

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1. Conclusion

Based on the results of this research presented in the Chapter 4, the author may conclude:

1. Videos of the Company X do not perform effectively toward viewer engagement.

Based on the results above, the video of Company X has been struggled on the results of the correlation between each variable. The results explained, only 2 variables in Company X that have a significance impact. First is the correlation between voting and share, the result is positive and significance. This result may increase the effectiveness of Company X's videos. In other hand, the next variables that has significance correlation is dislike towards subscribe, and vice versa. The author may assume that this correlation may support the final results of Company X's videos effective or not. Because, it means that while number of dislike increasing, so as the number of subscribe. According to the author, this might be a confusing result. Due to the fact of dislike is a negative choice or form of voting that usually have a negative correlation to subscribe. Since subscribe is a higher engaging level of voting it would be confusing if dislike has a positive relation with subscribe. There are the

only two significance correlations according to the results of Company X's videos. It's cannot go to higher level of engagement. Based on this result, the author may assume that videos of Company X are not effective enough to gain viewer engagement.

2. Compare to videos of Company X, BuzzFeed Food Recipes are more effective in increasing level of viewer engagement.

On the results in Chapter 4 before, the comparison between videos of Company X and BuzzFeed Food Recipes are shown. And the results are very interesting, videos of BuzzFeed Food Recipes proofed that most of variables are positive and significance, excluding dislike proportion. Because each variables that compared to dislike proportion come with a results as not significance. Since most of variables are positive and significance excluding dislike, the author may conclude that video of BuzzFeed Food has a good shape of viewer engagement. From voting, it can go on higher level of engagement, that is subscribes. And from subscribe, it can go to highest level of engagement, that is share. Vice versa with BuzzFeed's result, the results of Company X are different. There are only 2 significance correlations. That are voting towards share and dislike towards subscribe. Dislike towards subscribe has a positive and significance result. According to the author, it is a good thing, since dislike is a negative choice of vote (can be

define as not like). The other correlation is voting towards share. It has the same results with videos of BuzzFeed Food, positive and significance. But the impact level of Company X (0.616) is still lower than BuzzFeed (0.789). Based on these, the author may assume that videos of Company X are not effective enough compare to the videos of BuzzFeed Food Recipes.

5.2 Recommendation

Based on the conclusion above, videos of Company X are not effective enough to gain viewer engagement. And the comparison results between videos of Company X and videos of BuzzFeed Food Recipes about effectiveness are interesting. It is obviously said that videos of BuzzFeed Food Recipes are more effective than Company X's. This sub chapter contain of recommendations toward videos of Company X, in term to increase the effectiveness of the videos.

According to the results of the comparison above, videos of BuzzFeed Food Recipes are far more effective to gain viewer engagement. Rather than Company X's video. Therefore, the author will gave recommendations based on the characteristic of BuzzFeed Food's videos.

As the author already mentioned before in Literature Review, there are 5 characteristics affecting the effectiveness of a videos.

1. The first characteristic is Title (Strangelove, 2010).

Based on the comparison between both videos in YouTube, videos of Company X already have uniqueness. Company X always put the Company name behind every title of the videos. One of the example is *[BOGASARI] Membuat Kue Lumpur bersama Chef Triana* (make a Lumpur Cake with Chef Triana). But it is not enough compare to BuzzFeed's videos. One example of the title from BuzzFeed's is *"Hit-Me" Chocolate Cake*, the author may assume that this title is more unique compare to the Company X's title. Not only uniqueness, but title should be easy to find by viewer, by using keywords (TulisBaca, 2015). Company X may apply this trick to increase the effectiveness of the videos.

2. The second characteristic is Video Thumbnail Image (Miller, 2008).

Based on the comparison between both Company X videos and BuzzFeed Food Recipes, the video thumbnail image of Company X relative not attractive and randomly choose. Differ with videos of BuzzFeed Food Recipes. It always represents the finished food image. Video Thumbnail is important to increase the effectiveness of videos, both to attracted viewer or increase effectiveness. Based on the fact that viewer first impressions are through Video Thumbnail

Image. Company X can adapt to this strategy to increase the effectiveness of their videos.

