Traditional Arts in YouTube Live Streaming Media (Case Study of Jaran Thek's on YouTube Live Streaming)

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Abstract. Within the past five years, or since the end of COVID-19, traditional performances have resurfaced in a variety of formats and forms. One such performance is the Jaran Thek, which is one of the Reyog Ponorogo arts that is most well-known to us and is practiced in the southern and eastern parts of the Ponorogo district. If we observe closely, we can see that this classic art holds a specific appeal for content creators when it comes to filling up and looking for social media Youtube on their different channels. This study differs from the common practice of content providers maintaining their channels by live broadcasting traditional art forms. The purpose of this study is to discover the influence of traditional art, particularly Jaran Thek in Ponorogo, in influencing live streaming content on YouTube channels. This research is a qualitative study using a basic procedure, namely searching for keywords, filtering in the search menu, and comparing the channels that show in the search results with results that have been filtered in this manner by YouTube itself. Jaran Thik's in live streaming YouTube channel is a ray of hope for the future, guaranteeing its survival as a living, breathing art form rather than merely a historical artefact. Public figure shapes and contributes to the cultural landscape, the engagement and participation of the public contribute to the vibrancy and richness of our collective cultural tapestry, playing an instrumental role in defining, preserving, and perpetuating the various artistic expressions that shape our shared identity. Jaran Thik sees vivid interactive performances, engrossing narratives, and stronger ties with audiences throughout the world as the results of this technological advancement.

Keywords: Ponorogo, Live Streaming, Jaran Thek, Culture, Traditional Arts.

1 Introduction

The media landscape has shifted dramatically. The days of tight routines and passive consumption are over. The era of live streaming has here, a phenomenon that has transformed the way we produce, consume, and interact with material [1]. Live streaming

has grown from humble beginnings in grainy cat videos to a multibillion-dollar business, altering industries, forming communities, and redefining the fundamental idea of entertainment [2].

The core of live streaming is its immediacy [3]. It pulls back the veil, allowing viewers to experience the rawness and fragility of the current moment. A gamer's victorious cry after defeating a boss, a chef's precise artistry in preparing a meal, a protestor's impassioned plea under tear gas - these once-private experiences are now exposed for everyone to see. Unlike any other media, this raw sincerity generates a sense of connection. Viewers are no longer passive observers; they are active players, voicing their opinions in the comments area, providing virtual gifts, and altering the narrative in real time.

Another significant feature is the democratization of content creation. It only needs a smartphone and a Wi-Fi connection to become a broadcaster, circumventing established gatekeepers and boosting previously underrepresented perspectives. A bashful adolescent discovers their humorous spark through streaming, an aspiring singer creates a global fanbase, and a farmer records the trials of rural living are just a few examples of how live streaming enables people to communicate their experiences and reach a global audience [4].

The influence of live streaming, however, goes far beyond entertainment [5]. It has evolved into a potent weapon for activism and social change. Live footage of police brutality triggered global protests, environmentalists documented deforestation in real time, and oppressed populations found a forum to speak out. Like never before, live streaming democratizes knowledge, challenges established narratives, and holds power systems responsible.

This new paradigm, however, is not without its difficulties. Misinformation and hate speech might proliferate due to a lack of editorial oversight. The pressure to perform and earn online may create toxic settings. Privacy and data security are major concerns. To address these issues, streamers, platforms, and viewers must have an ongoing discourse to develop a responsible and inclusive live streaming ecosystem [6].

Live streaming's future is as bright as the pixels on a high-definition screen. With technological breakthroughs and the rise of virtual reality, the distinctions between reality and digital experience will become even more blurred [7]. Immersive experiences, interactive storytelling, and even real-time commerce are only the beginning.

