G-Tech : Jurnal Teknologi Terapan
Vol. 10, No. 3, July 2026, p. 993-1000
E-ISSN: 2623-064X | Phone Number: 2580-8737

The Influence of YouTube Content Creativity on the Income of Local YouTubers in Tapen District, Bondowoso Regency

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Article Information

Article History

Accepted : April 27, 2026
Revision : May 24, 2026
Published : July 02, 2026

***Keywords*:**

Content Creativity;
Youtube;
YouTuber income.

ABSTRACT

This study discusses the influence of YouTube content creativity on the income of local YouTubers in Tapen District, Bondowoso Regency. YouTube's rapid development in the digital era has made competition between content creators even higher, so creativity is an important factor to attract viewers and increase revenue. This study used a quantitative approach involving 50 active local YouTubers who have been earning from YouTube for more than one year. Data were collected through questionnaires and analyzed using a partial t-test. The results of the study show that content creativity has a positive and significant effect on the income of local YouTubers in Tapen District. Creative elements such as unique video ideas, visual and audio quality, title and thumbnail strategies, and upload consistency have proven to help increase your audience and AdSense revenue. These results show that the higher the content creativity, the greater the income opportunities for local YouTubers in the digital creative economy.

INTRODUCTION

The development of digital technology has had a major impact on various aspects of life, including communication, education, and economic activities of the community. The presence of the internet and digital platforms such as YouTube opens up new opportunities for individuals to become content creators while earning income through the digital economy(Fazzari, 2025). YouTube not only functions as an entertainment medium, but also as a means of developing the creative economy that allows people to generate economic value through creativity and content innovation.

The success of a YouTuber is greatly influenced by the creativity of the content they have. Content creativity includes the ability to generate ideas that are engaging, original, and tailored to the audience's needs, as well as the ability to package content visually and narratively to make it more engaging to watch. One of the important elements in content creativity is the video editing process, because the quality of editing can increase visual appeal, viewing comfort, and audience engagement with the uploaded video (Febriyanti et al., 2025). In addition, creativity in theme selection, the use of titles and thumbnails, and the ability to follow digital trends are also factors that affect video performance on the YouTube platform.

Various types of content such as entertainment, education, vlogs, tutorials, and reviews show that creativity is a major factor in attracting and retaining audiences (Nanik, 2023). The level of content creativity is also related to YouTube's monetization system, because the higher the number of viewers and audience interaction, the more likely creators are to earn revenue from ad

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monetization. In the context of local YouTubers in Tapen District, content creativity is suspected to be one of the important factors that affect the income level of digital creators.

Previous research has shown that content creativity has an influence on audience engagement and monetization success on digital platforms(Santoso & Jing, 2025) In addition, studies on YouTuber Villages show that digital media is able to encourage the growth of the creative economy of local communities, especially the younger generation (Zahratul et al., 2025).

Various previous studies have discussed YouTube as part of the development of the digital creator economy. The results of the study show that YouTube is not only used as an entertainment medium, but also as a productive media that is able to provide income opportunities for creators through the digital content produced. Previous studies have generally focused on content creativity, channel management strategies, audience engagement, and the use of monetization features as factors that influence the success of a digital creator.

Research conducted by Retnoning et al. (2025) shows that activities as digital content creators contribute to increasing income, especially in the Generation Z group. The findings show that the creator economy has great potential as a source of income in the digital era.

Furthermore, Research by Zulfa and Zabidi, (2022) explains that creativity in YouTube content creation has a significant influence on monetization opportunities. Content that is presented in a creative, original, and engaging way tends to get the audience's attention more easily, so it has a greater chance of generating revenue, both through advertising and other digital collaborations. This research reinforces the view that content creativity is one of the main factors in the success of a YouTuber.

Other research conducted by Adi et al. (2025) shows that creativity in content creation as well as technical skills, such as video editing skills, affect the level of audience interest. Creatively packaged content can increase audience engagement, which ultimately leads to improved channel performance and creator revenue opportunities.

