

## Netnographic Analysis of Public Behavior on Ms Glow Product Advertisement

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### ABSTRACT

Ms. Glow is a Skincare and Cosmetic Product, which has expanded its wings in the digital realm. Some of the business strategies implemented: (1) keep interacting online with offline because not all targets can access only one channel; (2) cooperate with as many public figures as possible from micro, macro to mega public figures; (3) live broadcasting of talk show sessions through social media or partners because in this way it can reach a wider target; (4) present in every marketing channel, such as television, radio, print media, displaying billboards in the expansion area or even Videotron. Based on data from the sales inventory, new products and products that are rarely promoted through advertising, have lower sales turnover, when compared to products that are often advertised. This research creates an advertisement video for Ms. Glow's new product, Nail Polish. The research method applied is Research and Development, namely making video ads using the Four D model, and analyzing people's behaviour towards Ms. Glow products using a mixed method, namely through a netnography approach. The results showed that this 58-second video was able to have a positive influence on people's behaviour, namely being interested and even buying the advertised product.

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### INTRODUCTION

Ms. Glow is a Skincare and Cosmetic Product that has received a BPOM certificate and a halal certificate from the Indonesian government. Ms. Glow which was established in 2013 is an abbreviation of the brand's motto, namely Magic for Skin to reflect the best glowing product in Indonesia so the brand name Ms. Glow was created. Ms. Glow's success in the digital realm has made this business depend on online channels, such as forced to continue to develop promotional media according to market demand and technological developments. Several business strategies are implemented such as: (1) keep interacting online with offline because not all targets can access only one channel; (2) cooperate with as many public figures as possible from micro, macro to mega public figures; (3) live broadcasting of talk show sessions through social media or partners

because in this way it can reach a wider target; (4) present in every marketing channel, such as television, radio, print media, displaying billboards in the expansion area or even Videotron. Based on data from the sales inventory, new products and products that are rarely promoted through advertising, have a lower sales turnover, when compared to products that are often advertised. Based on these data, Ms. Glow's product advertisements must continue to be updated. Therefore, in this study an advertisement video was made for Ms. Glow's new product, Nail Polish then analyzed is have an impact or influence on the behaviour of society.

Influence advertisement to behaviour Public to a product or service very high. This thing caused because i-klan is part of a promotional mix, as a message that offers a product that is shown to the public through an intermediary or a media (Fitriah, 2018). because that could become one of the media most often used by companies to convey messages, products, services, or ideas to get attention and influence the audience. This thing for reaching goal is to get a response that has a positive impact, namely, to make customers interested in buying the product and improve the company's image. The influence of advertisements on people who see, in general, can increase knowledge and provide information, while in particular after seeing the ad impressions are expected to be directly affected so that they can understand the content of the message contained in the ad, and finally be able to respond give or positive influence because the ad is aired frequently (Sembiring & Hastuti, 2020).

Form advertisements of various kinds, like definition advertisement as information media that are made in a certain way to attract the audience, are original and have certain and persuasive characteristics, so that consumers are voluntarily compelled to do something by what advertisers want. Companies not only make good products but also have to inform consumers about the advantages of their products, next carefully position the product. Therefore, it is necessary for expert use promotion (Aldama & Putra, 2021).

Technology in the current era is growing rapidly, so in creating media one must also have a different concept from the others. For example, video, today's video is not just an advertising video on television or even a video film in a series, but there are promotional videos, learning videos, animated videos, documentary videos, and other videos. In doing video editing, you must also have the ability to take the right video, as well as add sound, text, and images so that the video can be interesting and accepted by the public (Sari & Wardani, 2019). Besides, that's a great video too useful among the Public, especially as ingredient promotion. Video is one type of audio-visual media that is now widely used to promote products or services, tell life stories, and display information videos which are now the main media for people to seek information from various companies (Tursina, 2020). Audio-visual media is a medium that affects the senses of sight and hearing. In making a promotional video, it is necessary to determine the point of view called angle, then the size of the capture is the type of shots, lighting, and techniques in cinematography so that the results achieved are as designed. one known type of videos with video shooting or also called Live Shoot.