Live streaming is more than a passing trend; it is a cultural revolution [8]. It exemplifies our insatiable want for connection, our desire to communicate our experiences, and our longing for a world in which everyone can be seen and heard. As we traverse this new region, keep in mind that tremendous power comes with great responsibility. The obligation to create, connect, enlighten, and, most importantly, guarantee that humanity's live stream flows with authenticity, empathy, and inclusion.

So, what is the relationship between cultural events and the media revolution that is directly related to live streaming platforms? Tradition and innovation constitute a lively interplay in the tapestry of human experience. While some threads go back millennia, others sparkle with the newness of the digital world. The kaleidoscope of real-time web information known as live streaming has evolved as a fascinating force, merging with the rich hues of traditional culture in surprising and engaging ways.

The exquisite dance of chisel and wood captivates viewers across countries as a master woodcarver streams their trade. A seasoned storyteller weaves old folktales in another corner, their voice reaching across generations even as modern technologies capture their knowledge. Such sceneries, which were formerly restricted to certain times and locations, may now flourish on innumerable screens, transcending geographical and temporal limitations.

Live streaming acts as a bridge, carrying new way of tradition to newer audiences [9]. A young musician, inspired by their grandmother's lullabies, streams their contemporary renditions, connecting the melodies of the past with the digital beats of the present. A village festival once known only to locals is broadcasted live, its vibrant colors and joyous festivities captivating the world. In these ways, live streaming becomes a tool for preservation, ensuring that cherished customs and expressions find new life in the digital realm.

The link between live streaming and tradition, on the other hand, is not one-sided. Tradition enhances the live-streaming scene with its innate knowledge and adaptability [10]. Online interactions are guided by ethical rules based in historic customs, generating a feeling of community and respect. The collaborative mentality, which is important to many cultural traditions, extends to live streaming in which viewers and artists interact, generating material and storylines together. However, managing this intersection of digital and conventional demands a deft touch. Cultural components must not be exploited or misappropriated. Live broadcasting should not be used to provide a voyeuristic view of religious rites or as a platform for cultural appropriation. Respect for the subtleties of tradition and sensitivity to its communities are essential.

This delicate dance between live broadcasting and tradition has enormous possibilities in the future. Consider virtual tours of historic locations guided by local storytellers who bring history to life via personal tales. Consider interactive workshops where viewers may learn traditional skills by professional craftspeople. These opportunities blur the distinction between passive consumption and active participation, developing a greater appreciation for cultural heritage. Live streaming has the potential to weave a tapestry of history and innovation. Let us guarantee that, as we embrace this digital renaissance, these threads intertwine ethically and respectfully, appreciating the timeless beauty of our common human past while creating new patterns for the future.

One of the platforms that we know for live streaming is YouTube. YouTube provides a live event feature where we can broadcast live what is in front of us using only a smartphone connected to the internet. YouTube, the world's most popular video-sharing network, has always been about pushing the envelope and developing. It grew from humble beginnings as a platform for cat videos and amateur vlogs to a multi-faceted behemoth, including everything from music videos and instructional lessons to full-fledged TV series and live broadcasts. Today, we'll look back at the intriguing history of YouTube Live, a feature that has transformed the way people watch and interact with video.

Although YouTube was founded in 2005, live streaming capabilities took several years to develop. The site sponsored its first big live event, "YouTube Live," in 2008, which featured celebrities and prominent producers such as William and Smosh. This

initiative, however, was short-lived, and live broadcasting was confined to select partners and special events. YouTube ultimately launched live broadcasting to the public in beta in 2011. Initially, the feature was cumbersome and limited to a small number of channels. Its promise, however, was clear, and producers rapidly welcomed the possibility to communicate with their viewers in real time. Gaming channels were among the first to use live streaming to demonstrate gaming and communicate with viewers [11].

YouTube Live had evolved greatly by 2013, with features such as scheduled streaming and monetization opportunities added. Live Q&As, behind-the-scenes peeks, and interactive challenges were regular, forging a stronger bond between creators and fans.The mid-2010s were a watershed moment for YouTube Live [12]. Technological developments resulted in higher streaming quality and lower latency, making the live experience more fluid and engaging. Platforms such as Twitch have arisen as specialized live-streaming competitors, forcing YouTube to innovate even more.

