

# Japanese Daily Vlogger Content as A Cultural Learning Medium for College Students: Study Case of Diponegoro University's Student

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**Abstract.** The writing of this paper is motivated by the rising amount of YouTube vloggers and its viewers about learning and introducing one country's culture virtually. The increasing spread of these cultures is supported by a simple way of seeking out inspiration and things people are interested about, which mainly seek out on YouTube for clearly image. This also includes vlogs where people film their daily life and so their viewers are able to notice and perceive the country or cultural activities they convey. We're seen that YouTube is prospectively new media for learning in culture and in some way also fosters its vlogger nation culture. The distinction of this research led by Silent Vlogger who unintentionally introduced one country culture. More specifically, the research is analysing Choki's channel, a Japanese woman who has more than 1 million subscribers. We disclose from her videos, bringing out to the viewers about Japanese culture in interesting and lifeful approach. We also conducted a questionnaire survey to college students in order to maximize the results. The results show that her videos on YouTube is acceptable to be used as new media for promoting as well as learning media of Japanese cultures.

## 1 Introduction

YouTube has over 2 billion monthly users and is used by one-third of all Internet users worldwide, making it the second biggest social networking platform. YouTube is known for its popularity as a result of its users' activities of watching videos, the majority of which are accessible from anywhere in the globe, removing both regional and international barriers. On YouTube, there are many types of videos that can be enjoyed, ranging from video tutorials or "How Tos", documentaries, product reviews, entertainment and plenty more [1]. In addition, YouTube is also offering a mass source for a wide range of educational pursuits due to its large array of unique material and spontaneous community interaction. These advantages are seen as a new method to sponsor nation's culture.

According to recent data compiled by StatCounter, YouTube has become one of the most used social media with 7.76% out of total internet users right behind Twitter, Pinterest and Facebook users in Japan. Especially after the COVID-19 pandemic growing rapidly in Japan, people there have spent more of their time enjoying social media and there is an increase of

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74% of YouTube new users. The top YouTubers ranking is filled by entertainment channels, followed by “People and Blogs”, “Gaming”, “Music” and “Sport” and it also progressively implies that users prefer YouTube to traditional television.

In this research, we concentrated on people and blogs, mainly onto video log or vlog. Since the beginning of YouTube in 2005, vlogging or shortly from Video Blogging has become trendy after the earliest vlog video uploaded on YouTube in 2008 by originally a blogger named Adam Kontras. At the present time, due to shifting from blogging into vlogging, the steering wheel has changed from entertainment and sharing daily updates to distant families to huge pathway, which are as platform for educational purposes or even introducing a nation's culture.

Entertaining vlogs typically include a person or people talking in front of the camera expressing their creativity, opinions, thoughts or even experiences. Conversely, a new method of vlogging has been born where creators are less self-centred but instead chose to cover their faces, voices and occasionally even without revealing their physical presence. That is called silent vlogging and well liked among American YouTubers since its first introducing by South Korean youtuber around year 2018. Silent vlogging promote for slow living where highlights the significance of going through life with uttermost awareness and taking the time to thoroughly appreciate one's experiences and surroundings. Within the slow living movement, even the daily ritual of preparing a cup of tea in the morning is cherished [2].

Creating videos without disclosing one's identity has emerged into a popular method among individuals who value privacy, which is rather widespread in several East Asian cultures including Japan [3]. This where we were led to pick a Japanese content creator. It is Choki, as one of quite famous Japanese vlogger, who is purposely implementing silent vlogging since June 2019 and gaining positive feedback from the audiences. Her video exhibits surround her daily activities, including her famous culinary making videos, in her old Japanese traditional house. Choki's YouTube channel has over 1 million subscribers as of June 2022. There are 60 videos on the channel, with a total of more than 59 million views. "What do you wish to cherish?" is the title of the first video uploaded on Choki's YouTube channel where she uploaded on September 1, 2019 and this video has had over 645,000 views, 10 thousand likes, and 320 very pleasant and encouraging comments.

Aside from YouTube, Choki is also active on Instagram with username choki.home on this social media network, and she has exceeds 120,000 followers. Choki uses this platform to share beautiful videos and photos taken at her home. Choki also has a website where her recipes may be downloaded named kouglof.jp. Extra reasons we pick her as our observation object are her videos explaining are subjectively easy to catch and straightforward, and her daily activities can't be left for show her caring for plants and her cat. Her connection to nature is important point for the theme we follow in this paper writing. Also, she successfully gaining more than 1 million subscribers under 3 years shows many people follow and like her videos.

