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STRATEGI KREATIF PENCIPTAAN KONTEN MISTERI
DI *CHANNEL* YOUTUBE RJL-5

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RINGKASAN

Perkembangan media digital, khususnya YouTube, telah mendorong munculnya berbagai jenis konten yang semakin beragam, termasuk konten misteri yang memiliki banyak peminat di Indonesia. Penelitian ini bertujuan untuk mengetahui dan menganalisis strategi kreatif penciptaan konten misteri di *Channel* YouTube RJL-5. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi, dengan informan utama Fajar Aditya selaku pemilik dan pengelola *Channel* YouTube RJL-5. Hasil penelitian menunjukkan bahwa strategi kreatif RJL-5 dilakukan melalui beberapa tahapan, yaitu pencarian ide, pengembangan konsep, produksi, dan evaluasi. Sumber ide diperoleh dari pengalaman narasumber, laporan masyarakat, fenomena yang berkembang di media sosial, serta hasil observasi tim kreatif. Dalam proses kreatifnya, RJL-5 mengutamakan pengalaman nyata narasumber, penggunaan *Storytelling* yang kuat, serta pengintegrasian unsur budaya, sosial, dan edukatif dalam setiap konten. *Storytelling* digunakan untuk membangun konflik, ketegangan, dan keterlibatan emosional audiens secara alami melalui pengalaman yang autentik. Selain itu, penggunaan visual, audio, dan narasi yang terintegrasi berperan dalam memperkuat suasana misteri yang disampaikan. Penelitian ini menyimpulkan bahwa keberhasilan RJL-5 dalam mempertahankan eksistensinya didukung oleh strategi kreatif yang berorientasi pada pengalaman nyata, nilai edukatif, pelestarian budaya lokal, dan keterlibatan audiens sehingga mampu membentuk identitas *Channel* yang khas di tengah persaingan konten digital.

Kata Kunci: Strategi Kreatif, Konten Misteri, *Storytelling*,.

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CREATIVE STRATEGIES FOR CREATING MYSTERY CONTENT
ON THE RJL-5 YOUTUBE *CHANNEL*

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SUMMARY

The development of digital media, particularly YouTube, has encouraged the emergence of increasingly diverse content, including mystery content, which has gained significant popularity in Indonesia. This study aims to identify and analyze the creative strategies employed in the creation of mystery content on the RJL-5 YouTube *Channel*. This research uses a qualitative approach with a case study method. Data were collected through interviews, observations, and documentation, with Fajar Aditya, the owner and manager of the RJL-5 YouTube *Channel*, serving as the primary informant. The results of the study indicate that RJL-5 implements its creative strategy through several stages, namely idea generation, concept development, production, and evaluation. Content ideas are derived from the experiences of informants, public reports, social media phenomena, and observations conducted by the creative team. In its creative process, RJL-5 emphasizes authentic experiences shared by informants, the use of strong *Storytelling* techniques, and the integration of cultural, social, and educational values into its content. *Storytelling* is utilized to build conflict, suspense, and emotional engagement naturally through authentic experiences. In addition, the integration of visual elements, audio, and narration plays an important role in strengthening the mysterious atmosphere presented in the content. This study concludes that RJL-5's success in maintaining its existence is supported by a creative strategy that focuses on authentic experiences, educational values, the preservation of local culture, and audience engagement. These elements contribute to the formation of a distinctive *Channel* identity amid the increasingly competitive digital content landscape.

Keywords: Creative Strategy, Mystery Content, *Storytelling*,