

# Business Innovation in Phoenix Dancer Company Semarang through YouTube Channel

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**Abstract**— In dynamic technology era, a company should use a new innovation. This innovation can improve the competitive advantage, expand the market reach, and also have a new source income. Phoenix Dancer which is already spend 10 years of operation, should take a new innovation in their company. Their old way through participating in the IKAPESTA exhibition is doesn't bring a good impact anymore. Phoenix Dancer Semarang need a new way so that they can improve their competitive advantage, expand the market reach, and also have a new source income, and all that goal can be reach using YouTube Channel. YouTube Channel is suitable for Phoenix Dancer Semarang because they are a services company that provides dancing in their customer wedding, gathering, or birthday. This research also take feasibility analysis to knowing that the innovation is feasible or not. This research is using mix-method, and use YouTube Analytic review data to answer the question research, and also observation and further analysis. The conclusion in this research is through YouTube Channel Phoenix Dancer Semarang can improve their competitive advantage in terms of originality content, but not in communication and creativity. They also succeed expand their market reach, but didn't succeed in making a new source income from YouTube Partner. The feasibility analysis result tells that this innovation is feasible enough to improve and developed more in terms of financial income and operational activity, but not feasible in making new source income for their company.

**Keywords**— business innovation, YouTube Channel, market reach, competitive advantage, new source income, feasibility of innovation.

## 1. INTRODUCTION

Innovation is changes in services, marketing, product, strategy or other activity in to a better way [8]. Innovation is combination of knowledge and value from product or services in the company [7]. There for, we cab said that innovation is a combination and a collaboration of knowledge, and value in product and services becomes something new and improve to a better state. For doing business innovation, the company must be aware for the opportunities in the middle of the market also what goals will be achieved [5]. An adaptive company is company that can follow technology trend in market, and it is can gain the employee performance at work [15]. This fact prove that business innovation in to technology is important thing for every company. With innovation, the company can survive in the middle of the market and keep growing in the market competition [1]. Company that has a good competitive advantage is company that has their product or services is unique, rare, and difficult to imitated [13].

Company can be said innovative if they are already use current technology and social media like Facebook, Twitter, Wikipedia, YouTube or others to enhance their communication, sharing information, and also collaboration [3]. Technology in company also become the important part event the technology just for supporting system [4].

Phoenix Dancer as a services company that provide a dance to their customer events, such as wedding, party, gathering, and others. In 10 years of operation they already spend so many trend in market place. In the last 3 years, the leader of the company feel there is no improvement in their company even they already participating in the IKAPESTA exhibition. IKAPESTA is exhibition event which are held once in a year, to give all of party vendor such decoration, gown, event organizer, dancers, cake, and other to promote their services to the customer. But for Phoenix Dancer Semarang there is no improvement in their income, so that they need a new innovation for their company.

The product in Phoenix Dancer Semarang is a dancing, so that they need an innovation that suitable for their product, and it is YouTube Channel. YouTube Channel was suitable because Phoenix Dancer can upload their dancing to their YouTube Channel account and also they can join YouTube Partner Program, that can be their new source income. YouTube Channel is a website that provide the user to upload their own content video to their website and the content is diverse base on their creativity [6]. YouTube give facility to user and viewer to make a communication through their content video and it is can be seen in to a wider viewer [12]. YouTube Partner Program is program from YouTube website that give feedback for user to advertise their video and get the percentage of the advertise income. The amount of that feedback is varied according to regulation in each country [9].

YouTube Channel was chosen because of research result from Ericson Mobility Report that say most of adolescent in Indonesia is watching YouTube Channel more often than television [14]. Also through researcher observation there is no dancer company who already has a YouTube Channel, if there is, it is already not active for last 2 or 3 years. There is just one dancer company that already have YouTube Channel account and still active until now, it is Dance by Freedomwork YouTube Channel.

Through YouTube Channel, hope Phoenix Dancer Company can expand their market reach, improve their competitive advantage between Phoenix Dancer and Dance by Freedomwork, and make a new source income through YouTube Partner Program, and also feasibility analysis for this innovation, it is worth to be maintained, and developed or not. The purpose of this research is to identify if YouTube Channel can expand their market reach, to analysis if YouTube Channel can improve their competitive advantage, to formulate how YouTube Channel can make a new source income through YouTube Partner Program, and last to knowing are this innovation is feasible enough to be maintained and developed with Phoenix Dancer Semarang.

**2. RESEARCH METHOD**

This research is using mix method, and data that use in this research is primer data and seconder data. Primary data is from interview result with leader of Phoenix Dancer company and other Indonesia YouTubers. Secondary data is from observation in YouTube Analytic Review, social media, and article. Operational definition in this research can be seen in table 1. The concept of this research is, through YouTube Channel Phoenix Dancer Company will upload e new video once in a week, and it will be observed for 4 months (January – April). The researcher will use YouTube Analytic review, geography, total estimates earning and also secondary data to answer the research question.

**Table 1 Operational Definition**

<b>Variab le</b>	<b>Operational Definition</b>	<b>Source</b>	<b>Measure Instrument</b>
Innova tion	A combination and a collaboration of knowledge, and value in product and services becomes	(Johnson, 2001)and(“Harvard Business Essentials : Managing Creativity and Innovation,” 2003)	

	something new and improve to a better state.		
Market Reach	How far Phoenix Dancer Company can get a connection with new customer in a new place	[10] and [11]	See in YouTube Analytic – Geography which country all of viewer in YouTube Channel that already see the video in YouTube Channel Phoenix Dancer.
Competitive Advantage	The advantage that YouTube Channel Phoenix Dancer have in terms of originality content, communication, and creativity.	[6] and [2]	Scoring questioner result that filled in by 30 adolescent in originality content, communication, and creativity.
New Source Income	A new way for make a new income through YouTube Partner Program		Calculate revenue per miles from the number in YouTube Analytic review – total estimates earning.
Original Content	The main topic, content, or theme of the uploading video is real and not plagiarism.	[2]	Scoring of Original Content questioner result that filled in by 30 adolescent.
Great Communication	Make a new and maintained all communication between viewer and YouTuber	[2]	Scoring of great communication questioner result that filled in by 30 adolescent.

