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What Is Inside Viral Beauty Video and How People React to It

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Abstract

This paper focuses on explaining and describing the element of beauty viral video created by social media influencers in Youtube along with behavioral decision taken by the audiences after watching it. Behavioral decisions assessed in this study are in form of viewing, liking, and sharing suggested viral videos. Two types of sample videos were used: top three most viewed Youtube videos of three Indonesian mega-beauty influencers and top three most viewed Youtube videos of three Indonesian middle-user influencers. Research applied in this study was based on virality element framework coined by Tyler West. A video-watching experiment was executed. The result shows that despite having myriad number of viewers, viral beauty videos do not contain the same elements as other viral videos. Other than that, the elements do not have relation with behavioral decision taken. However, there is a relation between viral elements and level of influencer.

Keywords: beauty video; behavioral decision; social media influencer; viral video; Youtube video

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1. Introduction

Day by day, as video-making process becomes easier, the number of video influencers are getting higher and higher (Sammis et.al., 2015). In 2017, there are 1.47 billion users of Youtube worldwide and it is predicted to reach 1.86 billion in 2021 (eMarketer and ExchangeWire, n.d.). This number shows how the number of video influencers goes myriad as time goes by. As reported by We are Social, as of January 2018, 80% of Indonesian internet users watched online video content on any device (n.d.). Another survey indicates that per third quarter of 2018, more than half of Indonesian population are active social media users, and Youtube leads the penetration of social networks by 88% of the previously stated number of population (n.d.). These surveys support the notion declared before regarding how extensive video influencer is, specifically in Indonesia.

Cosmetic industry is one of numerous industries that approach its customers through video and marketing influencers. Plenty reputable beauty influencers have been using video, in this case by using Youtube as the medium, to deliver message to the audiences. Some of these influencers' videos got responses in form of likes and comments more than regular videos, for which we can say as viral videos. According to Pirouz et al (2015), a viral video has the ability to capture an enormous number of views and to lead audiences to share, comment, or click that they "like" a video. Although the number of audiences of Youtube is humongous, not every video uploaded perceives the same degree of virality.

If we take a look at the snapshot of beauty and cosmetic industry in Indonesia, we can see that cosmetic industry is one of the fastest growing sectors in Indonesia with two digits growth (Global Business Guide Indonesia, 2016). With the shifting of media and large size of cosmetic industry market and Youtuber users, there is a big opportunity to put the industry on spotlight through Youtube and influencers. The know-how of optimizing Youtube and beauty influencers then becomes important. This research will make several contributions for cosmetic brand and beauty influencers who need insights regarding viral marketing video on Youtube. Furthermore, this research is going to analyze the content elements of viral video made by mega-beauty and middle-user influencers in Indonesia. On the other hand, an investigation regarding the behavioral decision of the audiences towards viral videos owned by these influencers will also be performed. Other than that, this study aims to comprehend the relation between mega-beauty-influencers and viral beauty videos compared to middle-user beauty-influencers.

This research is limited to viral beauty videos from Indonesian influencers with more than 1 million subscribers (mega-influencers) on Youtube and middle-user beauty-influencers with similar number of subscribers (400 thousand subscribers. The constraint of viral video is the top three most-viewed videos from each influencer per April 2019, ignoring the time constraint (length of period of the video from the first time published until now) due to nonexistent standardized metric to distinguish number of views per day per video. The theme of these videos must revolve around beauty, skin care, make up, and cosmetics. Videos regarding personal matter and not related with theme will not be analyzed. The data and content analysis are collected in one day at specific date. Quantitative and qualitative method based on West's virality framework were used in this study.

2. Literature Review

2.1. Social Media and Marketing Influencers

Influencer is a third-party who persuades the customer's purchasing decision and may ever be responsible for it (Brown and Hayes, 2008). There is no actual difference between social media and marketing influencers, except that social media is the platform where marketing influencers done their persuasive jobs. On hiring the right influencers, brands and company should consider the status and grade of influencers which can provide the best value for their brands. Ruiz-Gomez (2019) labeled social media influencers into four categories based on the size of their audiences, which are:

Micro-influencer: Influencers with up to 99,000 followers.

Middle-user influencer: Its size of audiences is between 100,000 to 500,000 persons.

Advanced-macro influencer: More than 500,000 but less than 1,000,000 people subscribe this type of influencer.

Mega influencer: It has 1,000,000 and more followers.

