

## The Effect of Skincare Review Content on Fulfilling Information Needs on Youtube Channels

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### Abstract

*Beauty Vlogger is a content creator who provides beauty information to his audience, usually beauty vlogger reviews a beauty product and also recommends a skincare product. One of the beauty vloggers who likes to review beauty products is Mary Angline. Mary Angline often makes videos with a beauty theme, namely with video content reviewing beauty products, one of which is skincare to fulfill the information needs of her audience, viewers who watch Mary Angline's content also comment. This study aims to determine the effect of skincare review content on meeting the information needs of commentators on the video "Under 50rb! Rating The Originote (acne prone & oily comby)". This study uses two variables, namely review content with sub-variables of message, message attractiveness, towards fulfilling commentators' information needs, cognitive needs, affective needs, integrative personal needs, integrative social needs, release needs. The theory used is the theory of uses and gratifications. The research method used is a quantitative research method with an explanatory study. The measurement scale used is a Likert scale. The research was conducted on respondents who were commentators on the video "Under 50k! Rating The Originote (acne prone & oily comby)" with a sample size of 123 people based on the slovin formula with an error tolerance of 5%. The result of this study is that there is an effect of skincare review content on fulfilling the information needs of commentators on the video "Under 50k! Rating The Originote (acne prone & oily comby)" with a large influence of 59.5%. The review content factor that most influences the fulfillment of commentators' information needs is the visual influence on cognitive needs with a t value (13.877) > t table (1.980).*

beauty vlogger; content reviewer; fulfillment of information needs



### I. Introduction

This internet is related to new media, one example of new media is social media. Social media is a media platform that focuses on the existence of users who facilitate them in activities and collaboration. One of the social media that can be used by users to exchange information and get information from other users, and has become a trend among the community, one of which is YouTube. Youtube audio-visual social media is favored by the public because of the large amount of video content in it. Youtube users in Indonesia according to Databoks.katadata data in January 2023 Indonesia ranked fourth with 139 million users.

Youtube as a social media platform that can share video content, but not only that, users can also create social media accounts for free and then the account owner can share a video. On this youtube platform provides many types of video content, including: Fashion content, Mukbang, comedy, Horror, and also Vlog content. One of the video content that people are interested in is Vlog. Beauty Vlogger is a content creator who in his video

provides information related to beauty to his fans, such as reviewing a beauty product such as one of them skincare, skincare usage tips, and also recommending a skincare.

One of the youtube with a beauty theme in Indonesia is Mary Angline, who is popular on her youtube channel under the name Mary Angline. Mary Angline's Youtube channel was created on March 30, 2017. In her YouTube channel, Mary Angline often makes a video that contains a review of beauty products such as skincare and makeup tutorials, and other video reviews. The video uploaded by Mary Angline is much liked by the audience, this is evidenced by the number of subscribers 435 thousand subscribers with the number of videos that have been uploaded by Mary Angline is 118 videos as of August 31, 2023.

YouTube users can interact with the video "Under 50k! Rating The Originote (acne prone & oily comby), on Mary Angline's youtube channel. People who argue in the comments column are called commentators. According to KBBI, a commentator is a person whose job is to comment on or provide a response to news and so on. It can be interpreted that the commentator in this video is a person who writes his opinion in the comments column of Mary Angline's youtube channel.

The use of skincare has become a necessity for the current generation because of its benefits and uses, because this beauty product, skincare, is believed to have various active ingredients that can brighten the skin, make the skin healthy, and also prevent the skin from premature aging. Beauty Vloggers like Mary Angline help women to choose products before they try the products.

Review content is content that assesses a product based on a user experience and in conveying an information message through video content and then sharing it with the audience they see in the beauty vlogger video. This includes message, message appeal, and visuals. Skincare video reviews conducted by beauty vloggers have great potential to meet the information needs of their audience.

The need for information arises because of a gap in the knowledge structure in each individual to solve the problem, the problem is a curiosity about information in an individual who is still uncertain about the information. With the beauty vlogger, viewers can get information related to skincare before trying it and add new knowledge.

Uses and Gratifications theory is that media users play an active role in choosing and using the media. In other words, the use of media to find information on social media according to user needs. Like Mary Angline's audience who use social media to find information to meet their information needs related to beauty products, one of which is skincare.

This study aims to understand the extent to which beauty vlogger videos, especially skincare review content, affect the fulfillment of the information needs of its audience. By looking at commentators and audience responses in skincare review content videos, this research is important to understand how social media and beauty vloggers provide fulfillment of audience information needs.

