

ABSTRACT

Covid-19 began to enter Indonesia on March 2, 2020. As a result, people have been sent home for months. In addition, all sports competitions that were expected to become spectacle were discontinued due to ongoing cases such as the Indonesian Basketball League. As a result, people seek entertainment through social media such as YouTube. Then in 2021, after getting permission from the IBL police, it officially started using a different system. The “bubble” system is a system created so that players and official teams are placed in one place, so they don't come into direct contact with many people. This study uses New Media theory with a qualitative descriptive method with the aim of understanding the phenomena that occur by the research subject. The data obtained in this study came from the internet (Google) and from previous studies, as well as searches through books that are in line with this research. From the results of this study, it can be concluded that the use of YouTube media carried out by IBL is running quite well and with the aim of providing entertainment to the public, besides that through live streaming YouTube also provides many benefits for IBL such as additional money from advertising or adsense, increasing the number of subscribers and viewers, unlimited live stream time, the archive feature on YouTube.

Keywords: *Utilization of YouTube Media, Live Streaming, Indonesian Basketball League*