Next Sarahdiva and Ahmadi. (2024) emphasizing the importance of marketing communication strategies in managing YouTube channels. The research shows that an effective communication strategy can help creators maintain and develop channels amid increasingly fierce digital content competition. This strategy is related to the creator's ability to present content that suits the needs and interests of the audience so that it can improve the overall performance of the channel.

In addition, Research by Riandi. (2024) It also shows that the development of digital creativity can be a means of economic empowerment of the community. The results of the study confirm that creativity in producing digital content is able to open up new income opportunities for local communities through the use of digital platforms as an alternative source of income.

However, not all local YouTubers are able to optimize the available digital economic opportunities. The main obstacle that often arises is related to the low creativity of content, especially in the development of ideas and the quality of video editing. Less innovative content, monotonous presentation, and simple editing process make videos difficult to compete in the midst of high competition on the YouTube platform. As a result, the audience engagement rate becomes low and affects the creator's income. This condition also occurs to some YouTubers in Tapen District. Therefore, this study aims to analyze the influence of content creativity on revenue, as well as make a theoretical and practical contribution to the development of the digital creative economy at the local level.

RESEARCH METHODS

This study uses an experimental quantitative method (Wahdah, 2022). This research was carried out in Tapen District, Bondowoso Regency, East Java. The selection of these locations is based on the increasing activity of content creators *YouTube* in the region which has the potential to contribute to local income. This research will be carried out from August to January 2025

Research object is content creativity *YouTube* and local revenue earned by content creators. Content creativity is measured through indicators related to content quality and characteristics *YouTube*, while local revenue is seen from the income that creators earn from content creation

activities. Research subjects is a content creator *YouTube* who are domiciled and still earn income through *Youtube* in Tapen District, Bondowoso Regency. The sampling technique is purposive sampling (Imbayani et al., 2024). Population refers to an area that includes objects or subjects with certain characteristics and qualities that have been determined by the researcher as study material to be analyzed and concluded (T Makahinda, 2025) In this study, all content creators *YouTube* who are domiciled and active in Tapen District, Bondowoso Regency.

Sample (Tisna Romadoni et al., 2024) This research amounted to 50 parts of the population that were used as the object of research. Sampling in this study was carried out using the *purposive sampling* such as creators who are actively uploading content and have earned at least 6 months of income from *YouTube*.

The data collection techniques in this study are carried out through several complementary methods, namely observation, interviews, questionnaires, and documentation. Observations (Hasibuan et al., 2023) carried out in Tapen District to directly observe the conditions and activities of the community in utilizing the YouTube platform as a means of sharing content and earning income, so that a contextual empirical picture is obtained. Interview (Fadillah et al., 2025) was conducted in a structured manner to three active YouTubers who have had an income for more than a year, with the aim of digging into in-depth information about their experiences, perceptions, and content creativity strategies. In addition, the questionnaire (Andriani et al., 2024) used as a primary data collection instrument arranged in the form of closed-ended questions with a Likert scale (Scott, 2024) to obtain structured, objective, and quantitatively analyzeable data on the impact of YouTube content creativity on local revenue. Documentation is used as supporting data in the form of factual evidence such as images, notes, and other archives to strengthen research results and increase the validity of the data. With the combination of these four techniques, it is hoped that the data obtained will be more complete, valid, and able to provide a comprehensive picture of the research object.

The data that had been collected were analyzed using simple linear regression and partial t-test with the help of SPSS 21 software. Simple linear regression analysis was used to find out the relationship between content creativity as an independent variable and YouTuber income as a bound variable. A partial t-test is used to test the significance of the influence of content creativity on revenue. Before hypothesis testing is carried out, the research instrument is first tested using validity and reliability tests to ensure the accuracy and consistency of the questionnaire items. A significance level of 0.05 is used as the basis for decision-making in statistical analysis.