## **II. Review of Literature**

Youtube is an online video that runs with the help of the internet, and the main use of this site is as a medium for searching, viewing and sharing original videos and sharing them with audiences around the world through the website for free. Users can also like and comment (Budiargo, 2015: 47). Youtube is easy to use because it does not incur high costs to upload the video content, then other users can easily access the video anywhere and anytime, and with simple tools such as smartphones, computers, or laptops.

Content review is content that assesses a product based on a user experience and conveys an information message through video content and then shares it with the audience (Rahman, 2021). Content review can be said to be content that provides a message or information to the audience conveyed by (content creator) based on experience and in its delivery in the form of a video on its YouTube channel. In this review content, there are 3 indicators, namely (Rahman, 2021):

1. Order
2. Message appeal
3. Visual

Information needs are a concept that can be understood in a knowledge structure or gap that must be owned (Waqiyah, 2020). This uncertainty arises in a person and can be believed to fulfill his information needs by getting information from others. But this concept is divided into an information needs (a situation, whether recognized, accepted or not by a person on the information needed to find a way to solve a problem) and an information wants (curiosity about information to eliminate doubts).

This information need has 5 indicators (Nurudin in Samantha, 2022):

1. Cognitive Needs
2. Affective Needs
3. Integrative personal needs
4. Integrative social needs
5. Release needs

Uses and Gratifications theory was first introduced by Elihu Katz and Herbert Blumer in 1974. In the Uses and Gratifications theory "States that the use of media plays an active role in choosing and using the media. In other words, the use of this media is a media user to find information on social media according to his needs" (Mukarom, 2020: 143).

The use of media has alternative choices to satisfy the needs of media users. This theory has 5 basic assumptions from this theory, namely:

Audiences are active, and the use of media is goal-driven The initiative that links needs, satisfaction and the selection of specific media use lies in the hands of the audience.

Media competes with other sources in trying to satisfy audience needs. People have sufficient self-awareness regarding their media use, interests and motivations. Value judgments around audience needs about specific media or content must be formed.

In this uses and gratifications theory, it can be said that active media users will search according to their needs. Which is where people use social media to find information according to their needs (Mukarom, 2020: 143).\

### III. Research Method

The research method used in this research is a quantitative method with an explanatory research approach. Quantitative research methods in this study with the aim of wanting to know the effect of *Content Review* on Fulfilling the Information Needs of Commentators on the Video "Under 50rb! Rating The Originote (acne prone & oily combi)" on Mary Angline's *youtube channel*. The explanatory approach aims to test the hypothesis given in this study and seek the magnitude of the relationship obtained from the two variables in this study. In addition, the explanatory approach is used to link the theory used with the research variables. The population in this study is the number of commentators from Mary Angline's *youtube channel* video entitled "Under 50k! Rating

The Originote (acne prone & oily combi)". With the number of *commentators* as of March 09 - August 31, 2023 as many as 178 *commentators* after using the *commentpicker.com* application. The number of samples in this study were 123 Mary Angline *youtube channel* commentators.

### 3.1 Object of Research

The object used in this study is one of the videos uploaded by Mary Angline's *youtube channel* entitled "Under 50k! Rating The Originote (acne prone & oily combi)".

### 3.2 Data Collection Technique

Using questionnaires and observation. The questionnaire used in the study is *online-based*, namely *google form*. The questionnaire will be distributed via a *link* that has been created and addressed to commentators of Mary Angline's *youtube channel* entitled "Under 50rb! Rating The Originote (acne prone & oily combi)".

It is useful to support information about the research taken. Secondary data in research is taken from books, journals and the internet. As well as other sources such as Mary Angline's *youtube channel*.

### 3.3 Variable Operationalization

Variable operationalization is a description of the research variables, dimensions, and indicators used to measure these variables. This study uses two variables, namely the *independent* variable in this study is the content review and the *dependent* variable (*dependent*) fulfillment of information needs.