Live Shoot can be interpreted that is taking moving pictures directly. Live Shoot can also be a video shoot style where editing is needed in the process to perfect the shooting results. Definition of live the shot itself is a series of recordings of people, or other living things, at least one or more characters are played by a person or several people who then create a dramatic scene, which is

combined with other dramatic events and arranged during the editing process, and all of this when put together can create a storyline that can make the audience drift away (Setyawan, 2021).

One of the promotional media popular used by companies to promote a product that is attractive and easily accepted by consumers is video form. Several research that analysed the influence of advertising video impact in promoting something goods or services, such as (1) Video advertising service society, which implements a live shoot concept capable increase Return interest Public for shopping in traditional markets (Sarifah & Purwanto, 2020) ; (2) Advertising videos Giyomi declared effective based on perception Public through dimensions on the EPIC model (Sari & Wardani, 2019); (3) Advertising videos based on multimedia marketing on social media youtube rated effective based on perception Public through dimensions on the EPIC model (Dzikriani & Khabibah, 2018) Based on i-clan video rating very ok then advertisement product Ms. Glow made on research this applies draft live shoot. This type of video is a series recording about something object, event, activity, or other, next creates something dramatic scene, then combined with the incident dramatic other as well as combined at the time of editing for creating a plot story (Setyawan, 2021). The video is made through several stages adopted from the production stage in the Four D method. This model is called simple so that product development does not take long (Tegeh et al, 2019)). In addition, this model is more detailed and systematic, so it can simplify the process of developing research tools and instruments (Jatmiko & Fiantika, 2017). Therefore, through a four-dimensional model, it is possible to support and assist product manufacturing solutions in this research.

Activity next is analyzing the behaviour Public after watching the video ad-generated. Based on several references stated that every promotion made by the owner of Advertising certainly expects attitudes or behaviour from consumers as the target market. Advertising aims to influence consumer attitudes and perceptions so that they behave following the wishes of the product owner, namely buying the product. Consumers consider several product characteristics when deciding to buy a product, such as appearance, style, quality, and price. Therefore, this product information needs to be conveyed to buyers through advertisements. Advertising is considered very important because it can reach consumers widely (Sinollah, et al, 2020)).

Consumer buying behaviour is influenced by cultural, social, and personal factors (Fatimah & Hidayati, 2022). It is also mentioned that the analysis attitude public use approach understands social interaction in the context of digital communication (Nasrullah, 2018). Because of that, the activity next is to dig experience the Public via the internet using some social media owned by Ms. Glow. The applied approach is called netnography because approach this is a method of research by watching content on social media, to find out the interest of social users in content using a feature like, comments, and viewer count (Annisa, 2019).

Contribution targeted research is through the resulting video could become one of the promotional media Ms. Glow so which could increase the sale of a product. Besides, it can become a medium of information for the community in need of products by detail via social media online without having to shop. The results study can also become a reference for make product advertisements especially video concepts and analysis of the product with analysis qualitative through approach netnography.

## METHODS

This research method applies the Research and Development methodology which is the product manufacture using the four D method, and analysis of people's attitudes after watching the video using a mixed method, namely through a netnography approach. The netnography approach refers to online research that describes social interactions in a community and culture toward digital mediation. This makes this research require a forum to conduct research online so that interactions on social media can provide insight from various regions on a topic that is displayed on a social media platform, from this it can be concluded that whether the topic affects each user's head media (Annisa, 2019). The stages of the study are shown in figure 1, where there are 4 stages main in the development product: define, design, develop, and disseminate.

