

THESIS

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

*In Partial Fulfillment of a Fourth- Year Diploma of English for Business and
Professional Communication
Language Department of State Polytechnic of Bengkalis*



By:

ATHIRAH AYUDHYA WANDARI
Reg. Number : 5504201021

**ENGLISH FOR BUSINESS AND PROFESSIONAL
COMMUNICATION STUDY PROGRAM
LANGUAGE DEPARTMENT
STATE POLYTECHNIC OF BENGKALIS
2024**

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THE ANALYSIS OF USER ENGAGEMENT ON
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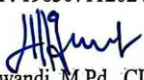




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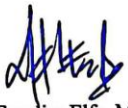




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THE ANALYSIS OF USER ENGAGEMENT ON SOCIAL MEDIA – CASE STUDY OF YOUTUBE FENTY BEAUTY CHANNEL

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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.

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9. My friends BISPRO 2020, thank you for your support, encouragement, and shared experiences. Let's success together. Break a leg.

Bengkalis, August 13st 2024

Best Regards,



Athirah Ayudhya Wandari

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TABLE OF CONTENT

COVER	
TITLE PAGE	i
APPROVAL SHEET	ii
ACCEPTENCE SHEET	iii
DECLARATION SHEET	v
ABSTRACT	vi
ACKNOWLEDGMENT	vii
TABLE OF CONTENT	ix
LIST OF FIGURES	xi
LIST OF TABLES	xii
LIST OF APPENDICES	xiii
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Formulation of the Problem	3
1.3 Scope and Limitation of the Study	3
1.3.1 Scope of the Study	3
1.3.2 Limitation of the Study	4
1.4 Objective of the Study	4
1.5 Significance of the Study	4
CHAPTER II REVIEW OF RELATED STUDY	5
2.1 Related Study	5
2.2 Literature Review	6
2.3 Theoretical Framework	10

CHAPTER III RESEARCH METHOD	12
3.1 Research Design	12
3.2 Location, Object of the Study	12
3.3 Research Instrument	12
3.4 Data Collection Technique	14
3.5 Data Analysis Technique	14
3.6 Research Schedule	15
CHAPTER IV RESULT AND DISCUSSION	17
4.1 Result	16
4.2 Discussion	34
4.2.1 Data Analysis on User Engagement.....	34
CHAPTER V CONCLUSION AND SUGGESTION	39
5.1 Conclusion	39
5.2 Suggestion.....	40
REFERENCES	41
APPENDICES	43
CURRICULUM VITAE	44

LIST OF FIGURES

Figure 2. 1 Theoretical Framework.....	11
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LIST OF TABLES

Table 3. 1 Proposal Schedule.....	15
Table 3. 2 Thesis Schedule	15
Table 4. 1 Sample data of videos.....	17
Table 4. 2 Sample data of Comment in Tutorial Video	20
Table 4. 3 Sample data of Comment in Product Advertisement Video	24
Table 4. 4 Sample data of Comment in Vlog Video.....	28
Table 4. 5 Sample data of Comment in Games Video.....	31

LIST OF APPENDICES

APPENDIX 1 Revision List	43
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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.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Related Study

In social media, user engagement refers to interactions between users and information produced by specific social media accounts. This covers all types of user engagement pattern, such as comments, likes, and views. User engagement is a method of determining how well material produced by social media accounts has attracted attention and interacted with its audience. Aside from that, this is critical for companies in terms of establishing consumer connections, increasing the effect of campaigns, and fostering customer loyalty. Many research on this subject has been undertaken, but no one has witnessed Analysis of User Engagement on Social Media - Case Study of Fenty Beauty Youtube Channel. Therefore, the writer will discuss the relevant studies together with the findings of various previous studies..

First, research by Tri Muji Puspita Noviriyani & Rennyta Yusiana., (2022) entitled *Customer Engagement Analysis On Social Media Instagram On Riyani The Label In 2022*. which discusses how Instagram is used for marketing, focusing on content creation, implementation, and evaluation, and its impact on customer behavior for UMKM Riyani the Label. The research shows a significant 6.75% increase in customer engagement rate on @riyanithelabel Instagram account, chosen for its target audience of active female users in Central Java. The study employs qualitative methods with interviews and draws from communication theory, customer engagement, and Instagram practices.

Second, research by Sulistyono, A., & Jakaria., (2022) entitled *Analisis Pengaruh Social Media Engagement Terhadap Relationship Quality Yang Dimediasi Oleh Faktor-faktor Relationship Management* this study examines the influence of social media engagement on relationships with Chinese smartphone users. It also explores the interplay between social media engagement, trust, satisfaction, commitment, and relationship quality among these users. The aim is to

analyze the impact of social media engagement activities on trust, satisfaction, and commitment, as well as the influence of trust, satisfaction, and commitment on relationship quality. Data from Chinese smartphone users in the Jabodetabek area are analyzed using multiple regression. Findings show a positive relationship between social media engagement and trust, satisfaction, and commitment, as well as positive relationships between trust, satisfaction, commitment, and relationship quality. The mediating factor, especially commitment, plays a significant role in the relationship between social media engagement and relationship quality.

Third, research by Ricko & Ahmad Junaidi., (2019) entitled *Analisis Strategi Konten Dalam Meraih Engagement pada Media Sosial YouTube (Studi Kasus Froyonion)* this study examines Froyonion's content strategy for achieving engagement on their YouTube platform. Social media's growing popularity as a vast audience platform prompts companies to craft effective content. Froyonion's strategy is methodical, considering messaging, delivery, design, targets, and technical aspects. The study employs qualitative case study methodology, including interviews, observations, and online data search.

