

NEW GENERATION OF SOCIAL MEDIA MARKETING: CASE STUDY FEMALE DAILY NETWORK YOUTUBE CHANNEL

¹JESSICA APRILLIA, ²ULANI YUNUS

^{1,2}Master of Strategic Marketing Communications, Communication Department—BINUS Graduate Program, Bina Nusantara University
Jakarta, Indonesia 11480

²Marketing Communication Program, Communication Department, Faculty of Economics & Communication, Bina Nusantara University Jakarta, Indonesia 11480

E-mail: ¹jessica.aprillia002@binus.ac.id, ²uyunus@binus.edu

ABSTRACT

As an information management system, YouTube transforms marketing into structured content that serves as an archive and database to build social media marketing consistently for brands. In order to increase the greatest traffic through audience engagement, YouTube channels are used as a place to promote itself as a brand. There is even a tendency to present employees on YouTube as a business strategy. In the goal of building a brand through a YouTube channel, video content will certainly show an identity both as an independent video talent and as an organization. As the external face of the company, the company employees are seen by consumers and define the “who” a corporation is by showing personality traits that have been defined by the company, which are known as corporate brand personality. This qualitative study aimed to determine the marketing of beauty products constructed in beauty YouTube channel, to know the corporate brand personality constructed in beauty YouTube channel, and to find out the corporate brand personality constructed in the marketing of beauty products on the YouTube channel. The results show that the videos are displayed according to the personality of YouTubers and how they represent themselves through their video contents. On the other hand, corporate brand personality strengthens the personal branding of individuals in the company. Personality created by employees needs to be implemented from inside to outside the organization. Meanwhile, the construction of corporate brand personality in marketing beauty products on the YouTube channel can be seen in how video talents communicate verbally as a self-presentation of a part of the company, but also capable of nonverbal self-impression management. Although the implementation of the corporate brand personality dimension on YouTube channels is not free from risks, this step is worth to be taken.

Keywords: *Beauty Marketing, Corporate Branding, Corporate Brand Personality, Social Media Marketing, YouTube*

1. INTRODUCTION

Beauty product brands want to make consumers feel beautiful and get the ideal beauty portrayed by advertisements. It's just that setting “beauty goals” is not only done by the beauty industry or consumers. However, it is a combination of the beauty that women want to achieve with the ideal beauty represented by an advertising model promoted by the beauty industry. Beauty is not an ideal object used on a person's face, such as a mask, but something that changes women's appearance, experience, and identity [1]. Social media is considered an important role in

influencing the ideal beauty that young women want to achieve [2].

Marketing strategy has changed to follow the development of online communication which is no longer only done face to face, but also through social media and websites [3]. The emergence of digital technology is modifying the way media content works. Now communication has turned two-way, there are posts, even combining audio, visual and text at the same time. [4]. YouTube is an information management system built through various functions as archives and databases that consistently deliver social media marketing to brands [5]. Social media marketing can be simply defined as the use of social media channels to

promote a company and its products [6]. In fact, social media is considered as the main tool in marketing [7].

Social media uses mobile and web-based technology to create highly interactive platforms where individuals and communities share, reproduce, discuss, and modify user-generated content [8]. As a good means for building relationships with customers, brands can create social networking sites by placing brand posts (containing videos, messages, quizzes, information, and other materials) on this brand fanpage [9]. This means building a brand page on social media is a place to provide a source of information that is continuously updated for consumers while at the same time, obtaining brand exposure [10].

Marketing via online videos can be defined as marketing content that is linked to online websites. Online videos engage audiences with both moving images and text at once [11]. By using a video sharing platform, companies are trying to increase engagement by creating videos based on audience opinions and audience responses. Each audience has the power to market themselves, including their ideas, who they are, and what they do. Video content helps companies to connect with audiences by creating experiences and encouraging audience engagement [12].

Video content is compelling because it has a strong emotional effect on the audience. It is no secret that funny, shocking, extraordinary, and inspirational videos will do well in cyberspace. A video is an ideal tool for marketing by providing the opportunity for viewers to enjoy the experience with video talent to show how they feel or act in that situation. In addition, video can be a tool to show off the brand personality, tone, and communication style of the brand [12].

The phenomenon of YouTube beauty vloggers or beauty YouTubers or beauty gurus who upload videos related to beauty and lifestyle that caught the audience's attention was born. It began by making videos as a hobby, ending up being a job, and being considered a celebrity on YouTube. These social media celebrities have their own authenticity displayed in the media, have connections with the audience and other celebrities, and have fun cultures and unique selves [13]. YouTube plays the role of projecting the art of creating a personal brand personality through self-presentation projections according to the actions of YouTubers. Personal branding seems able to develop online community relationships on YouTube through videos uploaded as a forum for branding and self-promotion. In short, YouTube, as

an online communication platform, opens opportunities for someone to promote themselves as a brand [14].

With the right dedication and commitment, the company is able to build a YouTube channel that is thriving and establishing a position as a brand that offers value for its audience and consumers [15]. This is because the YouTube channel and its video contents are substantial extensions of the brand. Therefore, the mission of a brand and a YouTube channel that is able to resonate loudly and clearly can be said to be the success of a channel so that it can attract large audiences. On the other hand, in building a brand through the YouTube channel, video content will certainly show an identity both as an independent creator and an organization [16].

In an organizational context, there is a tendency to present employees on YouTube as a business strategy. As a matter of fact, this is done by YouTube employees to strengthen relationships with YouTube content creators and understand what it means to be a content creator [17]. In most cases, company employees are the external face of the company that consumers see, and they define "who" a corporation is. They embody the personality traits that the company has established [18]. This is called a corporate brand personality and can be reflected in employees' personalities [19], when the company has established a series of appropriate personality traits. Therefore, it is necessary to have consistency with values that can encourage employee behavior to achieve sustainable success and beat competitors [18], especially regarding how to communicate in front of an audience.

Based on recent research related to how social media managers use social media as integration between personal branding and part of employees, it shows that personal branding on social media expands to potential audiences to connect social media managers with their work [20]. This means that social media encourages individual involvement in building corporate branding as well as personal branding.

On the other hand, corporate brand personality will reflect the values, words, and actions of all company employees [21]. It is essential for companies to display creative talents to produce videos with high audience involvement [22]. Consequently, companies are looking for figures who are considered capable of providing opinions and promoting their products online to other users [23]. YouTubers appointed by the company are expected to present non-formal videos

for companies as a means of meaning construction and branding in the organization[24] by combining personal branding from YouTubers [25]. Here, the role of corporate brand personality is present to support the organization in incorporating the personal branding of organizational employees [26].

Of course, YouTubers' personality constructs are considered to influence to attract audiences [27]. On the other hand, User-Generated Contents (UGC) also provides a space for contribution to show that there is audience involvement on social media, which can be illustrated through the audience's endless dialogue about brands [28].

Therefore, this study examined how the construction of video marketing on YouTube channels to grab viewers attention through corporate brand personality, representatives of organizations, and personal branding as seen from video talents through analysis of how verbal and nonverbal communication on video talent also includes YouTube brand elements and comments section constructed by brand.

2. LITERATURE

2.1 Social Media Marketing: Beauty Marketing On Youtube

The marketing strategy has changed following the development of *online* communication which is no longer only done face-to-face, but also through social media and websites. Social media is considered an influential technology to increase sales and is used to persuade the audience to be interested and finally buy a product [3]. The emergence of digital technology is modifying the way media content works. Now communication has turned two-way, there are posts, even combining audio, visual and text at the same time. This network allows for interactive social media marketing without being limited by time and distance [4]. YouTube is an information management system built through various functions as a library. This means that YouTube collects online data that has been labelled so that it displays videos that are similarly characterized. The next function is as a database, meaning that YouTube is able to add data collections and improve its information management through synchronized meta-information through Application Programming Interfaces (API), integrating YouTube videos with other sites with embedded links, as well as detailed

video data in the form of description columns, tags, hyperlinks and user comments. This information management system presents social media marketing consistently for brands [5]. Social media marketing can be simply defined as the use of social media channels to promote a company and its products [6]. In fact, social media is considered as the primary tool in marketing [7].

Social media is considered an essential role in influencing the ideal beauty that young women want to achieve [2]. The emergence of YouTube beauty vloggers or beauty YouTubers or beauty teachers who upload videos related to beauty and lifestyle that attract the audience's attention. It began by making videos as a hobby, becoming a job, and being considered a celebrity on YouTube [13]. With their beauty industry experience, beauty products YouTubers combine video content containing information from the beauty industry with their knowledge about beauty products [29]. The video is displayed according to the personality of YouTubers and how they represent themselves through their video content [30].

YouTube gave birth to the phenomenon of YouTube beauty vloggers or beauty YouTubers or beauty gurus who upload videos related to beauty and lifestyle that attract the audience's attention. It began by making videos as a hobby, becoming a job, and being considered a celebrity on YouTube. The results showed that these social media celebrities have a self-authenticity displayed in the media, have connections with the audience and other celebrities, and have a fun and unique culture [13].

YouTube is considered to have contributed to constructing influential YouTubers' personalities to attract audiences [27]. This is because YouTube beauty vloggers use impression management tactics in conveying the image they want to construct online, starting from verbal and nonverbal expressions, video display, and behavior with a specific purpose. [31].

Although YouTube is said to be able to change beauty marketing communication in terms of presentation, interactive, and the ordinary expert [32], Ma (2017) suggested that future research needs to explore aspects of audience involvement [31] or User-Generated Contents (UGC). UGC allows YouTubers to socialize with their audience through comments so that they can be considered friends. Studies show that the interaction between the audience and the YouTube beauty celebrities gave birth to parasocial interactions or a fairly intimate relationship between the audience and the

media because they are considered trustworthy. It is considered that beauty product companies can improve relations with the target public [33]. In addition, audience engagement is seen as a presumption community, which is a combination of content production and consumption so that YouTubers are able to run business content of their YouTube channel [29]. As a result, YouTube is the foundation of companies' success in the rapid development of content and dedicated subscribers [34] or what can be called an online community that is very interested in beauty [30].

2.2 Corporate Brand Personality on Youtube

Corporate brands can form several valuable associations in customers and critical constituents' minds to help differentiate brands, such as general product attributes, benefits, or attitudes [18]. The corporate brand expresses a corporate identity through visual identity, brand promise, and brand personality. In developing corporate identity and corporate branding, some stakeholders have more influence than others. Therefore, the image of stakeholders affects how the expression of the brand [35].

Dutton, Dukerich, and Harquail first revealed that corporate image can be perceived from corporate identity [36]. A corporate image forms the strength of identifying organizational members that connects cognitive aspects in connecting or disconnecting members to become part of the organization [37]. It can be said that corporate image is a term that partly comes from corporate personality and corporate identity. Until recently, the corporate image has become a useful concept to assist in developing promotional strategies [38].

The corporate image will depend on a number of factors or dimensions: (1) common Product Attributes, Benefits, or Attitudes: the company or company brand can strengthen strong relationships through the use of attributes on the product, (2) people and relationships: the properties that are shown by employees directly or indirectly influencing what consumers think about the products made by the company or services provided by the company, (3) values and programs: reflected through company values and programs that are not always directly related to the product and (4) corporate credibility: measuring the extent to which consumers believe a company can design and provide products and services that satisfy the needs and desires of consumers [39].

Corporate brand personality will form a significant component of a corporate image [18]. Meanwhile, corporate identity is considered to be reflected in the corporate brand personality. With a corporate identity expressed in brand personality, it is possible to see its personality itself [40].

The corporate brand personality will reflect the values, words, and actions of all company employees. In today's competitive market, companies must carefully manage their corporate brand personality [21]. This is because corporate brand personality plays a role in supporting the organization in creating personal branding for organizational employees [26]. With a corporate brand personality that can be reflected in the personality of employees [19], then when the company has established a set of appropriate personality traits, it is necessary to have consistency with values that can drive employee behavior to achieve sustainable success and beat competitors [18].