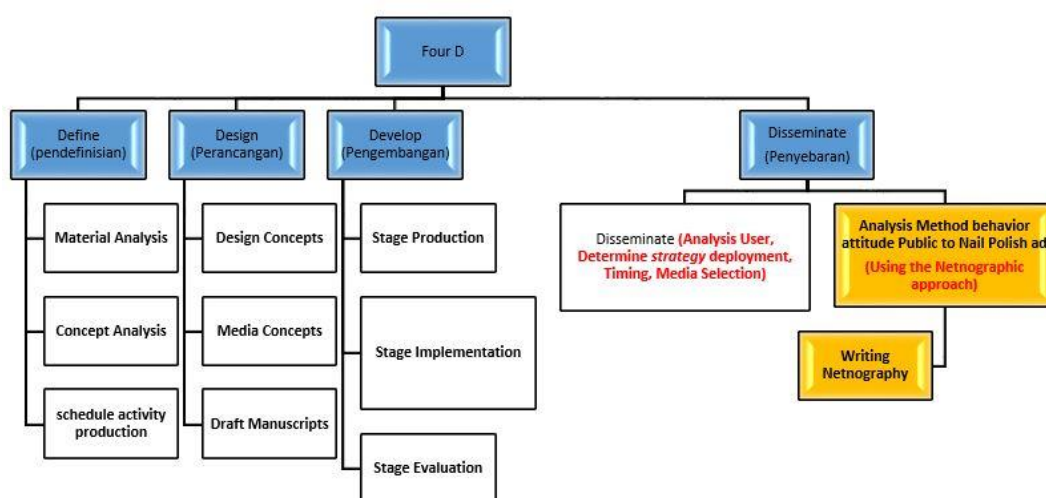


Figure 1: Research flow

### Define

Define is a Step for defining needs in the process of making video advertisements and collecting various information related to the product to be developed. At this stage define and define the development requirements product that is a Thing which able to show the basic needs of why it is necessary to develop a product (Tegeh et al, 2019). At this early stage, what is done is to determine the product to be developed based on results analysis materials, concepts, and more scheduled activity production. Products made at the stage this is an advertisement in video format for one of Ms. Glow's products, namely Nail Polish. Ms. Glow Nail Polish or Ms. Glow nail polish is a nail polish made in the country and also the first Halal certified in Indonesia. Determination of the product is conducted based on analysis materials, concepts, and the timetable of production.

### Material Analysis

Activities on analysis Theory started by collecting material about the product to be developed, conducting a survey at the location used to make the process of making Ms. Glow product ad videos, determining the model that will be included in the Ms. Glow product ad video, collect the attributes needed for the process of making Ms. Glow product video ads and prepare a schedule for making Ms. Glow product video ads. Because of that, the material advertisement this based

on the description product that is Ms. Glow's Nail Polish as the superior beauty product from Ms. Glow which has a reputation and product quality that is no longer in doubt. Like the latest product and Ms. Glow has officially released the latest Ms. Glow product Nail Polish, which is a domestically made nail polish that is also the first Halal certified in Indonesia. The presence of Ms. Glow products Nail Polish, of course, is very beneficial for Muslim women, especially in Indonesia, who are proud of themselves as women with the original product made in Indonesia.

### ***Concept Analysis***

Ms. Glow's product ad video creation is based on the AIDA theory which has Attention, Interest, Desire, and parameters Actions. This theory shows a message that must get attention, be of interest, be of interest, and take action. This theory conveys the qualities of a good message (Kotler & Keller, 2012).

Attention (Attracting the consumer's attention)

At the Attention stage, it focuses on introducing the advertised product. Nail Polish is a nail decoration that can be used by women in a halal manner, can be used by all Muslim women, can increase self-confidence in a career, and express themselves easily.

Interest (Attracting consumer's interest)

The level of interest that has made consumers interested in the products on offer. told through the ad video that Ms. Glow Nail polish has a water-based ingredient that is easy to remove or peel off and has 8 fun colours.

Desire (Making consumers want the product)

The "desire" stage convinces consumers of the products offered. notify via the ad video that Nail polish Ms. Glow is made from a water base and does not contain alcohol is easy for released or peel off, and is the first halal nail polish in Indonesia. And now released 2 new shades which are careful and bolder.

Action (Making consumers want the product)

At the Action stage, try to invite consumers to have the product that notifies via the ad video with Ms. Glow's ad via voiceover "let's have it "all nail polish collection and stepping together Ms. Glow nail polish".

### **Design**

Video Design consists of the k concept, the d design, the k concept media, and concepts naskah (Tegeh et al, 2019). The draft design may consist of the design object, property, concept colour, and more. The concept of media is the media used for saving and distributing the product, while the draft script is a script that describes every Suite scene, audit types, and effects, and it could be used as guidelines for production.

