

ABSTRACT

In this era of globalization, technological developments increasingly sophisticated and growing rapidly. The Internet is one of the technological developments that allow people to easily send messages, exchange and seek information, and simply just to find entertainment. Indonesia is one of the world's largest internet users. In addition, one of the technology that continues to grow is the use of smartphones. Smartphone users not only access the internet but also to access or watch videos via mobile phones. The most popular social media to search video is YouTube.

This makes YouTube an attractive medium for information or entertainment. Currently one of the information needs that are in demand by YouTube viewers is review smartphone media channel. media Review smartphone channel or commonly called the smartphone channel is part of the unboxing smartphone for the review about what are the advantages and disadvantages of the smartphone using visual and audio media as its intermediary, the point is to inform consumers who want to buy a smartphone to make sure they are not bought the wrong one. The existence of media channel review of smartphones on YouTube can be utilized by smartphone manufacturers to work together in order to help smartphone manufacturers to improve their sales results by doing with e-marketing activities. Based on the results of data processed, media review smartphone channel that often review flagship smartphone in 2017 are: Droid Lime, Bang Ripiu, Projevt Review / Putu Reza, SobatHape. The purpose of this research is to find out the positioning of each media channel review of the smartphone based on the viewer perception of YouTube Indonesia.

The method used is quantitative method and this research including descriptive analytics. Data collection techniques used questionnaires distributed in social media to 272 respondents. The sample technique used in this research is: nonprobability sampling with the type used is purposive sampling. Then the data is processed using multidimensional scalling technique or known as perceptual mapping.

The results of the research show that Sobat Hape is in the first rank which is perceived very well by the viewers of smartphone reviews, then the second rank is Project Review, in the third position is Bang Ripiu, and for the last position occupied by Droid Lime.

Therefore for companies that want to cooperate to increase product sales, it would be better to choose Sobat Hapeas a partner, because it is perceived best by the viewers of smartphone reviews. But back again to the company to be able to adjust the interests of the company with the characteristics of each channel media review smartphone.

Key Words: Positioning, YouTube, Multidimensional scalling, perception