

# Cultural Promotion Innovation through Japanese Women's Daily Vlog on Youtube

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**Abstract.** This study aims to find innovations made by Japanese female Youtubers (Tina and Nami) through daily vlogs to promote their culture as Japanese. This study is a qualitative descriptive study using content observations on their channel and student polls as primary data. To find out the details of their channel as a communication and information media, mapping was carried out using David K. Berlo's SMCR communication model. The results of this study are 1) Tina and Nami's Youtube channel is effective as a communication media in promoting Japanese culture for anyone and a learning media for Japanese culture learners after being mapped on the SMCR communication model. 2) This type of silent daily vlog that uses calming instruments, ASMR, and simple cinematography are an innovation made by both of them to attract their viewers.

## 1 Introduction

Culture is a representation of the things that humans do in their daily lives. It is not only a work of art that is shown, but it can also be in the form of ideas, living systems and interacting with fellow humans in a particular society. As Susanto concludes in his book that culture is everything that is produced by the human mind with the aim of managing its place of residence and producing works to meet the needs of life [1].

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Tina and Nami are Japanese women who live in Tokyo and have an environment and lifestyle that can represent them as Japanese women living in urban environments. They are active in producing daily videos which are shared to the public on the YouTube channel. From their daily videos, Japanese culture observers can see various cultural elements such as cultural products, norms, ideas, values, and forms of understanding in society that help them interpret the reality that is part of the ideology of a culture, so it is important for those who are interested in culture to observe their activities to understand how the ideology of a society is maintained, in this case how both as part of society carry out the habits in their environment [2]. This is also what underlies one's actions to introduce one's own culture (both consciously and unconsciously) to others in various ways, starting from the easiest way, namely by direct communication, writing books, writing in print or digital media, or other methods used. Tina and Nami use it by creating video blog content (vlogs) that are uploaded to Youtube channel. Currently Youtube appears as a media for delivering various messages via video. This was also stated in the research of Warhdani regarding the use of technology such as Youtube which contains media in the form of videos that have the potential to promote local culture [3]. According to Rugin, Youtube can be the media to promote cultural values that are not or less exposed so that it can be enjoyed and known by many people, so this is a moment that should be widely used by cultural activist to promote their culture [4].

This is what Tina and Nami do as daily vloggers who have channels called Tina's Life and Nami's Life. By sharing Vlogs about their daily activities, their viewers gain a variety of knowledge, especially about their culture, especially the culture of Japanese society and the lifestyle of today's urban Japanese women. However, the effectiveness of YouTube in conveying information and attracting viewers is certainly not easy, it requires content with certain creativity to be famous. To increase the number of viewers and subscribers, it takes hard work and creativity because of the intense competition between various types of content on Youtube today [5]. The wider the audience that can be reached, it is hoped that the content owner will be more effective in disseminating the information, ideas, and ideas she has.

For those reason Tina and Nami's cultural promotion innovations on their channel which has more than half a million subscribers deserve to be explored further.

This research is descriptive-analytical research with primary data collection from several vlogs on Tina's Life and Nami's Life's Youtube channel, a survey on students learning Japanese culture in Japanese Culture class at Diponegoro University, and viewers comment.

The channel observed by the researcher is Tina's Life channel with 527 thousand subscribers [6] and Nami's Life with 892K subscribers [7]. Their channel can be searched by entering the channel name in a search on the Youtube.com page. Secondary data were obtained from various

books, research articles, and data searches through the internet. The data analysis method uses content analysis of vlog content using the SMCR communication model approach from David K Berlo. This SMCR communication model is used to dissect the vloggers' channels in promoting and communicating the things they want to convey to the viewer.

Berlo communication model is a communication model that has 4 main elements; Source (S), Message (M), Channel (C), and Receiver (R) [8]. In this study, the skills of the content creator, the message to be conveyed through Youtube as the channel, to the target receiver of the information will be analyzed using the Berlo communication model. Not only that, from this model the researchers were finally able to find the innovations that Tina and Nami have in promoting their daily lives.

## **2 Result and Discussion**

The results of this study indicate that the daily vlogs of Tina's Life and Nami's Life on the Youtube channel fulfill every element of Berlo's communication model which consists of 4 elements; Source (S), Message (M), Channel (C), and Receiver (R). In building their YouTube channel, they made innovations into their vlogs such as making vlogs with the silent daily vlog type, adding Relaxing Music and ASMR, and simple cinematography.

### **2.1 Mapping Daily Vlog Content into SMCR Model**

Tina and Nami's channels as communication and information media are mapped into the SMCR model which in the communication process has 4 (source, message, channel, receiver) supporting factors.

#### *2.1.1 Source*

The source referred to in this SMCR model is the source of the originating message. Both Tina and Nami take the main role in the process of communicating and promoting the things (messages) in the video. According to the observations made, Tina and Nami took on the roles of good and polite communicators. They use nonverbal forms of communication. So to convey the feelings or intentions of their actions, Tina and Nami usually include subtitles or emojis in their videos. Both of them didn't show their faces but they clearly show themselves as Japanese women who work and live in a big city (Tokyo).