From some of the results of research that have been done before these three studies concentrated on various aspects related to user engagement in social media used youtube platform. It explores engagement strategies, social media management practices, metrics, audience insights, best practices, trends, brand impact, user-generated content, influencer collaboration, and algorithm understanding. This study provides valuable insights into optimizing social media engagement, using Fenty Beauty's YouTube as a case study, offering guidance for knowing user engagement.

2.2 Literature Review

In this study, the following theoretical ideas were employed in this study as the theoretical foundation for the research on user engagement in social media.

2.2.1 Social Media

Technology is constantly evolving at such a rapid pace that when you learn a new skill or how to use a new online tool, everything changes again, making the

skills you just acquired seem obsolete. Social media has now transformed everyday life. According to Smith (2019) in his book *Social Media Marketing: Facebook Marketing, YouTube Marketing, Instagram Marketing*, social media is widely used by people of all ages. Social media and its platforms, such as Twitter, Facebook, and YouTube, each have distinct architectures, conventions, and cultures.

In addition, as stated by Hikmat (2018), Social media is one of the three types of mass media, alongside print media and electronic media. In this era, social media has reached its peak due to the rapid advancement of information technology, especially the internet, which can now be accessed through various media, including cell phones, a very personal device. Moreover, Akbar (2019) stated that social media is an online medium that facilitates user participation, sharing, and content creation, such as blogs and social networks. Social media also supports social interaction through web-based technology that transforms communication into interactive dialogue.

As a result, it is possible to infer that social media is a type of media that is undergoing rapid technical growth. This allows people to create their own personal social media profiles and communicate with other social media users directly. As a result, consumers engage with different sites in different ways and consider each site to have distinct characteristics.

2.2.2 Youtube

Twitter, Facebook, and YouTube each have their own distinct concepts, rules, and methods of operation. Therefore, users may perceive and use these sites in various ways. As explained by Cayari (2011), YouTube is particularly interesting for researchers because it is used for more than just entertainment; on this platform, users can engage in conversations through comments and share knowledge. YouTube serves as a multifunctional hub for learning by providing instructional content, such as "How-to" videos on a variety of topics and skills. At the same time, it has evolved into a key medium for sharing, accessing, and enjoying music videos, offering artists and music fans a vibrant space to express their creativity and enjoy musical experiences.

According to Swindali (2017), YouTube is one of the most effective platforms for building a large group of loyal followers, known as subscribers on this platform. Unlike other social media platforms such as Facebook and Instagram, all content on YouTube is in video format, which makes it unique and personal. Apart from that, Alhabash (2014) stated that further explain that YouTube has become more than just a platform for video sharing and viewing. On YouTube, users can publish videos, interact with video content by sharing it with their online and offline social networks, like, share, and comment on videos, and subscribe to channels.

Thus, according to these sources, YouTube is renowned as a dynamic platform that functions as a learning resource for sharing, accessing, and enjoying videos, allowing creators and viewers to express themselves. Unlike other platforms, YouTube's focus solely on video content makes it distinctive and personal.

2.2.3 User Engagement

User engagement is a complex idea that combines user-initiated activities, cognitive thinking, and emotional reactions, all of which contribute to the development of shared value through individual encounters with media. In the context of social media, such as YouTube, Khan (2016) said that user engagement refers to the level of interaction and participation with the material provided, this includes a variety of user behaviors and responses to information. In addition, setting benchmarks is a very important component in achieving goals and in creating content strategies, therefore Ricko (2019) explained that Engagement is seen in the number of interactions obtained by managed accounts. On YouTube, interactions occur in comments, shares, and likes.

According to Munaro (2021), YouTube, as one of the top video-sharing platforms, understands that users enjoy not just watching videos but also engaging in messaging and interaction, which is reflected in the platform's design. Munaro emphasizes that user engagement on YouTube, such as watching videos, liking content, and writing comments, serves as a valuable performance indicator. This engagement is crucial because it helps determine the value of content creators and

directly impacts their earnings, while also reflecting users' desire to continue using the service repeatedly.

Chen (2021) mentions that the number of views a video receives influences its ranking on YouTube. The platform's algorithm considers view counts when determining how videos are ranked on search engine results pages. Munaro (2021) further explains that clicking the "like" button on a video is a form of engagement that reflects a positive emotional response toward the content, going beyond just watching. Users typically hit the "like" button when they enjoy and are satisfied with the content. The number of likes a video garners can be seen as a measure of its popularity, and many YouTube creators strive to meet user expectations to garner positive reactions.

Munaro also notes that video engagement tends to increase when there is balanced participation in the comments, meaning when users are both writing and receiving comments. The more evenly distributed the interaction is among participants, the higher the video engagement. Furthermore, the study highlights that when creators actively reply to user comments and give "hearts," user engagement with the video increases. In other words, active interaction by content creators positively influences user engagement and overall video satisfaction. The impact of creator participation in comment interactions on video engagement is even more pronounced when fewer users are involved in the interaction. Therefore, creators should prioritize engaging with users in the comments section to enhance video engagement. This can certainly show what the behavior of social media users is like. According to Dolan, Conduit, Fahy, Brodie, et al. (2016), the six distinct social media user engagement behaviors including :

a. Creating

Social media user's active behavior in which they create fresh content for pages, such as posts, photographs, videos, and so on. products/brands.

b. Contributing

Users actively contribute to sites by leaving comments, responding, or sharing stuff. This entails taking part in additional interactions with existing content.

c. Destructive

Activity entails behaviors that harm or disrupt the page. Negative remarks, acts of digital vandalism, and the dissemination of dangerous content are all examples.

d. Consumption

Users are only passive consumers. They consume existing content without interacting with it or actively contributing in it.

e. Dormancy

Formerly active users who are no longer participating or connecting with pages. They are no longer permitted to create or contribute to material.

