

Analisis Penerapan Pilar Konten Hiburan pada Instagram Reels Vidio Arcade dalam Meningkatkan Keinginan untuk Bermain Periode September - Oktober 2024 = Analysis of The Application of Entertainment Content Pillars on Instagram Reels Vidio Arcade in Increasing The Desire to Play During The Period of September - October 2024

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Abstrak

Penelitian ini menganalisis efektivitas penerapan pilar konten hiburan pada Instagram Reels Vidio Arcade dalam meningkatkan keinginan bermain pengguna selama periode September hingga Oktober 2024. Dengan menggunakan teori diffusion of innovation dan model AIDA, serta pendekatan kuantitatif melalui survei kepada 110 responden, hasil penelitian menunjukkan bahwa konten hiburan yang mengandung informasi hadiah dan game, serta memanfaatkan unsur humor, musik, dan jalan cerita, efektif menarik minat mayoritas responden. Namun, tingkat kesukaan terhadap konten tidak selalu berbanding lurus dengan dorongan untuk mengunduh aplikasi dan bermain game di Vidio Arcade. Temuan ini memberikan wawasan berharga tentang potensi dan tantangan dalam menerapkan pilar konten hiburan untuk mempromosikan fitur gamification dalam ekosistem layanan OTT. Penelitian ini juga menekankan pentingnya memahami karakteristik dan preferensi audiens dalam merancang strategi konten yang relevan dan menarik, terutama bagi generasi muda di area urban. Penelitian selanjutnya disarankan memperluas analisis faktor eksternal yang dapat mempengaruhi efektivitas konten hiburan seperti tren industri dan pergeseran demografis.

.....This study analyzes the effectiveness of applying the entertainment content pillar on Vidio Arcade's Instagram Reels in increasing users' desire to play games during the period of September to October 2024. Utilizing the diffusion of innovation theory and the AIDA model, as well as a quantitative approach through a survey of 110 respondents, the results show that entertainment content containing information about rewards and games, while leveraging elements of humor, music, and storylines, effectively attracts the interest of the majority of respondents. However, the level of content preference does not always correlate with the drive to download the application and play games on Vidio Arcade. These findings provide valuable insights into the potential and challenges of implementing the entertainment content pillar to promote gamification features within the OTT service ecosystem. This study also emphasizes the importance of understanding the characteristics and preferences of the audience in designing relevant and engaging content strategies, particularly for the younger generation in urban areas. Future research is suggested to expand the analysis of external factors that may influence the effectiveness of entertainment content, such as industry trends and demographic shifts.