The Commodification of Fear on Nessie Judge's YouTube Channel

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Abstract:

Nessie Judge is a well-known YouTube content creator in Indonesia with more than 10 million followers. Nessie Judge offers content discussing mysterious phenomena that can arouse the public's fear of world mystery phenomena that cannot yet be solved. Many audiences are unknowingly attracted to spending their time and money to immerse themselves in content with this fear, which leads to exploitation and commodification activities. This research uses Vincent Mosco’s Political Economy of Communication theory to determine what forms of commodification of fear exist on Nessie Judge's YouTube channel. This research has a critical paradigm and uses a content analysis method to process the data that has been collected and then analyze the forms of commodification that exist on Nessie Judge's YouTube channel by collecting observations of several of Nessie Judge's most watched content and its interactions with the audience in it, comments section and literature study of research on Nessie Judge. The results of this research show that this content is packaged in such a way as to arouse the audience’s fear so that the content has selling value, subscribers do not realize that their fear is used as an element to enable the content creator to reap profits.

Keywords: commodification; fear emotion; youtube content.
Introduction

According to a survey by Simon Kemp, YouTube social media has been ranked second in the category of most active (monthly) social media users, namely around 2,527 million users (Simon Kemp, 2023). This means that YouTube is also one of the media that has entered the top-of-mind stage. social media users, especially as a platform for watching videos online. In YouTube social media, the content presented is in the form of videos, the videos presented are very diverse, ranging from video reviews, parodies, lifestyle, tutorials, news broadcasts, films, music, gaming, documentaries, and many other types of content that are sought after by people. YouTube users as a medium for information, education, and entertainment (Rohmatulloh & Bekti Istiyanto, 2020).

Not only is it a place to fulfill the needs of the audience, but YouTube is also a social media platform that can be used as a tool to gain profits, content creators or channel owners creatively produce content to gain profits in the form of material or popularity (Jamil Reza, 2021). Content creators on YouTube can record and produce video content easily and cheaply by just using a cellphone camera, they don't need to spend a lot of money, and they can also do all the production processes such as dubbing, editing, etc. with the help of the device, with the potential get and reach a wide and diverse audience, they can get big profits without having to search for and contact advertising companies, hence YouTube (Rieder et al., 2023).

Nessie Judge is a YouTube content creator from Indonesia who has more than 10 million subscribers. The content created by Nessie Judge is a type of commentary and review video content or content commenting on a phenomenon or event which will later be discussed as if inviting the audience to join in the discussion in the comments column, the types of videos commented on by Nessie Judge are dominated by videos about mystical matters, war, death cases, natural disasters and world mysteries.

With so many videos that can contain elements of fear, many audiences are interested in watching Nessie Judge's content. With her unique personality, Nessie Judge can create interesting commentary and review videos and convey the effect of fear as well. it can be felt by the audience watching, for example, the most popular video with 22 million views is entitled "The VIRAL KKN Case in PENARI VILLAGE! (SUMMARY OF ALL VERSIONS) | #NEROR", in the video the author took one of the comments, namely a comment from an account called @schaakk, this comment has received more than two thousand four hundred likes, the account wrote the comment "Scared because of the story (X) Afraid of the way Sis Nessie talks ( ✅)". Of course, many audiences feel the same way, without thinking twice, they are interested in watching Nessie Judge's videos, this is supported by the element of attraction that uses fear as something to be commodified. Commodification is often carried out in the modern world because, in the era of competition, commodification is one approach that can be used in marketing communication strategies. In this increasingly tight world of trade, creating a positive perception about a product or brand is very important for the success of a brand or product, perhaps even more important than technological superiority (Mustiawan & Febrianita, 2020).

