

# SURABAYA ADOLESCENT'S PERCEPTION OF WOMEN'S SENSUALITY IN THE SHOWING “SHOWING IN THE SWIMMINGPOOL!! BILYY CAN’T STAND” - YOUTUBE CRAZY NIKMIR REAL

Syarizal Agam Mahendra<sup>1</sup>  
Heidy Arviani<sup>2</sup>

<sup>1,2</sup>Communication Science, Faculty of Social and Political Sciences, Universitas  
Pembangunan Nasional Veteran Jawa Timur, INDONESIA

## Abstract

*With so many YouTube channels and videos in Indonesia, there is competition. In addition, YouTube videos in Indonesia are also often found in the form of shows that violate the policies that have been made by Youtube. Like several video uploads on Nikita Mirzani's Youtube channel which eventually sparked controversy. One of them is titled “Buka-Bukaan di Kolam Renang!! Billy Gak Kuat” which has 15 million views and 198,000 likes and 25,000 dislikes. This video contains shows full of scenes of female sensuality. The purpose of this study was to determine the Surabaya youth's perception of female sensuality in the show “Buka-Bukaan Di Kolam Renang!! Bilyy Gak Kuat” - Youtube Crazy Nikmir Real. The research method used is descriptive qualitative by using the function of perception as a research reference. The data in this study were collected by in-depth interviews and documentation. According to the theory of perception which is divided into three stages, namely sensation, attention and interpretation, the results of this study indicate that there are differences in each individuals who are influenced by their life background, especially based on their profession, environment, personal experience, and so on experienced by the informant.*

**Keywords:** Adolescent Perception, Female Sensuality, Youtube

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<sup>1\*</sup>Corresponding author, email: [rizal.agam67@gmail.com](mailto:rizal.agam67@gmail.com)

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## 1. INTRODUCTION

Youtube is a social network that becomes a website to find information or to share videos for free that has audio-visual capabilities like conventional television. Reporting from ComScore data for the past year there are 93 million users in Indonesia who watch Youtube videos every month ([www.tek.id](http://www.tek.id)). Many Indonesian artists create videos that can captivate viewers with various topics such as video blogs or often abbreviated as Vlogs. Video Blog or Vlog is a blog in the form of a video, or more specifically, a video containing opinions, stories of someone's daily activities which are usually written in a blog (David et al., 2017).

Youtube videos in Indonesia are often found in forms of shows that violate the policies that have been made by Youtube. Prohibited videos such as violent shows, hateful shows, defamation, spreading hoax or misleading news, cyberbullying videos, and pornographic videos or vulgar content that often use women are packaged in such a way as to attract the current number of viewers. mushrooming among content creators or who are often known as Youtubers.

One of the artists who currently works as a Youtuber is Nikita Mirzani, Nikita Mirzani started to enter the world of YouTube starting in 2019 with his channel called Crazy Nikmir Real. Currently, the channel has 4.29 million subscribers. Some of the videos he uploaded ended up being controversial, in Nikita's Youtube video entitled "Open Openings in the Swimming Pool!! Bilyy Not Strong" with a duration of 16 minutes 10 seconds. The video, which was uploaded on November 17, 2019, has been viewed 15 million times and received 198,000 likes and 25 thousand unlikes. This video contains shows full of scenes of female sensuality.



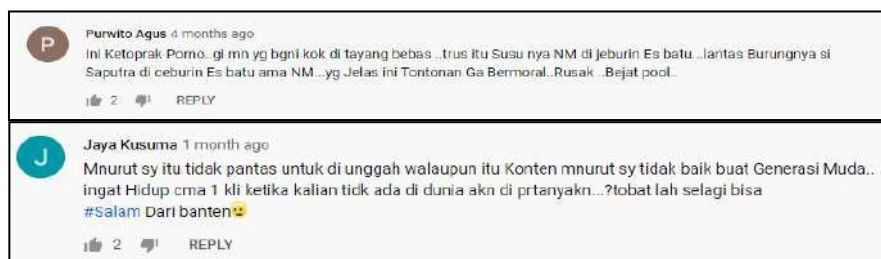
FIGURE 1 Screenshot video "Showing in The Swimming Pool!! Bilyy Ca not Stand !!!"

Source : <https://www.youtube.com/watch?v=tyI0VeSlmuQ>.

