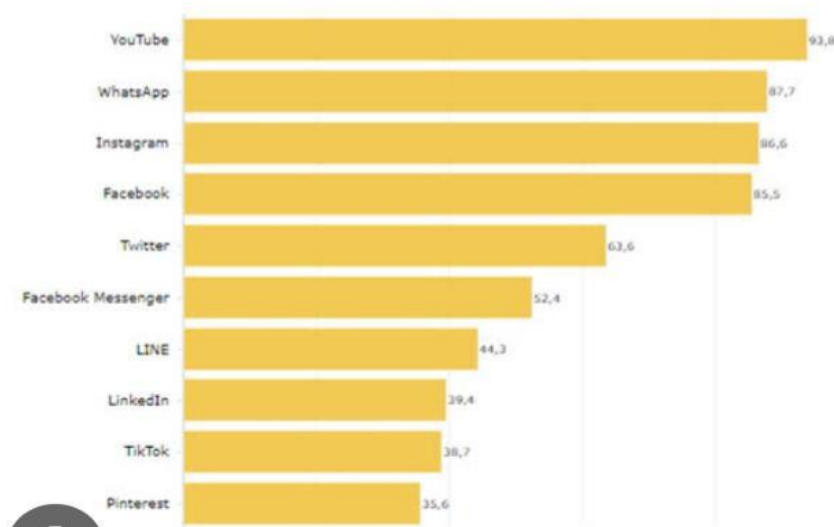
Figure 3. Report on the highest use of social media in Indonesia in 2020

Source: https://images.app.goo.gl/HxHD2VWWYD1mgDkN7
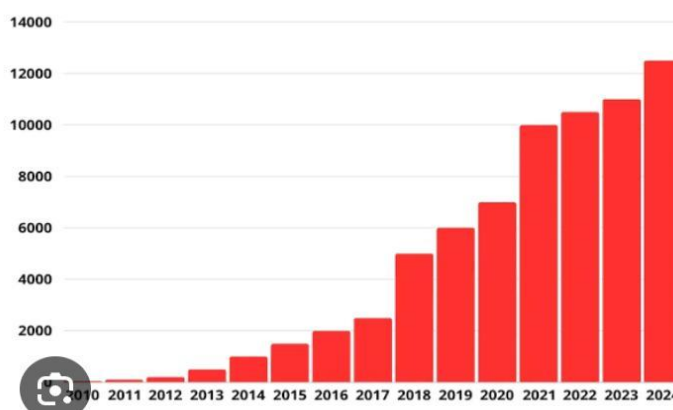
Figure 4. YouTube Development Report in Indonesia from year to year

Source: https://images.app.goo.gl/BSeYCrQJGuPPqTGU8
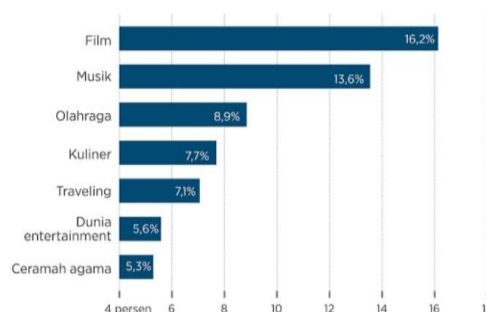
Figure 5. Content That Is Often Watched on YouTube Indonesia

Based on the previously presented data, YouTube usage in Indonesia has shown a significant upward trend year after year, reflecting a shift in public preference toward digital platforms as the primary source of entertainment. Recent statistics indicate that the most-watched content on YouTube among Indonesian audiences is film, transcending age groups and demographics. Among the various genres available, horror, comedy, and horror-comedy dominate viewers' preferences, both in cinemas and on streaming platforms. This popularity is largely attributed to the ability of local creators to craft compelling narratives that resonate with audiences while preserving strong cultural elements, reflecting a deep appreciation for entertainment with distinct local nuances. This trend presents a substantial opportunity for filmmakers and content creators to expand and innovate within the film and digital sectors. Mohammad Amin, Director of Music, Film, and Animation at the Ministry of Tourism and Creative Economy, projected that in 2024, the Indonesian film industry would be characterized by an increasingly diverse range of genres, with local content tailored to domestic market behavior. According to the Indonesian Film Board (BPI), in 2022, horror emerged as the most-watched genre with 32 million viewers, followed by drama (9.3 million), action (5.6 million), comedy (4.9 million), and romance (2.2 million). This positive trajectory is evident in the surge of local film viewership, which reached 24 million in 2022, capturing a 61% market share for Indonesian films compared to 39% for foreign films. By 2024, films such as Agak Laen amassed 8.9 million viewers, fueling optimism that the total audience could reach 58 million, with production increasing to 50 films annually, underscoring the immense potential of the film industry as a key driver of the national creative economy. However, data from Kompasiana suggests that Indonesian audiences gravitate toward lighthearted, easily digestible entertainment content, often at the expense of educational material, which is perceived as monotonous or irrelevant. The challenge, therefore, lies in making educational content more engaging and aligned with societal trends—leveraging formats such as podcasts, collaborations with influencers, and repackaging informative content with an entertainment-driven approach. In Indonesia, both television and digital platforms are overwhelmingly dominated by entertainment-focused media, frequently neglecting educational value. It poses a significant issue, particularly for the younger generation, who are more exposed to entertainment than to intellectually enriching information. While entertaining, such content risks diverting public attention from critical issues that demand awareness and deeper understanding. For young audiences, prolonged exposure to non-educational entertainment can shape their worldview and value systems, leading to a diminished inclination toward

critical thinking. Instead of fostering analytical perspectives on social, political, and economic realities, many become engrossed in purely entertaining content, often at the expense of meaningful discourse. Consequently, younger generations may develop a limited, disengaged perspective on pressing societal matters, perceiving them as irrelevant to their personal lives, thereby exacerbating societal apathy and reducing civic engagement (Kompasiana).

