

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The development of digital technology has transformed the landscape of communication and marketing. Social media has become one of the most influential digital platforms, especially in marketing communication. It has become a means for companies to communicate with their customers, increase brand awareness, enhance consumer engagement, and deliver measurable results. Therefore, social media management has become highly important. Social media management also involves the practice of monitoring and regulating the presence of a brand or individual across various social media platforms by analysing user engagement. This consists of a series of tasks and activities designed to build, maintain, and enhance a social media presence online. Analysing user engagement is one way to assess the success of social media management. According to Swindali (2017) in the book *YouTube: How to Build and Optimize Your First YouTube Channel, Marketing, SEO, Tips and Strategies for YouTube Channel Success*, said that user engagement on social media platforms like YouTube reflects how actively and deeply users interact with the provided content. This includes various forms of interaction such as commenting liking or simply watching. Understanding user engagement is crucial for assessing how interesting and relevant the content is to the audience.

In January 2023, researcher found that Hootsuite Digital Report, a social media management platform, and We Are Social, a global creative agency, their annual report on Social Media posits YouTube as one of the social media platforms with the second-highest number of active users. As one of the largest video-sharing sites in the world, YouTube offers opportunities for brands to reach consumers in a more personal and interactive way. Through official YouTube channels, companies can upload various types of video content, ranging from product information, and

tutorials, to marketing campaigns. User engagement is one of the key aspects of social media marketing. User engagement reflects how actively and enthusiastically consumers interact with content uploaded by the brand. The higher the level of user engagement, the greater the brand's potential to build long-term relationships and influence consumer behavior. This makes many companies choose to be active on YouTube as the main platform for marketing their brand.

One beauty brand that strategically utilizes YouTube is Fenty Beauty, a cosmetics brand launched by singer and entrepreneur Rihanna in 2017. According to Allure, a beauty-focused magazine and digital platform since 1991, in 2022 reported, Fenty Beauty has become one of the most popular beauty brands in the world. In addition to offering many innovative and inclusive products, Fenty Beauty is also actively leveraging digital platforms, including YouTube, to reach consumers. The success that came quickly by Fenty Beauty in building brand and user engagement on YouTube is interesting to study further. Fenty Beauty's official YouTube channel offers a variety of video content, ranging from makeup tutorials, and behind-the-scenes footage, to marketing campaigns. As a popular brand, it is interesting to analyze the user engagement with the video content uploaded by Fenty Beauty's YouTube channel.

User engagement analysis on YouTube can be conducted by looking at pattern such as the number of views, likes, and comments. These pattern can provide insights into how interested and enthusiastic users are about the content uploaded by the brand. Furthermore, user behavior analysis based on interactions with video content can reveal patterns of consumer preferences and habits on social media. A deeper understanding of user behavior can help marketers develop more effective marketing strategies on the YouTube platform.

Research on user engagement on social media, particularly the analysis of Fenty Beauty's YouTube channel, has not been widely explored. Therefore, this study will focus on examining user engagement on Fenty Beauty's YouTube channel. Through this case study, it is expected that valuable insights into user behavior and preferences on social media can be obtained, as well as its application to marketing strategies for cosmetic brands on the YouTube platform. The findings

of this research can contribute theoretically to the development of digital marketing knowledge, as well as provide practical benefits for marketers in designing more effective strategies on social media. In addition, this research can also serve as a reference for other brands in the cosmetics industry that want to increase user engagement on their YouTube channels. With a better understanding of YouTube user behavior, marketers can optimize content and interactions to build stronger relationships with consumers.

In the context of increasingly fierce competition in the cosmetics industry, a brand's ability to interact effectively with consumers on social media becoming more important. The YouTube channel can be a strategic platform for cosmetic brands to strengthen brand awareness, build trust, and drive consumer loyalty. Therefore, this study aims to *The Analysis of User Engagement on Social Media – A Case Study of the Fenty Beauty YouTube Channel*. This analysis will include identifying types of video content, engagement pattern such as likes and view, and classifying user behavior based on comment patterns.

1.2 Formulation of the Problem

Based on the background stated above, the problems that arise in this study are as follows:

1. Which videos have the highest engagement on Fenty Beauty channel videos and what is their influence on social media?
2. How do you find out the user behavior patterns in each type of video on the Fenty Beauty Youtube Channel?

1.3 Scope and Limitation of the Study

In this section, the researcher discusses the scope and limitation of the study.

1.3.1 Scope of the Study

This study focuses on understanding user behavior based on comments in each type of video on the Fenty Beauty YouTube channel.

1.3.2 Limitation of the Study

This research conducted only on 8 video Fenty Beauty youtube channel with the highest views in 2024, in order to obtain the most current results.

1.4 Objective of the Study

Based on the formulation of the problem above, the objectives of this study are as follows:

1. To find out how engagement patterns provide information that can help form a more relevant strategy.
2. To find out the types of behavior in the comment engagement patterns found in each type of video on the Fenty Beauty YouTube channel.

1.5 Significance of the Study

In this section, the researcher discusses the benefits of the study.

1. The benefit for researchers, this study is able to obtain and provide insight into user engagement on social media and understand effective practices in increasing user interaction and engagement.captions.
2. The benefit for readers, this study provides benefits for use in social media brand management, especially in user engagement to have practical implications.
3. The benefits for the company, this study adds knowledge and information to better understand the desires of social media users and create more relevant strategies to attract and increase engagement on YouTube channels.