According to Mashall Sylver, sensuality is the ability to stimulate the senses of others. Sensuality is very close to women, it is known that women's bodies such as the face, chest, thighs, legs, etc. are defined as bodies that contain sensuality that can cause sexual desire (Fitriana, 2005). The element of female sensuality can be shown through the way of dress, accessories used, and behavior, besides that sensuality can also be seen from the words spoken. Therefore, it can be seen in the video shown by Nikita Mirzani, there are various meanings of body commodification that are shown a lot.

Currently, women's bodies are used as a commodity for the benefit of earning income. In the context of modern popular culture, women have become industrial tools in profiting from the exploitation of their bodies in the media. Women's bodies have the potential to be exploited because they are considered to have high economic value in the media industry. Where in the world of entertainment requires someone to have a uniqueness that can be sold in the community. Ironically, in the video, Nikita Mirzani is not shy about showing his body, even the parts of the body that are considered sexually crucial, Nikita Mirzani does not hesitate to show these parts to the audience. Such as showing cleavage, thighs, buttocks, and there is also a scene of removing panties. This is because according to him, by using the Youtube platform, he can wear clothes and act according to his wishes ([www.kompas.com](http://www.kompas.com), 2021).

The video finally reaped the pros and cons in the community, which can be seen in the comments contained in the Youtube account



Gambar 2 *Screnshoot* viewer comment “Showing in the Swimming Pool!! Bilyy Can not Stand !!! Source : <https://www.youtube.com/watch?v=tyI0VeSlmuQ>

As in Agus Purwito's account comment which states the video is pornographic or in other words only contains scenes that only show crucial parts of a woman's body that should not be shown, and in response he regrets that the video can be shown on YouTube. This is in line with the statement from Jaya Kusuma which stated that the video was inappropriate to be broadcast because it could damage the younger generation. Based on a survey conducted by GWI that almost 94 percent of the population aged between 16 and 64 years actively use the Youtube video service ([www.beritasatu.com](http://www.beritasatu.com)). This shows that teenagers are very active in the use of social media Youtube in Indonesia.

The effect of content that contains elements can cause social problems. In addition to pornography, sensuality videos such as on Nikita Mirzani's Youtube show are alleged to be the cause of moral degradation and a decrease in human self-esteem. In addition, the impact of sensuality in the mass media, which may occur, such as free sex behavior among teenagers. Maybe some people think that the content has no effect on the audience because it is considered not too significant. With the incessant content with elements of sensuality on Youtube, it makes a person more familiar with the messages conveyed or broadcast by the media. Something that is feared is the formation of character, attitudes, and behavior of the community, especially among teenagers who are active audiences on Youtube.

Based on the description and description above of Nikita Mirzani's Youtube shows which contain elements of sensuality, researchers are interested in further research, including the following: 1) the emergence of youtube shows which are dominated by women with sexy images displayed in them which invites the attention of the public. This is evidenced by the number of viewers who watched the video "Showing in the Swimming Pool!! "Bilyy Can not Stand" owned by Nikita Mirzani reached 15 million people. 2) Researchers see a trend where vulgar shows by showing women's body parts on the Youtube page are being loved by the public so that many videos appear that show and use women's bodies to attract people's attention. 3) There are pros and cons from each audience or society. Besides that, it raises different perspectives or perceptions in seeing the sensuality of the female body which is increasingly becoming a commodity that is worthy of being sold and even selling well in society

The researcher chose the city of Surabaya because the city of Surabaya is the second metropolitan city after the capital city of Jakarta with a population of 2,874,314 million people. where the number of ages 8-23 years is around 25.79%, ([surabayakota.bps.go.id](http://surabayakota.bps.go.id)). In addition, teenagers in metropolitan cities are more likely to follow the trend towards something new, and have various fields of experience and frames of reference. In accordance with the research

focus, which is related to the perception of adolescents. Surabaya is a modern city in communication technology, meaning that the city has experienced social changes caused by communication technology.