In this research, it is necessary to note a number of previous studies that discuss commodification related to human emotions, including research conducted by Nawan Sumardiono (2023) with the research title FANDOM COMMODIFICATION: A STUDY ON THE USE OF BTS BOYBAND FAN DOM DIGITAL MEDIA IN INDONESIA. This research found that the South Korean boy band "BTS" built closeness with its fans or
FANDOM which has the name ARMY by commodifying human emotions and producing them through an abundance of musical and non-musical content. This research argues that BTS's music conveys diverse characters and emotions, including sadness, joy, and enthusiasm. This means that BTS provides complete choices to represent every situation felt by their fans. Many ARMYs are finally interested to the point of spending their money to buy BTS albums or merchandise as a form of their competitiveness in liking BTS.

Furthermore, there is other related research, namely research conducted by Pintoko (2022) with the title FEAR APPEAL IN PROMOTION THROUGH TELEVISION ADVERTISING. In this research, an image contained in an advertisement can be done in various ways and one way is by influencing the audience at a psychological level in terms of emotions. Emotion Appeal in the world of modern advertising has been considered quite effective, one of the emotional appeals that is quite persuasive in the realm of advertising, namely the emotion of fear, the emotion of fear can influence consumers to decide to buy a product. In this research, examples are taken, for example, automotive advertisements. Automotive advertisements often display illustrations or texts related to driving safety so that accidents do not occur. Indirectly, the advertisement can cause fear in consumers who watch it so that they can withdraw their decision to buy the product from the advertisement.

Then there is also research conducted by Muthmainnah (2020) with research entitled MYSTICAL COMMODIFICATION IN THE REALITY SHOW PROGRAM SEARCHING FOR MATE LINE ON ANTV. In this research, the reality show program "Search for Matchmaking" which was broadcast on the ANTV television channel also contained elements of commodification in it. Elements of mystical content are seen to be used in matchmaking events between men and women. The research argues that Indonesian people need mystical entertainment to answer their curiosity about the mysteries of physics (mysticism). Because, for people, it is an inner adventure for them. In this reality show program, the process that occurs in mystical commodification begins by presenting two experts, namely a hypnotherapist and an indigo, they then look at and reveal the past of the potential soul mates who will be found. The past of each candidate is then used as a compatibility criterion between male candidates and female candidates. This program produces beliefs about mystical things that have been commodified. The mystical content displayed is closely related to the fear appeal message so that it is also able to attract the attention of the audience and ultimately can increase the rating of the reality show program.

From the three previous studies published, the commodification contained in each study has something in common, namely that it makes people spend their money, time, and energy which occurs due to the attraction of human emotions which are commodified into a product that can bring profits to the content creator, based on the phenomenon. Therefore, the aim of this research is that the author wants to dismantle the commodification of fear that exists in the content of Nessie Judge's YouTube channel because many people and Nessie Judge subscribers are without realizing that there is something that makes them interested in watching Nessie Judge's content. In the end, getting lots of views from the audience can bring profits to the content creator. This research is important to carry out, considering that Nessie Judge is one of the well-known content creators in Indonesia who has more than 10 million subscribers.

This research hopes to provide academic benefits regarding the commodification carried out in YouTube channel content, with the hope of deepening the study of communication science in the realm of new media studies. Practically, it is hoped that this
research can illustrate the reality of the commodification of fear which can later be used as a consideration for the audience or Nessie Judge subscribers to avoid exploitation when they use the YouTube platform.

Methods

This type of research, namely qualitative research, according to Bogdan and Taylor (1982), is research whose research method is by collecting descriptive data about individual behavior and written or spoken words that can be observed, the approach is directed at the setting and the individual holistically. According to Kirk and Miller, qualitative research is a tradition in the social sciences that fundamentally relies on observing people in their region and connecting with these people through their language and environment (Zuchri Abdussamad, 2021).

Content analysis is the scientific study of the content of communication. Technically, content analysis includes the following: (1) placing symbols or symbols used in communication within certain groups; (2) creating a basis for these groupings using benchmarks; and (3) using analytical techniques to make predictions, content analysis can be seen as a tool to observe and analyze the open communication actions of certain communicators; Basically, content analysis is a systematic method for parsing and processing messages. (Muhajir & Nung, 2000:68). The content analysis method can be carried out using various data collection techniques such as interviews, observation, and documentation studies.

