

STUDY OF SOCIAL MEDIA MARKETING AT FLOUR MANUFACTURING COMPANY IN INDONESIA



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WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA**

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APPENDIX 4. VPKI, SubPKI, ShPKI, and Disp data of BuzzFeed's Food Recipes Videos.

ABSTRACT

Company X was established in Jakarta and Surabaya, it producing a variety of quality wheat flour for various needs and are marketed under a variety of major brands. The purpose of this research is to measure the effectiveness of Company X's cooking videos toward viewer engagement in YouTube, and made a recommendation.

Measuring the effectiveness by calculating the correlation of variables in YouTube, that are voting, subscribe, share, and dislike. And analyze the correlation of each variable as a whole one. To support the results and made a recommendation, the author also comparing the videos of Company X with the best practice one.

The results are, cooking videos of Company X are not effective to gain viewer engagement. And cooking videos of Company X are not effective enough to gain viewer engagement compare to the best practice one. The recommendations were adopted from best practice one that being compared with Company X. There are several recommendation based on many video's characteristics. Such as Title, Video Thumbnail Image, Length, Video Information, and Video Description. There is another video's characteristic that being recommended, but it is not implemented by the best practice one, it is Video Annotation.

Keywords: Social Media Marketing, YouTube