



New Pantene Indonesia Miracles Hair Supplement Viral Marketing Network and Comments on the Pantene Indonesia Youtube Account

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Abstract

Viral marketing is the main goal of marketers in conveying messages so that their products or services can be seen by many people. However, viral marketing does not always receive a positive response from the public. In this research, researchers want to see how a network is formed so that the new Pantene Miracles Hair Supplement advertisement can go viral and comments related to the advertisement on YouTube. This research uses the social network analytic method by analyzing networks and YouTube comments with the help of the Netlytic application. The results found that the network on YouTube did not form large groups because many comments stood alone, while the comments tended to be positive.

Keywords: Social Network Analysis ;Viral Marketing ;Pantene; Network Analytic; Comment Analytic.

Introduction

The digital era is currently very advanced and has a significant impact on various aspects of human life. In the digital era, information and communication technology has become very important and plays a big role in facilitating access to information and communication between individuals. Apart from that, the digital era also allows the creation of new innovations in various fields, such as business, education and health. This makes the digital era a very interesting era to study and explore further.

Advertising in the digital era is a marketing channel for products or services through internet-based digital media. Types of digital advertising include Search Engine Marketing (SEM), Display Ads, Social Media Ads, Retargeting Ads, and Email Ads. The advantages of digital advertising include high accuracy, audience segmentation capabilities, cost efficiency, accurate measurement, better interaction and engagement with consumers. With so many people connected online, digital advertising has become a major tool for reaching potential consumers.

Viral marketing or viral advertisement (viral advertising) is different from most advertisements. Among them, viral advertising generates audience attention rather than paying for it, providing increased value to the audience from being passive content recipients to active social distributors who play an important role in advertising distribution (Himmelboim & Golan, 2019).



Social media is becoming increasingly used as one of the main channels for marketing campaigns and social network analysis provides an appropriate platform for understanding the spread of viral marketing campaigns on social media.

YouTube has become a platform for sharing videos widely so that many people can see, like or dislike, comment and also share and even upload videos and has become the second largest engine after Google (Tafesse, 2020). Even now, YouTube is one of the platforms used companies in marketing their products more widely. This is because digital marketing is growing rapidly.

In this research, the content analysis, specifically the text in question, is the comments of the new YouTube hair supplement "Pantene Miracles" uploaded in January 2022. The comments analyzed come from the period January 2022 to April 2022.

Method

This research uses the Social Network Analysis method, while the research will be carried out digitally with netlytic. However, manual analysis will still be carried out to see the meanings of the numbers and text that appear in the application. This research was conducted to find out what kind of social networks appear in comments on YouTube advertisements for the New Pantene Indonesia Miracles Hair Supplement.

Social networks require data on the number of comments using quantitative methods. The quantitative descriptive method used in this research is analyzing content or text to determine the number of comments.

Analyze the text in the comments column using the Netlytic application both quantitatively and qualitatively. Quantitative is looking at what words often appear in YouTube comments. After that, using a qualitative method, namely analyzing some of the comments from the research whether they are negative or positive. The reason is, when a word appears that has a positive connotation, it doesn't necessarily mean that the complete sentence has a positive meaning. Likewise, with words that have a positive connotation, the complete sentence is not necessarily interpreted positively.

Meanwhile, the final stage is network analysis which uses diameter, density, reciprocity, modularity and centralization data which are measured using a quantitative approach. All data collected produces social network visualization with qualitative social network analysis.

To collect initial data in the form of comments in the New Pantene Indonesia Miracles Hair Supplement advertising video, researchers used Netlytic (netlytic.org).

There is also a density element, namely looking at the relationship of members from the number of ties. Then, the reciprocity element is a connection that involves two directions, namely members giving or receiving messages to each other. Apart from that, there is modularity, which is to indicate whether members are connected in separate groups, or even as a single core. Meanwhile centralization is an indication of whether the network is dominated by a few members.

For YouTube, researchers did not look into actor network analysis due to the limitations of the application which could not draw complete data to see who the important actors were in

this discussion. For this reason, on YouTube it is limited to seeing how groups are formed in conversations in the comments column.

Next, betweenness centrality, namely highlighting users who have succeeded in getting attention from their messages. Centrality itself is to see how far the relationship between one actor and other actors in a network is (Himmelboim & Golan, 2019).

