

# Ideation Process to Increase Engagement on YouTube Platform About Electronic Review

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*Abstract- Content creators on YouTube social media are currently highly developed in various sectors, from automotive, entertainment, tourism, education, music, and movies to product reviews. Especially in the product review sector, many YouTube users are looking for information to add references, and information to consider before buying household electronics. This condition creates an opportunity to develop in the household electronic product review sector which is utilized by Haielektronik in meeting the needs of household electronic information on the Youtube social media platform. The process of increasing audience engagement is what this paper tries to describe using ideation theory to explain the creative content process to attract the attention and trust of the audience. This research uses a case study method with data collection through interviews, literature study, and observation. The study's results found that the ideation process in creating new creative ideas and the right way of packaging content can increase engagement on the Haielektronik YouTube channel.*

*Indexed Terms- Ideation, electronics; YouTube; engagement; content & reviews*

## I. INTRODUCTION

The success indicator of a YouTube channel is based on the level of audience involvement in consuming video content. This is known as Engagement, which looks at the total interactions owned by the managed social media accounts. Research on this matter has previously been conducted by Ricko and Junaidi (2019) who concluded that with the existence of new media, especially social media which is increasingly developing to date, it creates the right opportunity to attract the attention of a wide audience. With this opportunity, Froyonion is a YouTube channel that aims to increase engagement. They implement a content strategy that prioritizes the procedure for delivering messages to the right target and the content of the message delivered in the form of local information that is not necessarily wise. By delivering

unique message content and practicing the right content creation strategy such as using attractive visual designs and utilizing multi-platforms on other social media, Froyonion can achieve good engagement, namely having an average of more than 20 percent of the total viewers of the published video content.(Ricko & Junaidi, 2019).

This is different from the research conducted by Eka Sinaga (2020) which found that in the era of rapid social media development, companies are utilizing it to increase customer engagement through the Youtube Channel Platform as the right promotional media to build interactions such as conversations with audiences. As is the case with holding a giveaway event with subscribers to the Youtube channel. The implementation of this promotional strategy and giving giveaways is considered effective in achieving customer engagement as reported by Google Primer that as many as 75 percent of the audience who participate in the giveaway will have the potential to become more involved and become consumers in the future.(Sinaga, 2020)

Research on audience engagement behaviors has also been conducted by Hantian Zhang (2022) in this study found that the context in doing vlogging such as how vloggers convey messages, target audience selection and the environmental context used will have an impact on audience engagement behavior in Youtube videos. Considering the vlogging context used to create content is the right strategy in building an audience. So that Vloggers can adjust the results of their video content to meet the preferences and needs of the audience which can increase audience engagement on the Youtube channel.(Zhang, 2022)

Based on previous research, researchers found the use of the same perspective, namely prioritizing strategies that focus on utilizing the momentum and trend of increasing Youtube Social Media users and the

application of unique types of content to increase engagement on each Youtube channel. The similarity of the same perspective in previous research, created a gap found by researchers, namely the use of strategies that start from a perspective in the ideation process that focuses on the quality of content ideas to persuade audiences to increase interaction on the Youtube platform.(Briggs & Reinig, 2010)

Sobat Electronic	68k	April 19, 2020	Electronic	<a href="http://www.youtube.com/@sobatelectronic3665">http://www.youtube.com/@sobatelectronic3665</a>
Haielectronic ID	28.2k	January 25, 2022	Electronic	<a href="http://www.youtube.com/@HaielektronikID">http://www.youtube.com/@HaielektronikID</a>

Becoming a content creator on social media YouTube has now developed rapidly in various sectors, such as content creators who produce content about automotive, entertainment, tourism, education, music, films and product reviews.(Melita, 2023)Especially product reviews, many YouTube users are looking for product information to add references, either to add information or to use as a consideration for purchasing the product.(Yuniyanto & Sirine, 2018). The products reviewed can be everyday products, personal care, food, household appliances, including electronics.

In determining Haielektronik to be used as a research object, it is because the persuasive communication carried out by this YouTube channel is still not optimal, resulting in the number of subscribers and interaction involvement by the audience still being low.(Rachmanta & Lestari, 2016). So it requires a stimulus to the audience that encourages them to realize and understand the value of the information provided by Haielektronik, which is expected to the audience who are continuously presented with the right information will change their behavior to become loyal subscribers.