One useful way to characterize the dimensions of corporate brand personality is through three parts consisting of affective (feeling), cognitive (thinking), and conative (action). In particular, corporate brand personality is associated with 'heart', 'mind', and 'body'. This dimension reflects three distinct personality traits that can guide employees in an organization and influence how others will view the company. The affective of the company consists of two traits: passion and compassion. Companies need to be passionate about serving customers and competing in the market. Also, it is necessary to have compassion for employees, stakeholders, and members of the community around which the company operates [18].

Cognitive in the company has two characteristics: creativity and discipline. Successful companies need a creative approach to serve consumers and win markets. While also adopting a disciplined approach that ensures appropriate and consistent action throughout the organization [18].

Conative in the company contains two characteristics: agile and collaborative. A successful company must be agile in reacting favorably to market changes. Also, using a collaborative approach that ensures being able to work together both from inside and outside the company towards common goals [18].

Although companies use their employees with employee branding as the face of the company on social media [41], employee branding shows how employees live the corporate and brand image, which then channels it to potential customers. In

contrast to corporate brand personality, it focuses on company differentiation through the characters and values that the company constructs to attract potential customers.

3. METHODOLOGY

This article was written through a case study that was researched from 2019 to 2020 regarding the topic of marketing beauty products on the YouTube channels. Based on a search for several YouTube channels that discuss beauty in Indonesia, *FemaleDailyNetwork* is the channel that has the highest number of subscribers [42]. Since its establishment in 2011, *FemaleDailyNetwork* has 845,000 subscribers as of April 15, 2020. Videos that have been uploaded have reached 1,251 with a total of 113,543,364 viewers [42]. Viewers of the *FemaleDailyNetwork* channel are predominantly from Indonesia (58%), Malaysia (19%), and undetectable (13%). The audience age for *FemaleDailyNetwork* is dominated by age 25 - 32 years (female: 22% and male: 13.6%) [43].

Primary data were collected through non-participant observation on the YouTube *FemaleDailyNetwork* channel. Meanwhile, secondary data was obtained from documents ranging from journal articles, books, e-books, and news articles to review corporate brand personality reflected in beauty product marketing videos.

In selecting videos for research, this research refers to the *FemaleDailyNetwork* YouTube channel statistics obtained through noxinfluencer.com [43]. This site is able to track YouTube channels statistics and measure channel growth on YouTube through data obtained from the YouTube API. The following criteria for the video to be observed in this study: (a) video from YouTube channel *FemaleDailyNetwork* most-watched and reflect the marketing of beauty products, (b) engagement or involvement of the highest video that consists of several likes and comments from a video uploaded on *FemaleDailyNetwork* YouTube channel that reflects the corporate brand personality.

The observations were made in two parts. First, video content observation was carried out through videos that focus on exploring verbal communication in *FemaleDailyNetwork* channel video content, and non-verbal communication focused on facial expressions, eye gaze, head movements, hand gestures, and voices. Second, the YouTube brand element will focus on video title elements, video descriptions, video tags, and comment, including seeing how other participants

respond to existing comments. This study sorts the comments on *FemaleDailyNetwork* from 2019 to 2020 that are in accordance with the most responded and most discussed [45] categories with post-comments classification [46].

Data analysis was carried out through the process of data condensation, data presentation, and verification or concluding [47] on six videos from *FemaleDailyNetwork* YouTube. To check the validity of the data in this type of qualitative research associated with corporate brand personality, this research used theoretical triangulation by linking various theories to test their arguments with one another.

4. RESULT AND DISCUSSION

4.1 Youtube Beauty Marketing Construction

Marketing via online video can be defined as marketing content that is linked to an online website. Online video engages the audience with both moving images and texts [11]. By using a video sharing platform, companies are trying to increase engagement by creating videos based on audience opinions and audience responses. Each audience has the power to market themselves, including their ideas, who they are, and what they do. Video content helps companies to connect with audiences by creating experiences and encouraging audience engagement [12].

FemaleDaily, one of the largest beauty communities in Indonesia with 465 thousand members spread across the country, started from the personal blog of the CEO, Hanifa Ambadar, and formed the website femaledaily.com which is now a reference for beauty and fashion info [48]. Not only the website [49], [50] other *Female Daily Network* media, such as Instagram and YouTube are used to obtain information related to beauty in Indonesia [50]–[52].

As a consequence of digital marketing, beauty product companies invite influencers, such as *FemaleDailyNetwork*, as a medium that reaches out to women in the field of beauty products so that *FemaleDailyNetwork* is able to promote their products and brands to the audience [23].

4.1.1 Youtube Brand Element

In brand development, the best test is through the brand element, which is what consumers think about the product or service that the brand presents through certain elements. The whole series of brand elements will form a brand

identity [39]. By reviewing the *FemaleDailyNetwork* YouTube brand element, this study is able to review company communications through video titles, video descriptions, and video tags so that they are able to see commercial strategies to provide a positive image [53]. If a company has a clear, dynamic, and systematic corporate identity system that is communicated effectively through visual identity, the prospects for development and expansion are greatly enhanced [54].

In making a YouTube video, a title that must be concise, descriptive, and interesting is required [55]. In addition, it is necessary (a) to determine keywords that are frequently searched for by the audience, (b) use descriptive phrases, and (c) move the branding word at the end of the title [16]. Based on the six videos analyzed, the six video titles correspond to the same word selection in the video tag. The descriptive phrases in the titles V2, V3, V5, and V6 are quite general, making it easier for potential viewers to find *FemaleDailyNetwork* YouTube videos according to a specific theme. Meanwhile, the *FemaleDailyNetwork's* branding word shown in the title is associated with the video segments on V1, V4, V5, and V6.

YouTube is a site that is used to find information related to beauty, such as reviews of beauty products before purchasing skincare and makeup, as well as a makeup learning tool that initiates the work of MUA (Make-Up Artist) [56]. Therefore, the *FemaleDailyNetwork* YouTube video title simply has a marketing strategy using a title that contains descriptive phrases to make it easier to attract viewers. The use of the word branding is expected to make the *FemaleDailyNetwork* YouTube segment name a strategy to build a strong brand [53].

Meanwhile, the video description also has criteria, such as (a) explaining the details of the video and *channel*, (b) provoking viewers to take action, (c) engaging with brief information about the video, and (d) assisting in searches using relevant keywords.

The video description category consists of (1) details of the video and channel, (2) audience persuasion for specific actions, and (3) a attracting [16].

Video descriptions that contain details of the video are filled with recommended articles related to products found on V1, V2, V3, V5, V6.

This article's inclusion of recommendations is a form of marketing content integration that focuses on the brand's website with YouTube social media marketing.

FemaleDailyNetwork YouTube directs the audience to click on a link that leads to the website via video description [57].

Video descriptions invite the audience to follow the development of video talents seen in V1, V2, V4, V5, and V6. The video description invites the audience to follow video talents' social media is a form of personal branding promotion on social media through the construction of the *FemaleDailyNetwork* YouTube video talents as 'themselves', but also part of the company can be said to be personal branding similar to the branding of the brand shown in the video [47].

A video description that contain a list of products discussed in the video shown in the V1 & V3. Writing a list of products discussed in the video is a form of marketing for *FemaleDailyNetwork* YouTube's beauty products, because companies are aware of the significant effect of YouTubers' popularity on purchasing products and brands recommended by video talents [58].

A video description that includes appreciation for the specific brand sponsored the video shown in the V3 and V5 descriptions. Research related to exploring audience trust and responses to disclosure of sponsored content on lifestyle YouTubers has revealed that disclosure of sponsored videos can increase YouTubers' credibility, so that audience attitudes tend to support videos sponsored by certain brands. However, this can happen if the audience has a positive relationship with the YouTuber. If there is no positive relationship, the audience will see the video as an opportunist or business-related behavior [59].

A Video description that contains a video synopsis can attract viewers to V1, V3, V4, V5, and V6 synopses. These synopses' function is to persuade watching through a few sentences in the first paragraph that will appear in search results [16].

Meanwhile, details from the channel through the audience's invitation to follow the development of the Female Daily Network via website and following other social media are contained in the six videos analyzed. This is done to market beauty products through social media as well as to market content on the Female Daily site [57].

The *FemaleDailyNetwork* YouTube videos' description serves to persuade viewers to read and provide reviews regarding beauty products through the application in the six videos. The presence of FD Apps is a place to filter information before audiences, or potential consumers buy

beauty products [60]. Therefore this video description serves to combine marketing content on the application and marketing beauty products on YouTube.

Furthermore, video tags, which are short phrases that make it easier for potential viewers to find videos have the following criteria: (a) list more general keywords, followed by specific keywords, (b) select words that are similar in explaining the content of the video, (c) select action words to help make tag words more specific and (d) provide separate and combined words at once [16].

The video tag category consists of (1) specific and broad, (2) synonyms, (3) action tags, and (4) keyword concatenation and separation [16]. The six videos analyzed met broad tag standards. Furthermore, the synonyms category is in V2, V3, and V5. Meanwhile, specific categories are found in V2 and V3. There are categories of merging and splitting keywords in V5. The video tags of the six *FemaleDailyNetwork* YouTube videos are sufficient to invite potential viewers, but they are not specific and detailed [16].

The video title, video description, and video tag are part of the YouTube *channel FemaleDailyNetwork*, which is used as a source of information that is continuously updated for the audience while at the same time gaining brand exposure [10].

Table 1: YouTube Brand Element

	"Parfum yang Bikin Pengen Meluk FD Dudes" "Perfumes that Make You Want to Hug FD Dudes"	
	https://www.youtube.com/watch?v=KXI3nDAQzRg	
Title Category	Keywords	The title has the word according to the video tag
	Descriptive phrase in the title	V1 'Perfumes that Make You Want to Hug' The phrase is too specific, so it is difficult for the audience to find.
		V2 'Local Skincare Recommendation' Descriptive phrases are general enough for an audience to find
		V3 'Makeup Tutorial for Teenagers' Has a general character so that it can be easily found by audience
		V4 'Glitter Mask Makes Your Face Glowing Glitter' The phrase is too specific, so it is difficult for the audience to

		find.
		V5 'Taking Care of Her Skin in Her 20s' general enough so that potential viewers find it easier to find.
		V6 'Using Only One Skincare Product Once A Week' Can be easily found by viewers because it is quite general
	Branding Word	V1 Video Segment: FD Dudes
		V2 Online Campaign: #FDLocalPower
		V3 Beauty Product Video: GRWM (Get Ready With Me)
		V4 Video Segment: FD Tried & Tested
		V5 Video Segment: Skincare 101
		V6 Video Segment: Skincare 101
Description Category		Video and Channel Detail
	V2 Video Detail: Recommendations for articles related to products and invite the audience to follow the development of video talent	
	V3 Video Detail: Recommendations for articles related to products, provide a list of products that are discussed in the video and give appreciation to certain brands sponsored the video.	
	V4 Video Detail: invites the audience to follow the development of video talent	
	V5 Video Detail: Recommendations for articles related to products, invite the audience to follow the development of video talent and give appreciation to certain brands sponsored videos.	