However, there is still a small number of research surrounding silent vlogs as advanced media of promoting and learning one nation's culture. Thus, we are paying attention to that area for contributing upcoming research. The question we address in this research is to demonstrate tiny dots of Choki's YouTube videos and activities she undertakes in silent vlogging, disclose activities to potentially introduce Japanese cultures globally and are accepted as a new media of culture learning method among college students.

## **2 Method**

In order to highlight in addressing those questions, we approach by using content analyse method. First of all, we selected 8 uploaded videos in Choki's channel which we expect to

have the materials for learners in cultural learning throughout YouTube. We specifically selected the videos that are related and have elements related to nature, one of which is according to each season that is happening in Japan. To avoid personal influence on keyword search results, we used unsigned-in YouTube account and the sole search filter applied was 'relevance,' which is the default filter for a standard YouTube search. For instance, we narrow down the keywords to "Choki summer", "Choki autumn", "Choki winter" and "Choki spring". Afterwards, we screened the top 2 videos that show up on each keyword. To be exact, the titles of the videos, sequentially according to season, are (a) "*How to enjoy summer at home*"; (b) "*A holiday spent enjoying oneself at home on a hot day*"; (c) "*A room tour in autumn | Rearranging the room in autumn*"; (d) "*I'm looking forward to autumn! My recent daily routine*"; (e) "*Staying Warm on a Cold Winter's Night / A Japanese Meal That'll Warm You Up / Night Routine*"; (f) "*Winter preparation in Japan | Let's eat warm food*"; (g) "*Prepare to Welcome Spring | Daily Life With Me and My Cat*"; and (h) "*A Day Off in the Beautiful Japanese Springtime*". Necessarily, this makes the collected data more straightforward since we generally know the way of living is accordingly on the season. Adding up the findings for first idea, we also analyse the feedbacks through comments section in each uploaded video. But, for better understanding, we only pick up the English comment only for general analyse.

In addition, we as well distributed questionnaires to selected informants, which are quantitatively 24 college students who are precisely studying Japanese Cultures at Diponegoro University. This make the research more align with the informants who directly are still studying Japanese culture. The results of data analysis from the answers of the questionnaire are intended to strengthen the ideas we had. Inside the questionnaire, the students as informants were asked to watch Choki's videos selected by us and afterwards give their statement either in the form of additional new knowledge or enjoying the visual of serenity by reading the subtitles provided. Furthermore, other data sources were also added to enrich the contents of the writing, such as from related research articles, book, and news.

## **3 RESULT AND DISCUSSION**

### **3.1 Silent Vlogging as New Media to Introduce Japanese Culture Globally**

Media, both printed and electronic, is tool for wide communication to spread and deliver data or information. It is formed varies, such as newspaper, magazine, book, newsletter, television, and radio. Many sources explained what this media function, but the most common functions of media are to inform, to educate and to entertain mass people. Sharing information is a basic and big function of media, through this, audience will know the current happening surrounding them and then people can identify it to the core truth. Next is to educate audience by indirectly and directly providing comprehensive facts and knowledges. This could be found in dramas, interviews, or documentaries. The entertainment aspect of media is another essential function. It is also regarded as the media's most obvious and often performed function. In practice, entertainment is a type of performance that gives audiences pleasure and joy. By entertaining audiences, media perform this function.

Look at the media functions previously, at this present time during pandemic, it could be said YouTube has gradually seen as new media. YouTube performed its all-media functions; it could be tools to spread information widely and faster in short amount of time based on their users, then as tool for educate people or audience by providing mass knowledge of all topics preferred and lastly it is also as tool for entertaining, varies from any genre, such as humour, daily life, cooking, and many to name a few. The person who creates and uploads materials to YouTube is called YouTuber.

Vlog stands for video log or video blog, where all content created in video format and usually in the form where people talk to the camera about what they do. Silent vlogging is new type of vlogging that is happening among Youtuber lately. It is shows about people doing slow living and cherishing their every activity, such as working, cooking, crafting or even sleeping. At first, this tends to only entertaining audience through the coziness and calmness of the videos. But, besides entertain only, we now seeing potential of their videos performing about sharing information and educate their audience indirectly. This is representing in the Youtuber we pick, namely Choki, that her videos also disclose activities in advance to promoting nation culture, which in this case, Japanese culture.

