

ABSTRACT

ANALYSIS OF EDUCATIONAL-BASED YOUTUBE CONTENT MARKETING ON THE SALE OF SHALLOT SEEDS

(Dandy Yuliansyah, 2024)

This research aims to analyze the process, inhibiting and supporting factors as well as analysis of education-based YouTube content marketing on the sale of Nganjuk variety shallot seeds. This research uses a qualitative method with a descriptive approach. Data was collected through interviews, direct observation and documentation from various informants including channel owners, warehouse managers, employees and farmers. Data analysis was carried out through a pure qualitative process of coding, grouping and interpreting data. The research results show that the education-based YouTube content marketing process on the Gusman Bojonegoro channel is divided into 3 stages, namely planning, content production and content distribution. Inhibiting factors include differences in farmers' land, accommodation and transportation costs, as well as the importance of understanding sustainability for farmers. Meanwhile, the supporting factors are Gusman's honesty and enthusiasm for building trust and positive relationships. And educational content on the YouTube channel 'Gusman Bojonegoro' can increase sales of shallot seeds.

***Key Words* : Content Marketing, YouTube, Education, Sales, Shallot seeds**

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