Celebrities/A-listers: Influencers with over 10,000,000 audiences.

2.2. Virality Theory and Framework

Viral is a term which is analogous to the spread of biological virus (Goel et.al., 2015). Goel (2015), explained that when something goes viral, there is likely a rapid, large-scale increase in adoption that is driven largely, if not exclusively, by which a piece of content can spread to reach a large population.

People do not share idea, behavior, or product to everyone they know, but only selected and particular person who will find the news we have relevant (Berger, 2013). In his book, Berger pointed out six principles of what makes content contagious. Those six principles are Social Currency, Triggers, Emotions, Public, Practical Value, and Story (STEPPS) (Berger, 2013). Other than principles, viral content also evokes six different characteristics/emotions. Six characteristics of viral content are Emotionality, Positivity, Awe, Anger, Anxiety, and Sadness (Berger and Milkman, 2011). Aside of Berger, West also created a framework to analyze viral content, specifically video. In his research, West (2011) evaluated nine elements of contagious content, which are Length title, Brevity, Laughter, Surprise, Irony, Minority, Music, Youth, and Talent.

2.3. Viral Video

According to Pirouz et al (2015), a viral video has the ability to capture an enormous number of views and to lead audiences to share, comment, or click that they "like" a video. G.R. Boynton (2009) writes, in support of this idea, that viral videos are those which are viewed many times (Boynton, 2009). It is clear then, that the main characteristic of viral video is the immense number of views, but what is the exact number of views needed so that a video can be called as viral? In this case, Boynton elaborates more in his paper, stating that any video viewed more than 100,000 times can be defined as viral (Boynton, 2009). Although the number of audiences of Youtube is humongous, not every video uploaded perceives the same degree of virality. Brands are now struggling to create viral content so that their campaigns reach a lot of people.

To score million viewers, Mohr indicates 4 critical factors. Those factors are easily memorable content, the structure of underlying social network, word of mouth pressure/behavioral characteristics, and the seeding strategy, which determines the initial set of targeted consumers (Mohr, 2014). On a different note, Khan and Vong (2014) looking at viral video with different approach. They identified viral video solely based on its social and non-social capital of Youtube users and Youtube video characteristics such as video publish date, duration, and category (Khan and Vong, 2014). Social capital of Youtube users is the number of users' followers or subscribers, while the non-social capital of Youtube users are total video posted and joined date (Khan and Vong, 2014). The research found out that posting a lot of videos on Youtube decreases the possibility of being viral. Other than that, offline social capital such as fan base gives positive impact towards virality of a video (Khan and Vong, 2014).

2.4. Likes, Comments, Subscribes, and Shares on Youtube

Youtube is a platform for people to share and build communities through their videos (Youtube, n.d.). As of May 2018, the number of monthly logged-in Youtube viewers worldwide reached 1.8 billion. In 2017, there are 1.47 billion users of Youtube worldwide and it is predicted to reach 1.86 billion in 2021 (eMarketer and ExchangeWire, n.d.). Youtube users can like, comment, subscribe, and share other users' videos, and they can evaluate their performances through likes, comments, and subscribes reports.

Likes and Dislike report sums up the number of likes and dislikes of one's videos.

Comment report contains the number of people that comments on one's videos (Youtube, n.d.).

Subscribers are viewers who interact more with users' content and watch users' videos on a regular basis (Youtube, n.d.)

Sharing report is available to know how many times a content has been shared through Share button and what sites viewers are using to share your videos (Youtube, n.d.).

2.5. Content Analysis Method: Tyler West's Virality Framework

In his study, West determined commonalities of Time Magazine's top 20 viral videos. First, West (2011) did the pre-coding review by examining the videos where he found nine common elements, which are brevity, laughter, surprise, irony, length-title, youth, talent, music, and minority presence. After that, West (2011) assessed the availability of each element on each video. The videos must meet the existence criterion of each coding category/elements. Once the data is collected, West (2011) enumerated the percentage of each coding category to know which element that exists in most of the videos. From this study, West (2011) found that not all of these elements exist in all of the viral videos. For instance, the element of laughter, surprise, minority, and youth were rarely found in mentioned videos. Moreover, there was a limitation as minority, irony, and talent were perceived as relative (West, 2011). Different coder would have different perspective of discussed elements.

