

UPNVJ Has Rivals In Recruiting YouTubers

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HumasUPNVJ - After successfully launching the *youtube content creator* (YCC) outstanding student pathway in 2019 and successfully recruiting *digitally* talented young people without any difficulties, now UPN Veteran Jakarta must be ready to compete with other universities in obtaining young *YouTubers* who are creative, intelligent and adaptive to the environment current *digital*.



"Now we have four competitors. All of our competitors are good universities, but we can't lower the requirement of 10,000 *subscribers*, because from the start we set it based on the initial recognition and appreciation standards given by *YouTube* itself. We will also carry out skills tests to ensure that the videos produced were originally made by those concerned," said UPNVJ Deputy Chancellor 1, Dr. Anter Venus, when interviewed by Public Relations UPNVJ Saturday (15/01)

Here are five universities that are now opening achievement pathways or special *content creator/influencer* pathways.

Youtube Content Creator (YCC) achievement path.

UPN Veteran Jakarta

1. *Subscriber* 10,000, 1 video with a minimum of 100,000 *viewers*.
2. *Content* is educational, positive, and creative.
3. There is a skill test

Unnes Special *Influencer* Line,

1. 30,000 subscribers on Instagram or YouTube
2. Academic Content, Motivational Achievements, and Innovation

Celebgrams, Celebrities and *Youtubers* University of Muhammadiyah Malang (UMM)

1. 5000 Youtube *subscribers* and 10,000 Instagram *followers*
2. Test skills
3. Creative, educative, and positive content.

ITS *Content Creators*

1. Specifically for the Industrial Product Design department, Faculty of Creative Design and Digital Business

YCC UPN East Java

1. *Subscribers* 10,000 Viewers 20,000 “ 25,000.
2. Content, educational, useful, creative, and interesting
3. Skill test, theme "Love the Motherland"

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