In this digital age, Jaran Thik has discovered a new platform: YouTube. The art form has risen in popularity on the platform in recent years, drawing spectators across the world with its unique combination of tradition and spectacle. Jaran Thik's YouTube channels have accumulated millions of views, displaying the creativity of both seasoned artists and upcoming stars. Jaran Thik's YouTube narrative demonstrates the lasting strength of tradition in the face of modern upheaval. It demonstrates how an ancient art form can be given new vitality and reach new audiences by utilizing emerging channels. Let us continue to cherish Jaran Thik as a crucial thread in the tapestry of Indonesian culture, a colorful reminder of our legacy that continues to gallop into the future. But Jaran Thik is more than simply a choreographer. It's a musical and movement-based narrative. The dancers, dressed in vivid costumes and covered with exquisite face paint, take on the roles of mythological and historical people. Their movements tell stories of bravery, sacrifice, and love, bringing the audience to another time and place [13]

A phenomenal new subculture among the people of Ponorogo. In fact, this sub-culture is not new among the people of Ponorogo, but its popularity recently seems to have become a new identity for rural communities and has become a matter of pride. The identity that developed is different from Reog Ponorogo itself because of its Javanese nuances and strong mystique. The number of livestreaming YouTubers, particularly in the arts sector, has lately expanded dramatically in Ponorogo, particularly for Jaran Theks art. If we search for the phrase jaran theks, we can view the live streaming data that displays on our YouTube home page. I live amid this art and can witness directly how it grows and evolves on social media nowadays, particularly YouTube.

This research use Technology forecasting. In general, technical forecasting refers to any systematic efforts aimed at anticipating and comprehending the direction, speed, features, and possible consequences of technology development, including discovery, innovation, acceptance, and usage. Forecasting is one possible example for technology forecasting. Good forecasting can assist maximize earnings while minimizing harm from future conditions. Every individual, company, or country that may be impacted by technological development is inextricably linked to technology forecasting with every choice that allocates resources to a specific goal [14].

Forecasting technology advances overlap and influence can take various forms, including technical intelligence, forecasting, route mapping, evaluation (assessment), and future review (foresight). Technological forecasting often focuses on a single technology, although it can also have a larger reach. Trend analysis is the way most employed by specialists to conduct study among the different technical forecasting analysis methods [14].

Trend analysis is frequently used, as are related terminology such as growth forecasting models and approaches for a specific subject, including matters linked to online live streaming technologies. On In general, a technology has a life cycle. Life is divided into numerous phases. This stage comprises a technology's initial acceptance stage, growth stage, maturity stage, and last stage of decline [14].

2   Method

This study examines development trends in the usage of technology online through live streaming YouTube playlists with certain keywords using trend analysis for technological forecasting.

Technology forecasting seeks to anticipate the features of relevant technical devices, methods, or approaches in the future. Technology projections are developed by researchers based on experience and current technical advances. Technology forecasting, like other projections, may assist public and commercial organizations make sound decisions. The forecaster can enhance judgments by examining future opportunities and dangers to maximize benefits [15].

Experts categorize nearly hundreds of technological forecasting techniques into nine broad categories: Expert Opinion, Trend Analysis, Monitoring & Intelligence, Modeling & Simulation, Scenarios, Statistics, Descriptive, Creativity, and Valuation/Decision/Economic Methods (scenarios, statistical, descriptive, creativity, and valuing/decision/economic methods).

This research uses trend analysis techniques as one of the technological forecasting methods with YouTube data tools. YouTube Data Tools is a free online suite of six programs developed by the Digital Methods Initiative at the Australian Research Council Centre of Excellence for Applied Philosophy and Public Affairs at Monash University. These tools allow researchers to extract and analyze various types of data from YouTube, helping them understand YouTube content, users, and interactions.