3. Methodology

3.1. Research Design

Research design represents the step-by-step process of conducting this research. To begin this research, Researcher started with identifying problem. Following problem identification is literature review. The third step is developing research methodology. In this stage, the purpose of research was defined along with sampling technique and type of research. Other than that, experiment design and questionnaire for content analysis were also formed. After that, a series of data collection was performed by exploring Youtube to find sample videos, list sample videos, and sample assessment through content analysis experiment designed in previous step. Then, data collected from the assessment was analyzed using appropriate tools. Last, conclusion developed from data analysis result would be made and recommendations for further research would be suggested.

3.2. Research Methodology

The purpose of this study can be classified as explanatory and descriptive study. The basic framework used in this research is virality theory developed by West in order to comprehend the understanding regarding relationship between virality elements and behavioral decision making, and also the relationship between level of beauty influencer and virality. The descriptive section of this research is applied to define the content elements of viral beauty videos. As a matter of fact, there were already several studies about elements and principles of viral content. Nevertheless, there has not been any research regarding viral beauty videos of influencers. Hence, an explanatory and descriptive research will be conducted through a survey-based experiment.

Data collection of this research was only done once. Thus, this research can be categorized as a cross-sectional or one-shot study. Unit analysis of this research is individual as individual decision making regarding viral beauty-videos will be analyzed.

There are two types of sample used in this research: 1) Sample videos and 2) Human encoders as the respondent. The sample videos first gathered by selecting three mega-beauty influencers and three middle-user beauty influencers in Indonesia. Mega-beauty influencer has the characteristics of having more than 1,000,000 subscribers on Youtube, while the middle users have 100,000 to 500,000 subscribers per April 14, 2019. After that, the number of viewers of each video from each influencer was recorded. Only the top three most-viewed videos from each influencer selected to be sample.

There are two ways of data collection in this study, began with collecting secondary data from Youtube regarding the number of subscribers, likes, viewers, and comments of viral beauty videos. Another data collected from respondents can be defined as primary data. The latter would be gathered through questionnaire served in an experiment.

3.3. Instrumentation

3.3.1. Questionnaire

Questionnaire applied in this research is benchmarking the one in West's study of Time Magazine's viral video (West, 2011). Several adjustments were made to conform with viral beauty videos characteristics. The parameter of length-title and brevity were changed following the preference of respondents. Minority presence is considered to change into "famous people presence", as it will be more relevant to the context.

This questionnaire will bring up respondent's views towards element of viral beauty videos. Beforehand, the respondent had to fill a pre-test to determine their online video watching habits. Then, the respondents watched videos and answer a yes-no questionnaire provided for each video. The questionnaire consists of nine yes or no questions about video content and two questions about behavioral decision of audiences for each viral video.

TABLE 1: Questionnaire of viral element.

Element	Question	Yes	No
Length-Title	Is the title length short or long?	The video title is short	The video title is long
Brevity	Do you think the video length is short or long?	The length of the video is short	The length of the video is long
Laughter	Did the video make you laugh?	The video makes respondent laugh	The video does not make respondent laugh
Surprise	Did you feel surprised?	The video is surprising	The video is not surprising
Irony	Did you find anything different with your expectations in the video?	The video exhibited something contradictory to societal expectations	The video is not exhibited something contradictory to societal expectations
Famous People Presence	Did you find any important/famous person in the video?	Contained famous/important person	No sign of famous/important person
Music	Is there any music in the video?	Contained a musical element	No musical element
Youth	Did you find any children (under 18) in the video?	Contained a person under 18	No person under 18
Talent	Do you think you need certain talent to make the video?	Actions in the video seemed to require practice	Actions in the video didn't seem to require practice

In addition, there are questions regarding the tendency of viewers on making behavioral decision towards viral video. These questions cover viewers' desire to view, like, and share viral beauty videos. Below is the list of behavioral decision questions asked in this questionnaire:

TABLE 2: Questionnaire of behavioral decision.

Question	Expected Answer
After watching the video, would you consider to give it a like if it's on Youtube?	Yes or No
After watching the video, would you consider to share it with your friends?	Yes or No

3.3.2. Sample Video

There are two types of sample videos used in this research. The first one is top three most-viewed beauty videos of three mega-beauty influencers in Indonesia, which are Tasya Farasya, Rachel Goddard, and Ini Vindy. Another type of sample video is top three most-viewed beauty videos of three middle-user beauty influencers in Indonesia that has similar number of subscribers. In this case, Abel Cantika, Titan Tyra, and Rahmawati Kekeyi Putri Cantikka's videos were chosen as the sample. Below are the lists of the sample videos:

TABLE 3: List of sample video of Mega Beauty Influencers.