This research uses observation as a data collection technique, according to Prof. Dr. Sugivono (2019) Observation is a data collection technique where the object of research concerns human behavior, work processes, and natural phenomena. This method can be carried out directly or indirectly, and can have various types such as participant observation, unstructured observation, and group observation. Observation is also a complex method and is composed of biological (observation) and psychological (memory) processes. Observation methods include ease of implementation, the ability to answer curiosity, and the validity of data without manipulation (Sutrisno Hadi, 1986).

Furthermore, this research also uses library research as a data collection technique according to (Mestika Zed, 2014). Library study or library research can be interpreted as a series of activities related to collecting library data, reading and taking notes, as well as how research materials are processed. Literary research can also examine various references and similar previous research which helps in obtaining a theoretical basis for the problem being studied (Sarwono, 2006).

In the observation technique, the author will observe the Nessie Judge content with the most views on the Nessie Judge YouTube channel as well as the interactions that arise in the content comments column. Apart from the Nessie Judge YouTube channel, the author will also observe interviews and podcast content about Nessie Judge.

Then using the literature study method, this research will use a scientific research journal that examines the process of Nessie Judge and her audience in selecting content on her YouTube channel, and one of them is research conducted by (Subanda et al., 2023) entitled THE DIALECTIC OF SELECTIVE PROCESS OF NERROR CONTENT BY YOUTUBER NESSIE JUDGE.

Next, all the data that has been collected will be analyzed using the analysis techniques introduced by Miles and Huberman. According to Miles and Heberman, there are three stages in analyzing data, first, data reduction, second, data presentation, and finally drawing data conclusions. Data reduction is part of the analysis. Data reduction is
a form of analysis that sharpens, categorizes, directs, eliminates redundancy, and organizes data, then the data can be presented using graphs, tables and the like until in the end definite and verified conclusions can be drawn through data validity techniques (Salim & Syahrur, 2012). This research uses data source triangulation as a validity testing technique. Invalidity testing, triangulation is defined as checking data from various data sources with various data collection methods (Prof. Dr. Sugiyono, 2019).

Results

#NERROR Content And The Commodification Of Fear

First, researchers found a lot of content using titles with the hashtag "#NERROR". If you look at the beginning of Nessie Judge’s YouTube channel, Nessie opened her YouTube channel in 2012, with the content created only in the form of vlogging videos, daily life, QnA, and about foreign languages when Nessie was still living in Europe, until finally in 2016, she on her YouTube channel, Nessie started segment content with the hashtag title #NERROR as a segment that is different from previous videos, the #NERROR segment is a segment where Nessie comments on phenomena or events whose main topic is horror, not only commenting but Nessie also discusses and invites the audience to discuss together regarding this phenomenon.

"I sat down, I looked at horror videos or I discussed conspiracies or world mysteries, but at that time there weren't too many of them, apparently it was really fun then it carried on until now... I like it" (Nessie, 2023)

At the beginning of the introduction of the #NERROR segment, Nessie only made it seem as if because of her interest in discussing and discussing horror phenomena, Nessie was consistent in uploading #NERROR videos every week even though her viewers and subscribers did not immediately grow rapidly. In the process of creating the #NERROR segment, Nessie and her team first gathered various sources for a horror phenomenon, after that Nessie then processed the data which will later be discussed one by one in the #NERROR segment, starting from the news, threads on Twitter and social media as well as articles related to the phenomena that will be discussed, this is one of Nessie's characteristics in presenting #NERROR segment content with complete and varied information from various angles which is certainly able to satisfy the audience in terms of their emotional needs of fear.