Variable X (Review Content)	Order	<ul style="list-style-type: none"> <li>• Listening to message delivery by Mary Angline</li> <li>• Pay attention to the content of the message delivered by Mary Angline</li> <li>• Information delivery is already on the right social media, namely the <i>YouTube platform</i>.</li> <li>• The information was delivered at the right time.</li> <li>• The delivery of information is in the right way.</li> </ul>
	Message Attractiveness	<ul style="list-style-type: none"> <li>• Mary Angline's information delivery style is unique</li> <li>• Images that caught the Commentator's attention.</li> <li>• The narrative caught the attention of the commentator.</li> <li>• The text in Mary Angline's video attracts attention</li> <li>• Watch the video from start to finish.</li> </ul>
	Visual	<ul style="list-style-type: none"> <li>• Conveys information at the center of the frame or in the middle of the frame.</li> <li>• Use visual elements that can contain information.</li> <li>• Use visual aspects or maintain the narrative in every scene</li> </ul>
Variable (Y) Information needs fulfillment	Cognitive Needs	<ul style="list-style-type: none"> <li>• Adding knowledge reinforcement</li> <li>• The delivery of information carried out by Mary Angline, can strengthen information about the <i>originote skincare</i>.</li> <li>• Add new knowledge</li> <li>• Increased understanding of <i>skincare</i></li> </ul>

	Affective Needs	<ul style="list-style-type: none"> <li>• Mary Angline on telling experiences, telling experiences beautifully</li> <li>• Feel happy with the style of information delivery</li> <li>• Mary Angline makes fun</li> <li>• The commentator's mind is open when it comes to <i>skincare</i></li> <li>• Commenters can't wait for more product <i>review</i> videos.</li> </ul>
	Integrative Personal Needs	<ul style="list-style-type: none"> <li>• Gain reinforcement of trust</li> <li>• Trust Mary Angline with <i>skincare</i> information</li> <li>• Balanced with commenters' <i>Skincare</i> knowledge</li> <li>• Satisfied with the information message</li> </ul>
	Integrative social needs	<ul style="list-style-type: none"> <li>• Information related to <i>skincare</i> can fulfill information needs in the family environment.</li> <li>• Information related to <i>skincare</i> can fulfill the information needs of friends.</li> <li>• <i>Skincare-related</i> information can meet the information needs of viewers around the world.</li> </ul>
	Release Requirement	<ul style="list-style-type: none"> <li>• Entertained when watching Mary Angline videos</li> <li>• Feel at ease about originote skincare products</li> <li>• Feeling that after watching Mary Angline's video on <i>skincare</i>, it can eliminate curiosity before wanting to try the various benefits of <i>skincare</i> products.</li> </ul>

### 3.4 Data Analysis Technique

Data analysis is an activity after data from all respondents or other data sources are collected. Data analysis activities are grouping data based on variables from all respondents, presenting data for each variable studied, performing calculations to answer problem formulations, and performing calculations to test the hypotheses proposed (Sugiyono, 2018: 147).

The data analysis techniques used are as follows:

1. Examining, checking the data that has been collected, and examining its completeness so that processing can be carried out for the next stage.
2. *Coding*, is the activity of converting letter-shaped data into number-shaped data.
3. Tabulate data by describing respondents' answers in statistical form.

The measurement scale used in this study is a *Likert* scale as a reference in asking alternative questions or statements. The questions asked are both negative and positive with a very positive score with a very positive score of 5 (five) while negative 1 (one).

## IV. Result and Discussion

### 4.1 Validity Test

In this study, in conducting the validity test, the first step to test the validity, the researcher used IBM SPSS Statistic 25 with the coefficient of the number of respondents as many as 30 or 30% of the total sample:

**Table 1.** Validity Test

No.	Coefficient Value	Rtabel	Description
1	0,525	0,361	VALID
2	0,496	0,361	VALID
3	0,463	0,361	VALID
4	0,698	0,361	VALID
5	0,742	0,361	VALID
6	0,726	0,361	VALID
7	0,609	0,361	VALID
8	0,673	0,361	VALID
9	0,754	0,361	VALID
10	0,621	0,361	VALID
11	0,612	0,361	VALID
12	0,647	0,361	VALID
13	0,507	0,361	VALID
14	0,658	0,361	VALID
15	0,394	0,361	VALID
16	0,785	0,361	VALID
17	0,533	0,361	VALID
18	0,500	0,361	VALID
19	0,656	0,361	VALID
20	0,901	0,361	VALID
21	0,674	0,361	VALID
22	0,674	0,361	VALID
23	0,790	0,361	VALID
24	0,631	0,361	VALID
25	0,779	0,361	VALID
26	0,571	0,361	VALID
27	0,825	0,361	VALID
28	0,549	0,361	VALID
29	0,637	0,361	VALID
30	0,747	0,361	VALID
31	0,492	0,361	VALID
32	0,813	0,361	VALID

The validity results using IBM SPSS *Statistics* 25 software in the table above show that out of 32 statements there are 32 valid statements. These statements are declared valid after comparing r count with r table because all statements have r count greater than r table.