Mega-Beauty Influencer				
Influencer Name	Subscribers	Video Title	Total Viewers (per April 14, 2019)	Length of Video
Tasya Farasya	2,121,912	RICIS JADI MANTEN BENERAN! Bergosip bareng ria ricis	4,899,255	22:33
		RAHASIA MAKEUP MUA HITS! Khadijah azzahra	4,629,816	23:48
		NGAJARIN + DANDANIN KEKEYI! ngakak BGT	3,736,676	38:41
Rachel Goddard	1,626,873	Cara Nyedot Komedo Sampe Bersih #BuyorBye	6,402,714	8:18
		18 Tips Kecantikan (Beauty Hacks)	2,683,427	7:19
		GOKIL!! BEGINI CARA MAKEUP HIDUNG PALSU DAN PIPI TIRUS ALA CEWEK ASIA VIRAL!!	2,680,635	7:46
Ini Vindy	1,392,044	My Little Pony Easy Facepainting Tutorial	215,836,712	2:37
		Pennywise IT Makeup Tutorial 2017 by Inivindy	13,531,987	5:57
		Trypophobia SFX Makeup Tutorial by Inivindy	4,551,910	6:59

3.4. Experiment Design

The experiment was opened for volunteers. The expected number of volunteers is more than or equal to 30 respondents. The respondent characteristics vary and not limited to one segment only. This experiment is arranged not to generalize the population, but to seize the picture of behavioral decision towards viral beauty video.

Before the experiment began, each volunteer should fill the pre-test form. The intention is to determine the daily online video-watching habits of the volunteers. In

Table 4: List of sample video of Middle-User Beauty Influencers.

Middle-User Influencer				
Influencer Name	Subscribers	Video Title	Total Viewers (per April 14, 2019)	Length of Video
Abel Cantika	440,873	Chic & Glowing Neutral Makeup Tutorial - Abel Cantika	2,797,483	9:31
		Skincare Routine - Abel Cantika	2,110,207	9:51
		200k Makeup Challenge - Abel Cantika	1,986,363	7:50
Rahmawati Kekeyi Putri Cantikka	414,923	25k makeup challenge	7,143,919	13:38
		Make up untuk shopping	2,074,735	16:25
		Review Produk Dari Kak Ivan Gunawan	1,828,903	21:46
Titan Tyra	444,905	Korean Makeup Tutorial (Bahasa w/Eng subs)	5,023,222	12:24
		NEW Kylie Lip Kits on Asian Skin	Reviews, Swatches, Dupes + GIVEAWAY!!!	728,920	10:44
		Everyday Makeup and Hair Tutorial Western, Korean, & Japanese Products!	Titan Tyra	520,874	6:01

addition, preliminary questions regarding the familiarity of discussed beauty influencers were also asked.

To begin the experiment, each volunteer will get the questionnaire paper and the list of sample viral beauty videos. Volunteers must watch all videos served. They are allowed to skip the video and watch the video not in a chronological arrangement. However, the volunteers should write on the questionnaire paper their sequence of videos watched and the approximate time where they skip the videos.

After watching each video, the volunteers shall answer questionnaires about virality elements. Then, they shall response to questions about their decision, whether they want to like and share the videos.

3.5. Data Analysis Method

To answer the first research question, proportion percentage method was used on analyzing data. First, the number of "yes" and "no" from each video and each element were calculated. Following that, the total number of "yes" and "no" of each video will be converted into percentage form. Aside of proportion percentage, Chi-Square test

was also performed to determine the difference between viral video element in West's study and the element in this research.

The second question is to define the relation between element of viral beauty videos and behavioral decision taken by audiences. This question was answered by performing a Chi-Square test of independence. Lastly, the third question which comprehend the relation between element of viral beauty videos and level of influencer also used a Chi-Square test. In addition, Marascuilo Procedure was performed to get more of the answer.

4. Data Analysis

4.1. Pre-Test Analysis

Before the experiment, each respondent filled pre-test. The aim of performing pre-test is to know online video watching routine of the respondents. Aside of that, this test also unveils their anterior knowledge of six beauty influencers discussed: Tasya Farasya, Rachel Goddard, IniVindy, Abel Cantika, Rachmawati Kekeyi Putri Cantikka, and Titan Tyra.