## 2. METHODS

This research focuses on Surabaya youth's perception of sensuality video content on Nikita Mirzani's Youtube channel which raises pros and cons in the community. This research uses descriptive research methods with qualitative analysis. In this study, what will be observed are late teens in Surabaya with various backgrounds. This study uses a qualitative method because it is to understand the perception of late adolescents in Surabaya on sensuality content on youtube "Showing in the Swimming Pool!! Bily Can not Stand" on the Crazy NikMir Real channel. Nikita Mirzani's sensuality content on the Youtube channel. By using the function of perception, researchers can find out how teenagers receive, distinguish, and give meaning to the stimuli received by the senses, so that they can draw conclusions and interpret certain objects they observe. The city of Surabaya as the research location because Surabaya is the second largest city in Indonesia after Jakarta. Surabaya is also considered a metropolitan city with 518,782 thousand teenagers aged 15-20 years (bps.go.id) and with different backgrounds from one another. listen n others that will build a different mindset. The primary data used in this study was in-depth interviews, while the secondary data was searched from various sources such as books, journals, and the internet. The informants to be studied were selected based on the criteria, namely:

1. Adolescents who live in Surabaya, either natives or immigrants
2. Male or Female Aged 17-20 years according to the opinion of Papalia and Olds in their book Human Development.
3. Teenagers who use YouTube as a medium of information and entertainment
4. Watch the Youtube show on the Crazy NikMir Real channel entitled " Showing in the Swimming Pool!! Billy Can't Stand"

What is meant by teenagers who live in Surabaya are teenagers who have settled in Surabaya, the teenagers referred to are between 17-20 years old because they are considered to have the ability and knowledge to think better about sensuality.

## 3. RESULTS AND DISCUSSION

This research was conducted in the city of Surabaya, because Surabaya is the second largest and most populous city after Jakarta. In addition, Surabaya is the capital of the province of East Java. According to census data in September 2020, there were 2,874,314 inhabitants in

Surabaya, bordering the Madura Strait in the north and east, Sidoarjo Regency in the south, and Gresik Regency in the west ([surabayakota.bps.go.id](http://surabayakota.bps.go.id)). The city of Surabaya as the research location because seen from the data from [surabayakota.bps.go.id](http://surabayakota.bps.go.id) Surabaya has a fairly high number of teenagers who are divided into the categories of early teens (228,312), and late teens (290,777). Which is in accordance with the research subject where the researcher takes the age between 17-20 years which is still classified as a teenager.

The show is titled “Showing in the Swimming Pool!! "Bilyy Can’t Stand" created by Nikita Mirzani in his Crazy Nikmir Real account now has 4.29 million subscribers. In the video, Nikita Mirzani has a conversation with one of the Indonesian artists, namely Billy Syahputra. The show uses a swimming pool as a backdrop. The video begins with them swimming in the pool. In the video, Nikita Mirzani wears a tangtop outfit and uses underpants.

Even though the large number of views, the video has generated pro and contra responses in the community in the commentary column, many are skeptical of Nikita Mirzani's actions by showing crucial body parts to viewers that should not be shown because many feel that they are users or viewers. Youtube is not only from adults, but all circles of society, even children. Apart from these negative comments, there are also those who feel comforted by what Nikita Mirzani has done. As a result of these pros and cons, the video show “Showing in the Swimming Pool!! Bilyy Can’t Stand” is assumed to be able to influence the audience's perception of the sensuality in the video with the current sensuality.

In this study, researchers obtained data by conducting research for approximately 1 month in the city of Surabaya. The informants' identities differ from one another, both in terms of age and level of education. The following is the identity of each informant in this research:

Tabel 1 Informan Identity

No. Informan	Name	Age	sex	Background
1	Tika Yunita	18 year	Female	Senior High School Student
2	Rahma Ameivia M	20 year	Female	University Student
3	Agustin Wilujeng	20 year	Female	University Student
4	Yanu Warih	20 year	Male	Worker
5	Diandra Makmur	19 year	Male	University student

6	Dio Ardianto	19 year	Male	University Student
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*Source : Researcher's Data*

#### A. Interest in Youtube Social Media

In this sensation process, the researcher asked about the intensity and reasons for each informant in using YouTube because the more often the video shows on YouTube, the more stimuli received by the informants, and the reason is that the informants are proof that they have received a lot of stimulation through their five senses from their senses. view the youtube video.

In the initial question, the researcher asked about the first time using youtube, the reason for the informant using youtube, and their knowledge of the shows on youtube. This was to find out how the informant received sensations in the sensation stage. The six informants each have different senses. Based on interviews from the answers of each informant, it was concluded that all of the informants had almost the same answers.

