

INTISARI

Dalam beberapa tahun terakhir, *short video content* (SVC) menjadi kian populer dan menjadi representasi baru dari budaya internet. Jenis video ini umumnya berdurasi pendek dan memiliki karakteristik berbeda dibandingkan jenis video tradisional, seperti biaya yang rendah, komunikasi yang terfragmentasi, dan atribut sosial yang kuat. SVC telah secara luas dilibatkan untuk menyampaikan pesan dalam berbagai wujud konten. Hal ini disebabkan karena adanya keunggulan SVC seperti kenyamanan bagi audiens saat menikmati konten hingga fitur menarik yang ditawarkan SVC. Saat ini, SVC telah secara masif dilibatkan sebagai konten pemasaran. Dari sisi komersial, SVC berperan untuk memberikan informasi terkait produk hingga testimoni dari konsumen terdahulu kepada audiens.

Hal yang penting untuk diperhatikan dalam pelibatan SVC sebagai sarana pemasaran adalah *engagement* di mana audiens dapat berinteraksi dengan SVC dengan memberi *likes*, *comments*, dan *shares*. Adanya *engagement* dapat mendorong performa bisnis, loyalitas terhadap *brand*, hingga penjualan. Penelitian ini melibatkan *quantitative content analysis* pada platform TikTok khususnya untuk SVC yang memuat ulasan mengenai produk *skincare* di Indonesia. Penelitian ini menganalisis bagaimana pengaruh topik konten terhadap *customer engagement* yang dimoderasi oleh jenis video dan jenis produk. Jenis video terbagi menjadi *user generated content* (UGC) dan *brand generated content* (BGC). Sementara itu, jenis produk terbagi menjadi *green* dan *non-green product*. Dilibatkan pula variabel pendukung berupa *video length*, *time of release*, *price*, dan *followers number*. Data dikumpulkan dari 1 Mei 2024 hingga 25 Juni 2024 dari TikTok sebanyak 501 video. Analisis menggunakan *moderated multiple regression* dengan *bootstrapping* dan jumlah *resampling* sebanyak 5000 kali.

Hasil dari penelitian menunjukkan bahwa setiap topik konten yang terdiri dari *informational*, *entertaining*, *relational*, dan *remunerative* memiliki pengaruh positif yang signifikan terhadap *customer engagement*. Topik konten *remunerative* menjadi topik dengan koefisien regresi yang paling tinggi. Hal ini menunjukkan bahwa topik konten *remunerative* memiliki pengaruh paling kuat dibandingkan topik konten lainnya. Diperoleh bahwa jenis video dan produk memoderasi pengaruh topik konten terhadap *customer engagement*. Topik konten lebih berpengaruh pada *engagement* dalam video UGC dibandingkan BGC, dan pada produk *green* dibandingkan *non-green*.

Kata kunci: *short video content*, *customer engagement*, *quantitative content analysis*, *user generated content*, *brand generated content*, *green product*.

ABSTRACT

In recent years, short video content (SVC) has become increasingly popular and has emerged as a new representation of internet culture. This type of video is generally short in duration and has characteristics that differ from traditional videos, such as low costs, fragmented communication, and strong social attributes. SVC has been widely utilized to convey messages in various forms of content. This is due to the advantages of SVC, such as the convenience for the audience in consuming content and the appealing features offered by SVC. Currently, SVC has been massively involved as marketing content. From a commercial perspective, SVC serves to provide information about products as well as testimonials from previous consumers to the audience.

An important aspect to consider in the use of SVC as a marketing tool is engagement, where the audience can interact with the SVC by giving likes, comments, and shares. Engagement can drive business performance, brand loyalty, and even sales. This study involves a quantitative content analysis on the TikTok platform, specifically for SVCs that contain reviews of skincare products in Indonesia. The study analyzes how the impact of content topics on customer engagement is moderated by video type and product type. The video types are divided into user-generated content (UGC) and brand-generated content (BGC). Meanwhile, the product types are divided into green and non-green products. Supporting variables such as video length, time of release, price, and followers number are also included. Data was collected from May 1, 2024, to June 25, 2024, from TikTok, amounting to 501 videos. The analysis was conducted using moderated multiple regression with bootstrapping and a resampling number of 5000 times.

The results of the study indicate that each content topic, consisting of informational, entertaining, relational, and remunerative, has a significant positive impact on customer engagement. The remunerative content topic had the highest regression coefficient, indicating that it has the strongest influence compared to other content topics. It was found that video type and product type moderate the effect of content topics on customer engagement. Content topics have a greater impact on engagement in UGC videos compared to BGC videos, and on green products compared to non-green products.

Keywords: *short video content, customer engagement, quantitative content analysis, user generated content, brand generated content, green product.*