#### 4.2 Reliability Test

The following are the results of the reliability test that has been processed with IBM SPSS *Statistics* 25 software

**Table 2.** Reliability Test Results

Variables	Reliability Coefficient	Value	Reliable Point	Description
<i>Review Content</i>	13 inquiry	0,866	0,700	Reliable



Information Needs Fulfillment	19 inquiry	0,926	0,700	Reliable
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The results of the reliability test using IBM SPSS *Statistics* software in the table above show that the content *review* variable has a reliability value of 0.866 and information needs have a value of 0.926. Both variables indicate a reliable or consistent measuring instrument.

#### 4.3 Normality Test

The normality test is carried out to determine whether the data is normally distributed or not. In this study, the normality test was carried out with the Kolmogorv-Smirnov test.

**Table 3.** Normality Test Results

<i>One sample Kolmogrov-smirnov</i>	Results
N	123
Most Extreme Differences	0,74
p ( <i>asym.sig</i> )	0,96

Based on the results of the *Kolmogrov-Smirnov* normality test in the table above, the *Kolmogrov-Smirnov* value is 0.74. In addition, the p value (*asym.sig*) is  $0.96 > 0.05$ . Therefore, it can be concluded that the residual values in this study are normally distributed to respondents, namely commentator Mary Angline on *her YouTube channel* in the video entitled "Under 50rb! Rating The Originote (acne prone & oily combi)".

#### 4.4 Simple Linear Regression Test

After the normality test is carried out, a simple linear regression test can then be carried out to test the hypothesis proposed in this study. The simple linear regression test was conducted to measure how far the influence of the *Review Content* variable (X) on Fulfillment of Information Needs (Y).

**Table 4.** Simple Linear Regression Test Results

(Constant) Review Content (X)	Results
t	11,562 13,324
B	1,196
Sig	0,000

Based on the results of the table above, it can be seen that the constant number from the equation above is obtained a value of 11.562, this number is a constant number which means that if there is no *Review Content* (X), the consistent value of Fulfillment of Information Needs (Y) is 11.562. The regression coefficient number is 1.196, this figure indicates the meaning that every 1% increase in the level of *Review Content* (X), the Fulfillment of Information Needs (Y) will increase by 1.196.

#### 4.5 Uji Coefficient of Determination

The coefficient of determination shows the extent to which the contribution of the independent variable (*Review Content*) in the regression model is able to explain the dependent variable (Fulfillment of Information Needs). The coefficient of determination is seen through the *R-square* value in the following table:

**Table 5.** Determination Coefficient Test Results

<i>Model Summary</i>	<b>Results</b>
R	0,771
<i>R.Square</i>	0,595

In the table above, it can be seen that the amount of R is 0.771. From this figure, the coefficient of determination (*R Square*) of 0.595 is obtained, which shows that the effect of the independent variable (*Content Review*) on the dependent variable (Fulfillment of Information Needs) is 59.5%, while the remaining 40.5% is not explained in this study.

**Table 6.** Determination Coefficient Test Results

<b>Thitung</b>	<b>Significance</b>	<b>Satisfaction</b>	<b>Conclusion</b>
13,877	0,000	H0 rejected H1 accepted, if $t_{hitung} > t_{tabel}$	There is an Influence

Based on the data in the table above, it can be seen that the Visual sub variable on the cognitive needs sub variable has a significant value of  $0.000 < 0.05$  and a tcount of 13.877. In this study, the t table value is 1.980 which is obtained from  $\alpha = (0.05)$  and degrees of freedom ( $df$ ) =  $n-2 = 123-2 = 120$ , because  $t \text{ count} > t \text{ table}$  with a value of  $13.877 > 1.980$  means  $H_0$  is rejected and  $H_1$  is accepted, then this value indicates that there is an effect of *review content* on fulfilling information needs on the video "Under 50rb! Rating The Originote (acne prone & oily comby)" on Mary Angline's *youtube channel*.

#### 4.6 Discussion

In this study, researchers want to examine how much influence *skincare review* content has on fulfilling the information needs of commentators on the video "Under 50rb! rating the originote (acne prone & oily combi)" on the @maryangline *youtube channel*. The questionnaire was given online to commentators of the video "under 50rb! rating the originote (acne prone & oily combi)" who had commented on the video. Before entering the discussion of the results, the researcher will first explain how the stages in distributing questionnaires in this study.