f. Disengaging

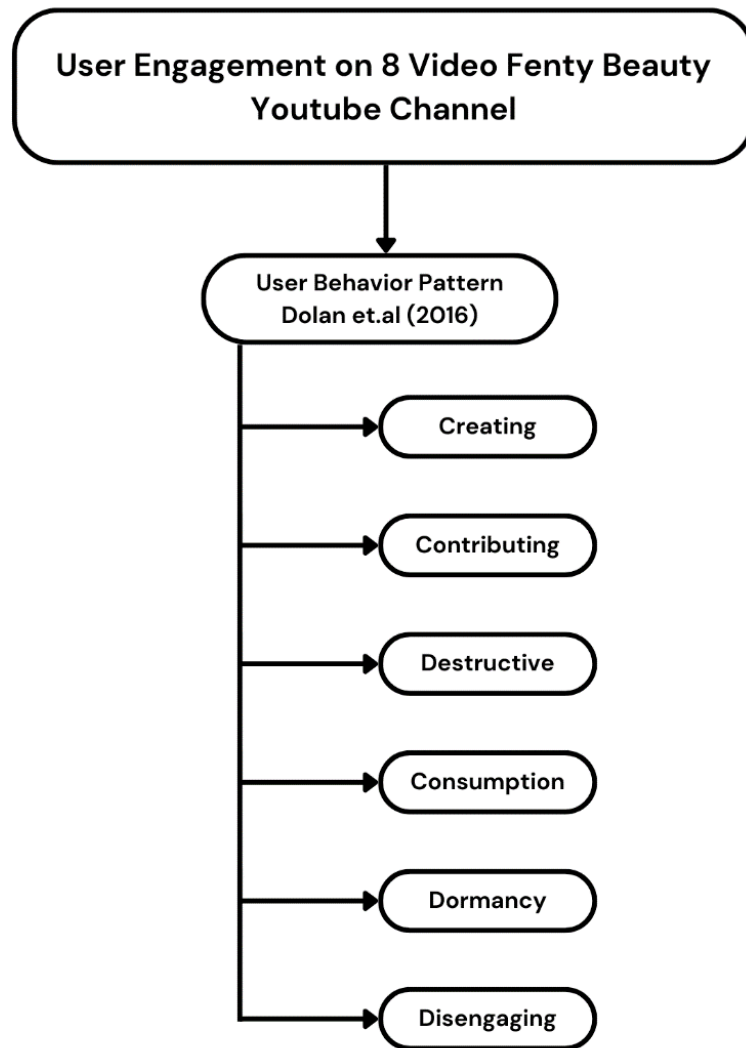
This behavior is similar to dormancy in that users voluntarily disengage from interaction with a page, sometimes for reasons such as changes in interests or privacy concerns.

Hence, user engagement in the context of social media, specifically YouTube, entails a variety of actions and responses that indicate how connected users are with content and platforms. These behaviors include creating, contributing, consuming, engaging, and releasing, and they all add to the total value and experience that consumers get from their media interactions.

2.3 Theoretical Framework

This research is structured based on a framework that explains user engagement analysis in terms of passive and active interactions, as well as user engagement behavior patterns in the interaction on Fenty Beauty's YouTube channel videos, which are built upon several relevant theories and concepts.

Figure 2. 1 Theoretical Framework



CHAPTER III

RESEARCH METHOD

3.1 Research Design

According to Hardani et al. (2020) qualitative descriptive approach was used for this study. This method focuses on providing a comprehensive description of user behavior in the videos analyzed, rather than relying on numerical data. Descriptive research aims to describe the characteristics of a particular population or region systematically and accurately.

In line with the philosophy of postpositivism, according to Sugiyono (2020) qualitative research explores the natural state of the object. By adopting this approach, this study aims to describe the subject matter carefully without testing hypotheses or examining reciprocal relationships, which are generally associated with qualitative research in the humanities, society, and religion.

3.2 Location, Object of the Study

The study was conducted online, focusing on 8 sample of Fenty Beauty videos from the YouTube channel with the most views in 2024. The objects of the study were user engagement patterns, namely views, likes and comment also analyze user behavior patterns on the fenty beauty video on comment section.

3.3 Research Instrument

According to Sukendra et al (2020) research instruments is a tool used to collect data in a study. With the research instrument, researcher will be known the data resources and the type of data to be studied. According to Sugiyono (2020) the main research instrument in qualitative research is the researcher himself. In this role, the researcher observes, collects data, and compiles the research report. To guide this process, an observation guideline is used.

The research instruments used in this study include several main aspects that focus on user engagement patterns and user behavior in comments on Fenty Beauty YouTube videos. This study uses a non-participant observation approach, where researchers position themselves as independent observers without direct involvement in the observed interactions.

This user interaction data was analyzed using observation guidelines compiled based on the Dolan et.al (2021) framework. These guidelines help researchers identify and analyze the level of user engagement, based on the analytical data available on the YouTube platform.

User Behavior Patterns in Comments

1. Creating

Social media user's active behavior in which they create fresh content for pages, such as posts, photographs, videos, and so on. products/brands.

2. Contributing

Users actively contribute to sites by leaving comments, responding, or sharing stuff. This entails taking part in additional interactions with existing content.

3. Destructive

Activity entails behaviors that harm or disrupt the page. Negative remarks, acts of digital vandalism, and the dissemination of dangerous content are all examples.

4. Consumption

Users are only passive consumers. They consume existing content without interacting with it or actively contributing in it.

5. Dormancy

Formerly active users who are no longer participating or connecting with pages. They are no longer permitted to create or contribute to material.

6. Disengaging

Users voluntarily disengage from interaction with a page, sometimes for reasons such as changes in interests or privacy concerns.