Figure 1. Screenshot of Nessie Judge’s YouTube channel playlist which is dominated by the #NERROR segment playlist (Source: YouTube @NessieJudge)

Second, researchers found tense audio-visual elements in the #NERROR segment content in the #NERROR segment, Nessie always shows her special short intro or opening for the #NERROR segment, namely by using animated videos of spirits that seem to want to come out of the audience's screen and supported by scary sound effects, sound effects are not only used in the opening. However, these sound effects are also used throughout the duration of the video, for example by adding sound effects such as human screams,
broken glass, and traditional gamelan which can make the audience shudder to feel the scary atmosphere in the background. After that, as usual, Nessie introduces herself and ends with her trademark tagline. "Stop smiling, cause shit's about to go down" at the end of each segment intro.

Third, researchers also found that the #NERROR segment has a distinctive content thumbnail or cover compared to other content thumbnails. In the #NERROR segment thumbnail, Nessie often uses expressions that contain elements of fear, then adds pieces of text that help illustrate how Creepy mysterious phenomena that will be discussed by Nessie.

Fourth, apart from content editing which is supported by elements of evoking fear, expression, demeanor, and presentation, Nessie also has unique characteristics in presenting her content. Nessie is very expressive and interested when discussing these horror phenomena, so she can keep the audience carried away by feeling the fear expressed by Nessie.

- @kartikawijayanti6609 "Every time I hear Sis Nessie, I definitely feel like the story "comes through", that's how cool Sis Nessie is" (YouTube @NessieJudge, 2022).
- @aonechannel2543 "Nessie is so cool... feel like I'm in Desa Penari at that time... Good telling story ever" (YouTube @NessieJudge, 2022).

Not only commenting about how the audience can also feel fear, several audiences also commented and discussed by sharing their own versions of similar stories in the comments column.

- @fatinhanifah6689 "(Sharing a true story) I used to take part in campus activities in Bogor, our friends and I went from campus to the top to take part in these activities. However, when I got there I felt something strange and experienced this strange incident. I couldn't see but I could feel the presence of creatures there. When I was little I could see creatures like that, but as I got older it disappeared by itself. I am very sensitive to the supernatural, because I myself have sparse ribs. When I first entered the place, I felt uneasy, afraid that something would happen. And it turns out that..."
actually happened to me. On Friday afternoon I felt my head hurt like it was being stabbed and my body was hot. Then the committee there helped me, then gave me medicine and took me to the room to rest..." (YouTube @NessieJudge, 2023).

Nessie's success in generating fear by using the four elements that researchers have discovered can be proven by the emergence of similar comments that appear in each comment column of #NERROR content, this shows that fear is an individual's expression in responding to something, by utilizing technology, feelings, afraid of turning into a commodity that has selling value. On Nessie’s YouTube channel, the #NERROR segment content is the most popular video content and is also the most watched by the public. The #NERROR segment content now dominates Nessie’s YouTube channel compared to the old type of content which did not include an element of fear in the content.

Table 1. Nine contents with the highest number of views on Nessie Judge’s YouTube channel

<table>
<thead>
<tr>
<th>No</th>
<th>Title Content</th>
<th>Date</th>
<th>View</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kasus VIRAL KKN di DESA</td>
<td>30 August 2019</td>
<td>22 Million</td>
</tr>
<tr>
<td>2</td>
<td>Chat History INDONESIA TERSERAM: MAMA!!</td>
<td>22 March 2019</td>
<td>16 Million</td>
</tr>
<tr>
<td>3</td>
<td>Kasus BELUM TERPECAHKAN: The PANAMA GIRLS!!</td>
<td>19 March 2021</td>
<td>9,6 Million</td>
</tr>
<tr>
<td>4</td>
<td>Misteri ASLI Hilangnya ATLANTIS!!</td>
<td>8 November 2019</td>
<td>8,7 Million</td>
</tr>
<tr>
<td>5</td>
<td>aksi aksi SULAP GAGAL TERSERAM!</td>
<td>8 December 2017</td>
<td>8,4 Million</td>
</tr>
<tr>
<td>6</td>
<td>Kasus HOROR VIRAL: Kate Yup, Geprek &amp; ILMU HITAM?!</td>
<td>2 August 2019</td>
<td>8,4 Million</td>
</tr>
<tr>
<td>7</td>
<td>rekaman KECELAKAN pesawat TERSERAM!</td>
<td>8 September 2017</td>
<td>8,4 Million</td>
</tr>
<tr>
<td>8</td>
<td>Kasus2 MISTERIUS Orang Hilang di Gunung2 INDONESIA!</td>
<td>25 June 2021</td>
<td>8 Million</td>
</tr>
<tr>
<td>9</td>
<td>Lagu POPULER + PESAN IBLIS TERSEMBUNyi?!</td>
<td>23 February 2018</td>
<td>7,9 Million</td>
</tr>
</tbody>
</table>

