

ABSTRACT

Prihantoro Galih Lambang Prasetyo. 19822002.

***DIGITAL COMMUNICATION STRATEGY IN INCREASING VIEWERSHIP
ON STARHITS YOUTUBE CHANNEL THROUGH CREATIVE
THUMBNAILS***

(xi + 77 + Appendices)

This study aims to analyze the digital communication strategy implemented by Starhits in increasing the number of viewers on their YouTube channel through the use of creative Thumbnails. With the increasingly tight competition on digital media platforms, it is important for content creators to utilize attractive visual elements to attract the attention of the audience. This study uses a qualitative approach with data collection methods through in-depth interviews, and direct observation of the Thumbnail creation process. The results of the study show that well-designed Thumbnails, using striking colors, clear text, and attractive images, successfully attract the attention and interest of the audience. The AISAS (Attention, Interest, Search, Action, Share) model is used as an analytical framework to understand audience behavior in a digital context. This study found that each stage in the AISAS model plays an important role in increasing the number of viewers and audience engagement. In addition, periodic data analysis is conducted by Starhits to evaluate the effectiveness of the Thumbnails used, which reflects the implementation of a data-driven digital marketing strategy. These findings provide in-depth insights into best practices in creating effective Thumbnails and the challenges faced in the digital media industry. This study is expected to contribute to the development of a more effective digital communication strategy, as well as being a reference for other YouTube channel managers in increasing audience reach and engagement.

Bibliography (2010-2023)