		<p>V6 Video Detail: recommendation for articles related to products and invite the audience to follow the development of video talent</p> <p>Channel Detail: Inviting the audience to follow the development of the Female Daily Network through website and follow other social media.</p>			<p>Mask)</p> <p>V5 Fulfills comprehensive tags, synonyms and Keyword Merging and Splitting</p> <p>Compherensive: Female, Daily, Skincare, Skincare101, Mistake, Urutanskincare (Skincare Steps), Urutan (Steps), Retinol, Doublecleanser, Cleanser, Eyecream, Moistuzer, Acnespot, Serum, Gel, Antioksidan, Sunscreen, Recommended, Femaledaily, Beauty, Kecantikan (Beauty)</p> <p>Synonyms: Skincare, Urutanskincare (Skincare Steps), Beauty, Kecantikan (Beauty)</p> <p>Keyword Merging and Splitting: Female, Daily, Femaledaily, Skincare, Urutanskincare (Skincare Steps), Urutan (Steps)</p>
	Persuasion of the audience for specific actions	Persuade the audience to read and give reviews related to beauty products through the application.			
	Attracting	Able to attract viewers by V1, V3, V4, V5 and V6 synopses			
		Does not attract the viewers because the synopsis of V2 only repeats the title of V2			
	Assist in searching	Does not contain additional keywords			
Video Tag Category	Video Tag	<p>V1 Compherensive: Female, Daily, FD Dudes</p> <p>V2 Spesific, compherensive and synonyms</p> <p>Spesific: Sunscreen Wardah (Wardah Sunscreen)</p> <p>Compherensive: Female, Daily, Skincare lokal (Local Skincare), Skincare drugstore (Drugstore Skincare), Sensatia Botanicals, Skincare routine, Lacoco, Avoskin</p> <p>Synonyms: Skincare lokal (Local Skincare), Skincare drugstore (Drugstore Skincare), Skincare routine</p>			<p>V6 Compherensive and synonyms</p> <p>Compherensive: Female, Daily, Skincare, Skincare101, Skincare tips, Rekomendasi skincare (Skincare Recommendation), Toner, AHA, BHA, Cleansing, Serum, Jerawat (Acne), Pori-pori (Posres), Exfoliating, Face wash, Kolagen (Collagen), Anti-aging, Purging</p> <p>Synonyms: Skincare, Skincare tips, Rekomendasi skincare (Skincare Recommendation)</p>
		<p>V3 Compherensive, Spesific and Synonyms</p> <p>Spesific: Emina cushion and Emina pore ranger</p> <p>Compherensive: Female, Daily, Emina, Makeup Remaja (Teens Makeup), Makeup drugstore (Drugstore Makeup), Makeup lokal (Local Makeup)</p> <p>Synonyms: Makeup Remaja (Teens Makeup), Makeup drugstore (Drugstore Makeup), Makeup lokal (Local Makeup)</p>			
		<p>V4 Compherensive: Female, Daily, FD Tried & Tested, Glitter mask, Masker glitter (Glitter</p>			

4.1.2 Comment Section

In research by Schultes, Dorner, and Lehner, comments on YouTube can be categorized into three types, namely discussion post, inferior post, and substatial post. However, this study added one criterion, namely, emotional post. The following is a detailed explanation: (a) discussion post (T1) which shows as if there is a discussion, but the comments contain debate, (b) inferior post (T2) which has content that is not relevant to the video and is associated as negative, (c) substantial post (T3) are comments that are relevant to video content [46] and (d) emotional post (T4) that have positive comments equipped with emojis or emoticons.

The conclusion obtained through the data analysis of the FemaleDailyNetwork Youtube comment sections is that the dominant class of comments is inferior post (T2) and emotional post (T3). The inferior post (T2) is seen in the offensive post category (T2-C4), which can be seen in the comments section of V1, V3, and V6. Meanwhile, emotional post (T3) can be found in the comments section of V1, V2, V3, and V5.

Table 2: Comment Section

Discussion Post (T1)			
V5	"Arinda's Mistake in Taking Care of Her Skin in Her 20s Skincare 101" https://www.youtube.com/watch?v=dSpsm6zFJDg		
Class	Category	Comment	Theme
C1	<i>offensive discussion post</i>	User IG D2SOFC: "I was about to check the price, but there was somebody else who had already checked it. I saw the comment hahaha 😊 decided not to buy it, better to use the money to go on a vacation" User Devia Ratna: "it's cheap tho, only a million (IDR) 🤔🤔🤔"	Response to video regarding V5 product prices
V1	"Perfumes that Make You Want to Hug FD Dudes" https://www.youtube.com/watch?v=KXl3nDAQzRg		
Class	Category	Comment	Theme
C2	<i>normal discussion post</i>	User Bani Eko Wicaksono "Hi Tisnaaaaa! Regards from Jakarta!"	Feedback from video talent
V2	"Day to Night Local Skincare Recommendation #FDLocalPower" https://www.youtube.com/watch?v=qJn27-8p-9c		
Class	Category	Comment	Theme
C3s	<i>normal discussion post</i>	User Dina K.: "Sure it is a must to prove that local products is getting more advanced and able to compete in terms of quality 🙌" User poppy septia: "yes, I'll consider"	Response to a video related to V2 product Feedback from video

		your recommendation, thank youu ❤️"	talent
		User Dian eka: "Thanks, it's very helpful. So I don't have to pause then screenshot over and over again. So I can focus more on listening explanation from poppy without repeatedly play and pause (the video. For Ochell, We still watch it till the end :) Because the video in really informative and educative. Btw, I think it's useless to only know the product without knowing its ingredients and functions"	Other audience response regarding video content
V6	"Using Only One Product Once A Week?? Skincare 101" https://www.youtube.com/watch?v=4_7vX5i2FjM		
Class	Category	Comment	Theme
C3	<i>normal discussion post</i>	User Dyah Indraswari: "My skin is oily, I currently have pent-up acnes so I applied aha bha on my face to make the acnes come out (purging). It's been a month of usage and the purging has stopped. I just have to get rid of the scars"	Personal experience related to the product
Post Inferior (T2)			
V1	"Perfumes that Make You Want to Hug FD Dudes" https://www.youtube.com/watch?v=KXl3nDAQzRg		
Class	Category	Comment	Theme
C4	<i>offensive post</i>	User Hana Roseliza: "It would be more exciting if there were four of them :(because dimas were already trying to be funny, but....."	Expression of concern for video talent
V3	"Makeup Tutorial For Teenagers GRWM" https://www.youtube.com/watch?v=gAYCG3L55H		

k			
Kelas	Kategori	Komentar	Tema
C4	offensive post	User isma wati: "You piece of shit keep talking"	Response to a video related to video talent
		User Frida Magdalena: "There are a lot of sponsored videos in FD now 😊 Less honest review"	Response to a video related to video content
V6	"Using Only One Skincare Product Once A Week?? Skincare 101"		
	https://www.youtube.com/watch?v=47vX5i2FjM		
Class	Category	Comment	Theme
C4	offensive post	User Tri Ratna Indrawati: "Wasn't patient to wait for what was the point. Too much talking."	Response to a video related to video talent
		User Fauzi Putra: "Despite from the product, which I'm using and loving it, but please, white background with white shirt, this is really... annoying"	Response to a video related to video content
		User Your Friend: "damn, white background, white shirt 😊"	
Post Emosional (T3)			
V1	"Perfumes that Make You Want to Hug FD Dudes"		
	https://www.youtube.com/watch?v=KXI3nDAQzR		
Kelas	Kategori	Komentar	Tema
C5	short emotional post	User novia mega: "i see aga&pras, i click 😊"	Concern to video talent
V2	"Day to Night Local Skincare Recommendation #FDLocalPower"		
	https://www.youtube.com/watch?v=qJn27-8p-9c		
Class	Category	Comment	Theme

C5	short emotional post	User Ismayati Anugrah: "what a pity most of avoskin (products) use alcohol and it's one of things that doesn't suit my face 🤔"	Response to a video related to product
		User lil smurf: "Yes, I just heard the name of harletté, something and lacoco namanya. It makes me interested in buying them. 😊"	
		User Dalinda Janah: "Poppy has a very glowing skin, oh god I want it too 😊"	Statement of concern regarding video talent
V3	"Makeup Tutorial For Teenagers GRWM"		
	https://www.youtube.com/watch?v=gAYCG3L55H		
Class	Category	Comment	Theme
C5	short emotional post	User Risthanty Eka: "Please make a lot of rasya's videooo, I like you 🤔🤔🤔🤔🤔"	Statement of concern regarding video talent
		User Hwarien: "The speaking skill is on very point"	
		User honey bee: "I like the way she talks 🤔"	
		User Farysa Renata: "thanksss a lot, I bought it right away, and the result is great 🤔"	Personal experiences related to the product
V4	"Glitter Mask Makes Your Face Glowing? FD Tried & Tested"		
	https://www.youtube.com/watch?v=x_m2msuJhhM		
Class	Category	Comment	Theme
C6	short emotional post	User Fitri Aditya Anwar: "I don't care about the product, I care more about you hahahaha 🤔🤔🤔🤔🤔"	Response to a video related to video talent

V5	“Arinda’s Mistake in Taking Care of Her Skin in Her 20s Skincare 101” https://www.youtube.com/watch?v=dSpsm6zFJDg		
Class	Category	Comment	Theme
C5	<i>short emotional post</i>	User Aisha Ali: “Thank you, Arinda! Useful info as always ♥♥” User Gita Haryadi: “Well, this kind of great delivery. Efficient. Not too much useless stories and talks”	Response tp a video related to video talent
V3	“Makeup Tutorial For Teenagers GRWM” https://www.youtube.com/watch?v=gAYCG3L55Hk		
Class	Category	Comment	Theme
C5	<i>normal emotional post</i>	User Priscilla Laura: “ I really like the way she talks and so happy to see a teenager with a lot of confidence like her and become a makeup reference to a brown-skinned teenager like me ehehe ♥”	Statement of concern regarding video talent
V4	“Glitter Mask Makes Your Face Glowing? FD Tried & Tested” https://www.youtube.com/watch?v=x_m2msuJhhM		
Class	Category	Comment	Theme
C6	<i>normal emotional post</i>	User Dewi Kartika Sari: “Uncle Aga & Uncle Pras you got best regards from my daughter, Michelle aged 11 y.o but her hobby is waiting for your videos 😊😊 she said (you’re) so funny, she wants to shake your hands and take a photo together 🤗🤗” User Rosya Baby: “Finally after hundreds of full moon waiting for this trio, you guys finally showed up	Response to a video related to video talent

		😊”	
Post Substansial (T4)			
V3	“Makeup Tutorial For Teenagers GRWM” https://www.youtube.com/watch?v=gAYCG3L55Hk		
Class	Category	Comment	Theme
C7	<i>contribution with respect to video content</i>	User Fahtia Dwi Cahyani: “I’m a twelfth grader and still don’t know how to use makeup. This (video) is really helping” User Ratel NSyahla: “Finallyyyy, a teenager makeup that brightens skin and doesn’t make your face looks like aunties”	Respons video terkait konten video
V4	“Glitter Mask Makes Your Face Glowing? FD Tried & Tested” https://www.youtube.com/watch?v=x_m2msuJhhM		
Class	Category	Comment	Theme
C8	<i>normal statement</i>	User Sugar Blue: “FINALLLYYYY TRIO BROKEEE!! I REALLY MISSSSSS YOUUU,, the video was just started but aga has already been noisy”	Response to a video related to video talent
V6	“Using Only One Skincare Product Once A Week ?? Skincare 101” https://www.youtube.com/watch?v=4_7vX5i2FjM		
Class	Category	Comment	Theme
C9	<i>normal statement</i>	User Iqbal Mohamad Ayubi: “I just happened to be tired, lazy to do the layering. Right after watching this, I right away tried to practice this technique. Thank u queen bee”	Response to a video related to video content
V3	“Makeup Tutorial For Teenagers GRWM” https://www.youtube.com/watch?v=gAYCG3L55Hk		
Class	Category	Comment	Theme

C10	<i>short statement</i>	User Alifia Taffa: “Please often make teenagers makeup like this”	Response to a video related to video content
-----	------------------------	--	--

Marketing of beauty products on *FemaleDailyNetwork* YouTube is inseparable from the theory of Computer-Mediated Communication, which bridges communication with virtual communities with computers. Now sophisticated technology has given birth to the internet, websites, and even social networks. Consequently, the new media created the concept of “participatory culture”, which was introduced by Jenkins (2006). This concept sees *FemaleDailyNetwork's* interaction as producers and viewers as media consumers who create content and distribute new content [61].

As an extension of Jenkins’ participatory culture concept, YouTube *FemaleDailyNetwork* can be defined as “participatory spaces” by allowing users to participate in commenting on existing content [62]. *FemaleDailyNetwork* is not only a content contributor or media producer but an audience as media consumers. So, *FemaleDailyNetwork's* and video talents, and the audience can swap roles to respond and comment on discussions available in the YouTube comments section. In fact, user-generated content has contributed to making video content popular with the most responded and most discussed categories. The most responded category is the recommended video based on the responses given by users regarding their participation in previous content. Meanwhile, the most discussed category is a video displayed based on a high level of participation via comments as a consequence of user participation in certain content [55].

