

ABSTRAK

Latar belakang: Fenomena tren konsumsi *Sugar-Sweetened Beverages*/SSB dan promosi melalui media sosial semakin meningkat menimbulkan kekhawatiran terhadap semakin tingginya perilaku konsumsi SSB secara berlebihan. Konsumsi SSB secara berlebihan menjadi masalah kesehatan masyarakat. *YouTube* dapat menjadi salah satu sumber utama pencarian informasi kesehatan, namun kualitas video dan karakteristik kontennya sangat beragam. Evaluasi terhadap karakteristik video kesehatan dan keterlibatan pengguna menjadi dasar penting dalam merancang strategi komunikasi kesehatan yang efektif. Penelitian ini mempelajari bagaimana karakteristik video tentang SSB memengaruhi keterlibatan pengguna menggunakan *quantitative content analysis* pada *YouTube*.

Metode: Pencarian melalui prosedur sistematis menghasilkan 241 video yang kemudian dikaji lebih lanjut. Variabel yang dikaji mencakup *YouTube matrices* (*views*, *likes*, *comments*, dan *viewing rate*), kualitas video (*Global Quality Scale*, GQS), jenis daya tarik pesan, tipe akun pengunggah, durasi, tahun hingga periode unggah. Analisis dilakukan menggunakan statistik deskriptif, uji *Chi-Square Pearson* dan *Mann-Whitney U*, serta regresi negatif binomial dan *Gamma Generalized Linear Model*.

Hasil: Mayoritas video mempunyai kualitas tinggi (51.45%), didominasi durasi pendek <3 menit (68.46%) serta akun pengunggah institusi non-pemerintah (51,87%). Daya tarik pesan paling banyak digunakan adalah *fear* (51.04%), *hope* (30.29%), dan *nurturance appeals* (13.28%). Tren produksi video meningkat tajam sejak 2020 hingga 2025. Terdapat perbedaan signifikan pada video *Top50* dan *Non-Top50* untuk jenis akun pengunggah ($\chi^2 = 17.43$; $p < 0.001$), kualitas video ($\chi^2 = 17.80$; $p < 0.001$), dan daya tarik pesan ($\chi^2 = 17.69$; $p < 0.01$). Kualitas video memiliki korelasi positif yang signifikan dengan seluruh indikator respon pengguna dan merupakan prediktor paling konsisten dalam meningkatkan peluang mendapatkan respon pengguna seperti *views*, *likes*, komentar, dan *viewing rate*.

Kesimpulan: Kualitas video merupakan faktor yang paling berpengaruh terhadap peningkatan *engagement* video *YouTube* terkait SSB. Temuan ini merekomendasikan perlunya produksi konten kesehatan yang berkualitas tinggi, durasi pendek, didukung kombinasi daya tarik pesan yang menarik untuk memaksimalkan jangkauan kampanye pengurangan konsumsi SSB.

Kata kunci: *Engagement*, Kualitas Video, Promosi Kesehatan Digital, *Sugar-Sweetened Beverages*, *YouTube*

ABSTRACT

Background: The increase in Sugar-Sweetened Beverage (SSB) consumption, coupled with widespread social media promotion, has raised concerns about the escalating trend of excessive SSB intake. Excessive consumption of SSB has become a public health problem. YouTube can be a primary source for health information, but video quality and content characteristics vary widely. Evaluating the characteristics of health videos and user engagement is crucial for designing effective health communication strategies. This study examines how the characteristics of SSB videos influence user engagement through quantitative content analysis of YouTube videos.

Methods: A systematic search yielded 241 videos, which were then further analyzed. The variables examined included YouTube matrices (views, *likes*, *comments*, and *viewing rate*), video quality (Global Quality Scale, GQS), message appeal, uploader account type, duration, year, and upload period. The analysis was conducted using descriptive statistics, *Chi-Square Pearson* and Mann–Whitney U tests, as well as negative binomial regression and Gamma Generalized Linear Model.

Results: The majority of videos were high quality (51.45%), were short (68.46%), and were uploaded by non-governmental agency accounts (51.87%). The most frequently used message appeals were fear (51.04%), hope (30.29%), and nurturance appeals (13.28%). The trend of video production increased sharply from 2020 to 2025. There were significant differences between Top50 and Non-Top50 videos for uploader account type ($\chi^2 = 17.43$; $p < 0.001$), video quality ($\chi^2 = 17.80$; $p < 0.001$), and message appeal ($\chi^2 = 17.69$; $p < 0.01$). Video quality had a significant positive correlation with all user response indicators. It was the most consistent predictor of increasing the chance of getting user responses, such as views, *likes*, *comments*, and *viewing rate*.

Conclusion: Video quality is the most influential factor in increasing engagement on YouTube videos related to SSB. These findings recommend producing high-quality, short-form health content, supported by a combination of compelling message appeals, to maximize the reach of campaigns aimed at reducing SSB consumption.

Keywords: Digital Health Promotion, Engagement, Sugar-Sweetened Beverages, Video Quality, YouTube