

Use of google AdSense for income generating activity

E S Soegoto^{1*}, R B Semesta²

¹Departement Manajemen, Universitas Komputer Indonesia, Indonesia

²Departement Teknik dan Ilmu Komputer, Universitas Komputer Indonesia, Indonesia

*eddysoeryanto@email.unikom.ac.id

Abstract. This study aimed at knowing the benefits of using Google AdSense for income generating activity. Additionally, with the current conditions of society that cannot be separated from the internet, is expected with this research can make people to be wiser in using internet. The method that is done is data analysis on Google AdSense via YouTube. The results showed that Google AdSense and YouTube also currently become a very superior media compared to other media in income generating activity. This is because the advertisers put their ads on Google AdSense, it is certainly very good for creators (youtuber) to seek the benefits of both these media, not to mention there are many other benefits that we can get from YouTube like getting relationships, sponsors, advertise our own products and others. Further research on other online media needs to be done as a comparison.

1. Introduction

The Internet changes the transactional paradigm in which business-to-business marketers operate. Business to business marketers who take advantage of operational efficiencies and the effectiveness that comes from exploiting the Internet in transactions outperform companies that use traditional transactional processes [1]. Internet skills, important assets in the information society begin with a brief history of communication technology. It seems that in the course of history, this technology has changed and has increased the demands on the people who use it [2].

Founded in February 2005, YouTube is rapidly evolving into the world's most popular video site. Users come to YouTube to discover, watch, and share original made videos. YouTube provides a forum for people to engage video content around the world and act as a form distribution plate for creators [3]. As a media company, YouTube is a platform for, and aggregators, content, but not the content producers themselves [4]. YouTube is the most successful app, with over 100 million videos watched daily [5].

User-generated content is an important means by which consumers express themselves and communicate with others online. UGC has many different forms, such as tweets on Twitter, Facebook status updates, and videos on YouTube, as well as reviews and product advertisements produced by consumers [6]. Social media platforms such as Twitter and Facebook enable the creation of virtual customer environments where interested online communities are formed around specific companies, brands, or products [7]. Departing from that, then Social media has provided new opportunities to consumers to engage social interaction on the internet. Consumers use social media, such as online communities, to generate content and network with other users [8]. Online video advertising has a great business opportunity, the purpose of online video advertising is to attract more potential buyers [9]. While businesses use YouTube to place ads on platform-hosted content, creators can also



Content from this work may be used under the terms of the [Creative Commons Attribution 3.0 licence](https://creativecommons.org/licenses/by/3.0/). Any further distribution of this work must maintain attribution to the author(s) and the title of the work, journal citation and DOI.

participate in this revenue sharing [10]. The purpose of this study is aimed at knowing the benefits of using Google AdSense for income generating activity. Additionally, with the current conditions of society that cannot be separated from the internet, is expected with this research can make people to be wiser in using internet. The method that is done is data analysis on Google AdSense via YouTube.

2. Methodology

In doing this research, the authors do a direct practice to try to analyze the benefits of Google AdSense via YouTube. The author searched the data directly on Google AdSense and YouTube platform, because the author also has long implemented the ads on Google AdSense through YouTube, the authors can provide the results of the analysis of the benefits of Google AdSense to make money through YouTube. Writing of this scientific paper written descriptively, because the author wants to describe the results of the analysis conducted by the author about the benefits of Google AdSense to earn money through YouTube.

3. Results and discussion

3.1. Activating Monetization

As explained in the discussion, before you can advertise on video on YouTube channel, we have to enable monetization (monetization), then we will be able to link our channel with Google AdSense. If explained from the beginning is actually a long step, therefore here will only be explained the main points only (Figure 1).