Non-educational content can also trigger negative behaviors, as young individuals tend to imitate and follow what they see without critically assessing its consequences. Continuous exposure to such content makes them more susceptible to unwise lifestyle choices and social attitudes, prioritizing entertainment over socially significant issues. This growing indifference toward societal concerns further reinforces a culture where superficial content takes precedence over meaningful discourse. However, this does not mean that change is unattainable. Educational content holds immense potential to shape public perception, particularly among young audiences, encouraging them to think critically and engage more deeply with important topics. For instance, podcasts—accessible and portable—serve as an effective medium for knowledge dissemination, covering relevant themes such as self-development, science, and history.

Additionally, leveraging influencers or subject-matter experts to deliver educational material can enhance its appeal while adding credibility to the information presented. To maximize the effectiveness of educational content, quality and consistency in its delivery are paramount. Information that directly relates to everyday life and is easily digestible—such as topics concerning academic exams or university entrance preparation can significantly boost young people's interest. Enhancing their understanding of the value of education and knowledge fosters a more intelligent and mature mindset. However, to encourage youth engagement with educational content, parental and adult involvement is crucial. Parents must regulate their children's exposure to non-educational media, particularly for those under the age of 12. Meanwhile, adults should actively guide and support young individuals in selecting beneficial content, ensuring they develop responsible consumption habits and effectively manage their time to avoid excessive engagement with unproductive material (Kompasiana).

The spread of non-educational content among the public, especially the younger generation, has significant implications for their cognitive and behavioral development. Entertainment-oriented content often reduces critical and analytical thinking skills, causing individuals to accept information without adequate verification passively. This phenomenon contributes to a growing digital literacy gap, as people tend to consume light, entertaining content rather than informative or educational materials. Additionally, social norms are affected, as exposure to negative content—such as violence or misinformation—can shape perceptions that such behaviors are acceptable in everyday life. Consequently, young people's mindsets become increasingly vulnerable to misinformation and lack awareness of broader social issues, ultimately influencing societal development as a whole (Raharja et al., 2022).

To address this issue, various stakeholders, including the media, parents, and the government, must take active roles. The media, as content providers, hold a responsibility to be more selective in curating and disseminating information, for example, by collaborating with experts and influencers to present educational content in engaging formats. Parents play a crucial role in supervising and guiding their children in selecting beneficial content while encouraging them to develop a more critical mindset. Meanwhile, the government must strengthen regulations on the dissemination of non-educational content and promote collaboration between the private sector, educational institutions, and digital communities to create media literacy campaigns that raise public awareness of the importance of consuming high-quality content. A collaborative effort among these stakeholders can effectively foster a healthier digital ecosystem that prioritizes knowledge enhancement and intellectual growth (Putri et al., 2023).

The validity of the data used in this study was verified through several methods, including source credibility, triangulation, and relevance in terms of time and context. The data were collected from annual reports of reputable institutions such as We Are Social, Hootsuite, and Bappenas, which provide insights into social media content

consumption trends. To ensure consistency, these data were compared with reports from Katadata and APJII, which similarly highlight the dominance of entertainment content in Indonesia. Furthermore, only recent data (2022–2023) were utilized to maintain relevance with current conditions. Through this approach, the study presents an objective and accountable analysis of how excessive entertainment content on social media negatively impacts public thinking patterns while offering practical solutions to enhance the consumption of educational content in the digital era (Wicaksono, 2024).

CONCLUSION

The widespread dissemination of non-educational content on YouTube has significantly influenced societal cognitive and behavioral patterns, particularly among younger generations. The predominance of entertainment-driven content, which prioritizes momentary gratification over intellectual enrichment, has led to a decline in critical thinking skills and diminished engagement with substantive issues. As a consequence, individuals increasingly prioritize leisure over the acquisition of knowledge and competencies essential for their personal and professional development.

Beyond individual implications, the scarcity of educational content also affects social norms and overall societal productivity. The prevalence of entertainment-centric media without substantive informational value fosters passive consumption habits, reducing public awareness of pressing socio-political and economic issues. Furthermore, the absence of high-quality educational material exacerbates digital literacy disparities, making it increasingly difficult for individuals to discern credible information from misinformation or trivial content.

Addressing this issue necessitates a concerted effort to enhance both the availability and accessibility of educational content on YouTube. Media platforms must adopt a more selective approach in curating content, while content creators should be encouraged to produce intellectually stimulating and informative material. Additionally, governmental intervention is essential in formulating policies that promote the development of educational content and advancing digital literacy initiatives. Through a collaborative approach involving media stakeholders, policymakers, and the public, YouTube has the potential to evolve into a more effective educational tool, fostering intellectual growth and social awareness within Indonesian society.

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