4.1.1. Online Video Watching Habit

Table 6 (Author's work) shows the respondents' daily span of watching online video in hour. The least duration of watching online video is less than one hour, and the most-lengthy one is six hours. The most commonly occurring number is 2 hours with 33.33% percentage.

TABLE 5: Online video watching habit of respondents.

Daily Span of Watching Online Video	Frequency	Percentage
Less than 1 hour	1	3.33%
1 hour	3	10%
2 hours	10	33.33%
3 hours	9	30%
4 hours	2	6.67%
5 hours	4	13.33%
6 hours	1	3.33%

Other than identifying the daily duration of watching online video, the pre-test also determines what media that the respondent mostly used when they stream video.

TABLE 6: Media used for online video watching.

Media used for Online Video Watching	Total Mentioned	Percentage
Youtube	30	100%
Instagram	25	83.33%
Twitter	16	53.33%
Line	6	20%
Other (Website)	1	3.33%

According to Table 6 (Author's work), all of the respondents often watch video on stream through Youtube. 83.33% of them also watch online video on Instagram, and around half of the respondents watch it on Twitter. Other than Youtube, Instagram, and Twitter, 20% the respondents also stream the video on Line. Other website is also an option to watch online video.

4.1.2. Preliminary Knowledge

The respondents were asked about their familiarity of six beauty influencers discussed in this study. As we can see from Table 7 (Author's work), all of the respondents know Tasya Farasya. Following Tasya, 96.67% of the respondents know Abel Cantika. There are 23 people who know Rachel Goddard and Rachmawati Kekeyi Putri Cantika. Around 73% of the respondents are familiar with Titan Tyra. Last, only 16.67% of the respondents who are aware of Ini Vindy.

TABLE 7: Familiarity of Beauty Influencers.

Beauty Influencer Name	Total Mentioned	Percentage
Tasya Farasya	30	100%
Rachel Goddard	23	76.67%
Ini Vindy	5	16.67%
Abel Cantika	29	96.67%
Rachmawati Kekeyi Putri Cantika	23	76.67%
Titan Tyra	22	73.33%

From the pre-test, it can be concluded that all of the respondents like to watch online video on Youtube. Moreover, they also know or have watched any of beauty influencers' videos before. Therefore, their preferences fit this study.

4.2. Viral Video Element

There were 18 viral beauty videos analyzed during the experiment. This element of viral video analysis was based on respondents' judgement. Below is the table of viral video element analysis comparing mega beauty influencers video, middle-user influencers video, and the result of previous study (Tyler West's research).

TABLE 8: Percentage portion of viral video element.

Element	Mega Influencer		Middle-User Influencer		Tyler West's Research	
	Yes	No	Yes	No	Yes	No
Length Title	72.96%	25.93%	74.07%	25.93%	75%	25%
Brevity	65.93%	34.07%	64.44%	35.56%	60%	40%
Laughter	39.26%	60.74%	24.81%	75.19%	30%	70%
Surprise	50%	50%	19.63%	80.37%	50%	50%
Irony	28.15%	71.85%	14.44%	85.56%	90%	10%
Famous / Minority People Presence	55.93%	44.07%	56.30%	43.70%	20%	80%
Music	95.19%	4.81%	56.67%	43.33%	60%	40%
Youth	28.15%	71.85%	5.93%	94.07%	35%	65%
Talent	82.96%	17.04%	47.78%	52.22%	60%	40%

To figure out the difference between viral video elements in each level of influencer and those of West's study, a chi-square test was performed. The result shows:

TABLE 9: Chi-square table of viral video element.

Element	P-value	Result
Length-Title	0.948	No Significant Difference
Brevity	0.836	No Significant Difference
Laughter	0.002	Significant Difference
Surprise	< 0.0001	Significant Difference
Irony	< 0.0001	Inconclusive
Famous / Minority People Presence	0.006	Significant Difference
Music	< 0.0001	Inconclusive
Youth	< 0.0001	Inconclusive
Talent	< 0.0001	Significant Difference

4.3. Relation between Viral Video Element and Behavioral Decision

A Chi-Square test was enacted to distinguish the relation between nine viral video elements (length-title, brevity, laughter, surprise, irony, famous people presence, music, youth, talent) and behavioral decisions taken by audiences after watching the video (like and share). The result is illustrated on the table below:

TABLE 10: Chi-square test result of relation between viral video element and behavioral decision.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.846^a	8	.158
Likelihood Ratio	11.822	8	.159
N of Valid Cases	1207		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.55.