Culture is a way of life of groups of people such as behaviours, beliefs, languages, values, organizations that they believed generally and perform every day. One of the major influences of existing culture is the changing of living environment. This led to people have to adapt their surrounding in order to survive. After years of adapting, they already produce their habits on each changing. These changing could be formed as changing of seasons, disasters or even extinction. Cited from Koentjaraningrat in his book, he divided the classification of cultural elements into (a) language; (b) social organization; (c) knowledge system; (d) live equipment system and technology; (e) livelihood system; (f) art; (g) religious system and these all are part of universal culture where characteristics, elements, patterns, or institutions that are common to all known human cultures throughout the world.

Within this chapter, we demonstrate 8 each selected videos and interpreted the messages and activities carried out inside the video and surely the feedbacks from viewers in selected comments section. This help to strengthen that silent vlogging are potentially seen as new media to introduce cultural things globally. Since Japan people behave according to each season happening, for convenience, the results will be categorized based on 4 seasons in Japan, which are Spring, Summer, Autumn, and Winter and also demonstrate the most common things we found of element culture is knowledge system, live equipment and technology and lastly language element where this help us to maximize the analysis of each season.

### 3.1.1 Japanese Spring Cultural Things

Spring commonly begins in March to end in May at Japan. The entirety of Japan is at a pleasant 12 degrees Celsius around this time. People has labelled Spring season in Japan with the existence of their popular cherry blossom. 2 weeks interval from cherry blossom tree start to bloom until it blown away consecutively from south to north across Kyushu and then move to Honshu and Hokkaido. At this time, locals and even international tourists already prepare an activity to do named Ohanami (お花見). Ohanami is the Japanese custom of appreciating the ephemeral beauty of cherry blossom by gathering to sit under its tree and enjoying the view. For further details, there is widely complete lists provided where places to view cherry blossoms or Sakura in Japan. Recite from Kyuhoshi, a Japanese travel web magazine/media website for tourists, they are providing details of best places and dates viewing Sakura for inconvenience tourist travel guide.



**Fig. 1.** Sakura flowers

Choki's in her uploaded videos demonstrate another way of local go through period of Spring in Japan. In video title "A Day Off in the Beautiful Japanese Springtime" uploaded on April 22, 2022, she shows her one day off during Spring in Japan. In that video, she stated that she is looking forward only the good parts of the spring which muller over what to wear in the morning and pleausrably welcome bugs getting their comeback sound since she unable to experience those during winter time. Other things she is working on are make strawberry syrup (イチゴシロップ) and preserved lemon (塩レモン) for supplies since it says lasted until summer. Preserved lemon is a condiment that's widely used in Indian and Moroccan cuisines. When poured over Japanese cuisine, it creates a distinct modern flavour that emphasizes the subtle sweetness of lemon. Japanese cuisines that go well with preserved lemon are Karaage, Chirashizushi, Yakitori and as dressing in salads.



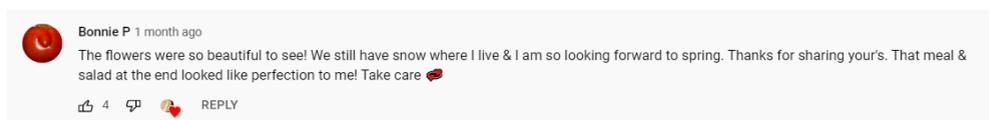
**Fig. 2.** Preserved Lemon (塩レモン)