*Content creator* which discusses product reviews about information providers for various electronic devices used in everyday life is currently still not widely done in Indonesia. From initial data observations, this is reinforced by data that has been processed by researchers on the Youtube platform within the scope of the State of Indonesia as of May 29, 2024, found in table 1.0. (www.youtube.co.id, 2024) From the data, it shows that the Haielektronik ID Youtube Channel has the lowest number of subscribers compared to other electronic review content creators. (Haielektronik, 2024) This is the urgency of researchers in making the Haielektronik Youtube Channel the object of research.

The application of communication theory involving beliefs, ideas and feelings continuously in the right situations will change a person's behavior.(Krenn et al., 2014). This research also involves a study put forward by Kotler and Keller explaining a combination of marketing and communication studies known as marketing communication which plays a role in becoming a means of trying to become information, persuade, and remind audiences both online and offline.(Kusnaidji, 2017). With the existence of social media such as YouTube, the persuasive process in increasing audience involvement will be easier to utilize.(Azizah et al., 2020). Increasing engagement towards content published on a YouTube channel is also inseparable from the ideation process applied in creating content, in this case what the researcher focuses on is the quality of the idea of the content itself.(Briggs & Reinig, 2010). Nijstad's (2010) view of ideation states that there is a relationship between flexibility in thinking, perseverance, and the influence of mood conditions and the breadth of the topic of idea generation can increase the creativity of the ideas produced.(Nijstad et al., 2010).

Youtube Channel	Subscribers	Release Date	Review Types	Youtube Link
Kantong Ajaib	91.9k	December 10, 2018	Electronic	<a href="http://www.youtube.com/@elektronikreviews">http://www.youtube.com/@elektronikreviews</a>
Mr Bibbo	76.2k	June 26, 2011	Electronic	<a href="http://www.youtube.com/@OmBibbo">http://www.youtube.com/@OmBibbo</a>

## II. RESEARCH METHODS

This research uses a qualitative approach with a case study method. The case studied is the ideation process at Haielektronik on the Youtube social media platform, the selection of Haielektronik based on observations of data contained in table 1.0, where the data has also been strengthened by researchers through the Youtube Indonesia platform as of May 29, 2024, found in the form of information showing that the Haielektronik ID Youtube channel has a range of total subscribers which is in the lowest position when compared to other content creators who also review electronic goods. This data indirectly indicates that Haielektronik ID is indeed far behind in terms of the number of subscribers. This condition is an urgency for researchers in choosing the Haielektronik Youtube Channel as a research object. Researchers also try to understand the factors that influence the low number of subscribers owned by Haielektronik ID, as well as explore what strategies can be applied to increase engagement and popularity of audiences with content presented by Haielektronik.

Meanwhile, for the data collection used in the analysis of interviews with 5 (five) informants, the researcher also conducted a documentation study. The five informants who were used as informants were specialists in the creative team for content ideas for the Haielektronik Youtube channel. The criteria for the research subjects were those who were or had contributed content ideas to the Haielektronik Youtube channel for publication, had been part of a content idea specialist team for at least 1 month, were adults - young, namely with an age range of 19 - 35 years, were domiciled in Indonesia and understood and were fluent in using the features available on the Youtube social media platform. Meanwhile, the results of the documentation observations carried out by the researcher were to observe the analytical data provided by the Youtube social media platform to detect increased engagement over time, by conducting observations of the data produced, it is hoped that it can open up new perspectives in carrying out periodic evaluation activities from the collection of data that is already owned.

## III. DISCUSSION RESULTS

### The Development of Electronic Goods Review Channels

YouTube channels that raise content about discussing reviews of household electronic products in Indonesia are currently still not as many as discussions about food reviews, gadgets, traveling, vloggers, automotive and so on. However, it must be admitted that this trend does not directly reflect a lack of interest or need for content discussing reviews of household electronic goods. Instead, this may indicate that there is an untapped opportunity on the YouTube social media platform. Household electronic products are an inseparable part of people's daily lives today, plus people's behavior is also often looking for reliable and in-depth information before making a decision to buy electronic products. In this context, YouTube channels that focus on reviews of household electronic products can have the opportunity to meet this need and provide added value to viewers. Therefore, further research on this topic can open up new opportunities for content creators and viewers, as well as provide new insights into the dynamics of technological development for most Indonesians.

Armed with the potential gap and opportunities, Haielektronik is present as a YouTube channel that aims to educate people in Indonesia by broadly discussing Home Appliances Electronics products used in everyday life.