### ***Design Concepts of Nail Polish Ad Video***

Ms. Glow employs the AIDA theory.

### ***Media Concepts for Ad Videos***

Video advert for Ms glow nail polish that was conceptualized for publication on social media like Instagram. It was a planned duration that lasted for about 58 seconds, with a 1:91:1 Landscape Ratio with a minimum resolution of 1080 x 608 Pixels.

### ***Draft Manuscripts on Ad Video***

It is presented in a script and storyboard form. The next one is used as a reference in the production process to make it easier for the model to express itself per the plot in the script, while s storyboard is used as a reference starting from the process of making videos to editing.

#### **Script**

The script is written using Microsoft Word with the format used ie: The margins used are Custom setting, and the Font type is Courier New, with 1.5 spacing. Information contained inside it is the storyline advertisement used as Voice Over inside Ms. Glow Nail Polish Advertisement, Inside Scene script consists of 11 scenes, and the plot and the script used voice-over can also be seen on the Storyboard.

#### **Storyboard**

The storyboard is a visualization from the script. Information contained in the storyboard is Audio in the form of background music that is not copyrighted and also voiced-over, Visual, and description sketch. The overall storyboard has 12 Scenes.

### **Develop**

At the development stage, there are 3 stages: (1) the production stage for gathering materials and materials, video shooting, and video editing; (2) the implementation stage for applying the product in the field including the trial product; (3) evaluation stage for knowing success product expected in the beginning development (Tegeh et al, 2019).

### ***Stage Production***

At the production stage, the first thing to do is to collect the materials that have been obtained at the define and design stage. After all the materials needed are collected, the next step is to shoot an advertising video or take an advertising video. After shooting the ad video, the next step is video development, namely the editing stage using Adobe Premiere Pro CC 2018. Several editing activities carried out include importing the file from the camera to tool work (laptop), entering voice-over to the timeline tools /software used, compiling videos based on storyboards, inputting background music, effects, graphics, setting colour grading, other object required such as logos and others, to the e-export of video results.

### ***Stage Implementation***

At the implementation stage namely testing the feasibility of ad video content, ad video quality, and ad video eligibility to be published. Before conducting the validation test, the developer conducted his test by testing the suitability between the video ad produced and the design based on the script and storyboard. In this activity, several revisions were made to adjust the content according to the advertised product.

Next is the validation test to see if there are errors or omissions in the ad video. Validation test this based on aspects of video and material or content involving 10 validators divided into 2 people who work in Ms. Glow the Content section Creator, 2 people who work in the admin section of Ms. Glow, 3 media experts in the field of Videography, and 3 media experts in Marketing, of which 10 validators consist of from top 2 people who work in Ms. Glow Content Creator, 2 people who work in the admin section of Ms. Glow, 3 media experts in the field of Videography, and 3 media experts in Marketing, assess whether the video ad is worthy of publication as a nail ad video promotion material. polish Ms glow. Validation test results by calculating the average gain use formula (1) with a Likert scale is 1-5, and the results of the validation test are presented in table 1.

No	Aspect	Statement	Average
1	Theory	Very clear narration	4.6
2		The information presented in the video is easy to digest	4.7
3		deserves to be published	4.7
4	Videos	Angle/shooting angle	3.9
5		K-quality ad video	4.6
6		Advertising videos are easy to understand	4.6
7		Advertising video concept	4.6
8		<i>Music</i>	4.7
9		<i>Voice over</i>	4.7
10	Comments / Suggestions	<b>Filanda Al Rozaq A.Md. Kom (Videography media expert):</b> The shooting angle and the selection of supporting music are very good, and the product has also been highlighted with good, but in part, the beginning of the video is given transition <i>Dissolve in (Black or White)</i> , so slowly the picture appears.	

Table 1: Validation Test Results Product

### **Stage Evaluation**

Based on the results of the validation test, suggestions from media experts already implemented and obtained an average rating of 4.56 with the category "Very Eligible". because of that, the evaluation of the product is based on a validation test that could be published as a nail promotion ad video polish Ms glow, so that could be next to Step spread (disseminated).