Breakdown of the six tools is Channel Info Module: This tool retrieves detailed information about specific YouTube channels, including number of subscribers, views, upload history, network connections through featured videos, and more. Channel List Module: This tool generates a list of channels based on search terms, categories, or playlists. You can further filter the list based on various criteria like number of subscribers, upload date, etc. Video Info Module: This tool extracts information about specific YouTube videos, including title, description, tags, upload date, view count, like/dislike ratio, comments, and more. Video Network Module: This tool explores the network of related videos based on YouTube's "related videos" feature. It starts with a seed video and analyzes the videos suggested by YouTube as similar, creating a visual

network map. Search Query Module: This tool retrieves lists of videos based on specific search queries on YouTube. It provides details like video title, upload date, channel name, view count, etc. for each result. Comment Extraction Module: This tool extracts comments from specific YouTube videos, allowing researchers to analyze the content and sentiment of viewer interactions [16]. This research uses the Search Query Module with a search method limited to only 2023. The keywords used are "live", "jaranan" and "Ponorogo".

3   Findings

3.1   Result

The popular folk performances of today are produced by content creators as live videos that are aired live, according to data gathered by scraping with the YouTube Data Tool. These performances and occurrences don't just crop up out of nowhere and turn into spectacles in and of themselves. The simplicity of airing this event is a compelling factor in its association with live streaming on YouTube. Among them include the fact that the event is stationary and takes place outside in a public space, making it simple for content makers to broadcast using just their own smartphone devices. This is seen in the data scraping that is done using the YouTube Data Tool, which is projected to be significantly greater than the program Reyog Ponorogo, which is a top priority for the Ponorogo regional administration.

It is not the same as the Ponorogo reyog show, which travels around and is referred to as a cavalcade event at the reyog obyog show called "iring-iring". Of course, there are technological reasons why this is extremely difficult to accomplish in the context of live broadcasting. There one annual reyog performance in the form of a festival, which is attended by a variety of communities and groups called "Festival Reyog Nasional" hosted in Ponorogo Square's main stage. The Ponorogo district administration, which often works with event vendors and is exclusive, broadcasts this national Reyog festival live each year. It is a significant yearly event. For these reasons, as well as the bureaucracy of the organizers, it is exceedingly difficult for invidual content creators to be involved in the live transmission of this event.

YouTube data tools provide scraping data with specific keyword and the results is tuned into the 334 video live streaming event to watch the latest updates and engage with the community in real-time in year 2023. 63 channels uploaded to YouTube in this year with keywords: "jaranan," "live," and "Ponorogo".

The longest duration in the list, totaling an impressive 6 hours, 17 minutes, and 52 seconds, corresponds to the live broadcast titled "LIVE MAYANGKORO ORIGINAL" featuring the talented Niken Salindri, alongside the captivating performance of Menjeng Kimhoa in the scenic setting of Kwajon Bungkal Ponorogo. This extended live stream promises an immersive experience, allowing viewers to enjoy the vibrant cultural showcase and entertainment for an extensive period.

Claiming the top spot for the most substantial likes count in the list, an impressive total of 1,211,092 likes was garnered by the dynamic performance titled "Niken Salindry ft Lala Widy Jaranan Mayangkoro Original." This remarkable achievement

underscores the widespread appreciation and enthusiasm from the audience, signifying the popularity and acclaim received by this captivating collaboration in the realm of live streaming content.

During the dynamic months of February and May in the year 2023, the YouTube platform witnessed a surge in live streaming activities featuring Jaran Thek, with creators passionately sharing and engaging with their audiences through a multitude of content. In these specific months, the most noteworthy trend was the consistent uploading of videos, signifying a vibrant period for the Jaran Thek community as creators enthusiastically contributed to the platform's live stream landscape.