To understand this behavior, researchers used observation guidelines adapted from the behavioral categories identified by Dolan (2021). The analysis was done by observing comment patterns and grouping user behavior into these categories.

3.4 Data Collection Technique

Data collection techniques are the most important step in research because the main aim of research is to obtain data. Non-participant observation is the data collection technique used. The researcher maintains an independent observer position, studying user behavior and its underlying meanings in the natural context of the video (Sugiyono, 2020). Observations are conducted to clarify the data collected, understand interactions, and analyze user behavior.

3.5 Data Analysis Technique

The data processing technique that the researcher analyzed is a technique used to find valid results and information so that it is easily understood by the public. Descriptive qualitative analysis is used to systematically search for, collect, and organize data. Following the steps outlined by Miles and Huberman (2012), the analysis includes data collection, reduction, presentation, and drawing conclusions. The eight selected videos were categorized into four types: tutorials, product advertisements, vlogs, and games. To further enrich the analysis, observation guidelines were developed based on Dolan (2021) framework for user engagement patterns on YouTube. These guidelines focus on identifying and analyzing the level of user engagement through YouTube by examining the comment patterns, user behavior on the Fenty Beauty YouTube channel was explored into 6 behaviors, namely Creating, Contributing, Destructive, Consumption, Dormancy, and Disengaging.

3.6 Research Schedule

Table 3. 1 Proposal Schedule

No	Type of Activity	2023															
		May				June				July				August			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1.	Submission of title thesis proposal																
2.	Preparation of thesis proposal																
3.	Thesis proposal seminar																
4.	Revision thesis proposal																

Table 3. 2 Thesis Schedule

No	Type of Activity	2024															
		April				May				June				July			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1.	Research																
2.	Data collection																
3.	Data analysis																

4.	Thesis preparation																	
5.	Seminar thesis and revision																	

CHAPTER IV
RESULT AND DISCUSSION


4.1 Result

This section is a description of the data that the researcher has collected in the form of documentation images and tables. The data description explains the samples found as well as an explanation of the metrics contained in the video to determine the type of interaction and behavioral patterns in the video. Explanation of each data description using the observation method for each data sample. The purpose of this analysis is to determine user behavior patterns on 8 Fenty Beauty Channel YouTube videos. The samples obtained came from the Fenty Beauty channel in February - June, totaling 8 samples chosen which were classified into 4 types of videos, namely tutorials, product advertisements, vlogs and games. The following is sample data:

4.1.1 Type of videos

In the video type section, researchers was chosen 8 samples of video data which have the high engagement that will be examined according to the patterns of user engagement in YouTube videos.

Table 4. 1 Sample data of videos

Tutorial Video
 <p>TRYING PRISCILLA ONO'S UNDERPAINTING MAKEUP TECHNIQUE FOR A FLAWLESS... ⋮</p>



RECREATING RIHANNA'S GLOWY MAKEUP :
ON AD FROM LOVE IS BLIND | #SoftLitGlo...

Product Advertisement



Born to Steal: Yours, Mine, Ours :



Meet Fenty Hair By Rihanna | FENTY :
BEAUTY

Vlog



Monet McMichael Gets Ready to Meet Rihanna at the Fenty's Beauty Soft'Lit...



Indy Clinton Meet Rihanna!! ❤️ Fenty Beauty's Soft'Lit Foundation Launch Party...



Games



SHOTS AND SWATCHES IS BACK!! We're Pregaming to our LITTIEST launch, Soft'Lit...





4.1.2 User Behavior

In this section, the researcher describes the behavior of 4 types of videos in 8 video samples on the Fenty Beauty YouTube channel. In this case, the researcher uses the comment pattern as a research tool to analyze user behavior which is divided into 6 behavioral patterns, namely creating, contributing, destroying, consuming, dormancy, and disengaging.

Table 4. 2 Sample data of Comment in Tutorial Video

Creating	
	<p>@oraliaramirez708 • 2 bln lalu</p> <p>Thanks perscilla for bring representation!! Love gently for that reason .. my first make I bought was fenty</p> <p>Terjemahkan ke bahasa Indonesia</p> <p> 12 </p>



@raae9310 • 2 bln lalu



That Invisimatte powder is my jam and had me in an obsession for the last few years! It never fails and I always have backups 😂😂!!

Terjemahkan ke bahasa Indonesia

👍 5 💬 📧

Contributing



@rnmvsongs • 2 bln lalu



Itati, chingona ya eres ganadora, representando a México ✨❤

Terjemahkan ke bahasa Indonesia

👍 74 💬 📧



@lunamontilla8588 • 1 bln lalu



😂😂😂😂 representante de México jajajanel

Terjemahkan ke bahasa Indonesia

👍 1 💬 📧



@ashleyw.6702 • 2 bln lalu



Fenty is the first foundation that I've ever used that 100% matched my skin color. 🧡🧡❤ I was color matched in under 5 minutes at Sephora, and the woman got it right.

Terjemahkan ke bahasa Indonesia

👍 15 💬 📧



@hzikelly • 1 bln lalu



I'm now convinced 😂 I should buy some

Terjemahkan ke bahasa Indonesia

👍 💬 📧

Destructive



@dianarodriguezd1567 • 1 bln lalu



Why do you take there people like her? She talks really bad about other girls ...
Shame on this

Terjemahkan ke bahasa Indonesia



@rogerzambranomusic ♂ • 2 bln lalu



It looks like she's wearing only the foundation. The contouring and highlighting melts away and disappears why we all lie lmao

Terjemahkan ke bahasa Indonesia



Consumption



@kristindelfino9249 • 2 bln lalu



🥰🥰🥰🥰🥰🥰🥰 AD is truly that girl!! She's so beautiful!

Terjemahkan ke bahasa Indonesia





@eclecticmindstyle1997 • 2 bln lalu



🥰🥰🔥🔥 loooooove this!