Image 1 Haielektronik Channel Banner

Source: <https://www.youtube.com/@HaielektronikID>  
 In this context, Haielektronik certainly does not only function as an information platform, but also as an interactive medium where audiences can share opinions and comments to gain a better understanding or insight into the electronic products they use every day, this is better known as Engagement or involvement between audiences to the published review content. Of course, getting engagement is not easy to do, but Haielektronik needs to present a

comprehensive review of electronic products that are easy to understand for the targeted audiences. Where in this case Haielektronik can also play an active role in helping the Indonesian people make the right decisions in purchasing household electronics according to their needs.

#### *Strategy Ideation at Haielectronics*

Increasing audience involvement or 'engagement' with published content cannot be separated from the 'ideation' process or the creative process in developing and creating new ideas that are applied in creating content, where researchers focus this research on the quality of the ideas that form the basis of the content. (Briggs & Reinig, 2010).

Nijstad's (2010) view on 'ideation' also shows that there is a relationship between flexibility in thinking, persistence, and the influence of mood conditions and the breadth of topics in generating ideas. All of these factors can certainly contribute to increasing the creativity of the ideas that will be produced. In other words, flexibility in thinking about an idea can allow an individual to see various possibilities and approaches, while if in thinking about an idea using persistence allows an individual to stay focused and persist even though facing a challenge or obstacle in the process. In addition, mood conditions can also affect the 'ideation' process. For example, a positive mood condition can stimulate creative thinking and potentially help an individual to see connections between new and previously unthinkable ideas. In addition, the breadth of topics in generating ideas also plays an important role. Broad topics will provide a clear greater space for exploration and innovation, allowing an individual to produce more diverse and creative ideas.

Therefore, the increase in 'engagement' towards YouTube content depends not only on the quality of the content itself, but also on the underlying 'ideation' process. This process involves various factors, including flexibility in thinking, persistence, mood conditions, and the breadth of topics in the ideation process, all of which can contribute to increasing the creativity of the ideas produced, which in turn, the quality of the YouTube content itself. (Nijstad et al., 2010). The Ideation process carried out by

Haielektronik is by conducting internal brainstorming from parties who play an active role in creating content, both from the selection of types of electronic goods, the momentum of electronic trends that are currently happening in society, to the condition of the electronic market.

#### *Riding the Trend*

"Riding the trend" or more easily known as following the trend is a strategy used by the Haielektronik Youtube channel to create content reviewing household electronic goods that are relevant and interesting to viewers. The main goal of this strategy is to understand and utilize the YouTube algorithm in the electronics field, so that their content will be easier to find and recommend to targeted audiences. Haielektronik also conducts research on the latest trends in the household electronics industry, such as new products released, technological innovations in household electronics, or topics that are currently being discussed and are related to electronics. By creating content that discusses products or topics that are in line with existing trends, this tends to attract the attention of viewers who like to just find out or indeed people who are interested in new things or innovative electronic goods.

YouTube algorithms tend to promote relevant and popular videos, so by following trends, Haielektronik can increase the chances of their video publications appearing more often on the homepage, suggested videos watched, or search results with related keywords. To maximize visibility, Haielektronik also uses the right keywords in writing a video title, content in the description, and optimizing video tag keywords. In choosing keywords that are often searched for by YouTube users when searching for information about household electronics, Haielektronik analyzes data ranging from watch time, traffic sources from audiences, to demographics and geography of the audience. With this analysis data, it is known what type of content is most interesting and liked by audiences and when is the best time to upload videos. Haielektronik also believes that the use of appropriate metadata can help YouTube algorithms categorize and recommend the videos they publish to the right and targeted audience.

### *Engagement Magnet Contents*

Engagement is generated from interesting content that can be measured through the number of 'likes', comments, and 'shares'. This engagement can provide an overview of the extent to which a YouTube channel has succeeded in influencing its audience through its appeal and persuasion. This indicates that the more viewers are involved in a content, the greater the influence of the content. In other words, a high level of 'engagement' can be considered an indicator of the success of a YouTube channel in attracting and influencing its audience. In addition, 'engagement' can also provide insight into audience interests. By monitoring and analyzing 'engagement', YouTube channels can understand what interests their audience, and start to adjust the published content so that it can be directed to audiences who have interests or interests according to the results of the engagement analysis obtained. Thus, 'engagement' is not only a measure of success, but also a tool to understand and respond to audience interests. A high level of 'engagement' can also be a characteristic of the YouTube channel itself. A YouTube channel that is able to consistently produce interesting content can certainly influence audiences to be easily recognized, remembered and appreciated by its viewers. This will be reflected in a YouTube channel that is at a high level of 'engagement'. Therefore, 'engagement' can be considered as part of the identity and reputation of a YouTube channel itself. (Wanti & Farlin, 2022)