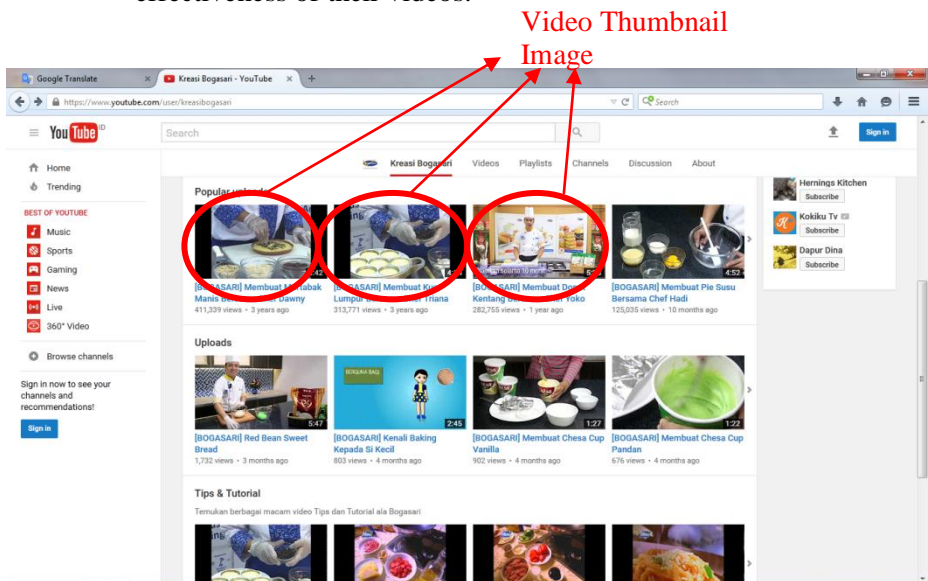


Figure 5.1 Example of Video Thumbnail Image of Company X

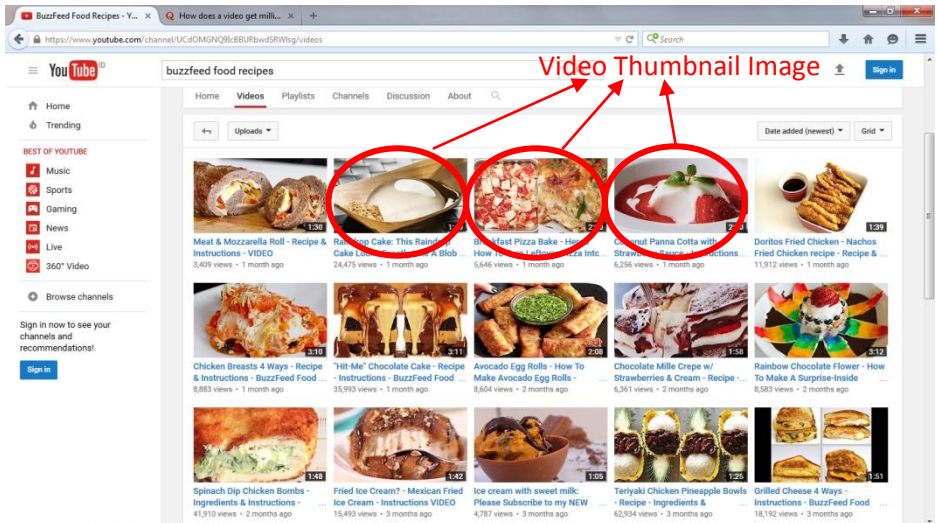


Figure 5.2 Example of Video Thumbnail Image of BuzzFeed Food Recipes

3. The third characteristic is Video Length (Clay, 2015).

The comparison between Company X and BuzzFeed Food Recipes come with a result. Video of Company X have a minimum length of 35 seconds, that is instant spaghetti videos. And maximum length of 6 minutes that is recipe videos. Dissimilar with the video of BuzzFeed Food, it has minimum length of 46 second with the maximum length of 3 minutes, all is recipes video. Due to this fact, Company X should reduce the length of its videos, and it is possible for Company X to produce a video lapse for their cooking video, similar to BuzzFeed's.

4. The fourth characteristic is video information (Miller, 2008).

The difference between videos of Company X and videos of BuzzFeed is on the media used to give the information. Company X basically used audio to explain to the viewer about the recipes and how to make the food. Different with BuzzFeed's, it used visual media to explain the videos and give information to the viewer. Using visual can be easily understood by the viewer, rather than using audio. Company X can implement this strategy to increase the effectiveness of the videos. By adding specific information in form of words in the videos, might be a suitable strategy to inform the viewer.

5. The fifth is adding video description (Kusnandar, 2016).

To fill the video description, Company X could not be perfunctory because it will affect how easily someone finds your video (Kusnandar, 2016).

There are other characteristics that may help to increase subscribe or share, but does not contain in BuzzFeed's videos. The characteristic is video annotations. Company X can add annotations to the YouTube videos that include clickable calls to action. These annotations appear on top of the videos for a specified length of time and can include links to other videos, playlists or channels, or include a subscribe option (Brooks, 2011). It might increase the rate

of subscribers or shares. Figure 5.3 is the example of video annotation.



Figure 5.3 Example of Video Annotation