Terjemahkan ke bahasa Indonesia



Dormancy



@susanamartinez6691 • 2 bln lalu



🎉🎉🎉 !! !! 100 100



@retrobabesaves2522 • 2 bln lalu



🔥🔥🔥



@stunninglymooii • 2 bln lalu



❤️❤️❤️



Disengaging



@Hi-es1he • 2 bln lalu



Freeeee Palestine 🇵🇸🇵🇸🇵🇸🇵🇸



Terjemahkan ke bahasa Indonesia





For the type of video tutorial on the 2 sample videos on the Fenty Beauty channel on YouTube, there were 236 comments that were analyzed. The results presence of all six user behaviors. The most dominant behavior is Creating, while the least frequent is Disengaging. Overall, the user behavior patterns observed indicate that the majority of users are active and positive in their engagement.

Table 4. 3 Sample data of Comment in Product Advertisement Video

Creating	
	<p>@sbrnnxn • 1 bln lalu</p> <p>I'm happy for her after what she's been through! I love, love, love her lip glosses and her perfume is nice too!</p> <p>Terjemahkan ke bahasa Indonesia</p> <p>👍 1 💬 ✉️</p>
	<p>@queenroyaltyrules55 • 1 bln lalu</p> <p>Now this is a product that I'll buy because I know she's not just doing this for the coins!!! Based on her Fenty beauty products this step is cohesive & makes logical sense.</p> <p>Terjemahkan ke bahasa Indonesia</p> <p>👍 126 💬 ✉️</p>

Contributing



@RMFeminine4TheWin • 4 bln lalu



i champion this type of vintage, retro content!!!

well done Madam Rihanna & Sir A\$AP!!! 🎬📺🌸



Terjemahkan ke bahasa Indonesia

👍 182 🗨️ 💬



@roseleprim • 4 bln lalu



I am with you. Retro. I love it.

Terjemahkan ke bahasa Indonesia

👍 3 🗨️ 💬



@Commonsenseonsocial • 4 bln lalu



This is hilarious RiRi! Love it!

Terjemahkan ke bahasa Indonesia

👍 82 🗨️ 💬



@fakouabynum2385 • 4 bln lalu



Very. I love it 😂😂😂😂

Terjemahkan ke bahasa Indonesia

👍 2 🗨️ 💬

Destructive



@rubymendoza4835 • 4 mgg lalu



She makes no sense. She has no hair. This product is not going to last. 😂

Terjemahkan ke bahasa Indonesia



@TheAlfredPlatform • 1 bln lalu (diedit)



I've never seen her natural hair in her entire career. Overrated, inauthentic, and another cash grab. this is what happens when you spend your music career doing nothing but releasing quick singles and burn yourself out.

Terjemahkan ke bahasa Indonesia

Consumption

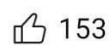


@ladidaix • 4 bln lalu



OMG RIHANNA & ROCKY. IT COUPLE 🥰😭🔥🔥
🔥🔥🔥 and it's NAWT close!!!!

Terjemahkan ke bahasa Indonesia





@moodyringtarotllc1624 • 4 bln lalu



Y'all just keep on WINNING! ❤️❤️❤️❤️

Terjemahkan ke bahasa Indonesia

Dormancy



@theaondracawley5441 • 4 bln lalu



❤️❤️❤️💖💖💖💖💖💖💖💖💖💖💖💖



@Leo_hits_record_label_llc • 4 bln lalu



👏👏👏👏👏👏👏👏👏👏👏👏👏👏



Disengaging



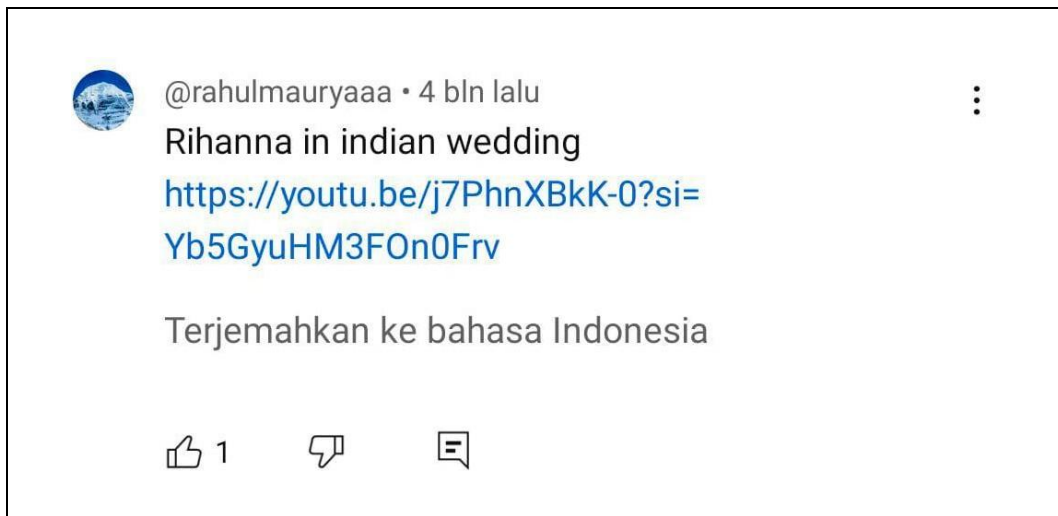
@lovemeplease9797 • 1 bln lalu



Boycott - not one single word about any genocide going on in the world. I'm done with her

Terjemahkan ke bahasa Indonesia





For the type of video product advertisement on the 2 sample videos on the Fenty Beauty channel on YouTube, there were 1.744 comments that were analyzed. The results presence of all six user behaviors. The most dominant behavior is Consuming, while the least frequent is Disengaging. Overall, the user behavior patterns observed indicated a mix of active participation, with a strong presence of positive engagement, although there were also some passive and destructive behaviors noted.