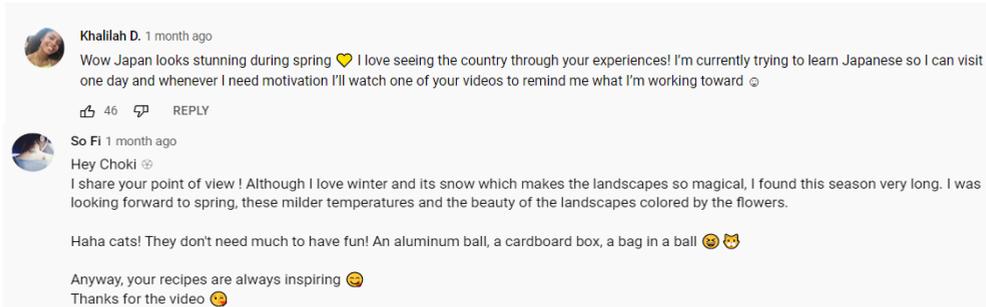
Her next uploaded videos titled "Preparing to Welcome Spring | Daily Life With Me and My Cat" also immersing surround spring period in Japan. In that video, she demonstrates her activities of doing errands, calmness cooking and creativity. Also, she able to sewing cloth by having her cats close to her. She stated in that video, she never missed a bit to make lotus root soup (レンコンスープ) since it believed lotus root alleviates hay fever symptoms. Adding companions with eggs and spring onions make it even tastier. Lotus root is recognized as Sacred Lotus, Sacred Water Lotus, and Chinese Arrowroot since it is considered holy by Hindus and Buddhists. Then, in China, lotus root soup is originally a Chinese New Year celebration soup because lotus root represents wealth and success throughout the year. This food then introduced and perceived a must-have in Japan during the spring season.



**Fig. 3.** Lotus Root Soup (レンコンスープ)

We as well examine comments between those 2 videos related to spring and most of the viewers comments that they finding these videos bring calmness, beautifully shots and relaxing atmosphere, moreover some of them also feel they are being introduce them spring side point of view as local in Japan.





**Fig. 4.** Comments for Spring videos

### 3.1.2 Japanese Summer Cultural Things

Summer gradually coming after the mixed of coldness and joyful traced from spring time. In Japan, summer pulling off from June to August and usually produce extreme humidity levels and the temperature often higher than 30 degrees Celsius in daytime, especially in Osaka, Kyoto, Tokyo, and other metropolitan areas. It is called *manatsubi* (真夏日) or “midsummer days” when the temperature record to rise above 30 degrees Celsius, and called *mōshobi* (猛暑日) or “sweltering days” when days temperature hit over 35 degrees Celsius. During summer, people and workers in Japan get days off to enjoy summer holiday and filling it with fun activities. Sightseeing beautiful beaches, wearing yukata (an unlined cotton summer kimono, worn in casual settings including summer festivals and to nearby bathhouses), seeing parades or sipping delicious local snack and foods are type of fun activities to do there. Mentioning *hanabi* (花火) or fireworks festival is a mandatory experience to get when summer arrives and cited from Kyuhoshi website, they listed down popular summer festivals ranging from the name, places and dates for tourists.

Now, we are moving to Choki’s videos that will lead us to experiencing another summer activities as local. In video titled “How to enjoy summer at home” she demonstrated how hot the humidity temperature there as she bought a fan and turning it on all day long. Moreover, she prevents it with drink icy beverages, such as matcha milk ice and matcha syrup ice, and for foods she made cold pumpkin soup (冷たいカボチャのスープ) and pumpkin cousin stew (かぼちゃのいとこ煮) which she directly addresses as local cuisine. One more cuisine she makes is Okinawan taco rice (タコライス) where this cuisine was created back in 1984 by Matsuzo Gibo, a Japanese restaurant entrepreneur. He made this in order to provide an affordable yet substantial dinner that could be prepared quickly and enjoyed by the young American military. Since this restaurant was next to an American military post, he thought combining tacos, which were already popular among the military, and steamed rice, a Japanese staple item, would be a winning combination. Genuinely, this simple variation on something familiar not only brought more American customers to his restaurant, but it also generated quite a stir on the island, which the locals soon embraced<sup>4</sup>. And lastly to wrapping up her day, she is tasting plum wine as she already pickled and preserved 2 months ago during plum season.



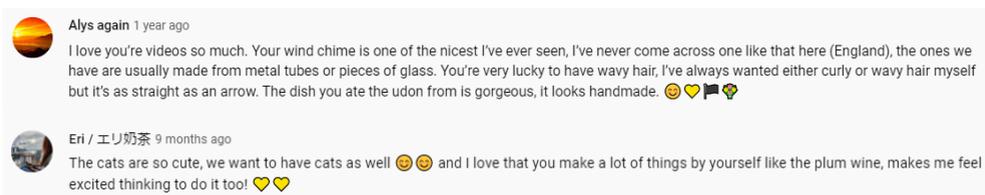
**Fig. 5.** Matcha milk ice and Okinawan Taco Rice