Here's some feedback from the video talents found in:

User Bani Eko Wicaksono
“Hi Tisnaaaaa! Regards from jakarta!”
V1 comment section

User poppy septia:
“yes, I’ll consider your recommendation, thank you ♥”
V2 comment section

The availability of online discussion forums via YouTube is also considered part of the

“public space” [63] whose concept was introduced by Habermas [64]. This public space is an area that accommodates every individual conversation so that it can be said to be a space for socializing. Within this scope, each individual is free to express opinions regarding the public interest. This communication requires a means to transmit information synonymous with mass media, such as newspapers, magazines, radio, and television.

The public participation space facilitated by the YouTube platform can be linked to “emotional public space” [65], [66]. Lunt and Stenner applied Habermas’ concept of public space by arguing that the audience who watched talk shows can get knowledge and reflection related to the event not only from consensus in opinion but also a mixture of expression, argument, and emotional reflection. This can be seen through several comments with the theme (a) responses related to video talents in the V1 comment section, (b) responses to a video related to product prices are in the V2 and V5 comments sections, (c) responses related to video talents are in the V6 comments section.

User Hana Roseliza:

“It would be more exciting if there were four of them :((because dimas were already trying to be funny, but.....”
V1 comment section

User Ismayati Anugrah:

“what a pity most of avoskin (products) use alcohol and it’s one of things that doesn’t suit my face ♥”
V2 comment section

User IG D2SOFC:

“I was about to check the price, but there was somebody else who had already checked it. I saw the comment hahaha 😊 decided not to buy it, better to use the money to go on a vacation”
V5 comment section

User Devia Ratna:

“it’s cheap tho, only a million (IDR) 🤔🤔🤔”
V5 comment section

User Tri Ratna Indrawati:

“Wasn’t patient to wait for what was the point. Too much talking.”
V6 comment section

The message exchange space can be seen in the YouTube comments section. Comments on YouTube are a message exchange space that allows the audience to send and receive information [67].

Based on a review of the six videos, the communication in the *FemaleDailyNetwork* YouTube comment section focuses on User-Generated Contents (UGC), a contribution space that shows audience engagement on social media, which can be described through endless dialogue about brands by audience [28].

The comments that exist between the video talents and the audience of *FemaleDailyNetwork* can be said to be an implementation of the new media theory that views YouTube as the use of new communication technology and new exploration of using old technology to change social meaning in the context of beauty product marketing communication [68]. Obviously, an internet connection is able to strengthen the audience bond with *FemaleDailyNetwork*, which connects the private sphere to the public through public discussions with the YouTube platform [69]. However, unfortunately, the video talents' comments did not dominate the comments column of the six videos analyzed.

In addition, audience engagement is seen as a prosumption community, which is a combination of content production and consumption so that YouTubers are able to run business content of their YouTube channel [29]. Participatory culture in creating informal mentorship creating "Community of practice (CoP)", which can be considered as a collection of individuals who gain and deepen knowledge related to their interests based on interactions in the YouTube virtual community [70]. As a result, YouTube is the foundation of companies' success in the rapid development of content and dedicated subscribers [34] or what can be called an online community that is very interested in beauty [30]. Therefore, brand image is not under the company's total control, but also through the contribution of media consumers [71]. Following are examples of comments that convey interest in *FemaleDailyNetwork*:

User Dalinda Janah:

"Poppy has a very glowing skin, oh god I want It too 😊"

V2 comment section

User Tri Ratna Indrawati:

"Please make a lot of rasya's videooo, I like youu 🍀🍀🍀😊😊😊"

V3 comment section

User Alifia Taffa:

"Please often make teenagers makeup like thiss"

V3 comment section

User Dewi Kartika Sari:

"Uncle Aga & Uncle Pras you got best regards from from my daughter, Michelle aged 11 y.o but her hobby is waiting for your videos 😊😊 she said (you're) so funny, she wants to shake your hands and take a photo together 📷📷"

V4 comment section

User Aisha Ali:

"Thank you, Arinda! Useful info as always ❤️❤️"

V5 comment section

User Gita Haryadi:

"Well, this kind of great delivery. Efficient. Not too much useless stories and talks"

V5 comment section

User Iqbal Mohamad Ayubi:

"I just happened to be tired, lazy to do the layering. Right after watching this, I right away tried to practice this technique. Thank u queen bee"

V6 comment section

Unfortunately, not all audience interactions in the comments sections are interested in *FemaleDailyNetwork* and left positive comments. This can be seen in response to a video related to video content comment section theme that can be found in the V3 and V6 comment sections.

User Frida Magdalena:

"There are a lot of sponsored videos in FD now 😊
Less honest review"

V3 comment section

User Fauzi Putra:

"Despite from the product, which I'm using and loving it, but please, white background with white shirt, this is really... annoying"

V6 comment section

The presence of YouTube media, which acts as a video media sharing site, is able to combine message production and distribution so that it becomes an ideal space to connect with other individuals. There are four characteristics of YouTube that facilitate the growth of participatory culture: (1) the easy operation of YouTube makes users watch videos diligently. Some users do not contribute to the virtual community located in the comments section. However, some feel comfortable contributing to the comments section. This

interaction often motivates channel creators to create more interactivity-provoking videos. For example, it can be seen from the YouTube analytics V1 data obtained on March 19, 2020, which achieved a total number of views of 88.44 thousand with an average viewership of 10.6% of the total subscribers of 845,000 as of April 15, 2020 [42]; (2) YouTube platform makes it easy for users to create and share content. Content that is shared frequently and involves the contribution of many users will become popular content. The more contributions, the users feel part of a community, so that they become more loyal to the YouTube channel. This can be seen in V4 comments by User Rosya Baby: "Finally after hundreds of full moon waiting for this trio, you guys finally showed up 😊"; (3) video tutorials are considered to be one of the most popular videos among YouTube users. YouTubers are considered to have contributed in providing guidance or mentorship. This guidance is informal and is not regulated by the YouTube platform, so media consumers are expected to take responsibility for the content they absorb. This can be seen in the V3 comment section by User Fahtia Dwi Cahyani: (2) YouTube platform makes it easy for users to create and share content. Content that is shared frequently and involves the contribution of many users will become popular content. The more contributions, the users feel part of a community, so that they become more loyal to the YouTube channel. This can be seen in V4 comments by User Rosya Baby: "Finally after hundreds of full moon waiting for this trio, you guys finally showed up 😊"; (3) video tutorials are considered to be one of the most popular videos among YouTube users. YouTubers are considered to have contributed in providing guidance or mentorship. This guidance is informal and is not regulated by the YouTube platform, so media consumers are expected to take responsibility for the content they absorb. This can be seen in the V3 comment section by User Fahtia Dwi Cahyani: "I'm a twelfth grader and still don't know how to use makeup. This (video) is really helping"; and (4) participation by media producers and consumers is considered to have a significant contribution to virtual communities. Especially if YouTubers read and respond to "fans" to retain their audience and get more views. This can be seen in User Bani Eko Wicaksono "Hi Tisnaaaaa! Regards from Jakarta!" in the V1 comment section [72].

Consequently, beauty product YouTubers such as *FemaleDailyNetwork* YouTube are considered to have a more significant influence on

specific consumer markets. This is due to the trust that the audience has in their favorite YouTubers, so they tend to buy beauty products that have collaborated with the YouTubers' brand. Not surprisingly, this collaboration is mutually beneficial between YouTubers and the beauty industry -YouTubers have exposure in the beauty industry, and the brand will attract consumers beyond their target audience [34].

User Dina K.:

"Sure it is a must to prove that local products is getting more advanced and able to compete in terms of quality 🐦"

V2 comment section

User lil smurf:

"Yes, harletté, something and lacoco namanya. It makes me interested in buying them. 😊"

V2 comment section

User Farysa Renata:

"thanksss a lot, I bought it right away, and the result is great 🌸🌸🌸"

V3 comment section

User Dyah Indraswari:

"My skin is oily, I currently have pent-up acnes so I applied aha bha on my face to make the acnes come out (purging). It's been a month of usage and the purging has stopped. I just have to get rid of the scars"

V6 comment section

The internet-based world opens opportunities for free individuals to express themselves through information exchange [73]. Although the presence of cyberspace provides access to much freer interactive discussions [74] there are anonymous accounts that are often used by young people to express opinions freely [75]. Because it is possible that the user's identity used to comment on YouTube is not their real name. Moreover, there is no strict prohibition for users to stop using pseudonyms [74].

User honey bee:

"I like the way she talks 🍯"

V3 comment section

User Sugar Blue:

"FINALLLYYYY TRIO BROKEEE!! I REALLY MISSSSSS YOUUU,, the video was just started but aga has already been noisy hahaha"

V4 comment section

User Your Friend:

“damn, white background, white shirt 😊”

V6 comment section

The YouTube platform allows information exchange, and virtual communication is born. A virtual community consists of a group of people who may not meet in the real world but are able to exchange ideas via a computer-mediated space [76]. Virtual friends are defined as people who have the same values and interests [77] who have an identity that is constructed through the combination of real and virtual identities [76]. In fact, a person can have as many electronic personas as he can create and continue to grow [78]. The following are the dimensions of a virtual community: (a) feelings of membership that arise when they are considered to be part of a community so that they feel emotionally safe along with the investment of individual time in the community, as commented by User Ratel NSyahla: “Finallyyy, a teenager makeup that brightens skin and doesn’t make your face looks like aunties” in the V3 comment section; (b) the feelings of influence that arise when they feel they have and are influenced by the community, such as the comment from User Priscilla Laura in the V3 comment section “I really like the way she talks and so happy to see a teenager with a lot of confidence like her and become a makeup reference to a brown-skinned teenager like me ehehe ♥”; (c) integration and fulfillment of needs to describe the feeling of being supported by members of the community while also supporting others so that the needs of each member are met, such as in the V2 comment section presented by User Dian eka: “Thanks, it’s very helpful. So I don’t have to pause then screenshot over and over again. So I can focus more on listening explanation from poppy without repeatedly play and pause (the video. For Ochell, We still watch it till the end :) Because the video in really informative and educative. Btw, I think it’s useless to only know the product without knowing its ingredients and functions”; (d) shared emotional connection, which shows feelings in a relationship that have shared memory and passion the same. This can be developed through consistent and quality interactions to strengthen existing ties, as in the V4 comment section expressed by User Fitri Aditya Anwar: “I don’t care about the product, I care more about you hahahaha 😊😊😊🌸🌸🌸” [79].

Interactions that occur in the comment section are actually difficult to control [73] so that

there are comments class divisions that tend to be positive, i.e., post substantial and post emotional. In addition, there is also a class division of comments that tend to be negative, namely, post discussion, and post inferior [46].

Comment sections form synchronous online meetings, linking the private sphere to the public via public discussion with an email-connected platform [69]. As a result, the company can receive feedback from the audience to present the video that the audience wants [80].

User Fahtia Dwi Cahyani:

“I’m a twelfth grader and still don’t know how to use makeup. This (video) is really helping”

V3 comment section

4.1.3 Verbal Communication

FemaleDailyNetwork Youtube acts as an advisor and role model, which provides access for video talents to reveal themselves to attract audiences and increase subscribers [81]. In this case, new media such as YouTube are considered to have contributed to constructing influential YouTubers’ personalities to attract audiences [27].

According to the process, communication is divided into two kinds, namely verbal and non-verbal, which applies both when delivering and receiving messages [82]. Verbal communication is the words that you say, hear, read, and write. The choice of words in verbal communication determines the message to be conveyed and how it is received [83].

Based on the analysis of verbal communication carried out on six *FemaleDailyNetwork* YouTube videos, it is clear that the video talents interacted with the audience at the opening of the video, especially in the opening greetings and video purpose) [31]. The video purpose being presented is followed by persuading the audience to keep watching the video. This pattern is seen in all six videos. An example is as seen in the following quote from V2 and V6:

““There is something special, because today I will share a skincare routine that you can try, but all of them are local products.”” (0.07)

“If you want to know more, keep on watching” (0.17)

V2 verbal communication

“This time, I want to discuss one of my skincare routines, which I've been doing for the last two

years. Every week, I only use one type of product once a week— at night. Only one, but it was quite successful in making my skin looks healthier, brighter, and cleaner when I wake up.” (0.21)

“If you want to know what product is, Keep on watching.” (0.36)

V6 verbal communication

The closing section also voices the theme of interaction with the audience by inviting the audience to give action related to the video and saying thank you for watching the video to the audience. This can be seen in the six videos analyzed.