#### *2.1.2 Message*

In the communication process, the message becomes the main element that connects the sender of the message to the recipient of the message. The content of the message is not only voice, but can be conveyed through writing, gestures, video, and others. The videos uploaded by Tina and Nami are a form of the message itself. In it the

message is conveyed in the form of non-verbal communication such as; their writings, emojis, gestures, and descriptions of their activities

Based on observations, the things displayed on the Tina and Nami canals are representations of elements of Japanese culture. Culture according to Koentjaraningrat is defined as the entire system of ideas, actions, and human works in the context of community life that is made human by learning [9]. The intended culture has several elements, namely; a) religious systems and religious ceremonies, b) social systems and organizations, c) knowledge systems, d) languages, e) arts, f) livelihood systems, and g) systems of technology and equipment which are then all formed to show the identity of a community that owns it. An individual from a community group cannot be separated from the process of internalizing these elements in every aspect of his life, therefore individuals in society are likely to have experiences similar to other individuals. Thus, by seeing what Tina and Nami do in the videos they share, viewers and Japanese culture learners can observe in more detail and depth about Japanese culture, especially the habits and lifestyles of urban Japanese women who work and live alone.

Tina's Life and Nami's Life channels share various videos that generally describe in detail what they do on a daily basis. In general, because they both come from Japan, their activities are closely related to the season at that time, namely spring, summer, autumn, and winter which of course have their own habits. In particular, the habits of these seasons can be seen from what they cook and consume, the clothes they wear, their handicrafts, and their outdoor activities. Not only that, but in their videos we also gain knowledge about the routines of office women in Tokyo such as the way they dress, their taste in certain products, and the way they relax. These messages can be seen by the viewers with various comments that only appreciate, share the same experiences, and ask for more details regarding the details contained in the video.

In the results of a survey conducted on students learning Japanese in the Nihon Jijou course at the concentration of Applied Foreign Languages at the Vocational School of Diponegoro University, 100% of the total 89 students agreed that watching YouTube channels like that was beneficial for them in learning Japanese culture.

### *2.1.3 Channel*

Tina and Nami use the Youtube channel to share videos of their lives as urban Japanese women living alone. With this site, the internet community can upload, watch, and share videos from anyone to anyone.

Youtube can be accessed in 80 types languages that can invite the world community to become its users. In his book, Little John says that modern communication media have enabled millions of people around the world to be continuously connected [10]. This is in accordance with what Statista wrote about Youtube itself which shows that this platform has 2.3 billion users worldwide and occupies the second position in the category of the most popular social network after Facebook [11]. With

this fact, being a Youtuber like Tina and Nami is an effective and potential way to express oneself and convey many things, including introducing a culture that can reach more viewers.

#### **2.1.4 Receiver**

The receiver of the message is the last element of this SMCR approach model. The target receiver (viewer) of messages from Tina's Life and Nami's Life channels come from various countries with different backgrounds. Because using the Youtube channel, the viewers can be anyone, both from Japan and outside Japan, which of course have different social and cultural backgrounds. Researchers also intentionally use their channel as a learning medium that challenges students who learn Japanese culture to analyze the cultural elements that exist on their channel

## **2.2 The Law of Personality**

The results of the survey given to students who learn about culture also have a similar impression. Students admitted that the videos on their channel are fun to watch, can lift their mood, and keep them motivated. Questions such as 'what is the best part of the video', 'what was your special impression when you watched the video', and 'Would you like to have a life like theirs' were also given to strengthen my opinion that both channels do have fun and useful videos. In this way, I was able to find out what could be said to be Tina and Nami's innovations in making their videos.

### **2.2.1 Silent Daily Vlog**

Unlike other YouTubers, both of them produce vlogs with the silent daily vlog type. This type of silent vlog is a vlog that does not use the vlogger's voice to explain things that are done in daily life, vlogs also do not focus on appearing in front of the camera or showing their whole physique. This can be related to the Japanese people who are very protective of their privacy. With this type of vlog, the viewers will focus solely on the content. Even though they occasionally write what they feel through subtitles or emoticons, it can be said that their videos are vlogs that are easy to watch, there are no specific statements or ideas that make the viewers think harder.

Besides being made with the silent vlog type, both of them focus on presenting 'daily' content, namely the activities they do every day such as; cooking food, making crafts, arranging rooms, cleaning, showing the outside environment, groceries, and so on. With content like this, the routines they present feel natural and close to the viewers, because the things they do in general can be done by the viewers too. The difference is, Tina and Nami can lead them to find interesting and exciting sides of the routine they usually do. So that viewers can appreciate the little things they usually do.

### *2.2.2 Relaxing Music and ASMR*

Even though Tina and Nami produce silent daily vlogs, the videos are not completely silent. Both add music in the form of instruments that have a relaxing and calming effect. Not only that, but they also use the sounds created by the movements they make or the sounds that come from the machine when cleaning, making coffee, cooking food, and so on. This innovation can bring about the ASMR (Autonomous Sensory meridian response) effect which gives a warm, relaxed, close, and fun sensation to their channel viewers.

### *2.2.3 Simple cinematography*

Cinematography is the art of taking pictures that are done to make videos both in making films, video clips, advertisements, and so on. Quoted from Studiobinder, cinematography is the science of capturing images where the arrangement of each shot requires consideration to get the attention of the viewers. To produce good cinematography, it is supported by various elements such as focus, placement, camera movement, lighting, and shot size 17. As far as the writers on their channel observe, Tina and Nami don't use studio effects or excessive filters in editing videos. Taking pictures that they do is simple, but done using good lighting and from angles that are clear to the viewers. They can display details on certain things such as details of product names or ingredients and can show the process of activities without making their viewers bored of such a long process.

## **3 Conclusion**

Tina and Nami's Youtube channel has the potential to become a communication medium in promoting Japanese culture for anyone as well as a learning medium for Japanese culture learners after being dissected through the SMCR communication model. This type of silent daily vlog uses calming instruments and simple cinematography are innovations made by both of them so that they get hundreds of thousands of subscribers.

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