

THE ANALYSIS OF USER ENGAGEMENT ON SOCIAL MEDIA – CASE STUDY OF YOUTUBE FENTY BEAUTY CHANNEL

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ABSTRACT

This study analyzes user engagement on the Fenty Beauty YouTube channel by evaluating interactions and behavioral patterns on user engagement in comments on four types of videos: tutorials, product ads, vlogs, and games. Using qualitative descriptive methods through non-participant observation, the results show that product ads have the strongest user engagement followed by tutorials, vlogs, and games. While the dominant user behavior in all types of videos is "Creating", where users actively share opinions and experiences and the least is disengaging. These findings indicate that product ads are the most effective in attracting users and for user behavior have shown good activity and response. Knowing these behavioral patterns can help refine social media marketing strategies and increase user interaction.

Keyword: User, Engagement, Behavior, Interaction, Youtube.