“Okay, so if you guys have tried this product, don't forget to also review it in the FD review, which you can check in the application and also on the web.” (27.38)

“Okay, that's my long video today, Thank you so much for watching, and see you next time, bye.” (27.47)

V5 verbal communication

The theme of interacting with the audience is the implementation of marketing beauty products through *FemaleDailyNetwork* YouTube, which is delivered by video talents as company representatives to convey marketing messages so that it can become a forum to increase brand awareness by generating activities and discussions related to brands [57] or products discussed in the video.

The opening and closing parts of the video are dominated by interaction with the audience as part of the employees. So, this is a little different from Tarnovskaya's [25] statement which considers the use of the greeting ‘you’ or ‘you (guys)’, asking the audience's opinion on something and inviting the audience to provide further content suggestions in the comments section as part of the stage of video talents in building personal branding from YouTubers.

The core part of the video shows the marketing of *FemaleDailyNetwork* YouTube beauty products, namely with visible themes, (a) product recommendations (V1, V2, V3, V5, V6), (b) positive opinions regarding products (V2, V5), (c) product usage descriptions (V3, V5, V6), (d) talk to fellow video talents (V1, V4) and (e)

declarations of having tried the featured product (V2, V3). It is clear here that video talents convey marketing communications related to beauty products, except for the talking to fellow video talents category.

Product recommendation is the marketing of beauty products as a consideration for the audience before buying a product [58]. Here is a snippet from V2 showing the recommended product categories.

“Next, I have my favorite facial mist. From Sensatia Botanicals, it's Aloe and Cucumber Facial Mist. I've also discussed this in **FD Monthly Favorite.**” (11.24)

V2 verbal communication

Positive opinion regarding the product can explain the opinions, attitudes, and beliefs of video talents related to product recommendations [83]. The following is a video snippet analyzed on the theme of positive opinion regarding the product:

“I really like this, it's about to run out and I will definitely use the second bottle “ (12.10)

V2 verbal communication

The product usage description theme is a *FemaleDailyNetwork* YouTube product marketing that is broadcast to educate the audience regarding the use of the product [70] and how to use it [13]. The following is a video snippet analyzed with the theme of the product usage description:

“Then, for example, if it is massaged long enough, around 30-60 seconds, over time, there will be something like grains coming out of the *makeup* remnants and maybe lifting the dirt remnants in my pores.” (3.14)

V5 verbal communication

Most *YouTubers* do monologues on their videos [84]. However, *FemaleDailyNetwork* YouTube is unique because there are two videos (V1 and V4) with more than two talents, so there is a theme of talking to fellow video talents. The following is a video clip analyzed with the theme of talking to fellow video talents stating that the role played by video talents is employees:

“I used it only when i was in high school, anyway. I kept changing my perfume during high school, the point is I think my high school perfume was Dunhill, because my dad used it too. For me,

perfume is hereditary. I mean like I asked my dad what perfume he used to use. I think it smelled like Dunhill, right back in time, their (perfumes) *freshness* were similar to 212 Men.” (6.16)

“Yea, remembering the old days when I was still experimenting with perfume, I couldn't buy it myself, I started working, I could buy everything I wanted myself . “ (13.47)
V1 verbal communication

Meanwhile, the role of video talents as a promotion for themselves is shown in the following sections:

“Aga, he’s great. He's always successful, you know, Pras” (4.39)

“But he’s not really cool tho, You’re really cool, aren’t you?” (6.42)

V4 Verbal Communication Snippets

The theme of the declaration of having tried the products displayed is a discussion related to beauty products purchased and used by talent videos, or it can be called a "consumption exhibition" to persuade the audience [13]. The following is a video snippet analyzed with the theme of the declaration of having tried the product shown:

“I really use it that often, especially in the office. If I feel tired and sleepy, I usually spray it.” (11.40)
V2 verbal communication

If the relationship between the *FemaleDailyNetwork* YouTube channel and the audience continues to be nurtured, it can lead to a parasocial relationship to be commercially successful [85]. In effect, YouTube is the foundation of its success in enhancing relationships with target audiences [33].

It can be said that YouTube as a social network is supported by the theory of new media whose communication network simplifies the form of human interaction [86] by reframing consumer and organizational relationships [87] and creating new lifestyles [88], including marketing beauty products through video marketing.

The categories of verbal communication previously adopted from Ma [31] are listed in Table 1.

Table 1: Verbal Communications

Video Section	Category	Verbal Communication
Opening	Greetings	Interact with the audience in the six videos that are opened with greetings and resume the video theme by persuading the audience to keep watching the video
	Self-introduction	
	Video Purpose	
Video Section	Category	Verbal Communication
Video Essence	Product Recommendation	Video talents provide recommendations for consideration for the audience before buying a product, found on V1, V2, V3, V5, V6.
	Positive opinions related to the products	Get to know video talents through the opinions, attitudes and beliefs of the speaker related to a matter, such as selecting product recommendations found in V2, V5
	Product usage descriptions	Video talents educate the audience related to the use of the product and how to use it in V3, V5, V6.
	Talk to fellow video talents	Although most YouTubers do monologues on their videos, marketing video also involves interaction if its talent is more than one, as seen in V1 and V4.
	The declaration of having tried the products displayed	Persuades the audience through the products that have been purchased, used and useful for

Video Section	Category	Verbal Communication
Closing	Invite the audience to take action related to the video	Interact with the audience by inviting the audience to take action related to the video and thank the audience for watching the video
	A big thank you for watching the video to the audience	

4.1.4 Nonverbal Communication

Video content is compelling because it has a strong emotional effect on the audience. It is no secret that funny, shocking, extraordinary, and inspirational videos will do well in cyberspace. A video is an ideal tool for marketing by providing the opportunity for viewers to enjoy the experience with video talents to show how they feel or act in that situation. In addition, video can be a tool to show off the brand personality, tone, and communication style of the brand [12].

Observation of nonverbal communication is a data collection method carried out by paying attention to the interaction of research subjects expressed through actions, behavior, and vocal quality when communicating messages verbally to influence the interpretation of messages received [83]. This means, even though the words are pronounced the same, the way they are conveyed stimulates the spoken meaning through non-linguistic symbols [83], [89].

After analyzing the six *FemaleDailyNetwork* YouTube videos, the dominant nonverbal communication was eye gaze (V1, V2, V3, V5 and V6) and hand gestures (V3, V4, V5 and V6).

The eye gaze shows the direction of the interlocutor's perspective and the focus of attention according to the interaction taking place [90]–[92]. The gaze towards the camera stands out in the six videos analyzed in V2, V3, V5, V6. The gaze at the camera can be symbolized as an interaction with the audience. Even though the video was shot in the studio, the video talents realized that they had a friend to talk to after the video was finished and uploaded to YouTube [93]. The interaction of a company as a “YouTuber” with its subscribers is essential. Companies act as role models through their content. Also, try to get followers to identify

their marketing videos so that they get more followers. Usually, a video ends with a request to 'subscribe' to their YouTube. In addition, the audience can press the 'like' or 'dislike' button and take advantage of the comments section to share ideas and opinions [81].

It is crucial to observe hand gestures in seeing the construction of *FemaleDailyNetwork* YouTube's beauty product marketing because it is related to examinations or reviews [94] products or presenting products to the audience [32]. Conversation gestures are the dominance seen in V3, V4, V5, and V6. Conversational gestures can occur through three factors (a) movements performed in the conversation by the speaker, (b) these gestures occur in coordination with speech, and (c) these movements are related to the content of the speaker's speech.

Hand gestures form impression management construction for video talents to convey the company's image through YouTube through nonverbal self-presentation behavior [31]. Impression management shows how the image that someone wants to construct in self-presentation to position oneself as a personal brand or personal branding in interactions with audiences through marketing video recordings [14]. can be said, personal branding is used as self-centered promotion through a marketing communication perspective by selling one's identity as part of the company and oneself to the target audience. That means self-promotion highlights the attributes worn by individuals in part of the company but also differentiates themselves from other individuals [95].

Table 2: Nonverbal Communication

Video Section	Category	Nonverbal Communication
Opening	Greetings	Warm Voices (V1, V2, V4 and V5).
	Self-introduction	Eye gaze to the camera (V1, V2, V5 and V6).
	Video purpose	Conversation gestures (V3, V4 and V5).
Video Section	Category	Nonverbal Communication

Video Essence	Product recommendation	Eye gaze to the product (V1, V2, V3, V4, V5) and eye gaze to the camera (V1, V2, V5, V6).
	Positive opinions related to the products	Conversation gestures (V1, V2, V5, V6) and eye gaze to the camera (V3, V5, V6)
	Product usage descriptions	Conversation gestures (V2, V4, V5, V6).
	Talk with humour or cheerful tone	Eye gaze to the camera (V1 & V3) and eye gaze to other talents (V1 & V4)
	Talk to fellow video talents	Eye gaze to other talents (V1 & V4).
	Throwing jokes to entertain the audience	Eye gaze to other talents (V1)
	The declaration of having tried the products displayed	Eye gaze to the camera (V2, V3, V5) and conversation gestures (V4 & V5).
Video Section	Category	Nonverbal Communication
Closing	Invite the audience to take action related to the video	Eye gaze to the camera (V1, V2, V4, V5) and conversation gestures (V1, V3, V4, V5 and V6).
	A big thank you for watching the video to the audience	Eye gaze to the camera (V1, V2 and V4).

Impression management of video talents can be done in four ways, namely: (1) creating a pleasant or likable impression by saying words or actions that agree with, volunteering, or offering assistance as shown in the snippet from V5: “I will gladly hear what experiences you have.”; (2) build an impression of dedication through an impression that shows loyalty and honesty like the sentence contained in V2: “I really like this, it's about to run out and I will definitely use the second bottle.”; (3) construct a message that the products used are not always positive, such as the product testimonial found in V4: “I don't think it's not enough, so we can't apply too much, it's really saving.” and (4)

Creating an impression of asking such as the sentence in V5: “I also want to know what mistakes you guys have skincare done at your younger ages.” [31].

Communication practice on YouTube is considered a new form of ‘culture of participation’ which has three aspects, namely (1) presentation, (2) interactive, and (3) the ordinary expert. When explaining beauty products' marketing, the *FemaleDailyNetwork* YouTube's video talent presented herself as her own person [32]. For example, Imani threw humor at V4 through nonverbal communication, Aga's happy expression, and Imani's eye gaze at the product: “I really regret it, can I change the colors? Hehe” (4.49).

Video talents compose sentences that invite responses from the audience through the comments section [32]. For example, in the category invite the audience to give video-related action on V2, which was expressed by Poppy through the eye gaze to the camera and head movements showing a friendly attitude to the audience: “That’s all from me at **Skincare 101** this time, I'm sure you must have tried wrong from one of the local skincare I mentioned earlier, so don't forget to mention which one is your favorite, or what makes you most curious about which one.” (14.29).

Video talents can build professional skills as constructing the role that is being presented. Professional skills here means presenting knowledge related to the behavior expected by the audience for audience understanding [26]. Video talents are able to provide information related to products and beauty or provide tutorials related to their understanding [96]. One of the ways to see this is through the presentation of the *Votre Peau Facial Sun Shield SPF 50* product by Arinda on the V5 through eye gaze at the camera and conversational gestures: “Because they just did reformulation. Actually the texture is the same as their previous Sun Shield. But now it is covered with PA ++. So this sunscreen now can protect your skin from UVA and UVB rays. This sunscreen also contains Tranexamic Acid and Salicylic. Acid, so for those of you who have problems with acne, you don't need to worry about wearing sunscreen that will create even more breakouts because even my acne-prone skin, this sunscreen doesn't create more acne on my skin” (22:07).

4.2 Corporate Brand Personality Construction on YouTube

This study aims to review the corporate brand personality that can be associated with the dimensions of the corporate image [18]. Dutton, Dukerich, and Harquail (1994) first revealed that corporate image can be perceived from the corporate identity. This research focuses on two keys of corporate image, namely based on what members of the organization believe and based on members' beliefs regarding what external parties think of the organization. In addition, the external corporate image interpreted by organizational members affects the level of connection between individuals and organizations. This connection is associated with symbolic interactions that state that organizational members know themselves through others' impressions [37].