Her next summer related video she uploaded have title “A holiday spent enjoying oneself at home on a hot day”. This video takes when rainy season coming, where she stated her hair becomes frizzy due to the humidity. As previous content examination, we found out she still drinking cold beverage and eat something to penetrate the hot weather. She made fizzy fruit punch (シュワシュワフルーツポン), amazake (甘酒) or a sweet drink from kofun period made out fermented rice, and chilled udon (冷やしうどん). Chilled udon is an udon noodle soup dish served in a hot dashi broth and topped with tempura chunks known as *tenkasu* as well as a perfect meal on those hot days [5]. She also develops creativity implies in her action by hanging on self-made dried herbs from her plants next to the window. To close off her day, she watched Japanese dubbed Harry Potter movies with popcorn.



**Fig. 6.** Amazake and Chilled Udon

We as well examine comments between those 2 videos related to summer and most of the viewers comments about their stories with pets and as usual, they find calmness and peacefulness by watching these 2 videos. Moreover, the praised Choki skills in editing and beautifully shots video. These 2 bellow captures the excitement to shares comparison weather in England in this case and to try out the cuisines that Choki made.



**Fig. 7.** Comments from Summer Videos

### 3.1.3 Japanese Autumn Cultural Things

Autumn in Japan is a season transitioning from hot humidity to cool but mild humidity around 24 degrees to 7 degrees Celsius, and the bright atmosphere has toned down to red, yellow, and orange colour. Japan presents one of the beautiful autumn seasons, when we see the leaves begin to turned into vibrant colours. This activity namely autumn leaf hunting or *Momijigari* (紅葉狩り) is described as Japanese tradition of walking around and simply sightseeing the areas where the colours of tree changing in autumn time. Same as Sakura

blooms season, this Momiji leaf gradually begin to change starting from the top of mountains until it reaches the finish line.

This time, video we examined titled “*I’m looking forward to autumn! My recent daily routine*” uploaded on September 12, 2020. As specified by the title, her activities are not fully yet immersed autumn season, but she waits for it, meaning this video taken around early autumn season. She started morning by showering love to her plants and pets. For gaining energy, she had breakfast with French toast and frozen mixed berries with soy milk, and for wrapping up her one day, she had dinner with sashimi and tofu miso soup with ginger. As well as to welcoming autumn, she also made dried flowers and hanging on next to the door by herself. This concludes this time’s video has no surprising thing, but still showing to promote Japanese cuisine which namely miso soup.



**Fig. 8.** Miso Soup Tofu and Ginger

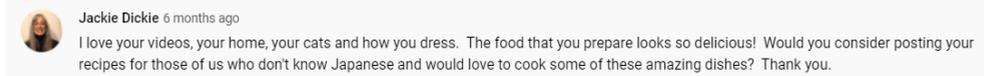
Her next uploaded video we examine is titled “A room tour in autumn | Rearranging the room in autumn”. After previously she was looking forward to autumn season, at this present, she already felt that autumn chill every morning and the weather were getting colder and colder those days. Yet, she in love with autumn since everything including the food, plants, and houses get turned into that warm autumnal colour. As represent in title, she was rearranging and decorating her room into autumnal colour, where she picked brown as base. Her 12 minutes video was a just a blink of eyes in minutes watching until we reach ending with her cooking a creamy Omurice with butter (バターライスのとろとろオムライス). This is another type of Omurice looks distinguish from general Japanese omelette rice because the egg mixed with butter and then produce more creamy flavoured egg.



**Fig. 9.** Creamy Omurice with Butter

We did examined comments between those 2 videos related to autumn season. We found out most of the viewers comments about how peacefully and cozy they feel while watching Choki videos. They praised gratefulness to come across these 2 videos in home timeline for lifted up mood in their unwell days. The setting up she is putting on for decoration bring warmth to the viewer. Some feel inspired by the decoration and some Other commented about the foods and drinks she is made and asking for recipe.