(Source: YouTube @NessieJudge)

Nerrorist as a Market Object

Nerrorist is the nickname Nessie gave to her fans who are loyal to watching her content, especially the #NERROR segment content, this word comes from the word terror-minor and is also associated with her fans who like watching the #NERROR segment, so in the end the nickname Nerrorist was formed. The commodified fear in Nessie Judge’s content not only brings views to her YouTube channel but also invites new Nessie Judge fans. With this nickname, it makes it easier for Nessie to call her fans as a whole.

Nerrorist also contributed to providing Nessie with ideas and sources of information regarding content creation for the next #NERROR segment. They are active in asking questions and giving opinions in the comments column on Nessie’s YouTube channel. Nessie’s closeness to Nerrosist looks very close, Nessie often reads and replies to Nerrosist comments on all of her content, Nessie also includes a special e-mail address for Nerrosists who want to request horror phenomena, what else do they want Nessie to discuss next at the end of each video segment #NERROR.
"Requests keep coming in, so I never run out of content, because my viewers (terrorists) are very active on the channel... I feel rich when I listen to people's comments and I like connecting with them" (Nessie, 2020).

The requests that continued to come in ultimately gave rise to more offers from Nessie, looking at the concept of supply and demand or supply and demand, with more and more Terrorists sending their requests, Nessie finally expanded its offerings by not only creating #NERROR content but also other products that could be sold. Terrorist is also one of the communities that of course increases YouTube channel engagement so that in the end Nessie can bring in Endorsement and Advertising offers. At the end of 2023, Nessie Judge, together with her team, produced a book entitled "The Terror Vault Conspiracy" which is available on several well-known E-Commerce sites. This book is aimed specifically at Terrorists in reviewing the content of the previous #NERROR segment.

"The Terror Vault Conspiracy, the secret mysteries of the world... as the name suggests, the Terror Vault Conspiracy comes from Terror's archives, guys, and is packaged in a language like I'm just talking to you, friendly and fun and I want Terrorists to also save the archives is so error-free" (Nessie Judge, 2023).

The book was promoted in one of its contents entitled "CURSED BOOKS IN THE WORLD". Nessie promotes her book while also discussing the cursed books that have ever existed in the world with discussions that are also able to instill fear in Terrorists. Not only books, Nessie is also seen selling clothing merchandise, especially for Terrorists.

Content that is produced in such a way is able to change use value into selling value, content that basically has a function as an entertainer is converted into selling value, on her YouTube channel, Nessie is able to get profits from her fans. It is as if Terrorist is being used as a capitalist object, not only does she use discussions with Terrorist to increase engagement on her YouTube channel, Nessie also sells several products specifically aimed
at Nerrorists, which in the end Nerrorist is able to bring profits to Nessie Judge. Having the nickname Nerrorist certainly helps Nessie in communicating with her fans so that a close relationship is built between Nessie and her fans which ultimately makes her fans loyal in consuming her content and products. Researchers also found data on profits that can be generated from the content of Nessie’s YouTube channel.