The validity test is used to determine the ability of the research instrument to measure the variables being studied precisely. The test was conducted using Pearson's Product Moment correlation with the help of SPSS for Windows Release 21. Statement items are declared valid when the value of r count greater than r Table at a significance level of 5% (Sodek, 2025).

$$rxy = \frac{N\sum XY - (\sum X)(\sum Y)}{\sqrt{\{(N\sum X^2 - (\sum X)^2)(N\sum Y^2 - (\sum Y)^2)\}}} \quad (1)$$

Description:

rXY= Correlation product moment

X = Total score of each item

Y = Score/value of each item

N = Number of samples

Reliability tests are used to determine the consistency level of the research instrument. The test was conducted using Cronbach's Alpha method with the help of SPSS for Windows Release 21. The instrument is declared reliable if the value of Cronbach's Alpha is greater than 0,6

$$r_{11} = \left[\frac{k}{(k-1)}\right]\left[1 - \frac{\sum \sigma b^2}{\sigma t^2}\right] \quad (2)$$

Description :

R11 : Instrument reliability
k : Number of statement items
b^2 : Number of item variants
t^2 : Total variants

The t-test is useful for testing the influence of independent variables on dependent variables (Yuliar, 2024). Testing was conducted with a significance level of 5% (α=0,05). The basis for decision-making is carried out by comparing values t count with t table, and see the value of significance. If the significance value is less than 0.05, the independent variable is declared to have a significant effect on the dependent variable.

$$t = \frac{r\sqrt{n-2}}{(\sqrt{1-r^2})} \quad (3)$$

Description ;
r = correlation coefficient
n = amount of data

RESULTS AND DISCUSSION

Results

This study involved 50 respondents who were active *youtubers* in Tapen sub-district and had earned income for more than 1 year. The following presents descriptive statistics regarding the characteristics of the respondents who are sampled in this study. The data includes gender, city of residence, number of followers, monetization duration, and average monthly revenue.

1. Based on domicile, the Tapen area accounted for the largest number of respondents, namely 16 people (32%), followed by Kali Tapen with 14 people (28%), while Cow Gorge and Gunung Anyar each had 10 people (20%).
2. Based on age, the majority of respondents were in the age range of 21-25 years as many as 19 people (38%) and 26-30 years old as many as 17 people (34%). Furthermore, respondents aged 31–35 years amounted to 8 people (16%), while the age of under 20 years, 36–40 years, and over 40 years old were 2 people (4%) each.
3. Based on gender, male respondents amounted to 38 people (76%), while women were 12 people (24%).
4. Based on the length of income from YouTube, respondents who have earned income for more than 3 years are 22 people (44%), respondents with a lifetime of income of 1–3 years are 18 people (36%), and respondents who have earned income for 6 months–1 year are 10 people (20%).
5. Based on the number of subscribers, respondents with 16 subscribers were 16 (32%), the number of subscribers was 10,000-50,000 (34%), and the number of subscribers was more than 50,000 (34%).
6. Based on monthly income, 16 respondents with incomes below IDR 3,000,000, 17 people with IDR 3,000,000–IDR 5,000,000, 16 people with IDR 5,000,000–IDR 10,000,000, and 11 people with incomes above IDR 10,000,000.