In increasing engagement, Haielektronik maintains the quality of its content by using various good recording camera equipment, as well as qualified to prepare content scripts and video editing processes carried out by professionals. They also always ensure that their videos before publication have clear audio, sharp visuals, and the presentation of material in an interesting and not boring way. In this process, it is known as the Mixing and Mastering stage, where the goal is to ensure that by producing high-quality video content, the message of information in the video content can be conveyed optimally and help increase audience retention, and make them enjoy watching the video until it is finished and come back to watch other video content later.

The strategy of using attractive thumbnails or better known as clickbait is a strategy that emphasizes the design of thumbnails that are made as attractive as

possible with the aim of increasing the number of visitors or targeted audiences, this strategy will have a more positive impact by combining the use of sentences in the description content to the maximum and informative. Attractive and relevant thumbnails can increase the click-through rate (CTR), while by maximizing the content of informative descriptions and the use of sentences that provide curiosity about the contents of the video, it will increase visibility, number of views and performance of video content on YouTube.



Figure 2 Latest Electronic Product Momentum Content in 2023

Source: <https://www.youtube.com/@HaielektronikID>

Electronic product review content in the form of the latest TV released in 2023 conducted by Haielektronik, using -clickbait- thumbnails and the use of informative sentences about the TV product. Where the contents of the video content also discuss the main features, advantages, disadvantages, how to use it, and comparisons with previous models. While the contents of the description use keywords such as "Samsung's Latest TV 2023" and the superior features of the TV, namely "Crystal UHD 4K" which maximizes clickbait messages and along with the strategy of following trends, the opportunity to appear on the homepage of audiences looking for information about the latest smart TVs in 2023 will increase.

In the process of increasing engagement, Haielektronik actively interacts with audiences through the comments column. In answering audience questions, it must be based on accurate and factual data which must be based on prior research. In addition to answering questions, providing suggestions, tips and inviting audiences to subscribe and turn on the bell notification. This kind of interaction is not only aimed at building a stronger community, but also aimed at

helping Haielektronik video content get more likes and shares. This was also conveyed by Informant 3, "Answering questions in the comments column on each uploaded video content also plays an important role. Because in my opinion, besides conveying information about the product through reviews, our response to the audience must also be maintained and maintained, so to speak. So it's as if we are present and chatting with the audience through comments. Sometimes we also get additional information such as input for us in the future to be used as an evaluation." The input obtained from the audiences in the comments column is an important value and must be considered by Haielektronik. Because the audiences are the basic foundation in determining whether a video content has good quality for the audience to provide their engagement.(McRoberts et al., 2016)

Creating electronic video review content with an information topic in providing an explanation of tips on using household electronic devices also has the potential to be positive in increasing engagement in a good way that is no less effective than the strategy of answering general questions or the needs of the audience in the comments column.(Qatrunnada et al., 2023)Because providing a procedure or tips on the use of electronics can also be considered a solution that can make audiences who were initially ordinary viewers into audiences who have a better level of loyalty, in this case it has also been acknowledged by informant 2, "I once, in replying to comments in replying to comments on a video about refrigerators if I'm not mistaken, well at that time I informed that a newly purchased refrigerator should not be turned on immediately but should be left to stand first, in order to prevent unwanted things from happening in the future. Not long after that, my comment column was replied to by other people who agreed with my answer, so that people who initially only asked in the comments became active subscribers and often asked questions in other video content."

Solutions, tips or new information that are used as content topics or answers in the comments column can have a positive impact on increasing audience loyalty. This also does not rule out the possibility that audiences who feel that this content has more value or useful knowledge for them will help spread the link to

this video content to those closest to them.(Talukder, 2023).

Increasing engagement by using content using topics that utilize emotions and prioritize empathy in the content of household electronic reviews conducted by Haielektronik is a fairly effective strategy. Content with topics that have elements of emotion and empathy can help build a deeper connection between the video content itself and the audience, increase engagement, and become information that is easier to remember.