Table 4. 4 Sample data of Comment in Vlog Video





@AnitaconSwingOficial ✓ • 2 bln lalu



Monet is fulfilling my dreams, and I feel so happy for her, she deserves everything beautiful that exists 💕

Terjemahkan ke bahasa Indonesia



18



Contributing



@Faircafe98 • 2 bln lalu



I need to go shopping cos everything about the Fenty collection is serving me glow! ❤️✨

Terjemahkan ke bahasa Indonesia



@SocialWorkDiva • 2 bln lalu



And make sure you get the brush!

Terjemahkan ke bahasa Indonesia



Consumption



@andydv27 • 2 bln lalu



MONTAY DON'T PLAY 🔥🔥🔥

Terjemahkan ke bahasa Indonesia



3



@StaceySamedi • 1 bln lalu



Monettttttttt on Fenty Beauty, yes!

Terjemahkan ke bahasa Indonesia



Dormancy

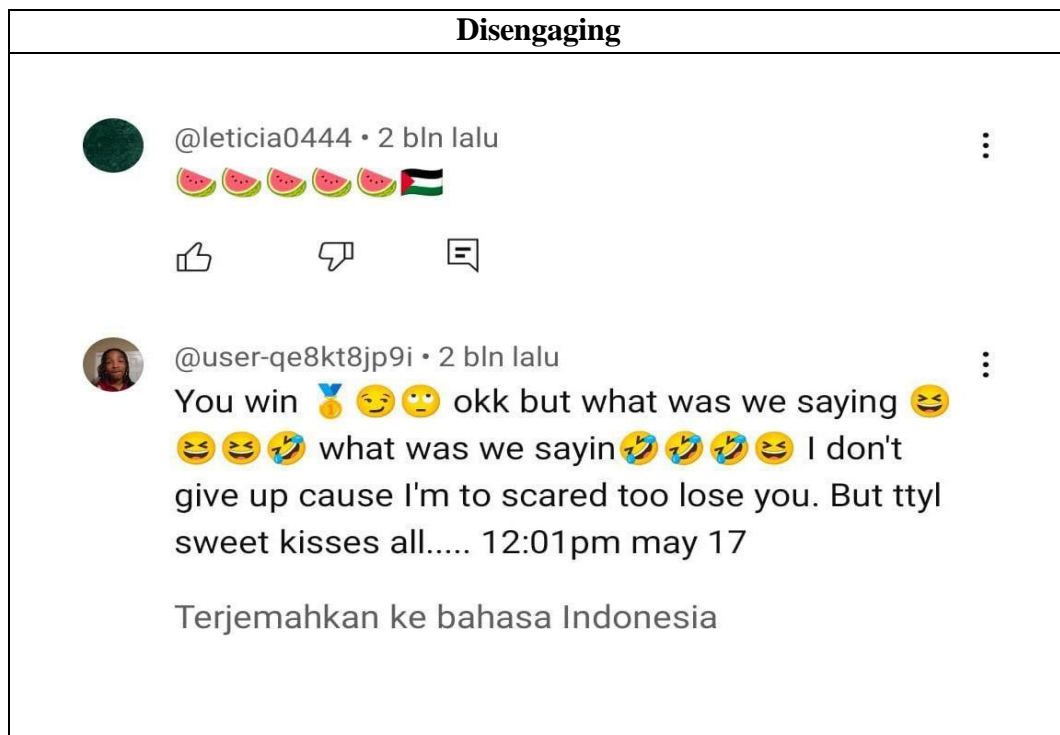


@kristinchong629 • 2 bln lalu



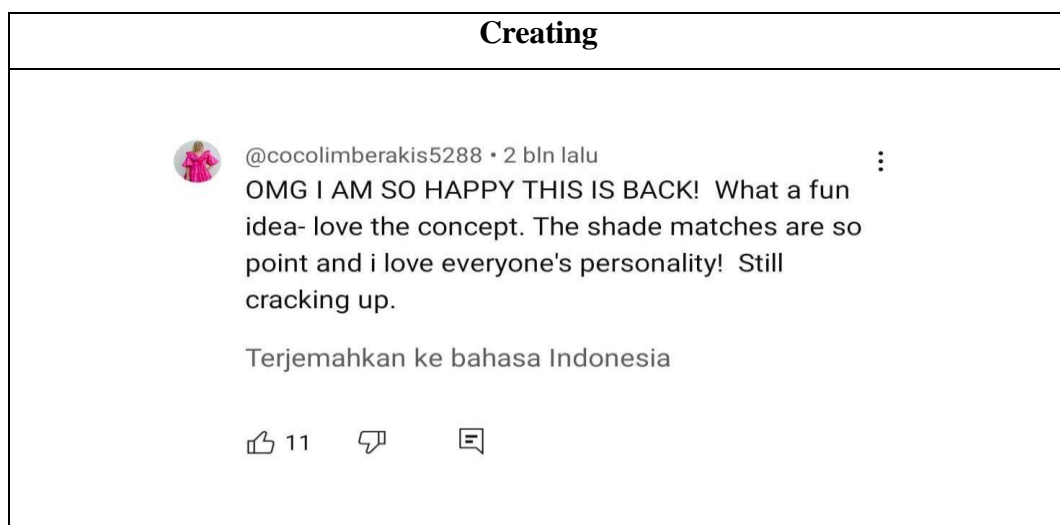
@missliz85 • 2 bln lalu





For the type of video vlog on the 2 sample videos on the Fenty Beauty channel on YouTube, there were 33 comments that were analyzed. The results show there are 5 behavior. The most dominant behavior is Creating, while the least frequent are Contributing and Disengaging. Overall, the user behavior patterns observed indicate that most users are actively engaged, though there is also a notable presence of dormant and passive behaviors.