YouTube plays a role in the sustainability of traditional arts.
YouTube, as a leading online platform, plays a pivotal role in fostering the sustainability and global visibility of traditional arts, with a particular emphasis on the captivating realm of Jaran Thek. The significance lies in how this digital medium provides a vast and accessible stage for artists and enthusiasts alike to showcase, promote, and celebrate the rich heritage of Jaran Thek art. By serving as a virtual repository for performances, tutorials, and cultural insights, YouTube not only preserves these traditional art forms but also amplifies their reach, connecting practitioners with a diverse and global audience passionate about preserving and appreciating cultural legacies. As a result, the platform becomes an invaluable tool in not only safeguarding the traditions of Jaran Thek but also in ensuring its continuous evolution and relevance in the contemporary digital age.

Live streaming grants Jaran Thik a global stage, shattering geographical barriers and bringing its beauty to an audience that might never have stumbled upon it in traditional settings. Young generations, often disengaged from their cultural heritage, find themselves captivated by the raw energy and artistic virtuosity displayed on YouTube. These live streams become vibrant classrooms, disseminating knowledge about Jaran Thik's history, symbolism, and complex choreography.

Moreover, YouTube Live fosters a sense of community around Jaran Thik. The chat box transforms into a digital village square, where viewers from across the globe can exchange comments, ask questions, and share their appreciation for the art form. This interactive element breathes new life into Jaran Thik, creating a sense of shared ownership and responsibility for its preservation.

Live broadcasting has use beyond promoting culture. By performing for a worldwide audience, practitioners may make money with YouTube's monetization features. This ensures that the cultural tapestry won't fade as a result of financial hardship by giving dancers, musicians, and costume designers much-needed financial help.

Streamers who are also YouTubers are also covered by this. Since the afternoon, several YouTube streamers have been waiting in front of the stage with basic gear like telephones and tripods, getting everything ready for the live streaming apparatus.

The fact that jaran thiks is static is an additional benefit. This indicates that unlike Reyog Ponorogo, which travels about in the guise of an obyogan, this performance is moving from one to another place. Only a field or field with a specific boundary fence and a stationary stage are used for this jaran thik performance, and for that reason, it's simpler for content creators who stream videos to share their work live.

Navigating the digital world is not without its difficulties, though. Jaran Thik's ethics and basic beliefs may be in jeopardy due to the attraction of sensationalism and the temptation to follow internet trends. It is essential to make sure that the core of its online presence its narrative spirit and connection to history and community remains intact.

The importance of Public's Figure role as famous artist.
In the digital realm where trends flicker and attention spans dwindle, a six-hour, seventeen-minute live stream might seem like an audacious experiment. Yet, nestled amongst the fleeting cat videos and viral challenges, there exists a YouTube recording that defies expectations and resounds with a timeless beauty: Niken Salindri's "Mayangkara Original" performance, a mesmerizing journey into the heart of Javanese tradition.

What makes the performance unique is how long it is. Six hours turns into a purposeful act of rebellion, an invitation to slow down and immerse oneself in the depth of Javanese culture at a time when people are used to bite-sized entertainment. Niken's performance develops like a tapestry of rich storylines, with each song serving as a thread that echoes personal reflections, mythical whispers, and historical histories. This expanded format enables the subtle art of Javanese storytelling to reveal its varied beauty, giving it depth and refinement.

More than just an enthralling live broadcast, Niken Salindri's "Mayangkara Original" performance serves as a window into another culture and a reminder of the eternal value of art and cross-cultural dialogue. She asks us to calm down, connect, and enjoy the enduring beauty of Javanese culture via her prolonged performance. This is more than simply a six-hour webcast; it's a reminder that genuine creative experiences frequently transcend temporal boundaries and provide a window into the limitless potential of human creativity and our common humanity.

