

ABSTRACT

Monetization feature on YouTube allowed users to earn revenue from uploading videos to YouTube. However, many people did not know what YouTube monetization is and what the process is like. The authors conducted a survey of 20 students at Telkom University about YouTube monetization. From the survey results, only 4 out of 20 people knew about YouTube monetization. This study aims to find out how the monetization process that occurred on the owner of the YouTube channel (YouTuber). Andhika Wipra used YouTube as a channel to funnel the work he made. He created a channel called #SAAENIH that mostly created an emergency pomade, the pomade used when in an emergency. This channel was unique because he created videos that showed pomade production from the unusual materials and managed to get his audience in the realm of YouTube. There were several things to be fulfilled, such as joined YouTube Partner, had a google adsense account and enabled monetization features. YouTube revenue was calculated on a per-thousand CPM basis. The share with #SAAENIH is 55%. So, the more videos were watched, the greater YouTuber revenue. While the promotional strategy of channel #SAAENIH was using unusual materials in the video, used a unique title, and perform 4 tools from promotional mix; Sales promotion, advertising, internet marketing, and publications.

Key Word: *Monetization, YouTube, Promotion Strategy, #SAAENIH*