

Research Summary

Rans Entertainment features a number of prominent shows on its Youtube channel, including the music show Rans Musik, the web series "My Dreams Come True", the cooking show "Rans Cooking", and most recently, posted vlog material of Raffi Ahmad's family daily life. Along with the increase in views and subscribers, there are currently more than 24 million active YouTube users. Of course, they both took advantage of this opportunity, and they then held a public celebration that started with the idea of a Daily Vlog and lasted until the birth of their second child. Just a few days after the birth of their second child, the material this time was different as public donations were immediately solicited. The highlight of the event was the live broadcast, hosted by many television networks, where they announced the name and face of their second child. By recording immersive stories or life experiences from content series.

Daily Vlog Youtube series "The Birth of Baby R" Raffi Ahmad and Nagita Slavina who are members of the RANS Entertainment channel. How can the practice of Oversharing culture occur in social media, especially on Youtube Vlogs? Then what is the meaning behind private space that becomes public, and vice versa? This study aims to describe the cultural practice of Oversharing that appears in the "Baby R" Vlog Series and Premiere on YouTube "Exclusive Birth Baby Number 2" starting from the personal lives of celebrities that are packaged in Vlogs using the narrative pattern of popular culture by Seymour D. Chatman. . Story, describes how the Oversharing narrative on the digital media platform

"Vlog" and Premiere Youtube as a supporter of Oversharing behavior which is formed as a cultural practice in digital media today by using the Narrative theory of Seymour B. Chatman. By compiling and dividing each event contained in the Vlog into several aspects: Events, Actions, Happenings, Existence, Character, Settings and Discourse. Then after that it will be studied to reveal how the boundaries of public space and private space and capitalism (endorse/advertising) are raised by the practice of oversharing culture in digital media culture.

Then this study also seeks to provide an overview of the reality of Oversharing in Raffi Ahmad and Nagita Slavina's Youtube Vlogs which of course also describes the living culture of certain classes of society. As well as explaining how the concept of private space becomes public space in digital media culture, and vice versa. On the other hand, the concept of public space becomes private space. Based on the oversharing phenomenon that became popular in online media thanks to the frequent YouTube vlogs of celebrities Raffi Ahmad and Nagita Slavina, deconstructing the idea that culture is part of one's way of life, where everyone can participate in social media activities, whether as a producer and consumers.

Event oversharing also clearly benefits celebrities or influencers in just this scenario, one might conclude. Would there be much admiration if the people who produced it were ordinary people? He could even leak personal information and put himself at risk by doing so, creating a second boomerang. by bringing it all together into a story that can captivate millions of YouTube viewers. The next

section explains how the cultural discourse of hedonism and capitalism appears in the Vlog Series "Baby R" and the Premiere on YouTube "Exclusive Birth Baby Number 2", According to a hedonistic point of view, the main purpose of life is to enjoy oneself and one's own. The information is actually quite simple, although it sounds odd, especially when people share their perspectives on everyday life.

Like the "online gifting" activity or a kind of online donation through the Vidio.com application which was openly conveyed by the host in the Youtube premiere. Simply put, it is a media technique to increase social closeness between creators and viewers to reach a larger market. Unexpectedly, the transparency of this public area actually increases the success of digital business and opens new prospects for the community. More people than ever have access to digital platforms, which makes it more convenient for them to spend time there. The trend of this phenomenon is related to how millennials, who are the platform's largest user base, are influenced by social media content in terms of their views and behavior, as well as how these three things interact with each other. smartphone technology, digital media, and related fields. The results of this study include the cultural practice of "Oversharing" which is characterized by the narrative structure of Vlog Rans Entertainment.

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