![Figure 5. Screenshot of Revenue and Engagement Statistics for the @NessieJudge YouTube Channel (Source: Socialblade.com, 2024)](image)

Nerrorist, who was actually an ordinary viewer enjoying Nessie’s content, is now starting to turn into a commodity for Nessie. Nerrorist is slowly turning into a market object, Nessie is able to make Nerrorist buy her products, namely books and merchandise with the aim of being closer to her fans, but on the other hand another function of content, namely as entertainment for consumers, is slowly turning into a commodity for content creators or what could be called commodification of audiences.

**Commodities in YouTube content**

In the writings of Kailing Guo et al. (2019) the fear or anxiety that arises in individuals can influence their sense of curiosity. The emotion of fear can influence because individuals want to eliminate their fear by finding out the source of their fear itself. As stated by Goleman (2009), the emotion of fear can trigger human curiosity and curiosity to seek understanding or experience related to their fear. The aim is, among other things, to reduce the individual’s fear because they already know the truth and are able to make the individual calm and not anxious.

It cannot be denied that the world has many phenomena and mysteries that cannot be explained logically with human reason, so they will remain a mystery until one day they can be solved and explained scientifically. World mysteries are often associated with mystical and horror things, for example the mystery of the Bermuda Triangle where many theorists or conspiracy theorists believe that the Bermuda Triangle is a 'Star Gate' used by extraterrestrials for inter-dimensional travel, and Flight 19 may have been swept away into this UFO portal, others believe that the Bermuda Triangle is a portal to another time and space, or that aliens are using the Triangle as a portal to our planet to research our species. However, there is no scientific evidence to support this theory (Stimpson Ashley, 2022).

With the emergence of world mystery theories and unsolved criminal mysteries, in the end, it also creates fear among the world community who have heard or read about these mystery theories. Fear of mysteries can stem from a variety of factors, including depictions of crime and uncertainty in the media, the influence of mysterious experiences, and the real-world implications of unresolved issues. For example, television programs such as "America's Most Wanted" and "Unsolved Mysteries" depict crime and uncertainty, conveying an unpredictable and unsafe world, which may contribute to the modern sense of danger and fear (Gray Cavender & Lisa Bond-Maupin, 1993). In addition, the influence
of mysteries, especially in unresolved problems such as infectious diseases, can also contribute to fear of the unknown (Klaus Schmeh, 2017).

These things were then also present on Nessie Judge's YouTube channel, many audiences ultimately felt a sense of fear within themselves due to the emergence of these mysteries, this also made them look for answers to these mysteries, by the aim is to reduce their fear. So Nessie Judge's YouTube channel is one solution for many audiences looking for answers regarding mysteries that can cause fear.

**Commodification in YouTube content**

Nessie Judge is a content creator who is interested in the phenomenon of world mysteries and unsolved crimes, in an interview published by the YouTube channel @TSMediaID (2023), when Nessie was asked a question by the host about whether Nessie was afraid of things. To this, Nessie answered that she was not afraid of these things (mysterious things that smelled of horror) because she was a person who might be realistic. However, in her packaging, Nessie's content often expressed facial expressions or words that contained an element of fear, shock, and disgust when discussing a certain mysterious phenomenon, which in the end the audience is also carried away when consuming the content, especially in the #NERROR segment content which discusses mysterious phenomena that contain elements of horror.

The content of the #NERROR segment is also supported by packaging that can attract fear in the audience, such as the use of thumbnails showing Nessie’s expression of fear or surprise, texts that generate fear, then the opening of the video using animated ghostly creatures that seem to be coming out of the screen, the use of a distinctive tagline, and course the use of supporting sound effects, all of which Nessie uses on her YouTube channel, especially the #NERROR segment.

As for the content commodification process in the #NERROR Segment content creation process, according to Mosco & Vincent (2009), content commodification is the process of changing a message from bits of data to a significant and meaningful thought system until it turns into a product that can be sold. Nessie produces #NERROR segment content by building an effective impact on the consuming audience. In research on Nessie Judge presented by Subanda et al. (2023), one of the reasons they are interested in #NERROR content is because Nessie Judge is said to be a content creator with a serious attitude and discussion (cases and conspiracy theories) but is still able to convey an atmosphere of horror and fear. So that the audience can interpret the discussion being discussed. In this way, it can be said that the audience is interested in watching #NERROR content because #NERROR content is able to influence the audience's emotions so that the audience also interprets and feels every case discussion and conspiracy theory contained in the content so that in the end the content produced can be valuable. Selling especially in this area is viewed on Nessie Judge's YouTube channel.