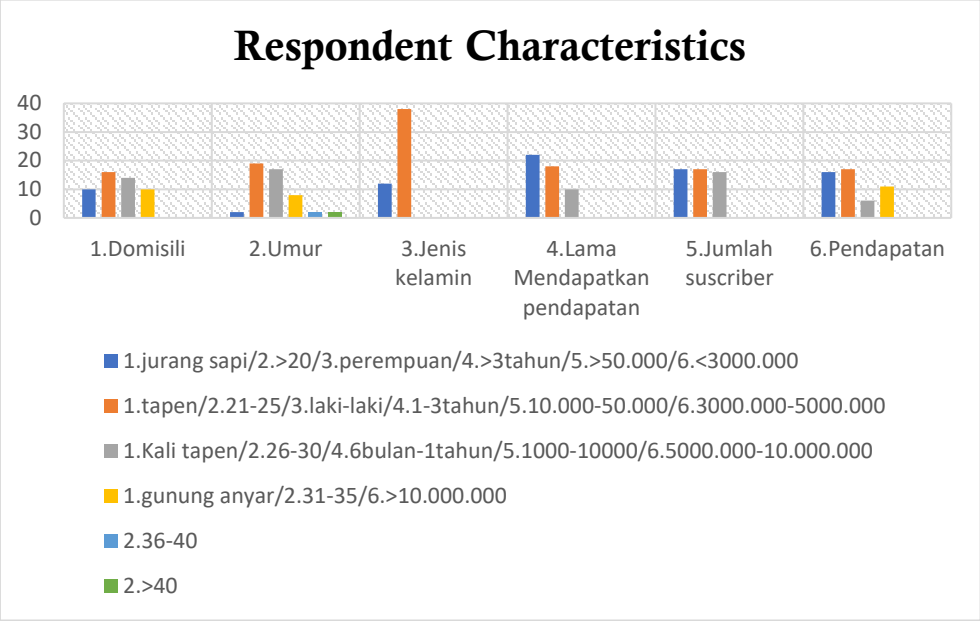

Figure 1. Characteristics of respondents

Before performing the t-test (persial) calculation, .data is tested first to check the authenticity of the data obtained using validity and reliability tests:

Before conducting hypothesis testing, the research instrument was first tested using validity and reliability tests. The validity test was carried out by comparing the calculated r value with the table r of 0.279 at a significance level of 0.05 with the number of respondents as many as 50 people. The test results show that all statement items on the YouTuber's content creativity and local revenue variables have a calculated r value greater than the r table, so all items are declared valid.

Next, reliability tests were carried out using Cronbach's Alpha. The content creativity variable obtained a Cronbach's Alpha value of 0.959 with a total of 10 items, while the YouTuber's local income variable obtained a Cronbach's Alpha value of 0.933 with a total of 10 items. The value is greater than 0.60 so that all variables are declared reliable.

Table 1. Reliability Statistics Content Creativity (X)

Cronbach,s Alpha	N of Items
,959	10

Source: SPSS data processing results (2026)

Table 2. Reliability Statistics Youtubr Local Revenue(Y)

Cronbach,s Alpha	N of Items
,933	10

Source: SPSS data processing results (2026)

Based on the table above, it can be seen that Cronbach's Alpha values on variables (X) and (Y) are greater than 0.6, so all variable questionnaires in this study are declared reliable so that they can measure all indicators on all variables accurately.

Hypothesis testing was carried out using a partial t-test to determine the influence of content creativity on the local income of YouTubers in Tapen District. Based on the results of the analysis, the t-value of the calculation was obtained of 30.857 while the t-value of

the table was 2.011. It is concluded that it is known that the value of T calculates the content creativity variable of 30,857 which is greater than the T of table 2,011. So because 30,857 > 2,011 can be concluded that there is a positive influence between content creativity and local income *of YouTubers* then the significance value is 0.000 < 0.05, then the effect is significant.

Discussion

The results of the study show that the activities of local YouTubers in Tapen District develop fairly evenly in several areas, namely Tapen, Tapen River, Cow Gorge, and Gunung Anyar. This condition shows that the development of the digital-based creative economy is not only concentrated in one specific area, but has spread to various areas in Tapen District. This indicates that digital platforms such as YouTube have been used by the public as a means to develop creativity as well as earn economic income.

The majority of respondents are in the age range of 21–30 years which is included in the productive age. The dominance of the young age group shows that the younger generation has a higher ability to adapt to the development of digital technology and social media. In addition, productive age groups tend to be more active in following trends, exploring ideas, and creating content innovations that appeal to audiences. These findings show that the development of digital creativity in Tapen District is largely driven by the participation of the younger generation who have a high level of creativity and exploration of ideas.