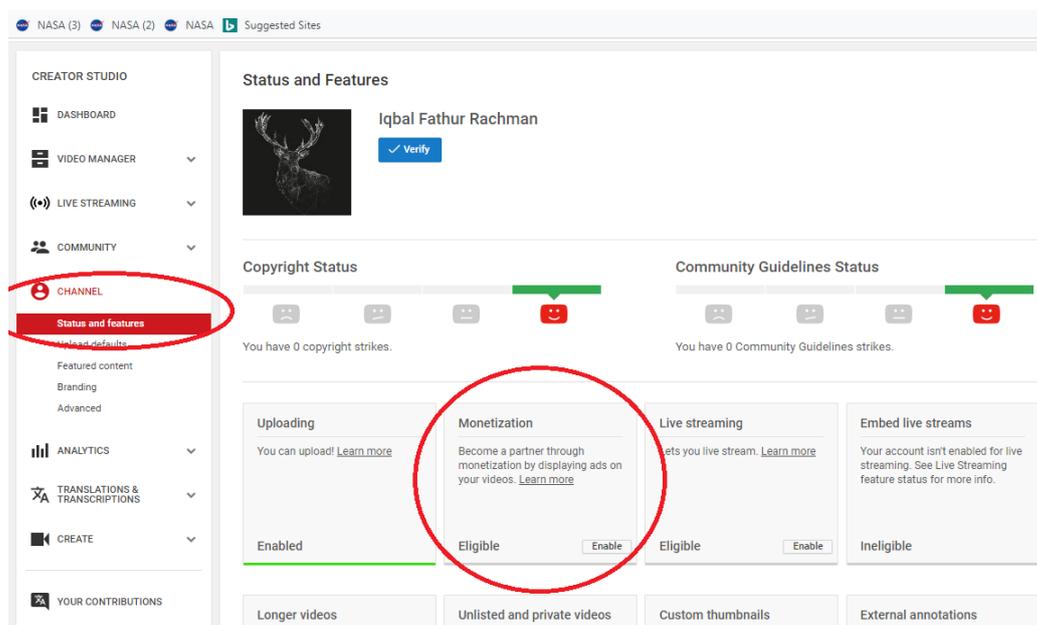


Figure 1. Creator studio preview.

The picture above is the initial view of the studio creator, so if we have created a YouTube channel, this studio creator functions to set our channel from, to enable monetization we have to go to 'Channel' menu then click 'status and features', after that will appear menu monetization then click 'Enable' (Figure 2).

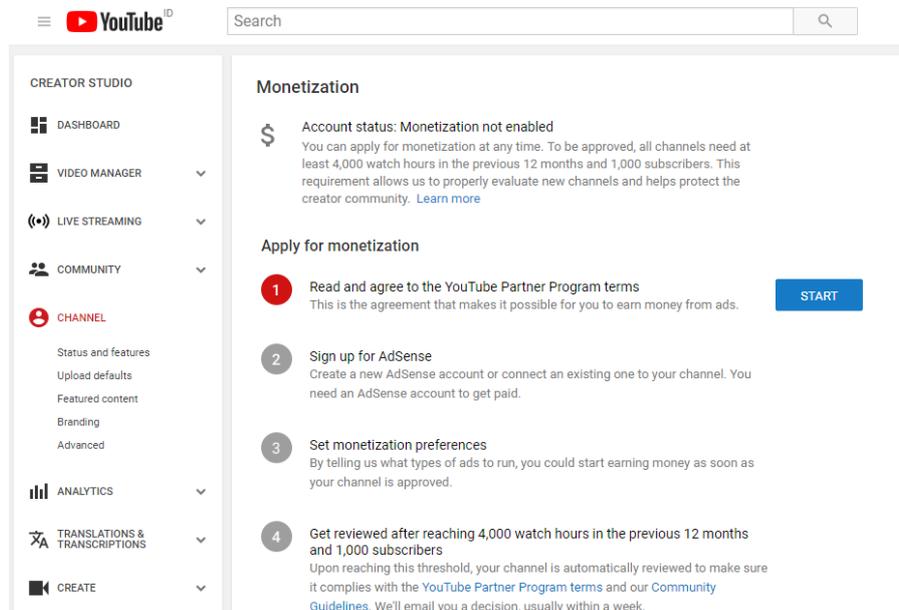


Figure 2. Monetization display.

If we have clicked on the 'Enable' option in the previous view, the menu will appear as shown above, the picture above is our way to enable monetization and also register Google AdSense via YouTube, and we just follow the steps in the picture. Can be seen there written about the requirements to register it as described in the discussion. Here will not show the full process until we get the monetization feature because it takes a long time for the new channel, so the author will immediately show the condition if monetization has been active.

3.2. Installing Ads on Video in Youtube Channel

After the monetization feature is active and has successfully signed up Google AdSense, the next thing to do is to advertise on our video so we can receive money from ads that appear on the video on our YouTube channel (Figure 3).

