



**YOUTUBE AS A POLITICAL MEDIUM:
INSIGHTS FROM COMMENT SECTION
ANALYSIS ON EQUALITY**

UNDERGRADUATE THESIS

Submitted as one of the requirements for obtain Sarjana Sosial

By:

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ABSTRACT

Agriffina Evita Martha Gurning, International Relations 2021, President University
Thesis Title: “YouTube As A Political Medium: Insights From Comment Section Analysis on Equality”

In an era where technology and politics intersect, social media platforms have emerged as powerful influencers in shaping the political landscape. YouTube, in particular, has become a significant player, transcending traditional media boundaries and reshaping how political information is disseminated and consumed. This study delves into the role of YouTube in United States Politics, examining its impact on public opinion, political discourse, and democratic processes. Through an exploration of viewer sentiments expressed in YouTube videos on United States Politics in Popular Channels focused on News & Politics for Socio – Economic equality, this research seeks to analyze factors influencing audience engagement with political content. By understanding these dynamics, this study contributes to a nuanced understanding of how digital platform like YouTube shape political narratives and democratic participation. The findings carry implications for discussion on digital democracy, civic engagement, and the evolving landscape of digital political communication.

KEYWORDS : *Social Media Platforms, United States Politics, YouTube*

ABSTRAK

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Analysis on Equality”

Di era dimana teknologi dan politik saling bersinggungan, platform media social telah muncul sebagai pemberi pengaruh yang kuat dalam membentuk lanskap politik. YouTube, khususnya, telah menjadi pemain penting, melampaui batas – batas media tradisional dan membentuk Kembali bagaimana informasi politik disebarkan dan dikonsumsi. Penelitian ini menyelidiki peran YouTube dalam politik Amerika Serikat, meneliti dampaknya terhadap opini publik, wacana politik, dan proses demokrasi. Melalui eksplorasi sentimen pemirsa yang diekspresikan dalam video YouTube tentang Politik Amerika Sekitar di Saluran Populer yang berfokus pada Berita & Politik untuk Kesenjangan Sosial – Ekonomi, penelitian ini berupaya menganalisis faktor – faktor yang mempengaruhi keterlibatan audiens dengan konten politik. Dengan memahami dinamika ini, penelitian ini berkontribusi pada pemahaman yang lebih baik tentang bagaimana platform digital seperti YouTube membentuk narasi politik dan partisipasi demokratis. Temuan ini membawa implikasi untuk diskusi tentang demokrasi digital, keterlibatan warga negara, dan lanskap komunikasi politik digital yang terus berkembang.

KEYWORDS : *Platform Media Sosial, Politik Amerika Serikat, YouTube*

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The author realizes that the development of this study is still accompanied by many shortcomings due to the limitations it has. The author hopes that the document to be submitted can meet the applicable provisions and hopefully it can be useful and be used as its appropriate use.

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