With content that tells about how products help solve everyday problems, and maximizes the use of interesting visuals and audio, the resulting content can be more lively and more interesting. Another thing in bringing an element of empathy can also be done by raising a content story through the user's point of view, which is also important to note, namely in putting yourself in their shoes and using real testimonials, and understanding the needs or problems that are often experienced by audiences.(Hess, 2012)in using types of household electronic goods. Of course, this also needs to be considered in preparing to write a good script, namely using the script writing procedure with the right storytelling delivery so that it can continue to maintain the curiosity and empathy contained in the content of this video. This was also conveyed by informant 1,

"I have created content with a topic or theme with the main outline of the audience's emotions at that time, we just tried to make it and process it, at that time we raised the theme of an electronic service technician who had begun to be abandoned by society in the current era in 2024, well at that time we tried to create content with the technician's point of view regarding the conditions experienced in an era where TVs are now being repaired close to the price of buying a new one. So we packaged our content in the form of a presentation with editing with visuals and sad background songs too, as a result after a few months we saw the results, quite a lot of people liked and commented on the video".

Trying and implementing new ideas that have never been done before, such as raising the value of empathy and emotion without removing the electronic element

itself, also has a fairly good impact in increasing the involvement of audiences who are still targeted in the realm of society who have an interest in household electronic goods.

Another effort made by Haielektronik to increase engagement is by using a content strategy themed with holding giveaways to attract more viewers and increase the number of subscribers, in this giveaway content strategy also encourages more engagement that occurs in the video, this is due to the existence of a competition that seems to occur among the viewers who participate in this giveaway event, plus the requirements and regulations in following and participating in this giveaway event are required to invite several people, do likes, shares, comments and are required to subscribe (Sinaga, 2020). The implementation of the strategy with giveaway content was also acknowledged by informant 4,

"So far, the giveaway content held for 25 thousand subscribers at that time had the best impact in increasing the number of subscribers and engagement in commenting."

In the implementation of this giveaway content, there were 28,083 views, 713 additional subscribers and 820 comments in the giveaway video held by Haielektronik in reaching 25 thousand subscribers. This giveaway strategy does have a positive impact and even provides a significant increase in the number of engagements to subscribers in a short time compared to other content, but there are several considerations in carrying out this giveaway event if it is done often starting from the creation of unhealthy habits from the audiences which will have a negative impact on the quality of engagement in the future, to the impact of the previously formed algorithm which has so far been an algorithm formed to be aimed at audiences who enjoy content about the latest information about electronics turning into audiences who are accustomed to getting free gifts (Claretta & Wijayanengtiyas, 2021). So in this case Haielektronik wisely in conducting this giveaway event in accordance with Youtube's policy without and still upholding the quality as a content creator in the Youtube channel in presenting household electronics review content.

In implementing various strategies that have been carried out by Haielektronik so far in increasing engagement, it takes time and effort that is not short, in reaching this point Haielektronik has experienced various obstacles such as content that has a small number of views or interactions when published, to negative comments that end up using the dislike button. Therefore, it is important for the Haielektronik team to continue to try not to give up easily, consistently and diligently upload valuable video content and continuously try to apply new ideas that are effective in attracting the attention of audiences with updated and relevant content. (Pertwi et al., 2020). This is an important factor in building a YouTube channel with loyal and quality viewers. As conveyed by informant 5,

"We can know which content is good and bad from the analysis and evaluation that we have done from the beginning until now, but the important point that must be underlined is to always try new ideas, always be consistent, preferences and not easily give up on mistakes or failures that occur."

Analyzing and evaluating what is obtained through YouTube Analytics to how audiences respond to Haielektronik content, can provide important information that helps to understand content creation planning that is more appropriate and relevant to audiences and adapt to changing trends through their preferences in increasing engagement through interactions in the comments column.

## CONCLUSION

From this study it can be concluded that in increasing the level of engagement through the ideation process Haielektronik not only tries to understand and optimize the YouTube algorithm, but also builds strong relationships between audiences, increases engagement by being actively present among subscribers, and ensures the continuous growth of their channel. With consistent efforts, not easily discouraged, and always wanting to try new ideas and analysis to evaluations that are carried out routinely and continuously. Haielektronik's YouTube channel will be able to continue to adjust their strategy to achieve better results and expand their reach on the YouTube social media platform.

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