**Subscribers as Objects of Capitalism**

Nessie’s closeness to fans is also strengthened by the emergence of the title Nerrorist. Nerrorist is the term Nessie uses to refer to her fans, especially those who faithfully watch #NERROR content, discussing mysterious phenomena and giving requests to Nessie regarding future content. Nessie often urges Nerrorists to discuss mysterious phenomena at the end of each video segment # NERROR.

Many audiences write their comments to discuss or just share. According to Martin Weegmann (2019) The act of writing has been proven to have various psychological
benefits, including potentially helping reduce fear. Writing is described as a form of communication that allows individuals to express their feelings and ideas, recognize their knowledge and beliefs, and convey meaning through well-constructed text. Although the direct impact of writing on fear may vary from person to person, these findings suggest that writing can have a positive influence on emotional well-being. This is also a form of audience commodification because the busy comments column filled with discussions from Nerrorists can also increase the engagement of Nessie’s YouTube channel.

With increasing engagement, Nessie’s YouTube channel began to become more widely known to the public, and in the end, many new fans liked Nessie’s content. Nessie used this opportunity to change the use value of the content as entertainment into exchange value, Nessie sold books and merchandise with help. commodification that is present in the YouTube channel, such as in the sense of audience commodification, where audiences who consume a product can also be transformed or used as a tool to gain profits and sell value (Mosco & Vincent, 2009).

Then the #ERROR segment is a product form of content commodification, especially the commodification of fear that arises as a result of the phenomenon of world mysteries and unsolved crimes which is repackaged in Nessie Judge’s video commentary content. This commodification process certainly brings benefits to the creator, The #ERROR segment content produced on Nessie’s YouTube channel is one form of success that has brought Nessie to her success today as a content creator. Quoted from (Nessie Judge’s YouTube Stats (Summary Profile) - Social Blade Stats, 2024) if consistent, Nessie Judge’s YouTube channel is estimated to be able to generate profits of around $3.8K – $60.2K or in rupiah around Rp. 591,945,950 – Rp. 9,377,670,050 per month and around $45.2K – $722.6K or in rupiah around Rp. 7,041,041,300 – Rp. 112,563,195,650 per year.

**Conclusion**

This world is full of mysterious phenomena, be they mystical, horror, or criminal events, where these mysteries have not and perhaps will not be solved logically. These mysteries bring boredom and fear to the world audience, some audiences try not to find out more about these mysteries as a form of getting rid of their fear, but others are more curious about these mysteries, and they try to find out answers to the mystery to eliminate their fears.

Nessie Judge is one of the popular YouTube content creators in Indonesia, discussing the phenomenon of unsolved world mysteries which is one of the dominant things on Nessie Judge’s YouTube channel. Nessie Judge can commodify the audience’s fear into content that can be a solution for them in eliminating their fear. Audiences unknowingly choose Nessie Judge’s content as their effort to eliminate their fears. The audience is not aware that there is commodification of their fears which is present in the form of content commodification and also audience commodification on Nessie Judge’s YouTube channel.

**Suggestion**

Nessie Judge, a famous YouTube content creator in Indonesia, discusses world mystery phenomena with a focus on her channel. Nessie Judge content leverages audience fears into solutions to overcome their fears but keep in mind the potential commodification of fears and audiences on the channel. To maintain its position in the mystery genre, Nessie Judge can research psychological impact, content diversification, ethical practices in content creation, community building, and collaboration with
experts. With this strategy, Nessie Judge can provide a positive experience for the audience while maintaining its appeal in presenting mystery content.

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