**Fig. 10.** Comments for Autumn Videos

### 3.1.4 Japanese Winter Cultural Things

Winter coming in Japan when they entering month of December. The snow falls of the sky and covering white all the places, building and streets. This winter in Japan will last to February and the temperature would exceed to 12 degrees to 10 degrees Celsius in the afternoon and drop to 5 degrees to 2 degrees Celsius in the morning. These situations would make hard to exercise something, but locals easily adapted to it since winter in Japan filled with many activities to execute. Enjoying Japanese hot springs or *onsen* to warm up the body, go skiing in Hokkaido, or cultural visit to Shirakawa-go and Gokayama Gassho Zukuri Houses in Toyama and Gifu Prefectures. Not to mention, the famous snow festival in Sapporo (さっぽろ雪まつり) and the Yokote Kamakura festival (横手の雪まつり) in Akita Prefecture which considered as annual attractive festivals during winter season.

This time, we did examined videos related to winter with title “*Staying Warm on a Cold Winter's Night / A Japanese Meal That'll Warm You Up / Night Routine*” and she proposed some Japanese meals and things that will keep you warm during winter season. Those meals she recommended are Toasted Miso Onigiri Chazuke (味噌おにぎりのお茶漬け) and lotus root soup (see **Fig 3**). *Ochazuke* is the name of Japanese food or a way of eating rice with a simple side dish that is poured with green tea, dashi or hot water. In Japanese traditional restaurants or in hot springs, guests are often offered *ochazuke* to neutralize the taste in the mouth after enjoying a delicious sumptuous meal. Move to another thing she recommended to escalated warm temperature over the body is using hot water bottle (湯たんぽ). This can be placed next to your stomach or thigh and even cuddled to sleep.



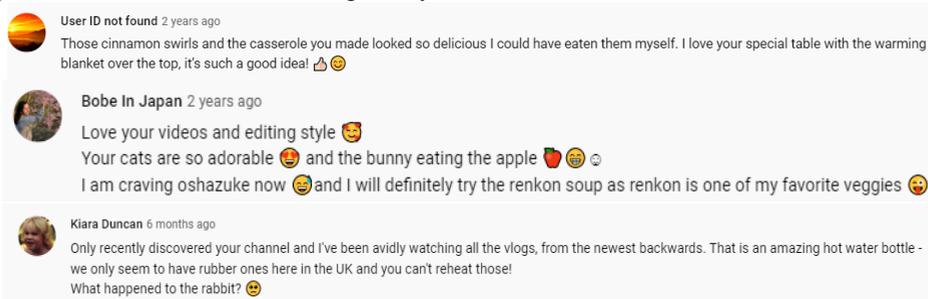
**Fig. 11.** Toasted Miso Onigiri and Hot Water Bottle

Next as well as last video we examine is titled “Winter preparation in Japan | Let's eat warm food” uploaded on November 16, 2019. She stated in the video she bought new *kotatsu* (炬燵), a heating device in the form of a wooden table covered with a thick blanket (futon) that used to keep the lower part of the body warm, cover for her wooden desk and also spending time under *kotatsu* slowly is a good Japanese culture. She also made and tasting hot pot filled with many vegetables, meat bacons, mochi (Japanese rice cake) and accompanied by hot sangria (alcoholic beverages originally from Spain) boiled with lemons and apples. For dessert, she ate her selfmade cinnamon roll to close off her day.



**Fig. 12.** Kotatsu (炬燵)

Lastly, we did also analyse the comments sections. AS previously, we found out these videos also bring calmness, beautiful shots sceneries and coziness into one. This proves that her slow living videos received positive feedbacks since the beginning. Besides, people find new Japanese things to discover and give a try, such as Kotatsu, Ochazuke and many other items previously mentioned. This also demonstrate Choki videos are indirectly promote Japanese cultures to her audiences globally.



**Fig. 13.** Comments from Winter Videos

### 3.2 Silent Vlogging Accepted as New Media of Culture Learning Method Among College Students

Approximately one-quarter of the world's population has internet access, and this number is continuously increasing. In the modern world, the internet is the dominant means of acquiring information and knowledge instantly. This technology gives people the opportunity to reproduce the information and knowledge that they are acquiring. As meaning in line with especially the increasing usage of YouTube both pre and during global pandemic. At this present time, YouTube has steadily been utilized as a prospective utilization of technology for educational purposes since it's simple to upload and share new materials there [6], especially in this case is aims to be acquainted with international cultures.