### **Disseminate**

The dissemination stage is carried out to promote the development product so that it can be accepted by users, either individuals, groups, or systems. The dissemination stage is the final stage in the Four D model. There are a few things that needed to be considered in the dissemination stage, including: (1) User analysis, (2) Determining the distribution strategy, (3) Timing, and (4) Media selection. (RanahResearch, 2022). Started Step analysis purposeful user to determine users who will involve in research, determine the deployment strategy carried out for deployment instruments, and selection time for determining time publications, and finally, the selection of media to be used for publishing ad video nail polish.

### ***User Analysis***

User analysis is an early stage in the deployment of the product to find out and determine the users involved in nail advertising video development polish users are people who have social media Instagram of all ages, both male and female. Users who use the advertised product are women aged 15 to 40 years because the products advertised are women's products of a certain age.

### ***Determining Deployment Strategy***

Some considerations in determining nail advertising video dissemination strategy polish, namely: (1) value strategy, because Instagram has score power high pull compared to other social media so many used as a promotional medium. (2) rational strategy, that is rational Instagram has method alone for promote and maximize effort so that more many get profit. (3) economic strategy, namely promotional features on Instagram can be used for free so could save the economy for the company, especially the new companies. The social media used to distribute advertising videos is Instagram, which is rational, almost all social media users have an Instagram account.

### ***Timing***

Determination of the timing of the spread, namely the publication of the nail ad video polish on June 16, 2022, at 20.00 WIB – June 23, 2022, at 20.00 WIB (Western Indonesia Time). This thing because at night it is a relaxing time, and many Instagram social media users are active on social media.

### ***Media Selection***

Nail ad video distribution media selection polish is Instagram, which can be used to post photos or videos with good quality and photo appearance, so they are widely used as promotional suggestions.

### **Analysis Method Behaviour Attitude Public to Nail Polish Ad**

The analytical method used is the Netnography approach, which is a way to conduct anthropological research over the internet, using publicly available information that everyone is free to share via social media (Bakry, 2017). Netnography is the research on the cultural meaning of a community that is understood through online social interactions. The netnographic method is a special or special form of ethnographic research which is adapted to reveal the unique habits of various types of computer-mediated social interactions (internet) including in the field of marketing. There are also steps done in the analysis of public attitude to nail polish ads (Figure 2).