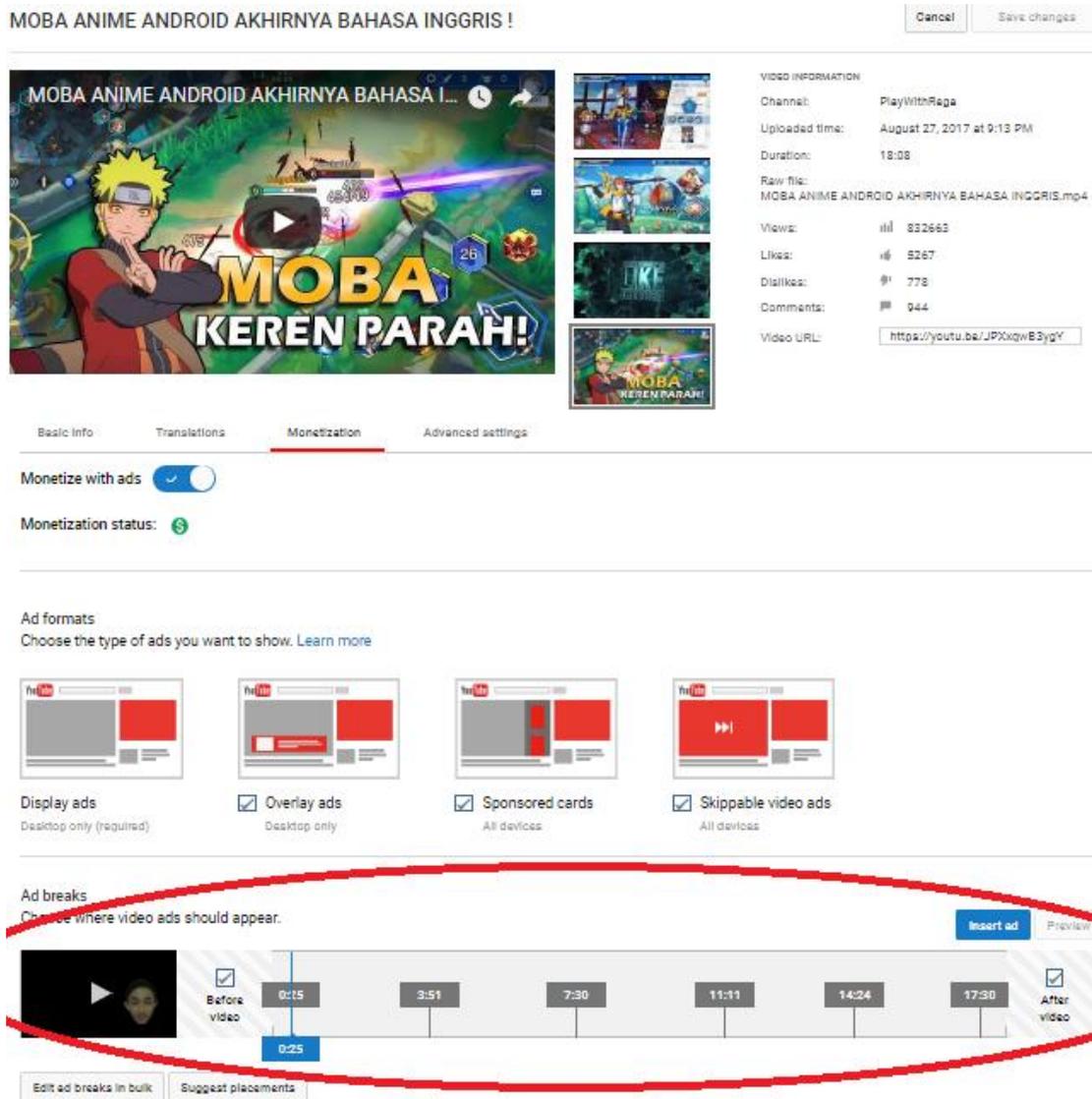


Figure 3. Advertising.

The picture above shows the display to advertise on our video if it has get the monetization feature, although the image above ad fitted pretty much that is as much as 8 times the view, but the ad will not always appear because ad serving appears depending on the ad maker.

3.3. How to Earn Money from Google Adsense

After installing ads on our videos, then we just wait for the concept of CPC, CTR and RPM previously discussed work. Until finally will enter some money in our AdSense account (Figure 4).

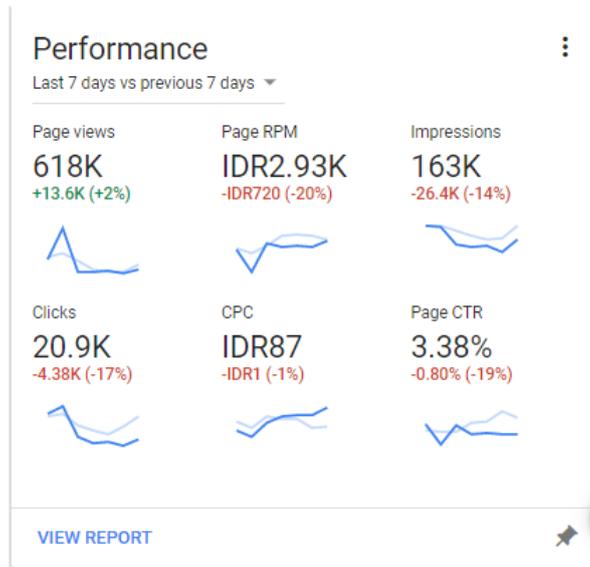


Figure 4. Performance of YouTube channel last 7 days.

The picture above is an example of performance information from youtube channel, we can see how the condition of ads that appear on our youtube channel through the feature, we can see the performance of ads during the last 7 days and if we click 'VIEW REPORT' we can see more details about its performance (Figure 5).