Other similarities studies for example find YouTube as learning media is effective for process online learning [7] and receiving positive feedbacks from students in learning English [8,9], learning music [10] and consequently improving student's ability in listening, reading, creative writing and language skills [11]. Students connected YouTube with enjoyment in general [12]. Furthermore, the expenses of using YouTube are modest: The language can be adjusted, and subtitles are sometimes provided. It is simple to watch informative videos anytime and wherever you want, regardless of time or distance. Furthermore, educational videos support users' autodidactic skills by allowing them to watch the videos whenever they want, as frequently as they want, and receive additional knowledge on the chosen topic in the form of other suggested videos. A good quality of YouTube videos can generated student knowledge improvement has succeed in increasing interest of students in targeted topic [10]. This is also supported by results that shows our students agree that they find and learn new

knowledge in studying Japanese culture by watching Choki's videos since it's visually demonstrated by the Japanese people itself.

### *3.2.1 Each Season Cultural Things Presented is Helping Student to Learn Japanese Culture*

Cultural forms are varying in the existing, from intangible one to tangible things. For instance, Koentjaraningrat divided the classification of cultural elements into (a) language; (b) social organization; (c) knowledge system; (d) live equipment system and technology; (e) livelihood system; (f) art; (g) religious system [13]. All of these elements are part of the universal culture. The meaning of universal culture is the characteristics, elements, patterns, or institutions that are common to all known human cultures throughout the world.

For details explanatory, language element is become the main intermediary tool for humans to continue or adapt culture by developing language for general communications. Following by, the purpose of the social organization is the groups created to fulfilling all the needs of society. For example, people built an organization formed as school or a campus to aims to meet the needs of the community in the field of education. Next, Koentjaraningrat oversee the knowledge system as people's knowledge about living environment. It can be forming as geographical conditions, flora and fauna, time, to human nature and behaviour. This is obtained from the learning process which is socialization or the dissemination of information from the wider community. For example, in certain societies, there is a knowledge system that affiliate natural disasters as a form of natural madness and is influenced by supernatural forces. On the other side, there are people who only understand it as a natural phenomenon, without the involvement of supernatural powers. Quoted from Law of The Republic of Indonesia no 32 Of year 2009 concerning surrounds Protection and Management of the Environment, the living environment is a unitary space with all objects, forces, circumstances, and living things, including humans and their behaviour, which affect nature itself, the continuity of life, and welfare of humans and other living beings <sup>14</sup>. Upcoming, the live equipment system and technology created by human to support their daily activities or shortly all the human efforts to obtain goods and services needed daily. Livelihood systems or economic systems that include hunting and gathering food, farming, fishing, etc. For art, Art is defined as all human desire for beauty. Meanwhile, the various forms of beauty arise from the creative imagination of humans. In addition, surely, can also provide inner satisfaction for humans. Lastly the religious system, such as belief, religion, traditional rituals that exist in society has something to do with sacred or sacred things. In addition, it can also relate to values and norms, ways of life, marriage and death ceremonies, and various other cultures.

Based on that information, we proposed questionnaire to students and it has expected results where students able to distinguish and perceive cultural elements from watching selected Choki's vlog video. Students we picked here is having class in Japanese Culture where they are learning about Japanese geography, seasons, foods, and its people behaviour. Furthermore, we interpreted student's answer and then connected to previous chapter of content analysis. Total 24 students had already filled out the questionnaire and here are the results:

**Table 1.** Identification of Each Elements by students

Number	Element of Culture	Percentage	Number of Students
1	Knowledge System	100%	24
2	Live Equipment and Technology	83,3	20
3	Language	66%	16
4	Art	29,2%	7
5	Social Organization	20,8%	5
6	Livelihood System	12,5%	3

Based on **Table 1**, regarding our selected unusual videos were daily silent vlogging, where do typically the video only showing vlogger's surrounding, environment and their actions but faces and voices covered, students still able to demonstrate the ability to classified the element of cultures based on Koentjaraningrat idea. This was truly proven that learning virtually is attract student interest although these selected silent vlogging videos have average duration around 10 minutes. We choose the top three ideas since it has answer more than half of the targeted participants. The outnumber showing that all of the students agree that Choki's uploaded videos directly demonstrate about knowledge system element which consist of the procedure to do something in cooking, bakery, sewing, fixing tools, crafting, rearranging her room or even playing with cats for different coming seasons. To give example, she showing another side of each season as local such as eating lotus root soup during winter or summer, drinking *amazake* and styling dish in *chazuke*.