To get to know the impression the audience has on FD members, they can review the dimensions of the corporate image, which consists of (1) common product attributes, benefits, or attitudes which believe that the company or company brand can strengthen strong relationships through the use of product attributes; (2) people and relationships that show associations corporate image can reflect the characteristics of company employees; (3) values and programs see associations corporate image reflected through company values and programs that are not always directly related to the product and (4) corporate credibility highlights a number of related associations corporate image that measure the extent to which consumers believe a company can design and deliver products and services that satisfy consumer needs and wants [39].

4.2.1 YouTube Brand Element

Consistency between product brand personality and corporate personality can lead to increased preferences for brands [97]. Therefore, after reviewing the corporate image dimensions, it can be related to the components of the corporate brand personality [18]. The dimensions of common product attributes, benefits, or attitudes show how the *FemaleDailyNetwork* YouTube video title can be created to attract viewers with descriptive phrases that make it easy to search for branding words related to video segments. This means that the video title can represent a creative company to serve the audience and win the market through the cognitive aspects of the corporate brand personality dimension, to be precise in the creative nature [18].

The people and relationships dimension that show associations corporate image can reflect company employees' characteristics [39]. The

video description provides information through a video synopsis that is able to captivate the audience and an invitation to follow the video talents' social media. This means that the elements of video descriptions can collaborate with video marketing and bring personal branding of video talents to carry the conative aspect, to be precise, a collaborative nature [18].

The values and programs dimension sees the corporate image association reflected through the company's values and programs, which can be seen in using the word branding in the V2 video title, which reflects the *FemaleDailyNetwork: #FDLocalPower* online campaign. This campaign involves *FemaleDailyNetwork* as a company projection to present content by utilizing local products [39]. Therefore, it can fulfill the affective aspect, to be precise compassionate, because it can become a forum for stakeholders in beauty products.

Based on the three corporate credibility dimension, which shows a video description used by *FemaleDailyNetwork* to link articles related to videos, providing a list of products discussed in the video and providing tags can be assessed as *FemaleDailyNetwork* YouTube's sensitivity in providing one of the content most liked by viewers [52]. It can be concluded that the *FemaleDailyNetwork* YouTube description and video tags fulfill affective aspects, especially passionate ones who need to be passionate about serving the audience and competing in the market [18].

4.2.2 Comment Section

The common product attributes, benefits, or attitudes dimension show how companies can use the comments column as a place to interact with the audience. Therefore, it can fulfill the conative aspects of the corporate brand personality dimension, to be precise collaborative, which shows the collaboration between video talents and the audience to create interactions in the comments section.

Judging from the people and relationships dimension, which shows associations, shows that corporate image association can reflect the characteristics of company employees that show cognitive aspects and be precise creative in corporate brand personality because they try to win the market through the character of talent video.

The values and programs dimension fulfills the affective aspect, to be precise passionate because *FemaleDailyNetwork* is able to serve

customers and compete in the market through comments that support the company's efforts to empower local products in its videos.

The corporate credibility dimension shows the response that the content is useful for the audience, meaning that the *FemaleDailyNetwork* comment section fulfills the conative aspect, to be precise agile because it is agile in reacting favorably to market changes.

4.3 Corporate Brand Personality Construction in YouTube Beauty Product Marketing

Beauty product YouTube channels forge bonds between the beauty industry and consumers. The bonds between the beauty industry and online communities allow for community and commercial engagement [30]. Beauty product YouTubers position themselves as part of the online community. They consider themselves as “brokers” or knowledge intermediaries from the beauty industry with knowledge of the YouTube beauty community. With their beauty industry experience, beauty products YouTubers combine video content containing information from the beauty industry with their knowledge about beauty products [29]. The video is displayed according to the personality of YouTubers and how they represent themselves through their video content [30].

FemaleDailyNetwork has a role in delivering informal communication related to products, brands, and information related to beauty that attracts potential audiences. That is, the product being promoted is not only communicated with the positive sentiment but also by using it, then giving positive reviews [98].

4.3.1 Verbal Communication

An investigation of the corporate brand personality dimension associated with the corporate image, common product attributes, benefits, or attitudes dimensions states that marketing videos for beauty products delivered by talent videos are able to provide a platform for the *FemaleDailyNetwork* YouTube channel to continue to grow with the marketing of its beauty products. Therefore it is able to meet the conative aspects, especially in agile. Video talents serve as a concrete step for *FemaleDailyNetwork* in determining profitable beauty product marketing.

The people and relationships dimension that shows corporate image associations can reflect the characteristics of company employees, both present in the video and several other video talents.

Here, video talents act as a marketing message messenger who is passionate about serving the audience to fulfill the affective aspect, especially passionate.

The values and programs dimension sees the corporate image association reflected through the company's values and programs shown through online campaigns. This means that the dimensions of corporate brand personality that are reflected are affective aspects, especially compassionate. This is because YouTube *FemaleDailyNetwork* wants to increase audience awareness to support local products' empowerment as daily use of beauty products.

The corporate credibility dimension shows *FemaleDailyNetwork* YouTube through various video themes that are presented consistently presenting educational beauty product marketing. That said, fulfilling the cognitive aspects, precisely discipline.

4.3.2 Nonverbal Communication

Based on the search for the corporate image dimensions, common product attributes, benefits, or attitudes, nonverbal communication, eye gaze to the camera, and conversation gestures can be linked to the conative aspects of the corporate brand personality dimension, to be precise collaborative. This is because nonverbal communication is used when inviting audiences to take action related to videos to improve the quality of *FemaleDailyNetwork* YouTube videos.

The dimensions of people and relationships that show associations corporate image can reflect company employees' characteristics [39]. Based on the six videos studied, they had nine talents video: Aga, Arinda, Bani, Dimas, Hani, Imani, Poppy, Pras, and Rasya. This can be related to cognitive aspects, to be precise creative. This is because the company utilizes the YouTube channel *FemaleDailyNetwork* to serve the needs of beauty product information through the presence of video talents that have their own characters.

The values and programs dimension sees recommending products using conversational gestures and emphasizing voices, which means that the message conveyed is essential concerning the purpose of V2 video, namely recommendations for beauty products produced by local brands. This means that it can be related to the affective aspect and be precise and passionate about introducing marketing videos with local products.

Based on the three dimensions of corporate credibility which state (1) a combination of nonverbal communication eye gaze to the camera, conversational gestures, and emphasizing voices when explaining the use of Emina Cheek Lit Cream Blush products which create an important message impression how to use a product as if Rasya was an expert who understood beauty products, (2) positive product reviews with eye gaze to the camera and conversation gestures from Arinda reveal Arinda's identity as part of *FemaleDailyNetwork* that this media provides product opinions so that it can be trusted, (3) product recommendations on V2 which have nonverbal communication eye gaze to a camera that states Poppy as a representative for *FemaleDailyNetwork* as a credible medium that wants to connect with audiences. This means it can adopt the corporate brand personality dimension, cognitive, to be precise discipline. This is because even though YouTube *FemaleDailyNetwork* has several talents, the company is still trying to consistently provide information that can be useful for viewers to become a credible medium in the marketing of beauty products.

5. CONCLUSIONS

This study aimed to determine the marketing of beauty products constructed in beauty YouTube channel, to know the corporate brand personality constructed in beauty YouTube channel, and to find out the corporate brand personality constructed in the marketing of beauty products on the YouTube channel.

The research result states that the marketing strategies have changed following the development of online communication which is no longer only done face to face [3]. The emergence of digital technology is modifying the way media content works. Now communication has turned two-way, there are posts, even combining audio, visual and text at the same time. This network allows for interactive social media marketing without being limited by time and distance [4]. As an information management system, YouTube transforms marketing into structured content that serves as an archive and database to build social media marketing for brands consistently [5]. In order to increase the greatest traffic through audience engagement, YouTube channels are used as a place to promote itself as a brand [14], [99].

As a consequence, now the world of beauty has YouTube beauty vloggers or beauty YouTubers or beauty teachers who upload videos related to beauty and lifestyle that attract the

audience's attention. It began by making videos as a hobby, ending up being a job, and being considered a celebrity on YouTube [13]. With their beauty industry experience, beauty products YouTubers combine video contents containing information from the beauty industry with their knowledge about beauty products [29]. The videos are displayed according to the personality of YouTubers and how they represent themselves through their video contents [30]. In this case, new media such as YouTube is considered to have contributed to constructing YouTubers' influential personalities to attract audiences [27]. Besides, beauty product YouTubers position themselves as part of the online community. They consider themselves "brokers" or knowledge intermediaries of the beauty industry with knowledge of the YouTube beauty community [29].

It cannot be denied that YouTube projects the art of creating personal brand personality through self-presentation projections according to the actions of employees who also act as video talents or YouTubers [14] which can be drawn into the concept of corporate brand personality [19]. When the company has established an appropriate set of personality traits, it needs consistency with values that can drive employee behavior to achieve sustainable success and beat competitors [18], especially regarding how to communicate in front of an audience.

Corporate brand personality strengthens the personal branding of individuals in the company. Personality created by employees needs to be implemented from inside to outside the organization [26]. The construction of corporate brand personality found in the beauty YouTube channel was reviewed by analyzing YouTube brand elements, including the comments column. The conclusion obtained is the dimensions of corporate brand personality contained in YouTube are cognitive (creative), conative (collaborative), and affective (compassionate, passionate). In addition, the comment section fulfills the aspects of conative (collaborative, agile), cognitive (creative), and affective (passionate) [18].

Meanwhile, the construction of corporate brand personality in marketing beauty products on the YouTube channel can be seen in how video talents communicate verbally as a self-presentation of a part of the company, but also capable of nonverbal self-impression management. The results of the analysis stated that there are affective aspects (compassionate and passionate), conative aspects (agile), and cognitive aspects (discipline) in verbal communication. Meanwhile, nonverbal

communication contains cognitive aspects (creative and discipline), conative aspects (collaborative), and affective aspects of passionate) [18].

The suggestions for academics are expected to be able to review the development of corporate brand personality in other social media. Of course, with a theoretical review of the corporate brand personality that helps social media marketing's success in the new generation. Apart from dynamic employee loyalty and the need for consistency, maintaining the dimensions of corporate branding personality, including maintaining personal branding on social media to reach potential audiences, should be developed by marketing practitioners.