Based on gender, male respondents are more dominant than women. However, the involvement of women in digital content activities shows that opportunities in the creative industry based on digital media are open to all groups. The development of digital platforms provides ample opportunities for people to participate in the creative economy without being limited by gender.

The results also show that most respondents have been earning revenue from YouTube for more than three years. This shows the consistency of respondents in managing their YouTube channels. Consistency in uploading content is one of the important factors in improving channel performance because YouTube's algorithm tends to recommend channels that are active and regularly produce content. In addition, longer experiences allow creators to better understand content management strategies, audience characteristics, and viewer consumption patterns for uploaded videos.

The variation in the number of subscribers and the income of respondents shows that the opportunity to earn revenue from YouTube is not only owned by large channels, but also by small and medium-sized channels. This condition shows that content creativity has an important role in attracting the attention of the audience. Creators who are able to produce engaging, unique, and consistent content have a greater chance of increasing viewership, subscribers, and revenue even if they don't have a huge number of subscribers yet.

The results of the hypothesis test show that content creativity has a positive and significant effect on the local income of YouTubers in Tapen District. The findings show that creativity is one of the main factors influencing the increase in digital creator income. The higher the level of content creativity a YouTuber has, the greater the chance of getting a higher number of viewers, subscribers, and revenue.

Content creativity is not only related to video ideas, but also includes editing quality, visual presentation, theme selection, use of attractive titles and thumbnails, and the ability to follow digital trends. The findings of this study are strengthened by the results of interviews with several informants from different types of content. In the murottal content of the Qur'an, creativity is seen in the audio and visual quality that is able to increase the comfort of the audience. In drama or story content, creativity is seen through storylines, dialogue, acting, as well as shooting and editing techniques that are able to build emotional engagement of the audience. Meanwhile, in random content, creativity is more focused on exploring ideas, following viral trends, and optimizing titles and thumbnails as the main attraction of videos.

The results of this study are in line with previous research that stated that creativity is the main asset in creating economic value in the digital era. In the context of YouTube, creativity is an important factor because it is able to create content differentiation so that the channel has

characteristics compared to other creators. In addition, creativity is also able to increase audience engagement which has an impact on increasing the number of viewers and monetization revenue. The findings of this study also support previous research that stated that the quality and creativity of content have an influence on the success of digital creators in increasing the number of audiences and revenues.

Overall, this study proves that content creativity has a very important influence on increasing the local income of YouTubers in Tapen District. Creativity is the main factor that determines the attractiveness of content, audience engagement, and the success of the digital-based creative economy. Therefore, local YouTubers need to continue to improve the quality, innovation, and consistency of content in order to be able to compete and maintain revenue sustainability in the midst of the increasingly competitive development of digital media.

CONCLUSION

Based on the results of research that has been conducted on 50 local YouTubers in Tapen District, it can be concluded that content creativity has a positive and significant effect on the income of local YouTubers. The higher the level of content creativity that a creator has, the greater the chance of increasing the number of viewers, subscribers, and revenue earned from the YouTube platform.

The results show that content creativity is an important factor in attracting audience attention and increasing audience engagement. This creativity is not only seen from the content idea, but also from the quality of editing, visual presentation, the ability to follow trends, and consistency in producing content. Creators who are able to produce engaging and innovative content tend to have a greater chance of growing and earning higher revenue.

This research also shows that YouTube has become one of the means of developing a digital creative economy for the people in Tapen District, especially the younger generation. Therefore, local YouTubers need to continue to improve the quality and innovation of content in order to be able to compete and maintain revenue sustainability in the increasingly competitive digital era.

ACKNOWLEDGEMENTS

The author would like to express his deepest gratitude to the supervisor, especially Mrs. Dyan Yuliana as the first supervisor and Mrs. Siti Seituni as the 2nd supervisor who have provided guidance, direction, and motivation with patience so that this research can be completed properly, to all lecturers who have provided knowledge and insight during the lecture period, as well as to the two beloved parents who always give prayers, moral and material support, and unceasing affection for the author until the compilation of this research.

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