Secondly, for most found element expression in the video was demonstrate about live equipment and technology since this has connected to previous knowledge system element. A total of 20 students agreed about this section. The technology she is using daily life such as jar, different bowls for dishes, or even hot water bottle where she is usually trying on during winter to keep herself warm.

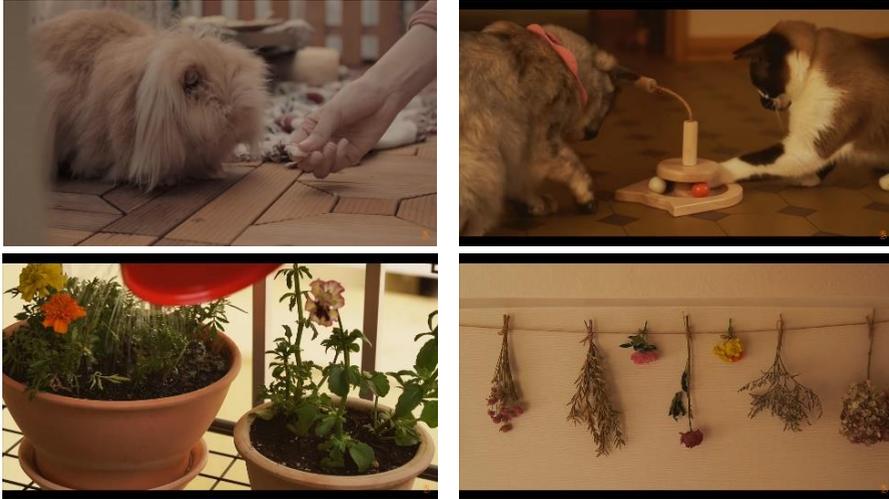
And lastly, with a total 16 students agree to element of culture finding in the video is language. All of these silent vlogging videos are provided by Choki the hard subtitle in Japanese for her as medium of communication and the soft subtitles ranging from English, Chinese, Arabic, Indonesia and etc. These soft subtitles help viewers to learning Japanese words and letter written inside the video and then understand the meaning by reading the hard subtitle provided. Students are agreed that this helps them to enrich vocabulary list for learning Japanese language.

### 3.2.2 Choki Behaviour in Element of Nature

Japanese people had long history with its first believe system which are old religion or *Mikai Shukyou*. The worshipper believes that everything around them and natural phenomenon happened were controlled by spirits or ancestors (animism) and objects that are considered to have supernatural powers or where God existed (dynamism). This naturally created bond and conformity for people with nature and around them for their salvation. For years, they hold this belief and become deepened with the entry of Shinto religion in Japan. God, according to Shinto beliefs, can be discovered in mountains, rocks, rivers, trees, birds, animals, and people. Shinto shrines are places where people can perform rituals in order to communicate with god. As a result, Shinto shrines are referred to as sanctuaries. Various Japanese aesthetic concepts are largely derived from this kind of naturalistic perspective;

hence no one can comprehend Japanese aesthetics without first comprehending the Japanese point of view on nature.

This concept also visible in Choki behaviour in connection to nature as Japanese. It is mentioned that Choki has 2 cats and she showering her cares to plants also. Its appeal almost in all the video selected. How she plays along with, tells a story of how she meets her pets and how they behave around her. It is shows comfortable between Choki and her rabbit and cats. Furthermore, in every morning, her actions indirectly implies that she is taking care so well of her plants in her apartment's balcony. Besides, she is also connected with her plants by dried them and then tied it up for wall decorating in autumn and winter.



**Fig. 14.** Toasted Miso Onigiri and Hot Water Bottle

## 4 CONCLUSION

This research is highlighted the answer for the questions previously, which we presumed that Choki's YouTube videos and activities disclose activities to introduce Japanese culture globally especially cultural elements related to the environment, namely the behaviour of seasons, interactions with animals & plants, and surely are accepted as a new media of culture learning method among college students. The findings shows that her videos are not only seen to be spread coziness, warmth and beautiful shot, but also deliver message in a way for culture learning, whereas in this case is Japanese cultures. Examined from the comments given in the videos, people gradually familiarise with Japanese culture through her based-on season video and on the student's is helping by the base of cultural elements. And this also show similarity result by student participants in gaining new information by watching Choki's videos. The easy setting of YouTube also put Choki's video as optimal medium for online learning in Japanese culture by student of Diponegoro University.

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