Level of significance used in this Chi-Square Test is 0.05. Chi-Square value obtained from this test is 11.846, while the p-value is 0.158. Since the p-value is greater than the level of significance applied, it can be concluded that there is no relation between viral video element and behavioral decision of audiences.

4.4. Relation between Viral Video Element and Level of Influencer

There were two methods performed to comprehend the relation between viral video element and level of influencer. Chi-square approach was conducted right up front. Below is the chi-square test result table.

TABLE 11: Chi-square test result of relation between viral video element and level of influencer.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	76.998^a	8	.000
Likelihood Ratio	79.786	8	.000
N of Valid Cases	2383		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 37.95.

As shown on the table, the chi-square value is 76.998 and the p-value falls below 0.0001. This result suggests that indeed, there is a relation between viral video element with the level of influencer. To know which element that has certain relation, a Marascuilo procedure was completed. The table below shows the result of Marascuilo procedure,

where the value and critical range of each element is compared to identify the outcome of the test.

TABLE 12: Marascuilo procedure result.

Element	Value	Critical Range	Result
Length-Title	0.0056	0.1155	No Significant Difference
Brevity	0.0074	0.1123	No Significant Difference
Laughter	0.0722	0.0222	No Significant Difference
Surprise	0.1519	0.0226	Significant Difference
Irony	0.0685	0.0187	No Significant Difference
Famous People Presence	0.0019	0.0273	No Significant Difference
Music	0.1926	0.0289	Significant Difference
Youth	0.1111	0.0002	Significant Difference
Talent	0.1759	0.0003	Significant Difference

Based on the Marascuilo test, it can be seen that there is a significant difference in surprise, music, youth, and talent elements between two levels of influencer. The proportion of those four elements (surprise, music, youth, and talent) are greater on mega beauty-influencers side. Henceforth, it can be said that surprise element, music and youth presence, and talent needed to produce the video are what makes mega beauty-influencers and middle-user beauty influencers' videos different. In addition, to be a mega beauty-influencer who produces viral beauty video, one has to pay more attention to those 4 elements (surprise, music, youth, and talent).

5. Conclusion and Recommendation

5.1. Conclusion

According to Tyler West (2010), there are nine elements contained in viral videos. Those elements are length-title, brevity, laughter, surprise, irony, minority people presence, music, youth, and talent. Viral beauty videos have similar and different elements with viral video discussed in Tyler West's research. Both viral beauty videos and videos assessed in West's research share the same elements such as short length-title and short duration (brevity). However, viral beauty videos do not have the same laughter, surprise, and talent elements as West's viral videos have. Since West used different wording in his research (minority people presence), this element also shows different result compared to this study (famous people presence). Lastly, there are three elements which have inconclusive results, which are irony, music presence, and youth presence.

The result is inconclusive due to the lack of sample size. In brief, despite having myriad number of viewers, viral beauty videos do not contain the same elements as other viral videos.

Watching viral videos may lead to another thing, that is behavioral decision. The audience can choose what to do with the video; whether to like, to share, or both. Based on the experiment, it can be concluded that there is not enough evidence to say that there is a relation between nine viral video elements and behavioral decisions taken by the audiences (like and share). In short, the nine viral video elements do not affect the likes and the shares awarded by the audience.

On the other hand, this research also identified the relation between nine viral video elements and level of influencers. There are two levels of influencer evaluated, which are mega beauty-influencers and middle-user beauty-influencers. The result shows that indeed, there is a relation between those elements and level of influencers. Compared to middle-user beauty-influencers, mega beauty-influencers tend to possess more surprise, music, youth, and talent elements on their videos.

5.2. Recommendation

There are several suggestions which can be taken from this research. The first one is suggestion for beauty influencers. To mimic the content made by mega beauty-influencers, one shall pay more attention to four elements which are surprise, music presence, youth presence, and talent, since those elements differentiate mega beauty-influencers video and middle-user beauty-influencers video. The last recommendation goes to further research. This study only used 30 people as its sample. Although it is not easy to get many people to do the experiment, it would be better if the researcher uses more than 30 sample in further research.

Acknowledgements

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