One number frequently rules supreme in the rapidly evolving digital cyclone that is YouTube, where trends come and go in the blink of an eye: the like count. And among the never-ending barrage of cat videos and viral challenges, Niken Salindry's thrilling Jaranan Mayangkoro Original featuring Lala Widy sticks out with an incredible 1,211,092 likes. But behind the staggering figure is a tale that goes much beyond simple popularity, exploring the creative inventiveness, the rich fabric of Javanese heritage, and the transforming potential of online networks.

Niken's performance is a perfect example of how the internet can change lives. Her success in becoming viral demonstrates how internet platforms can be used to elevate creative voices and introduce other cultures to a worldwide audience. Once restricted to temple grounds and village squares, Jaranan is now a global sensation, attracting new viewers and promoting cross-cultural interaction. This democratization of access fosters curiosity and comprehension, dismantling barriers of distance and creating bonds between disparate populations.

Copyright issues about traditional content in modern streaming media.
Addressing copyright issues in the realm of modern streaming media, particularly within the context of traditional live content, requires a multifaceted approach to ensure

compliance and minimize potential legal challenges. Implementing clear licensing agreements, securing the necessary permissions from artists or rights holders, and adopting robust content identification and monitoring systems are crucial steps that streaming platforms can take to mitigate copyright concerns. Additionally, fostering open communication channels between content creators, platform administrators, and legal experts can contribute to a proactive and collaborative environment, ensuring that traditional live content can be shared and enjoyed within the bounds of legal and ethical considerations in the ever-evolving landscape of digital media consumption.

Hardware and software are evolving for live streaming.
The landscape of live streaming is witnessing a continuous evolution, marked by significant advancements in both hardware and software technologies. On the hardware front, there is a discernible trend toward the development of more powerful and specialized equipment tailored to the demands of live streaming, including enhanced cameras with superior image sensors, high-quality microphones, and efficient encoding devices. Concurrently, software solutions are evolving to offer increasingly sophisticated features, from intuitive user interfaces for seamless live stream management to robust encoding and transcoding algorithms that optimize video quality across various devices and network conditions. As this technological convergence progresses, content creators and streaming enthusiasts can anticipate a future where the synergy between cutting-edge hardware and software facilitates more immersive, reliable, and accessible live streaming experiences.

YouTube live broadcasters mainly utilize tripods and smartphone, according to Jaran Thik's work. This gadget has the ability to broadcast live and is directly connected to a YouTube account. Because it is the most cost-effective and practical approach—all you need is a reasonably priced tripod and a smartphone with reasonable specs—many people opt to broadcast live using this way.

4   Conclusion

In conclusion, Jaran Thik's in live streaming YouTube channel is a ray of hope for the future, guaranteeing its survival as a living, breathing art form rather than merely a historical artifact. Through its worldwide platform, community-building opportunities, and financial sustainability, this digital platform gives artists and viewers the chance to directly engage with Jaran Thik's cultural heritage. Together, let's seize the chances provided by YouTube and make sure that the "Jaran Thik" stomping beat will be heard for many years to come.

The importance of the public's role in the cultural sphere is akin to that of a celebrated artist, mirroring the widespread impact and influence that individuals collectively hold, reminiscent of the significant role played by renowned figures such as Niken Salindri. Just as an esteemed artist like Niken Salindri shapes and contributes to the cultural landscape, the engagement and participation of the public contribute to the vibrancy and richness of our collective cultural tapestry, playing an instrumental role in

defining, preserving, and perpetuating the various artistic expressions that shape our shared identity

The future of live streaming looks to provide viewers and producers with greater experiences as cutting-edge software and technology come together. Jaran Thik sees vivid interactive performances, engrossing narratives, and stronger ties with audiences throughout the world as the results of this technological advancement. Jaran Thik can flourish in the digital environment and turn into a symbol of mutual understanding and compassion by accepting these developments while preserving their cultural essence. Let's use technology to connect people's hearts across boundaries, promote artistic expression, and give voice to underrepresented voices.

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