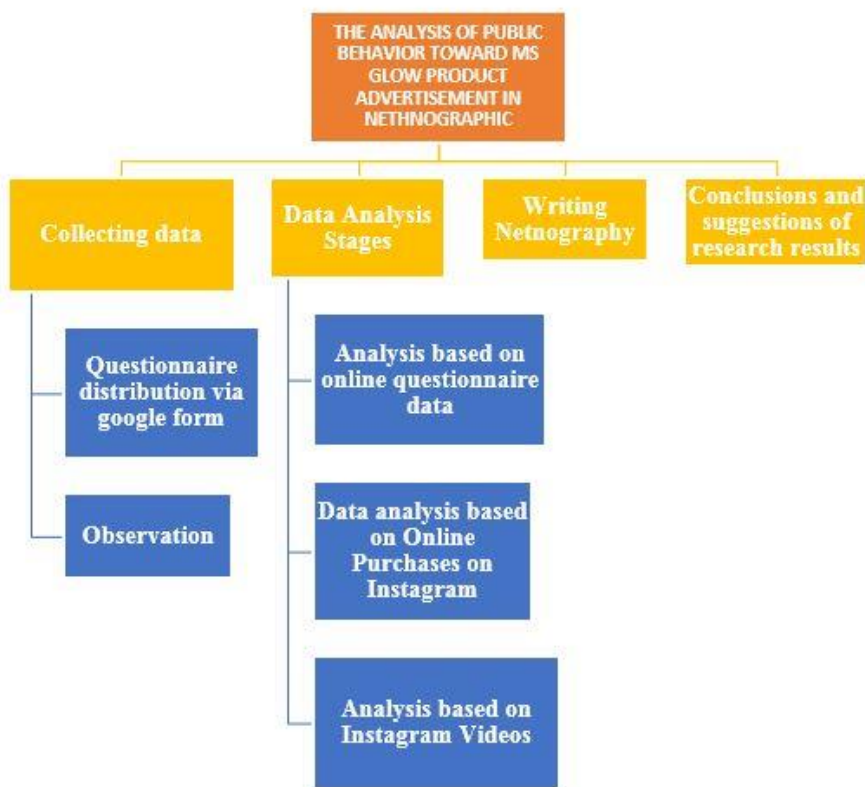


Figure 2: Analysis Flow

## RESULTS AND DISCUSSION

Netnography is defined as a qualitative research methodology that adapts ethnographic research techniques to study cultures and communities that occur in computer-mediated communication. This definition later developed into a research technique for the field of social media. through 5 stages that is the determination of formula problems, site assignment, data collection, data analysis, and writing netnography (Nasrallah, 2017).

### Formulation of the problem

The formulation of the problem in this study is how to evaluate public attitudes towards products promoted in advertisements using qualitative methods through Netnographic approach.

### Site Determination

Social media used is Instagram, which is a social media platform that can be used to post photos or videos with good quality and photo appearance, so it is widely used as promotional advice. The use of social media Instagram continues to increase in number that has reached more than 200 million worldwide, that's up from around 150 million users six months earlier, as well as 100 million users about a year ago (GlobalWebIndex, 2016). Instagram used as a platform for publishing nail polish ad videos is account Instagram with the name msglow\_iqueenbatam with a total of 606 followers, as well as amount follow, are 154 accounts, and the number posts 158 posts. The nail polish ad video link on Instagram is <https://www.instagram.com/p/Ce48uzNAHmR/>

### Data Collection

Data obtained from the community or informants, namely using an instrument in the form of a questionnaire on google form, and the results of the questionnaire data using beta testing which can be seen in table 3. In addition, the form of data collection is also obtained through likes, comments, and emoticons from Instagram, because Nail Polish advertising videos will be published through Instagram social media. which is where data collection via Instagram lasts for 7 days starting from June 16, 2022, to June 23, 2022.

### Data Analysis

Data analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and other materials so that they can be easily understood, and the findings can be informed to others (Sugiyono, 2016). Qualitative data analysis is inductive, namely, analysis based on the data obtained, where the data collection process can conduct systematically to facilitate acquisition conclusion research. The analysis of people's behaviour towards the products produced is carried out using a netnographic approach, namely analysis based on questionnaire data via google form distributed online and based on videos published via *Instagram*.

#### *Analysis based on questionnaire data online*

The *Nail* ad video target audience is 100 women aged from 15 years to 40 years, distributing questionnaires in the form of google forms. The data collection method in this study used the questionnaire method, which consisted of 11 statements for dig experience respondent moment watch videos. The approach used to analyze the data from the beta test results is Netnography. The data processing questionnaire use formula (1), with a Likert scale, which is 1-5. Test results served in form percentage in table 2.

No	Statement	Average	Percentage
1	Ms Glow's product advertisement video is an impressive promotional media and attracts many people	4.01	80.2%
2	Ms Glow's product advertisement video is an easy-to-remember promotional media	4.04	80.8%
3	Ms Glow's product advertisement video convinces consumers to buy her product	3.95	79.%
4	Ms Glow's product advertisement video is a trustworthy promotional media	4.05	80.2%
5	The Ms Glow product advertisement video presented above is very interesting and creative	4.33	86.6%
6	The Ms Glow product advertisement video presented above is very easy to understand	4.3	86%
7	The colour shade of Nail Polish Ms Glow is very good and very suitable for all ages	3.71	74.2%
8	The composition contained in the Ms Glow Nail Polish product is very safe to use	3.7	74%
9	The latest shade from Nail Polish Ms Glow is very beautiful and much in demand	3.9	78%

10	Ms Glow Nail Polish products are very easy because they can be purchased at Shopee, Instagram, Facebook, and Website	4.18	83.6%
11	After seeing the ad video presented above, I am very interested in buying Ms Glow's Nail Polish	4.36	87.2%

Table 2: Test results through questionnaire

Based on the results of data processing in table 2, the next is to determine a conclusion based on the scale parameters assessment presented in table 3.