REFERENCES

- [1] J. Henaff, "Interactions And Beauty Advertising," in *Proceedings of the 12th World Congress of the International Association for Semiotic Studies (IASS/AIS)*, Sep. 2017, pp. 578–584, [Online]. Accessed 2 April 2020 <http://www.iass-ais.org/proceedings2014/Semio2014Proceedings.pdf>.
- [2] E. Bertilsson and E. Gillber, "The Communicated Beauty Ideal on Social Media: Perceptions of young women in Sweden," Jönköping University, 2017.
- [3] I. R. Almira and R. D. Nazhar, "Marketing Communication of Beauty Products Using Information Technology," *IOP Conf. Ser. Mater. Sci. Eng.*, vol. 662, no. 3, 2019, doi: 10.1088/1757-899X/662/3/032068.
- [4] B. Shen and K. Bissell, "Social Media, Social Me: A Content Analysis of Beauty Companies' Use of Facebook in Marketing and Branding," *J. Promot. Manag.*, vol. 19, no. 5, 2013, pp. 629–651. doi: 10.1080/10496491.2013.829160.
- [5] F. Kessler and M. T. Schäfer, "Navigating YouTube: Constituting a Hybrid Information Management System," in *The Youtube Reader*, P. Vonderau and P. Snickars, Eds. Stockholm: National Library of Sweden, 2009, pp. 275–291. [Online]. Accessed 21 November 2020 <https://dspace.library.uu.nl/handle/1874/386529>.
- [6] E. Akar and B. Topçu, "An examination of the factors influencing consumers' attitudes toward social media marketing," *J. Internet Commer.*, vol. 10, no. 1, 2011, pp. 35–67. doi: 10.1080/15332861.2011.558456.
- [7] R. Cluley and W. Greenhalf, "Social representations of marketing work: advertising workers and social media," *Eur. J. Mark.*, vol. 53, no. 5, 2018, pp. 830–847. [Online]. Accessed 24 May 2019 <http://eprints.nottingham.ac.uk/52962/>.
- [8] J. H. Kietzmann, K. Hermkens, I. P. McCarthy, and B. S. Silvestre, "Social media? Get serious! Understanding the functional building blocks of social media," *Bus. Horiz.*, vol. 54, no. 3, 2011, pp. 241–251. doi: 10.1016/j.bushor.2011.01.005.
- [9] L. De Vries, S. Gensler, and P. S. H. Leeftang, "Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing," *J. Interact. Mark.*, vol. 26, no. 2, 2012, pp. 83–91. doi: 10.1016/j.intmar.2012.01.003.
- [10] Q. Gao and C. Feng, "Branding with social media: User gratifications, usage patterns, and brand message content strategies," *Comput. Human Behav.*, vol. 63, no. 2016, pp. 868–890, 2016, doi: 10.1016/j.chb.2016.06.022.
- [11] L. M. Wendt, J. Griesbaum, and R. Kölle, "Product advertising and viral stealth marketing in online videos," *Aslib J. Inf.*, vol. 68, no. 3, 2016, pp. 250–264. doi: 10.1108/ajim-11-2015-0174.
- [12] R. Stokes, *eMarketing: The essential guide to Marketing in a digital world*, 6th ed. Cape Town, CT: Quirk Education and Red and Yellow, 2017.
- [13] M. Hou, "Social media celebrity and the institutionalization of YouTube," *Convergence*, vol. 25, no. 3, 2019, pp. 534–553. doi: 10.1177/1354856517750368.
- [14] F. Shaker and R. Hafiz, "Personal Branding in Online Platform," *Glob. Discl. Econ. Bus.*, vol. 3, no. 2, 2014, pp. 109–120. doi: 10.18034/gdeb.v3i2.154.
- [15] S. Johnson, *Social Media Marketing: Secret Strategies for Advertising Your Business and Personal Brand on Instagram, YouTube, Twitter, and Facebook. A Guide to Being an Influencer of Millions in 2020*. Cleveland: Andrea Astemio Publisher, 2020.
- [16] R. Ciampa and T. Moore, *YouTube channels for dummies*. New Jersey, NJ: John Wiley & Sons, Inc, 2015.
- [17] M. Farokhmanesh, "Creators Find Their Second Act with YouTube — as Employees," *The Verge*, 2019. [Online]. Accessed May 27, 2019 <https://www.theverge.com/%0A2019/4/4/18294257/youtube-influencers-%0A%09personalities-employees-creators-career%0A>.
- [18] K. L. Keller and K. Richey, "The importance

- of corporate brand personality traits to a successful 21st century business,” *J. Brand Manag.*, vol. 14, no. 1–2, 2006, pp. 74–81. doi: 10.1057/palgrave.bm.2550055.
- [19] C. Changchenkit, “Brand Personality Communication of Thai Fashion Design Apparels,” *Rev. Integr. Bus. Econ. Res.*, vol. 7, no. 1, 2018, pp. 330–337. [Online]. Accessed 28 July 2019 https://www.sibresearch.org/uploads/3/4/0/9/34097180/riber_7-s1_sp_s17-196_330-337.pdf.
- [20] J. Jacobson, “You are a brand: social media managers’ personal branding and ‘the future audience,’” *J. Prod. Brand Manag.*, vol. 29, no. 6, 2020, pp. 715–727. doi: 10.1108/JPBM-03-2019-2299.
- [21] K. Patel, “Dimensions of Corporate Brand Personality: An Empirical Study on the Leading Bank Brands Operating in Gujarat State of India,” *Paradigm*, vol. 16, no. 2, 2012, pp. 24–37. doi: 10.1177/0971890720120204.
- [22] J. Miles, *YouTube Marketing Power: How to Use Video to Find More Prospects, Launch Your Products, and Reach a Massive Audience*. 2014.
- [23] K. Sokolova and H. Kefi, “Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions,” *J. Retail. Consum. Serv.*, vol. 53, 2020, pp. 1–9. doi: 10.1016/j.jretconser.2019.01.011.
- [24] M. Krohn, “Strategizing with organizational videoblogs: sensegiving, self-branding or spectacle?,” *Qual. Res. Organ. Manag. An Int. J.*, vol. 14, no. 4, 2019, pp. 465–480. doi: 10.1108/QROM-01-2018-1603.
- [25] V. Tarnovskaya, “Reinventing Personal Branding Building a Personal Brand through Content on YouTube,” *J. Int. Bus. Res. Mark.*, vol. 3, no. 1, 2017, pp. 29–35. doi: 10.18775/jibrm.1849-8558.2015.31.3005.
- [26] C. Changchenkit, “Corporate Brand Personality and Personal Branding Procedures in Non - Profit Organization,” *Int. J. Trade, Econ. Financ.*, vol. 10, no. 2, 2019, pp. 43–47. doi: 10.18178/ijtef.2019.10.2.635.
- [27] F. G. Rapp, “The digital media phenomenon of YouTube beauty gurus: the case of Bubzbeauty,” *Int. J. Web Based Communities*, vol. 12, no. 4, 2016, pp. 360–375. doi: 10.1504/ijwbc.2016.080810.
- [28] R. A. Raji, S. M. Rashid, and S. M. Ishak, “Consumer-based brand equity (CBBE) and the role of social media communications: Qualitative findings from the Malaysian automotive industry,” *J. Mark. Commun.*, vol. 25, no. 5, 2019, pp. 511–534. doi: 10.1080/13527266.2018.1455066.
- [29] S. Chang, M. Molesworth, and G. Grigore, “YouTube beauty brands and the dynamic processes of presumption,” in *Proceedings of the 40th Annual Macromarketing Conference*, Jun. 2015, pp. 488–506, [Online]. Accessed 18 March 2020 <https://pdfs.semanticscholar.org/1b39/482f19dd1fd5a977baf8de38d8e27bf0c325.pdf#page=488>.
- [30] B. Casabianca, “YouTube As A Net"work": A Media Analysis of the YouTube Beauty Community,” The City University of New York, 2016.
- [31] X. Ma, “How May I Impress You? A Content Analysis of Online Impression Management Tactics of YouTube Beauty Vloggers,” University of Nevada, 2017.
- [32] A. Tolson, “A new authenticity? Communicative practices on YouTube,” *Crit. Discourse Stud.*, vol. 7, no. 4, 2010, pp. 277–289. doi: 10.1080/17405904.2010.511834.
- [33] L. Rasmussen, “Parasocial Interaction in the Digital Age: An Examination of Relationship Building and the Effectiveness of YouTube Celebrities,” *J. Soc. Media Soc. Spring*, vol. 7, no. 1, 2018, pp. 280–294. [Online]. Accessed 7 April 2020 <https://thejsms.org/tsmri/index.php/TSMRI/article/view/364>.
- [34] H. Cho, “Advertising in the beauty industry: digital media and conceptions of beauty,” Vassar College, 2018.
- [35] R. Abratt and N. Kleyn, “Corporate identity, corporate branding and corporate reputations: Reconciliation and integration,” *Eur. J. Mark.*, vol. 46, no. 7, 2012, pp. 1048–1063. doi: 10.1108/03090561211230197.
- [36] E. Rho, T. Yun, and K. Lee, “Does Organizational Image Matter? Image, Identification, and Employee Behaviors in Public and Nonprofit Organizations,” *Public Adm. Rev.*, vol. 75, no. 3, 2015, pp. 421–431. doi: 10.1111/puar.12338.
- [37] J. E. Dutton, J. M. Dukerich, and C. V. Harquail, “Organizational Images and Member Identification,” *Adm. Sci. Q.*, vol. 39, no. 2, 1994, p. 239, doi: 10.2307/2393235.
- [38] M. Johnson and G. M. Zinkhan, “Defining and Measuring Company Image,” in *Proceedings of the 1990 Academy of Marketing Science (AMS) Annual Conference*, Nov. 2014, pp.

- 346–350, doi: 10.1007/978-3-319-13254-9_68.
- [39] K. L. Keller, *Strategic brand management: Building, Measuring and Managing Brand Equity*, 4th ed, 2013. Harlow: Pearson Education Limited.
- [40] C. Changchenkit, “Geo - Informatics and Space Technology Corporate Brand Personality and Implementation in Thailand,” *Rev. Integr. Bus. Econ. Res.*, vol. 7, no. 2, 2018, pp. 15–23, [Online]. Accessed 28 July 2019 http://buscompress.com/uploads/3/4/9/8/34980536/riber_7-s2_02m18-023_1523.pdf.
- [41] J. Rokka, K. Karlsson, and J. Tienari, “Balancing acts: Managing employees and reputation in social media,” *J. Mark. Manag.*, vol. 30, no. 7–8, 2014, pp. 802–827. doi: 10.1080/0267257X.2013.813577.
- [42] Social Blade, [Online]. Accessed 15 April 2020 <https://socialblade.com/>.
- [43] NoxInfluencer, “Audience Analysis,” [Online]. Accessed 8 May 2020 https://id.noxinfluencer.com/youtube/channel/UCNUwEyuhp_pguzCTT_bc_tSQ?tab=subs
- [44] K. Caldwell and A. Atwal, “Non-participant observation: using video tapes to collect data in nursing research.,” *Nurse Res.*, vol. 13, no. 2, 2005, pp. 42–54. doi: 10.7748/nr.13.2.42.s6.
- [45] J. Burgess and J. Green, *YouTube: Online video and participatory culture*, 1st ed. Malden: Polity Press, 2009.
- [46] P. Schultes, V. Dorner, and F. Lehner, “Leave a Comment! An In-Depth Analysis of User Comments on YouTube,” in *11th International Conference on Wirtschaftsinformatik*, vol. 42, 2013, pp. 659–673, [Online]. Accessed 22 March 2020 <https://aisel.aisnet.org/cgi/viewcontent.cgi?article=1041&context=wi2013>.
- [47] M. B. Miles, A. M. Huberman, and J. Saldaña, *Qualitative Data Analysis: A Methods Sourcebook*, 3rd ed. New York, NY: SAGE Publications, Inc., 2014.
- [48] R. Lestari, “KARTINI ABAD DIGITAL : Hanifa Ambadar dan Cerita Dapur Female Daily,” *Bisnis.com*, 2019. [Online]. Accessed 3 April 2020 <https://lifestyle.bisnis.com/read/20190420/219/913659/kartini-abad-digital-hanifa-ambadar-dan-cerita-dapur-female-daily>.
- [49] A. Kurniasih and A. Taher, “Kepuasan Pengunjung Media Online Femaledaily.com dalam Memperoleh Informasi (Studi pada Mahasiswi Universitas Syiah Kuala),” *J. Ilm. Mhs. Fak. Ilmu Sos. Ilmu Polit.*, vol. 3, no. 2, 2018, pp. 390–399, [Online]. Accessed 13 July 2020 <http://www.jim.unsyiah.ac.id/FISIP/article/view/7373>.
- [50] O. D. P. Utama, “Pola Penggunaan Internet oleh Remaja Perempuan di Surabaya untuk Memperoleh Informasi Kecantikan,” Universitas Airlangga, 2017. [Online]. Accessed 13 July 2020 <http://repository.unair.ac.id/67940/3/Sec.pdf>.
- [51] H. K. E. Putri and M. E. Fuady, “Hubungan antara Tayangan Youtube ‘Female Daily Network’ dengan Pemenuhan Kebutuhan Informasi Netizen,” *Pros. Hub. Masy.*, vol. 4, no. 2, 2018, pp. 714–718. [Online]. Accessed 13 July 2020 [http://karyailmiah.unisba.ac.id/index.php/umas/article/view/12546](http://karyailmiah.unisba.ac.id/index.php/humas/article/view/12546).
- [52] A. I. Rahmaniar, “Penggunaan Youtube Channel Female Daily Network Sebagai Media Informasi Kecantikan Perempuan (Studi Pada Member Website Female Daily Di Komunitas Hijabers Palembang),” Universitas Sriwijaya, 2018. [Online]. Accessed 13 July 2020 <http://repository.unair.ac.id/67940/3/Sec.pdf>.
- [53] C. H. Jin, M. S. Yoon, and J. Y. Lee, “The influence of brand color identity on brand association and loyalty,” *J. Prod. Brand Manag.*, vol. 28, no. 1, 2019, pp. 50–62. doi: 10.1108/JPBm-09-2017-1587.
- [54] Y. L. Hsu and L. F. Lin, “Corporate Identity System Design via Collective Intelligence,” in *Proceedings - 2018 7th International Congress on Advanced Applied Informatics, IIAI*, Jul. 2018, pp. 907–912, doi: 10.1109/IIAI-AAI.2018.00183.
- [55] M. Miller, *YouTube for business: Online video marketing for any business*, 2nd ed. Indiana: Que Publishing, 2011.
- [56] Z. F. Nurhadi, U. Salamah, and A. A. Yuniar, “Motif Penggunaan Youtube Sebagai Media Informasi,” *Commed J. Komun. dan Media*, vol. 4, no. 2, 2020, pp. 170–190. [Online]. Accessed 13 July 2020 <http://113.212.163.133/index.php/commed/article/download/1585/1024>.
- [57] J. Pulizzi, *Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less*. New York: McGraw Hill Professional, 2014.
- [58] R. Ladhari, E. Massa, and H. Skandrani, “YouTube vloggers’ popularity and influence:

