

ABSTRAK

Perkembangan *Generative Artificial Intelligence* mendorong semakin beragamnya konten bertema *Artificial Intelligence* (AI) di YouTube, salah satunya konten mengenai Claude AI. Penelitian ini bertujuan untuk menganalisis dan membandingkan *audience engagement* serta kinerja bisnis *content creator* antara konten Claude AI dan Non-Claude AI di YouTube. Penelitian menggunakan pendekatan kuantitatif dengan metode deskriptif dan komparatif. Sampel penelitian terdiri atas 200 video dari delapan *channel* YouTube, yaitu 100 video Claude AI dan 100 video Non-Claude AI yang dipilih menggunakan *purposive sampling*. *Audience engagement* diukur melalui *views*, *likes*, dan *comments*, sedangkan kinerja bisnis *content creator* diukur melalui *estimated earnings*. Data dianalisis menggunakan *Mann Whitney U-test* dengan bantuan IBM SPSS *Statistics*. Hasil penelitian menunjukkan bahwa terdapat perbedaan yang signifikan antara konten Claude AI dan Non-Claude AI pada indikator *views*, *likes*, dan *estimated earnings*, sedangkan pada indikator *comments* tidak ditemukan perbedaan yang signifikan. Secara umum, konten Claude AI menunjukkan performa yang lebih tinggi pada *views*, *likes*, dan *estimated earnings* dibandingkan konten Non-Claude AI.

Kata Kunci: *Artificial Intelligence* (AI), Claude AI, *Audience Engagement*, *Content Creator*, Kinerja Bisnis, YouTube.

ABSTRACT

The development of Generative Artificial Intelligence has contributed to the growing variety of Artificial Intelligence (AI)-related content on YouTube, including content about Claude AI. This study aims to analyze and compare audience engagement and content creator business performance between Claude AI and Non-Claude AI content on YouTube. This study employed a quantitative approach using descriptive and comparative methods. The sample consisted of 200 videos from eight YouTube channels, comprising 100 Claude AI videos and 100 Non-Claude AI videos selected through purposive sampling. Audience engagement was measured through views, likes, and comments, while content creator business performance was measured through estimated earnings. The data were analyzed using the Mann-Whitney U test with IBM SPSS Statistics. The results indicate significant differences between Claude AI and Non-Claude AI content in views, likes, and estimated earnings, while no significant difference was found in comments. Overall, Claude AI content demonstrated higher performance in views, likes, and estimated earnings than Non-Claude AI content.

Keywords: *Artificial Intelligence (AI), Claude AI, Audience Engagement, Content Creator, Business Performance, YouTube.*