No	Eligibility Value	Percentage	Category
1	4.3 – 5.0	81% - 100%	Strongly agree
2	3.5 – 4.2	80% - 61%	Agree
3	2.7 – 3.4	60% - 41%	Just Agree
4	1.9 – 2.6	40% - 21%	Don't agree
5	1.0 – 1.8	20% - 0%	Strongly Disagree

Table 3: Determination Scale Category

Sunarto & Riduwan (2019) [Source]

The average value of the assessment in table 2, obtained 4.04 with a percentage of 80.89%. This thing shows the respondents that stated “Agree” that the video advertising nail polish Ms. Glow gives an impression, easy to remember, and can be trusted to convince consumers to buy the advertised product. Besides, it's a very interesting, creative, and easy-to-understand video ad. Based on the results, we can conclude that respondents are interested in buying the products advertised in the video.

#### ***Data-driven Analysis Based on Purchases on Instagram***

Data analysis based on online purchases on Instagram was carried out to see how much increase in sales was obtained before and after respondents watched nail ad videos polish. Based on the data obtained from the results of online sales recap via purchase from Instagram before the Nail Polish ad video was published in May 2022 has an increase of 70%. Based on the results, we then concluded that the respondent's behaviour experienced a very positive change after watching the nail ad video polish Ms. Glow through the purchase of the advertised product.

#### ***Analytics Based on Instagram Videos***

The approach analyzes content on social media to find out insights into the content by looking at the number of likes, comments, and viewers (Annisa, 2019). This test aims to see the public's attitude towards the Nail polish ad video after watching the ad video. H results were obtained through Instagram which lasts for 7 days starting from June 16, 2022, to June 23, 2022, gaining a total of 600 views, 111 likes, 56 comments, and 76 shares of videos. In addition, there are 6 data analysis features found on Instagram i.e: Overview, Reach, Audience Retention, Impressions, Content Interactions, and Profile Activities. Results in every feature are presented in table 4.

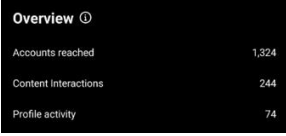

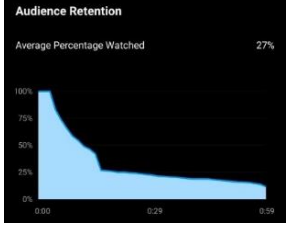
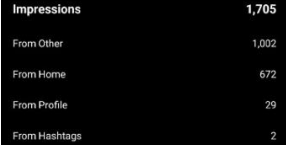
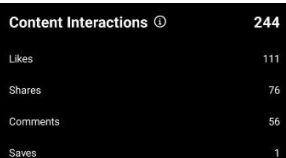
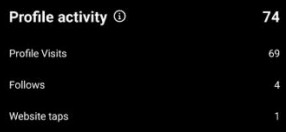
Feature	Visualization results	Information
Overview		Results <i>overview</i> from ad video <i>nail polish</i> can explained that for Reached accounts in ad video <i>nail polish</i> the totalling 1,324 range, for interaction content totalling 244 interactions, and for profile activity of ad video <i>nail polish</i> totalling 74.
Reach		<i>Reach</i> data results from <i>nail</i> ad video <i>polish</i> it can be explained that for <i>nail</i> advertising video reach <i>polish</i> totals 1,324 accounts reachable, where 57 accounts from <i>Followers</i> and 1,267 accounts from <i>non-Followers</i> , with <i>viewers</i> being 600 <i>views</i> .
Audience Retention		<i>Audience</i> data results in <i>Retention of nail</i> ad videos <i>polish</i> it can be explained that the average watched percentage is 27%.
Impressions		<i>Impression</i> data results from <i>nail</i> ad videos <i>polish</i> it can be explained that the impression of the <i>nail ad video polish</i> totals 1,705, which is divided into 1,002 views from others, 672 views from the homepage, 29 views from <i>profiles</i> and 2 views from <i>hashtags</i> .
Content Interaction		Results data <i>Content Interactions</i> from the ad video <i>nail polish</i> can be explained that consisting of 244 interactions of which 111 <i>likes</i> , 76 <i>shares</i> , 56 <i>comments</i> , and 1 <i>save</i> .
Activity Profile		Results data <i>Content Interactions of nail</i> ad video <i>polish</i> it can be explained that there is 74 <i>profile activity</i> where 69 <i>profile visits</i> , 4 additional <i>followers</i> and 1 <i>website tap</i> .