First, the researcher made a request sentence regarding the willingness of commentators on the video "Under 50rb! rating the originote (acne prone & oily combi)" to fill out a questionnaire that had been made in the form of a *google form*. Furthermore, researchers use the website *commentpicker.com* to get random respondents. as well as the *hadzy.com* website to link the youtube video links discussed in this study. After the researcher gets the name from the *commentpicker.com* results, the researcher looks for comments on the account name that has been determined and through the comment reply feature on *YouTube*, the researcher writes a request for the commentators' willingness to fill out the questionnaire and embeds a link to access the questionnaire.

In this study, researchers used the *uses and gratifications* theory, the theory assumes that media use plays an active role in choosing and using the media. In other words, the use



of this media is a media user to find information on social media according to his needs "(Mukarom, 2020: 143). Based on this assumption, it can be seen that someone is looking for the latest information through the media, audiences can look for information needs and choose media that can meet their needs. The *YouTube platform* is one of the right media to disseminate information widely because *YouTube* is a medium that is easily accessible to anyone and anywhere. Because of its convenience, social media such as *YouTube* has become one of the choices by internet users to get the latest information they need, but not only that, users can also upload an activity and disseminate it to the public for free.

Mary Angline is a *beauty vlogger* who likes to review a beauty product, where the *audience* understands the information shared by Mary Angline to fulfill information needs about the originote *skincare*. This provides a fulfillment of information needs regarding *skincare reviews*. The content uploaded by Mary Angline on *her YouTube channel* is information about beauty product *reviews*, and *makeup*.

It can be seen that the *audience* is looking for information on *YouTube* to meet information needs, many *audiences* think that the information conveyed by Mary Angline through the video "under 50rb! rating the originote (acne prone & oily combi)" is able to present the information they need. Information messages conveyed through videos will make a person more quickly capture the information contained therein (Rohman, 2017: 4). therefore, the *youtube platform* is one of the most popular social media today and is useful for meeting information needs.

The *uses and gratifications* theory explains that the use of media plays an active role in choosing and using the media, so it can be said that someone to meet information needs can go through social media, one of which is the *YouTube platform*. In the video "under 50rb! rating the originote (acne prone & oily combi)" on Mary Angline's *youtube channel* can show that the *review* content on the audience as a *beauty vlogger* is awaited in providing a *review of* beauty products, namely *skincare*. This study shows that there is an effect of *skincare review* content on fulfilling information needs, this can be seen based on a significance of  $0.000 < 0.05$  so that it can be concluded that *review* content has an effect on fulfilling commentator information needs. The influence given is 59.5%.

Mary Angline's *YouTube channel*, if it has high *review* content, then the commentators also show positive behavior and tend to support every statement that has been submitted. The *review* content variable has a significant effect on fulfilling information needs on the video "under 50rb! rating the originote (acne prone & oily combi)". The t test as a method of hypothesis testing is carried out by comparing tcount with the predetermined ttable. In this study, the value of  $tcount > ttable$ , so there is a rejection of  $H_0$ . It can be said that there is an influence of *skincare review* content variables on fulfilling information needs in the video "under 50rb! rating the originote (acne prone & oily combi)".

The aspect that has the greatest influence is the influence of visual sub-variables on cognitive needs, namely 13,877 commentators on the video "under 50rb! rating the originote (acne prone & oily combi)" on Mary Angline's *youtube channel*. The existence of visuals in *Mary Angline's* content can influence the behavior of each commentator because they are interested in the visuals used by Mary Angline when conveying information messages. In the end, this can make commentators show that Mary Angline's information can meet the information needs of the *review* content expressed by Mary Angline in the video "Under 50rb! rating the originote (acne prone & oily combi)". The aspect that has the least influence is the influence of the sub-variable (X1) message on the variable (Y5) the commentators' release needs on the video "under 50rb! rating the originote (acne prone &

oily combi)" on Mary Angline's *YouTube channel* with a total of 7.234, thus indicating that the message has little influence on the commentators' release needs.

## V. Conclusion

Based on statistical testing and analysis that has been carried out, the conclusion in this study is that there is an influence between skincare review content on fulfilling the information needs of commentators on the video "Under 50rb! Rating The Originote (acne prone & oily comby)" on Mary Angline's youtube channel. This happens because in hypothesis testing with a partial T test it can be stated that the sub variable that has the highest influence is the visual sub variable on cognitive needs. In the T test data from the results of data analysis statistics. IBM SPSS 25 obtained data of  $13.877 > 1.980$ , which means that  $H_0$  is rejected and  $H_1$  is accepted, so this value indicates that there is an influence between visual sub variables on cognitive needs.

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