Creativity	How YouTube give message or information through their uploading video, such as : editing video, thumbnail.	(Boroughf, 2015)	Scoring of creativity questioner result that filled in by 30 adolescent.
Feasibility of Innovation	How feasible is this innovation to Phoenix Dancer Semarang in operational activity, financial income, and known and used bye more people.	(Albernat hy& Utterback, 1978) and (Akrich, et. All, 2002)	Compare analysis through secondary data, and interview with leader’s company and Indonesia YouTubers.

**3. RESULTS AND DISCUSSION**

After being observed for 4 months, Phoenix Dancer’s YouTube Channel will be analyzed to answer the research question. In the YouTube Analytic review in part of geography, it is show that viewer who already watch the YouTube Channel video is fluctuate. The first month of operation, the viewer is just from Indonesia, the second month the viewer increases from Indonesia, Brazil, and Mexico. The third month the viewer is from Indonesia, United States, Malaysia, and Taiwan. The fourth months the viewer from Indonesia, United States, Hongkong, and Vietnam. Although the viewer from Indonesia still dominating, this result already prove that Phoenix Dancer’s YouTube Channel already make a new relationship with a new customer in a new region. This result corresponding with statement that said expand the market reach company is not just find a new customer who already buy the product, but also make a new relationship with a new customer in a new region [10]. There for, Phoenix Dancer company is succeed in expanding the market reach through their YouTube Channel.

In looking for competitive advantage that Phoenix Dancer’s YouTube Channel has, researcher give questioner to 30 adolescent and scoring the results and compare it to Dance by Freedomwork’s and Phoenix Dancer’s YouTube Channel. The compare analysis shown that original content mean score in Phoenix Dancer is higher than Dance by Freedomwork (4.033>3.6), but in the part of great communication, Dance by Freedomwork’s mean score is higher than Phoenix Dancer’s mean score (3.2 >2.033), also in part of creativity Dance by Freedomwork’s mean score is higher than Phoenix Dancer’s mean score (3.966>3.6). This means original content in Phoenix Dancer’s YouTube Channel is become the competitive advantage compared to Dance by Freedomwork.

For participating in the YouTube Partner Program, a YouTube Channel account must be operating at least 1 year, and already have 1000 subscriber, and 4000 hours of watching time. In YouTube Analytic review, it is shown that Phoenix Dancer’s YouTube Channel, just operating in 4 months, and just have 40 subscriber, and 16 hours of watching time. This results show that Phoenix Dancer’s YouTube Channel is has not been able to get the new source income.

Through observation and analysis, researcher found that this innovation bring effectiveness and efficiency in the Phoenix Dancer’s operational activity. This YouTube Channel can be used as a documentary gallery. When the manager hold a meeting with the customer, the manager can show the kind of the dance that Phoenix Dancer have to the customer with tablet or handphone. It is more effective and efficient because previously the manager has to bring the laptop and it is feel heavy. Also it is more easy for the dancers to get the video as a learning material, because previously they must use a compact disk or flash disk to get the video. This YouTube Channel can be also a new way to promote Phoenix Dancer Company to wider customer. Base on this observation result, it can be said that this innovation is

feasible enough for Phoenix Dancer company in terms of operational activity.

The researcher use the secondary data and data interview result to knowing how far is the earning potential to become YouTube Partner. And the result show that the amount of the income is more than 10 million rupiah, and it is more compared with Phoenix Dancer main income from customer. The observation also show that to become a YouTube Partner, a YouTuber must upload their own video routinely, at least 2 times per week. A YouTuber also use their personal social media like Instagram, Twitter, Facebook, or others to promote their YouTube channel. With this income potential, it is worth enough if Phoenix Dancer keep uploading a new video and gain the subscriber through their social media, and pass the YouTube Partner program.

**Table 2 Viewer Changes Process in Phoenix Dancer’s YouTube Channel**

January	Febuary	March	April
Indonesia (100%)	Indonesia 100 %	Indonesia 99 %	Indonesia 96 %
	Mexico 0.2 %	Amerika Serikat 0.3 %	Amerika Serikat 1.7 %
	Brazil 0.0 %	Malaysia 0.2 %	Hongkong 1.2 %
		Taiwan 0.2 %	Vietnam 0.4 %

**4. CONCLUSION**

From the discussion above, we can see that this YouTube channel innovation in Phoenix Dancer has succeed to expanding their market reach, and improve their competitive advantage in term of original content. But in term of great communication and creativity, Phoenix Dancer company still has to improve to be better compared to their competitor Dance by Freedomwork YouTube channel. This YouTube channel also show that Phoenix Dancer’s YouTube Channel can’t make a new source income for the company, and it is not feasible enough to be maintained and developed to be seen and used

by many people, because of the unsuccessful requirements that Phoenix Dancer's YouTube Channel has. However, in the part of operational activity, this innovation is feasible enough to be maintained and developed, because it is bring effectiveness and efficiency in their operational activity. Also looking for the potential income that will be receive to become YouTube partner, this innovation is also feasible enough to be maintained and developed for the company.

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