The information obtained is that in using YouTube they have an intensity that is almost every day, they are interested in using YouTube because it has a variety of impressions, few advertisements, can choose shows that are suitable for each individual, provide entertainment. Based on the data obtained from the answers of the six informants, they all have an intensity of using youtube almost every day, besides that based on data that has been obtained all informants have been using youtube since elementary, junior high and high school. Based on the answers from the six informants, it can be concluded that they are all exposed to YouTube and are active users of YouTube.

#### B. The meaning of the video entitled "Showing in the Swimming Pool!! Bilyy Can notStand" on Nikita Mirzani's Youtube

In this stage, the informant experiences the attention stage, the researcher asks questions about the creator's content. In some of these questions the researcher has the aim of knowing the process of the attention stages of the informants through the answers submitted, after going through the sensation stages of the filtering process by the senses which then the senses

respond or interpret the event or stimulus which is called attention, the attention stage of the informant. Researchers can know from some of the questions given to the informants.

Attention is a process that cannot be eliminated or avoided, because before someone responds or interprets events or stimuli, someone first pays attention to the occurrence of these stimuli. According to informant 1, Nikita Mirzani is someone who is vulgar: "Vulgar yes, because in her daily life she looks like that, even on television it's like that..."

Informant 1 revealed that Nikita Mirzani is a vulgar figure, while informants 2, 3, and 5 said that she is an artist full of controversy, in contrast to other informants, informant 6 said that Nikita is a sensational woman,

Meanwhile, the six informants agreed that the program entitled "Showing in the Swimming Pool!! Bilyy Can not Stand" contains female sensuality, informants 1, 4 and 5 said that nikita's clothes are the most prominent element in displaying female sensuality, in contrast to informants 2, 3 and 6 who stated that the act of removing underwear was then published for public consumption in general. The most prominent is showing the sensuality of women, besides that the six informants also agreed that the show did not have a message content that could be retrieved, only contained QnA which was not clear about its purpose and intent..

### C. Unfavorable Creator Content and Impressions According to Informants

At this stage the informant undergoes an interpretation or meaning stage, where the meaning is the giving of the informant's view or assumption on the video content or object, the message in the video is received by one or more of the five senses, but not all messages or stimuli are received by the informant through their senses. .

In this stage the informant provides meaning where the process is influenced by several factors including past experience, motivation, knowledge, personality and intelligence, interpretation also depends on the pattern of one's ability to categorize the information received, namely the process of reducing information to a simple one, besides that the interpretation of each informant different.

From the data that has been obtained, only Informants 2 and 5 agree with the show, Informant 1 says the show is not good and the show is an adult show made only to earn money and popularity and what is shown in the show is taboo so it is not feasible to be on the youtube platform.



Informant 3 emphasized that the show was not suitable to be broadcast on the youtube platform because there was no information that could be retrieved, while informant 4 immediately said that the show was not worth watching, according to him, YouTube now has more users than 5 years ago, intentionally or What Nikita Mirzani did accidentally by opening her bra or bikini endangered minors, and there needs to be supervision from the government on the content on YouTube. As stated by informant 1.

Informant 6 also argues that the show is an adult show in the context of entertainment, and disapproves of the show if it is consumed by the general public and even minors, which will certainly have a negative impact on future developments.

In contrast to other informants, informants 2 and 5 agreed with what was in the program, informant 2 said that the broadcast had no problem if people watched it according to their age, and according to informant 2, what was done in the show was reasonable to do to get income, while informant 5 said that what Nikita Mirzani did was freedom of expression which according to him was used to earn income, besides that according to informant 5 youtube was only a means of entertainment.

#### **4. CONCLUSION**

From the results of the analysis of all informants that have been carried out by researchers, as well as the answers of informants based on the Surabaya youth's perception of the impressions of female sensuality on the Crazy Nikmir Real youtube channel, it can be concluded that in the sensation, attention and interpretation stages.

1. The six informants have a very high intensity of using the youtube platform, the six informants have various interests in the part of the show of female sensuality,

2. The six informants also have various interpretations of the sensuality based on the thought patterns formed in their minds.

3. They also have diverse and different perceptions in viewing the show that contains the sensuality of women, some agree with the show and some disagree with the show

The differences in each of these informants are influenced by their different backgrounds, giving rise to different perceptions that are formed within each of them. The differences in perceptions that researchers got from the six informants can be focused on the classification of each informant. From the results of the interviews of the six informants, it shows that there are differences in each individual who is influenced by their diverse backgrounds in life, the background is in the form of profession, environment, personal experience, and so on.

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