Table 4. 5 Sample data of Comment in Games Video





@QueenofWheels • 2 bln lalu



I tried to do the online cam thing and it gave me 420 but I used to use 445 and it matched. I used to be outside more though.

Terjemahkan ke bahasa Indonesia



2



Contributing



@ashleyritter6032 • 1 bln lalu



When does the bronze all over collection drop??



Terjemahkan ke bahasa Indonesia



1



@fentybeauty • 1 bln lalu



It's available 5.29 🍕

Terjemahkan ke bahasa Indonesia



3



Consumption



@SparklingDivineD42 • 1 bln lalu






This was fun to watch ❤️

Terjemahkan ke bahasa Indonesia



3



 <p>@Itsmeadowmarie • 2 bln lalu</p> <p>Love it ❤️❤️</p> <p>Terjemahkan ke bahasa Indonesia</p> <p>👍 2 💬 🗨️</p>
Dormancy
 <p>@MachinimaSims4 • 2 bln lalu</p> <p>💖💖💖</p> <p>👍 💬 🗨️</p>  <p>@ShaunsStyle • 2 bln lalu</p> <p>💖💖</p> <p>👍 💬 🗨️</p>

For the type of video games on the 2 sample videos on the Fenty Beauty channel on YouTube, there were 27 comments that were analyzed. The results presence of four user behaviors. The most dominant behavior is Creating, while the least frequent is Contributing. Overall, the user behavior patterns observed indicate that most users are actively engaged, with a smaller presence of passive and dormant behaviors.

4.2 Discussion

In the user engagement video data analysis section on the Fenty Beauty Youtube Channel for the period January - June 2024, the researcher will explain the description of each data sample and table that has been provided which is adapted to the user engagement theory that has been put forward.

4.2.1 Data Analysis on User Engagement

Based on the analysis conducted by classifying videos into four types, namely tutorials, product advertisements, vlogs, and games, with two video samples for each type, user engagement can be seen from the number of views, likes, and comments. From the results of the analysis, the video category shows that user engagement varies depending on the type of video, with the product advertisement category showing the highest level of engagement, followed by the tutorial, vlog, and game categories.

In terms of behavioral patterns, based on Dolan (2021) user engagement behavior theory is divided into 6 patterns, namely 1) Creating is users responding, sharing experiences or opinions in the comments column; 2) Contributing means users responding to, sharing, or interacting with other comments; 3) Destructive are comments that contain negative content, such as insults or things that could damage your reputation; 4) Consumption are users only provide minimal responses, such as short words; 5) Dormancy is a user who was previously active but only commented by giving likes or emoticons. ; 6) Disengaging is a user clearly stating that they are no longer interested or engaged.

4.2.2.1 Data Analysis on User Engagement Behavior

There are several articles in the comments on the Fenty Beauty YouTube channel that have user behavior patterns to determine user engagement in Fenty Beauty Channel YouTube videos.

In the table 4.2, From the all of comments analyzed on the tutorial videos, user behavior is categorized into several patterns: the majority of comments fall into the Creating category, followed by Consuming, Contributing, Destroying, Dormancy, and the least frequent is Disengaging. Analysis used two samples for each user behavior pattern in the tutorial video. In the Creating behavior pattern, users express their opinions about the featured influencer and share their experiences with Fenty Beauty products. In the Contributing behavior pattern, users are seen interacting with others or engaging in reciprocal discussions.

The Destroying behavior pattern is evident in comments where users express disagreement with the featured influencer and provide negative feedback on the makeup results, which they consider unsatisfactory. Next, the Consuming behavior shows users' support for the video content, although with minimal response. The Dormancy behavior is characterized by minimal interaction, where users only provide emoticons. Finally, the Disengaging behavior is shown by users who are not interested or engaged with the video, often commenting on topics unrelated to the video content.

In Table 4.3, an analysis all of comments on product advertisement videos from the Fenty Beauty YouTube channel reveals several distinct patterns of user behavior. The most prevalent pattern is Creating, where users actively share their opinions and experiences, demonstrating strong support and trust in Fenty Beauty products. This suggests that the advertisements are effective in engaging users and encouraging them to provide detailed feedback.

The next most common behavior is Consuming, where users show general support for the content with minimal interaction. Next is Contributing, where users engage in discussion and interaction about the brand's products. Less common patterns include Destroying, where users criticize the advertising approach, and Dormancy, which is characterized by minimal engagement such as using emoticons. Disengaging is the least common, with users commenting on unrelated topics, demonstrating a clear separation from the core content of the video such as genocide, boycotts, or video links.

The findings found that while product advertisements are largely successful in generating positive and active engagement, there is also a range of interactions including criticism and minimal engagement. These diverse engagement patterns reflect varying levels of user connection and response to Fenty Beauty advertisements.

In Table 4.4, an analysis of all comments on vlog videos from the Fenty Beauty YouTube channel reveals several distinct patterns of user behavior. The most common behavior is Creating, where users actively express their opinions about their preferences for the guest featured in the video. This indicates a high level of engagement, with users actively contributing their thoughts and interacting with the content. Consuming behavior is also important, with users

showing general support for the influencer and brand through minimal interaction.

This is followed by Contributing, where users engage in discussions with others about the product, although this is less frequent. The Dormancy pattern is characterized by minimal engagement, with users indicating their presence through emoticons without further interaction. Disengaging is the least frequent pattern, with users commenting on unrelated topics or making vague statements, indicating a lack of interest in the video content.

Overall, user engagement in vlog videos shows that the most dominant behavioral pattern is Creating, which reflects a strong level of interaction and the potential to build an active community around the Fenty Beauty brand. This suggests that users are highly engaged with the vlog content, actively sharing their opinions, and forming connections around the brand.