Table 4: Results of data analysis based on Instagram features

### Writing Netnography

In this study, what we want to answer is if there is an influence on public behaviour after watching an ad video of Ms. Glow for product nail polish. Analyzed data based on activities carried out online on several social media including Instagram, and Youtube, and a charging questionnaire prepared on a google form.

Experience informant after watching video ads on youtube and Instagram depicted through answers on the questionnaire. 100 informants fill out a questionnaire with characteristics type sex women and ages in the range of 15 to 40 years. The results obtained are an average value of 4.04

with a percentage of 80.89% of participants that stated “Agree” in the nail ad video polish Ms. Glow could be a promotional media that is memorable, easy to remember, and can be trusted to convince consumers to buy the advertised product. Therefore, the video ads presented are very interesting, creative, and easy to understand. because of that, ad video nail polish informants are interested in buying the products advertised in the video. Given that the time range of data retrieval happens during the enhancement sale for the advertised product. This thing means that change could occur in the attitude of informants after watching the ad video, and it can be concluded that there is an influence positive on the attitude and the public behaviour towards Ms. Glow's product.

Experience excavated informants based on results post on Instagram, via the insight feature that occur increase in the number of 10.525% reach compared to before the Nail Polish ad video was published. Ascension this enough proves that people's attitude towards nail ad video polish has a response positive. Other features also experience an increase that is Viewers, likes, comments, and shares from nail ad videos published polish. Publication insights before and after the existence of video advertising publications could be seen in figure 3.

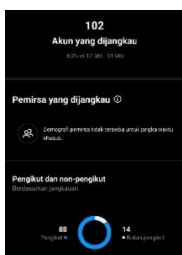


Figure 3(a): Insights before no ad video



Figure 3(b): Insights after no ad video

Based on Figures 3(a) and (b) it can be seen that there is a significant increase in insight. Meanwhile, based on the amount like, comments, dan views obtained e management rated by 3.9%. Acquisition score e management rate based on Formula 1 below.

$$Engagement\ Rate\ (\%) = \left( \frac{Likes + Comments + Share}{Total\ Followers} \right) \times 100$$

Formula 1: Engagement Rate

Classification on engagement rate started from the range <1% to >6% and yielded the engagement rate on Ms. Glow's nail polish ad video reached 3.9%. This thing shows that it could be categorized as "High". Destination from calculation engagement rate is very important for knowing profit something content, so the more. The more interactions on content, the more knowledge will increase the audience for a brand. Besides, it can see the change in public attitude to the content presented in the published ads on a social media platform (Annisa, 2019).

## CONCLUSION

The conclusions of this research, namely:

1. Ms. Glow's product advertisement in the form of a video applies to the *live concept shoot using the Four D development stage*. The resulting video is 58 seconds in Mp4 format and

- can be played on various devices via *Instagram access*. The entire community can access the video ad on the condition that they must have an *Instagram account*.
2. Analysis of community behaviour towards Ms. Glow's Nail Polish product was also carried out by extracting public perceptions using an online questionnaire. The percentage of people's perceptions reached 80.89%, which means that they fall into the agreed category. This shows that the informant has a change in attitude after watching the ad video, namely being interested in, and buying the advertised product.
  3. Analysis of community behaviour towards Ms. Glow Nail Polish products was carried out through a Netnographic approach by observing the attitudes and perceptions of the community through features Instagram including Overview, Reach, Audience Retention, Impressions, Content Interaction, and Profile Activities. Observation results show that the engagement rate via likes, comments, and shares reached 3.9% which means it is in the high category. This shows that the informant has a change in behaviour after watching a video ad, namely being interested in and buying the advertised product.

Promotional media in video format can be of various types. The live shoot concept can influence informant behaviour, so development promotion next could try advertising other video concepts. Temporarily based on experience informant could reach a wider audience with additional time range data collection and other social media not only Instagram.

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