ABSTRACT

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User Experience Analysis on *Youtube Shorts* Application Using *User Experience Questionnaire* (UEQ) Method
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One of the popular social media applications that expose written content and video sharing media is the *YouTube* application, which has launched a new feature called *YouTube Shorts* on July 13, 2021. *YouTube Shorts* are used to upload short-form *videos* and are able to attract people's attention with the content that has been presented. *User Experience* (UX) is a critical aspect in measuring the success of a product or service. The purpose of this study was to analyze *User Experience* on *YouTube Shorts* using the *User Experience Questionnaire* (UEQ) method. The results of this analysis are in order to provide recommendations for *YouTube Shorts*. The UEQ method is a tool that measures and analyzes user experience with six (6) aspects of important rating scale variables, namely *Attractiveness*, *Perspicuity*, *Efficiency*, *Dependability*, *Stimulation*, and *Novelty* with 26 question items. Data collection using the application of questionnaire techniques through *Google Form* with data processing using *Exce*l and *SPSS software*, and analyzed using *Data Analysis Tool* to determine the *mean value* and *benchmark*. The results obtained extensively, each on the rating scale variable of the six variables against *YouTube Shorts* received a value evaluation in the positive rating evaluation category with the wishes and alignment of users.

Bibliography (2017 – 2023)