- The roles of homophily, emotional attachment, and expertise,” *J. Retail. Consum. Serv.*, vol. 54, 2020, pp. 1–11. doi: 10.1016/j.jretconser.2019.102027.
- [59] C. Chapple and F. Cownie, “An Investigation into Viewers’ Trust in and Response Towards Disclosed Paid-for-Endorsements by YouTube Lifestyle Vloggers,” *J. Promot. Commun.*, vol. 5, no. 2, 2017, pp. 110–136. [Online]. Accessed 10 July 2020
https://pdfs.semanticscholar.org/bae4/b2d3b760b6c3894a3c91b6f4bc0315a12d7f.pdf?_ga=2.99267486.1075482200.1594396065-1191246856.1562311401.
- [60] P. W. Tresna, Suryanto, and H. Haidysirly, “Effect of perceived value on repurchase intention in e-commerce: a study on the Female Daily mobile application,” *Int. J. Trade Glob. Mark.*, vol. 12, no. 3/4, 2019, pp. 373–380. doi: 10.1504/ijtgm.2019.101560.
- [61] H. Jenkins, *Convergence Culture: Where Old and New Media Collide*. New York: New York University Press, 2006.
- [62] A. M. Jönsson and H. Örnebring, “User-generated content and the news: Empowerment of citizens or interactive illusion?,” *Journal. Pract.*, vol. 5, no. 2, 2011, pp. 127–144. doi: 10.1080/17512786.2010.501155.
- [63] M. G. Antony and R. J. Thomas, “‘This is citizen journalism at its finest’: YouTube and the public sphere in the Oscar grant shooting incident,” *New Media Soc.*, vol. 12, no. 8, 2010, pp. 1280–1296. doi: 10.1177/1461444810362492.
- [64] J. Habermas, “The Public Sphere: An Encyclopedia Article (1964),” *New Ger. Crit.*, vol. 3, no. Autumn, 1974, pp. 49–55. doi: 10.2307/487737.
- [65] P. G. Lange, “Commenting on YouTube rants: Perceptions of inappropriateness or civic engagement?,” *J. Pragmat.*, vol. 73, 2014, pp. 53–65. doi: 10.1016/j.pragma.2014.07.004.
- [66] P. Lunt and P. Stenner, “The Jerry Springer Show as an emotional public sphere,” *Media, Cult. Soc.*, vol. 27, no. 1, 2005, pp. 59–81. doi: 10.1177/0163443705049058.
- [67] U. P. Dewi and R. R. Simanjuntak, “Social Networking and Identity Construction in Computer-Mediated Communication: Cyberpragmatics Analysis of Fandom Online Community in YouTube Commentaries,” in *ICCIP ‘17: Proceedings of the 3rd International Conference on Communication and Information Processing*, 2017, pp. 375–378, doi: 10.1145/3162957.3163005.
- [68] C. Marvin, *When Old Technologies Were New: Thinking About Electric Communication in the Late Nineteenth Century*, 1st ed. New York: Oxford University Press, 1988.
- [69] C. Haythornthwaite, “Social networks and Internet connectivity effects,” *Information, Commun. Soc.*, vol. 8, no. 2, 2005, pp. 125–147. doi: 10.1080/13691180500146185.
- [70] V. Gannon and A. Prothero, “Beauty bloggers and YouTubers as a community of practice,” *J. Mark. Manag.*, vol. 34, no. 7–8, 2018, pp. 592–619. doi: 10.1080/0267257X.2018.1482941.
- [71] A. Barreda and A. Bilgihan, “An analysis of user-generated content for hotel experiences,” *J. Hosp. Tour. Technol.*, vol. 3, no. 3, 2013, pp. 263–280, doi: 10.1108/jhtt-01-2013-0001.
- [72] C. Chau, “YouTube as a participatory culture,” in *New Media and Technology: Youth as Content Creators*, M. U. Bers, Ed., San Fransisco: Wiley Periodicals, Inc, 2011, pp. 65–74.
- [73] S. C. Herring, “Computer-mediated communication on the Internet,” *Annu. Rev. Inf. Sci. Technol.*, vol. 36, no. 1, 2005, pp. 109–168. doi: 10.1002/aris.1440360104.
- [74] D. Cho and K. H. Kwon, “The impacts of identity verification and disclosure of social cues on flaming in online user comments,” *Comput. Human Behav.*, vol. 51, no. Part A, 2015, pp. 363–372. doi: 10.1016/j.chb.2015.04.046.
- [75] T. Keipi, A. Oksanen, and P. Räsänen, “Who prefers anonymous self-expression online? A survey-based study of Finns aged 15–30 years,” *Inf. Commun. Soc.*, vol. 18, no. 6, 2014, pp. 717–732. doi: 10.1080/1369118X.2014.991342.
- [76] H. Rheingold, *The virtual community: Homesteading on the electronic frontier*. Reading: Addison Wesley, 1993.
- [77] H. Rheingold, “A Slice of Life in My Virtual Community,” in *Global networks: Computers and international communication*, L. M. Harasim, Ed. Cambridge: MIT Press, 1993, pp. 57–80.
- [78] J. Donath, “Identity and Deception in the Virtual Community,” in *Communities in Cyberspace*, P. Kollock and M. Smith, Eds. London: Routledge, 2002, pp. 37–68.
- [79] A. L. Blanchard, N. Carolina, and M. L. Markus, “The Experienced ‘Sense’ of a Virtual Community: Characteristics and Processes,” *ACM Sigmis Database database*

- Adv. Inf. Syst.*, vol. 35, no. 1, 2004, pp. 65–79. doi: 10.1145/968464.968470.
- [80] C. Lapham, “The Evolution of the Newspaper of the Future,” *CMC Magazine*, 1995. [Online]. Accessed 3 May 2020 <https://www.december.com/%0A%09cmc/mag/1995/jul/lapham.html%0A>.
- [81] V. P.- Torres, Y. P.- Ruiz, and S. A. B.- Boubaker, “YouTubers videos and the construction of adolescent identity,” *Comun. Media Educ. Res. J.*, vol. 26, no. 1, 2018, pp. 61–70. doi: 10.3916/C55-2018-06.
- [82] R. Fujishin, *Exploring and Expanding Your Fundamental Communication Skills*, vol. 2. Plymouth: Rowman & Littlefield Publishers, Inc., 2009.
- [83] R. Fujishin, *Natural Bridges: A Guide To Interpersonal Communication*. New York: Routledge, 2016.
- [84] L. S. Zavodna and J. Z. Pospisil, “Youtube as a new means of marketing communication,” *Commun. Lett. Univ. Zilina*, vol. 19, no. 2, 2017, pp. 159–165. [Online]. Accessed 13 July 2020 <http://komunikacie.uniza.sk/index.php/communications/article/view/2020>.
- [85] A. L. Hill, “‘GRWM’: Modes of Aesthetic Observance, Surveillance, and Subversion on YouTube,” in *Digitalität und Privatheit*, C. Aldenhoff, L. Edeler, M. Hennig, J. Kelsch, L. Raabe, and F. Sobala, Eds. Bielefeld: Transcript Verlag, 2019, pp. 329–352.
- [86] L.-V. Szabo, “The Future of Communication: From new Media to Postmedia,” *Procedia - Soc. Behav. Sci.*, vol. 163, no. December 2014, pp. 36–43. doi: 10.1016/j.sbspro.2014.12.283.
- [87] M. Menke and C. Schwarzenegger, “On the relativity of old and new media: A lifeworld perspective,” *Convergence*, vol. 25, no. 4, 2019, pp. 657–672. doi: 10.1177/1354856519834480.
- [88] S. Livingstone, “New media, new audiences?,” *New Media Soc.*, vol. 1, no. 1, 1999, pp. 59–66. doi: 10.1177/1461444899001001010.
- [89] J. S. Negi, “The Role of Teachers’ Non-Verbal Communication in ELT Classroom,” *J. NELTA*, vol. 102, no. 14, 2009, pp. 101–110. doi: 10.3126/nelta.v14i1.3096.
- [90] K. Jokinen, “Gaze and gesture activity in communication,” in *International Conference on Universal Access in Human-Computer Interaction*, 2009, pp. 537–546, doi: 10.1007/978-3-642-02710-9_60.
- [91] K. Jokinen, M. Nishida, and S. Yamamoto, “On Eye-gaze and Turn-taking,” in *Proceedings of the 2010 workshop on Eye gaze in intelligent human machine interaction*, 2010, pp. 118–123, doi: 10.1145/2002333.2002352.
- [92] R. M. Krauss, Y. Chen, and P. Chawla, “Nonverbal Behavior and Nonverbal Communication: What do Conversational Hand Gestures Tell Us?,” *Adv. Exp. Soc. Psychol.*, vol. 28, 1996, pp. 389–450. doi: 10.1016/S0065-2601(08)60241-5.
- [93] D. Mingione, “Hello Internet!: An Analysis of YouTube Greetings Dana,” *Explor. Linguist.*, vol. 1, no. 1, pp. 19–34, 2014, [Online]. Accessed 16 July 2020 <https://sites.sju.edu/mcl/files/2017/05/Vol-1-Issue-1.pdf#page=19>.
- [94] M. Härgestam, M. Hultin, C. Brulin, and M. Jacobsson, “Trauma team leaders’ non-verbal communication: Video registration during trauma team training,” *Scand. J. Trauma. Resusc. Emerg. Med.*, vol. 24, no. 1, 2016, pp. 1–10. doi: 10.1186/s13049-016-0230-7.
- [95] M. Khedher, “Dramaturgical perspective of online personal branding,” in *2013 World Congress on Computer and Information Technology (WCCIT)*, 2013, pp. 1–5. Doi: 10.1109/wccit.2013.6618685.
- [96] A. Bhatia, “Interdiscursive performance in digital professions: The case of YouTube tutorials,” *J. Pragmat.*, vol. 124, 2018, pp. 106–120. doi: 10.1016/j.pragma.2017.11.001.
- [97] S. Banerjee, “Influence of consumer personality, brand personality, and corporate personality on brand preference: An empirical investigation of interaction effect,” *Asia Pacific J. Mark. Logist.*, vol. 28, no. 2, 2016, pp. 198–216. doi: 10.1108/apjml-05-2015-0073.
- [98] C. Schwemmer and S. Ziewiecki, “Social Media Sellout: The Increasing Role of Product Promotion on YouTube,” *Soc. Media Soc.*, vol. 4, no. 3, 2018, pp. 1–20. doi: 10.1177/2056305118786720.
- [99] N. Lamerichs, “User Tactics and Algorithms: A Digital Humanities Approach to YouTube and Tumblr,” in *Understanding Media and Society in the Age of Digitalisation*, D. Nguyen, I. Dekker, and S. Nguyen, Eds. Cham: Palgrave Macmillan, 2020, pp. 35–54.