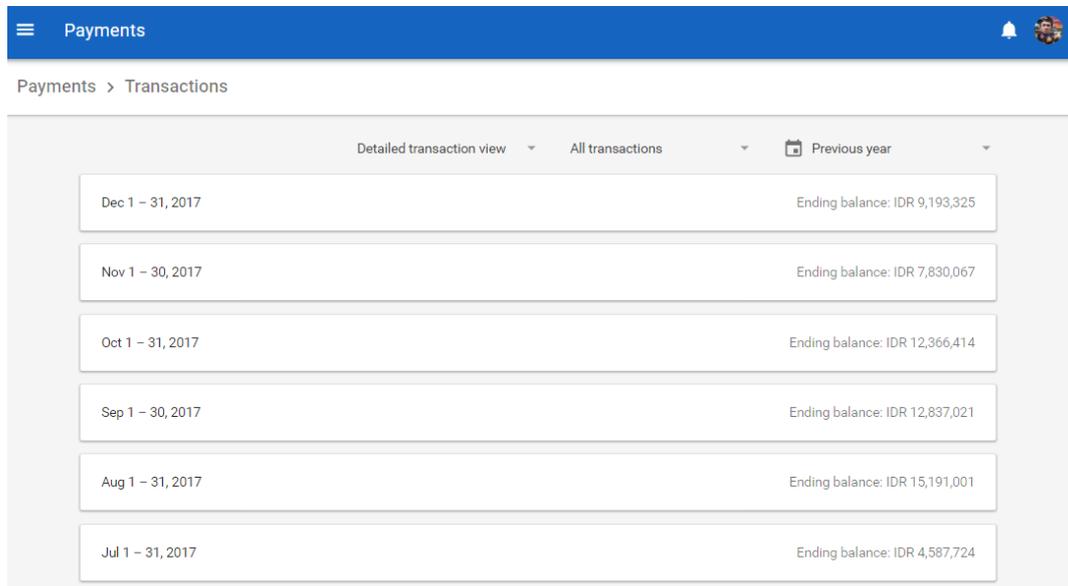


Figure 5. Transactions on Google AdSense.

The picture above shows the income of money transactions from Google AdSense ads on YouTube channel from July 1, 2017 to December 31, 2017. The money has been received will be held first in our Google AdSense account to reach the amount that we set to be sent to us, for now at least we have to have \$ 100 or about 1.3 million dollars we can receive new money from Google AdSense. Remittances can be made through various ways one of the easiest is through direct transfer to our bank account.

4. Conclusion

Based on data that has been described in the previous chapter, we can know that Google AdSense and YouTube is very profitable if we can use it with the right strategy. Because Google AdSense and YouTube are also now a very superior medium compared to other media then make the advertisers put their ads on Google AdSense, it is certainly very good for creators (youtuber) to seek the benefits of both these media, not to mention there are many other benefits that we can get from YouTube like getting relationships, sponsors, advertise our own products and others. Even so we must be careful in utilizing both these platforms because it requires patience, creativity and hard work to be able to manage YouTube and Google AdSense in order to achieve maximum profit.

References

- [1] Sharma A 2002 Trends in Internet-based business-to-business marketing *Industrial marketing management* **31** 2 p 77-84
- [2] Acheson K 1977 Revenue vs protection: the pricing of wine by the Liquor Control Board of Ontario *Canadian Journal of Economics* **10** 2 p 246-262
- [3] Davidson J, Liebald B, Liu J, Nandy P, Van Vleet T, Gargi U and Sampath D 2010 The YouTube video recommendation system *In Proceedings of the fourth ACM conference on Recommender systems* **15** 4 p 293-296 ACM
- [4] Lange P G 2007 Publicly private and privately public: Social networking on YouTube *Journal of computer-Mediated communication* **13** 1 p 361-380
- [5] Cheng X, Dale C and Liu J 2008 Statistics and social network of youtube videos *In Quality of Service (IWQoS) 2008 16th International Workshop* **16** 4 p 229-238
- [6] Culnan M J, McHugh P J and Zubillaga J I 2010 How large US companies can use Twitter and other social media to gain business value *MIS Quarterly Executive* **9** 4 p 14-20
- [7] Cho V 2014 An Integrative Framework For Customizations On Staisfication: The Case Of An Online Jewelry Business In China *Journal Of Service And Management* **7** 8 p 165-181
- [8] Smith A N, Fischer E and Yongjian C 2012 How does brand-related user-generated content differ across YouTube, Facebook, and Twitter? *Journal of interactive marketing* **26** 2 p 102-113
- [9] Wang G, Zhuo L, Li J, Ren D and Zhang J 2018 An efficient method of content-targeted online video advertising *Journal of Visual Communication and Image Representation* **50** 3 p 40-48
- [10] Perry S 2016 *YouTube Money: The Impact of Brand Management on Online Video Companies*