In the table 4.5, an analysis of all comments on games videos from the Fenty Beauty YouTube channel reveals several distinct patterns of user behavior. The results indicate that user behavior towards this type of video is divided into 4 categories where the most dominant behavior is creating and the least dominant behavior is consuming, dormancy and the last one is contribute.

In this type, creating behavior patterns, users express their opinions about their liking for the video concept and their experience purchasing Fenty Beauty products. In the contributing behavior pattern, users are seen interacting with the brand regarding the product. Additionally, the consuming behavior in comments reflects users' enjoyment of the video. Finally, the dormancy behavior pattern is characterized by minimal interaction, where users show their involvement through emoticons.

It can be concluded that user engagement in video games shows that the most dominant behavior pattern is creating, indicating that the brand has successfully fostered strong user engagement. This can benefit the brand by building loyalty, creating more relevant content, and forming an active brand.

Based on the research findings, it can be concluded that the most dominant user behavior pattern on the Fenty Beauty YouTube channel is "Creating". This pattern reflects users who actively respond, share experiences, or provide opinions in the comments section. "Creating" behavior is a key indicator of user activity and engagement with video content. This active engagement has several important

benefits: first, it increases user loyalty by strengthening their emotional connection with the channel or community, encouraging them to continue to support and participate. Second, this engagement also increases the visibility and reach of the channel, as active users tend to share content in their social networks.

Third, active engagement provides valuable feedback and insights that can help channel owners improve and develop content according to user needs. Finally, the "Creating" pattern encourages participation and contribution, encouraging users to not only consume content but also actively comment, share, and interact with other users. Overall, the "Creating" pattern shows the success of Fenty Beauty's user engagement strategy, strengthening the community around the channel and supporting growth and sustainability on the digital platform.

Based on the data analysis that has been carried out, this section will present which videos have the highest engagement, as well as user engagement behavior patterns on the Fenty Beauty YouTube channel. Previously, user engagement behavior was categorized into six patterns, namely: 1) creating; 2) contributing; 3) consuming; 4) destructive; 5) dormancy; 6) disengaging. The data summary is an interpretation of the results of the data analysis.

Analysis used eight video samples from the Fenty Beauty YouTube channel and analyzed them using metrics available on the YouTube platform. Previously, from the eight video samples, researchers categorized videos based on content type, resulting in four categories, namely: 1) tutorials; 2) product advertising; 3) games; 4) vlogs.

The analysis was carried out by looking at the interaction of comments, likes, and views. Researchers analyzed to determine the type of video that had the highest level of user engagement on the Fenty Beauty YouTube channel. The results showed that videos with high engagement were obtained by product advertising videos, indicating that this type of video has the appeal and suitability of the concept with the platform and brand, thus attracting user engagement on YouTube.

On the other hand, analysis used comment to understand user behavior patterns and their engagement. The results of the study show that from eight video samples, the most dominant behavioral pattern is creating, where users can

express opinions, interact, share experiences, and create discussions with other users. By understanding these behavioral patterns and the ratio of video type interactions, it can help to measure user engagement, which will help in developing future social media marketing strategies and concepts.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the research titled “The Analysis of User Engagement on Social Media - Case Study Fenty Beauty YouTube Channel” which analyzed data from two research questions: 1. Which videos have the highest engagement on Fenty Beauty channel videos and what is their influence on social media? 2. How to find out the pattern of user behavior on each type of video on Fenty Beauty YouTube Channel?” and the discussions carried out in the previous chapters, this section will provide conclusions derived from this study.

The Fenty Beauty YouTube channel exhibits significant user engagement, with product advertisement videos garnering the highest levels of interaction. This finding highlights that among the various types of content, product advertisements are particularly effective in engaging viewers. Furthermore, the study reveals that the most dominant user engagement behavior on this channel is the act of Creating. This suggests that users are most actively involved when they are producing content themselves, which could include creating videos, posts, or other forms of user-generated content related to the brand.

These insights are valuable for understanding which types of content and strategies are most effective for a brand like Fenty Beauty in capturing and maintaining user engagement. The results can inform how the brand should approach content creation, allowing for more targeted and engaging marketing strategies. Additionally, these findings serve as a basis for evaluating which aspects of the current strategy are successful and which areas may require improvement or further development.

5.2 Suggestion

Based on the results and discussions presented in the previous sections, the researcher offers several recommendations that may benefit future research in this field:

1. For Readers, it is hoped that the findings of this research will contribute to a deeper understanding of user engagement behavior and interactions on social media. This knowledge can help readers, whether they are practitioners, marketers, or enthusiasts, better comprehend the dynamics of user engagement and apply this understanding to their own contexts or professional practices.
2. For Future Researchers, researchers intending to conduct similar studies are encouraged to examine the theory of user engagement, behavior, and social media interaction in more detail and specificity. Researchers should also focus more on data collection and processing concerning the research questions being discussed and are expected to choose well-founded research references for their studies.

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APPENDICES

APPENDIX 1 Revision List

REVISION LIST
THESIS OF ENGLISH FOR BUSINESS AND PROFESSIONAL
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NO	DATE	REVISION	ADVISOR
1.	June 13 2024	Discussion of thesis suggestion	A
2.	June 20 2024	Improve problem formulation and research objectives.	f
3.	June 21 2024	Add a sample of research.	f
4.	July 5 2024	Correct the image layout	f
5.	July 8 2024	Correct the page numbers	f
6.	July 12 2024	Correct the wrong word Correct the cover	f
7.	July 16 2024	Left right alignment	f
8.	July 17 2024	Acc.	f 17/07 2024

Bengkalis, 17-07 - , 2024

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