

Analisa krisis komunikasi dan performa brand Logan Paul setelah kontroversi video di Hutan Aokigahara, Jepang = The Analysis of Logan Paul's crisis communication and personal brand performance after the controversial video in Aokigahara Forest, Japan

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Abstrak

**ABSTRAK
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Penelitian ini bertujuan untuk menganalisa krisis komunikasi yang digunakan oleh Logan Paul, seorang pencipta konten di YouTube dan juga performa personal brand -nya, terkait terjadinya kontroversi penemuan jenazah bunuh diri di hutan Aokigahara, Jepang, pada 31 Desember 2017. Penelitian dilakukan dengan pendekatan mixed method dimana dengan metode kuantitatif, komen yang terdapat pada 2 video, yaitu video pada tanggal 14 Desember 2017 dan 18 April 2018, diambil menggunakan software OpenRefine dan Leximancer untuk menganalisa kebiasaan penonton Logan Paul. Data yang didapat kemudian dibahas secara kualitatif pada bagian diskusi. Penelitian ini menemukan bahwa krisis komunikasi yang diterapkan Logan Paul adalah aksi

penghapusan video dan beberapa bentuk permohonan maaf yang dilakukan di tahapan krisis yang berbeda. Berdasarkan data, juga telah ditemukan bahwa penonton Logan Paul tidak menunjukkan perilaku yang berbeda setelah konflik terjadi, mengindikasikan personal brand yang kuat. Logan juga dapat mengasosiasikan dirinya, mengerti keadaan pasar, dan mampu menyadarkan orang akan keberadaannya. Namun, menurut website Social Blade yang menganalisa performa YouTuber, Logan belum bisa menjadi pemimpin pasarnya.

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**ABSTRACT
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This research aims to analyse the crisis communication phases as well as the personal brand performance that a content creator on YouTube, Logan Paul, applied during his recent controversy that involved a discovery of a

dead body in Aokigahara forest, Japan, on 31st of December 2017. With mixed method as an approach, the research uses quantitative method to obtain data through the software OpenRefine and Leximancer by scrapping comment on Logan's 2 videos that were uploaded before and after the controversy, 14th of December 2017 and 18th of April 2018. The data then will be analysed qualitatively in the discussion part. This research had found that through the crisis communication phases, Logan Paul took some actions such as deleting his controversial video, and apologizing each on a different phase of crisis. Based on the data, this research discovered that Logan Paul's audience's behaviour still stay the same after the controversy which indicate a strong personal brand. Logan also associating his personal branding very well within the community, understand the market condition, and able to attract awareness upon his name. However, according to Social Blade, a website that purposefully does analyses on YouTuber performance, Logan has not become a leader in his market.