Results and Discussion

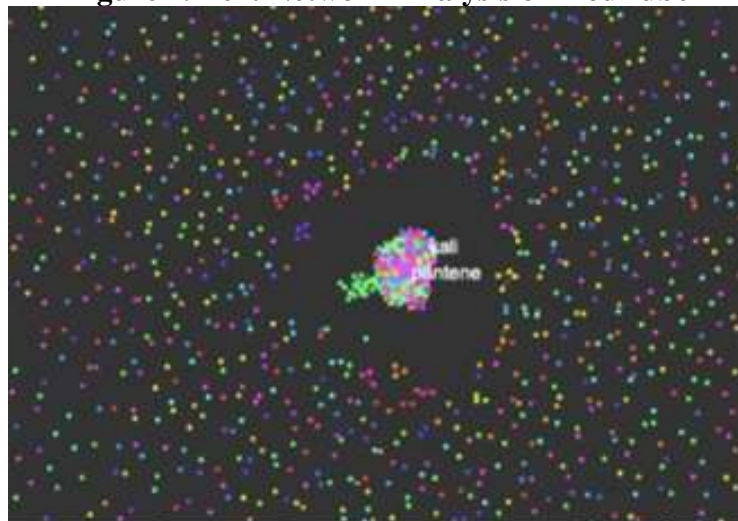
Network Analysis

With Keanu Angelo being one of the stars of the Pantene advertisement and showing his angry acting, this advertisement went viral. Many comments were directed at this Pantene advertisement, especially on the official Pantene Indonesia channel. The large number of comments can be seen from the number of more than 9,400 comments and being watched by 45 million people. It can also be seen from network analysis.

This research uses data collected from YouTube comments on the Miracles Hair Supplement Baru!-Bye advertisement posted by Pantene Indonesia 4 months ago.

Researchers using the social media text and social network analyzer application, netlytic.Org, found 2500 messages. There could have been more messages, but because the netlytic application was not paid, it could only count a maximum of 2500 messages.

Figure 1. Text Network Analysis on YouTube



Source: netlytic.org

Based on Netlytic's analysis, there are five networks formed from Youtube comments Miracles Hair Supplement Baru!-Bye. While the rest are just single comments. The same color indicates that the actor is in the same cluster.

Table 1. Network of YouTube comments

analysis	data
diameter	8
density	0,000673
reciprocity	0,2375
centralization	0,05902
modularity	0,63860

Source: netlytic.org

Next is density

Density shows the comparison of intensity within the members of a communication network (Eriyanto, 2014). A network with high density means that its members interact with each other, whereas if the density is low, interaction is minimal. The density value itself is 0-1. As the value increases, it becomes denser. Meanwhile, comments on the advertisement were only 0.000673. This means that there is no density of interactions in the network or the interactions that are created are only few and uneven. Then there is something called reciprocity which shows the interactions that occur between actors, whether one way or two ways (Eriyanto, 2014).

The value for Reciprocity is 0.2375, which shows that many of the interactions that occur are one-way. In fact, the assumption is that when the priority receipt number is close to one, it shows that each actor is interacting.

The next analysis is about Centralization, which is about how centralized this topic is in a network. This means whether this relationship spreads to many people or is concentrated in one person (Eriyanto, 2014). The value is 0.05902, meaning low centralization and fragmented across many actors.

Modularity describes networks that are found to represent different or the same community. The higher the modularity value shows the division of the community represented by clusters. The modularity value was recorded to be more than 0.5, namely 0.6386. This shows that there is no dominant actor because there are five clusters formed and there are still other conversations outside the five main clusters.

Text Analysis

From the netlytic.org results, several words were found that were most frequently used in Youtube comments. Miracles Hair Supplement Baru!-Bye.

Figure 2. Most frequently used words



Source: netlytic.org

In Figure 2 there are four words that are most frequently encountered. First is the word 'Advertising'. There are about 1146 comments. From the researcher's manual observations, most sentences contain positive values. Among them were the words "Great, Keanu has become a shampoo commercial star," commented Adelia Nur Aini. Then there were also those who said, "Goks, the advertisement is really cool," said Sulaiman Family.

Furthermore, the word that is often used is "Keanu" as the advertising star. There are around 487 comments that use this word and just like "advertisement" most of them have a positive tone. Among them is the sentence "This is the first time I searched for a Keanu ad on YouTube" written by Lina Novitasari. Then there was also a comment, "This is the first time I'm looking for it and watching it again and again because Keanu is crazy," said Idris.

The third word that is often mentioned is "skip" which is 358 words. Skip is interpreted further and tends to have a negative connotation because usually people will click skip when they are not interested in an advertisement. However, this comment actually has a positive meaning. One of them is illustrated by the sentence "Keanu told me to skip, I just waited" by Sri Wahyun. Then there is the sentence "Every time there is another ad, skip it without thinking. I'm just thinking about skipping this ad. Keanu the Best," said Ulf Afrinyanti. And there are many similar sentences in these YouTube comments.

Even so, there are still negative comments. Some of them contain bad words. There was only one comment, namely, "Does this ad take into account children watching? The language is not polite. "This is what keeps making millennials ugly," said the CSGS supervisor. Then there were words from Erick Padiangan who commented "This makes me emotional... it's not good. This is how the village stage is given. Oh yes, I'm not envious... I hate seeing his behavior."

Conclusion

Viral marketing is formed when there is content that is unique or out of the ordinary. It doesn't stop there, when an advertisement goes viral it is because it is watched and commented on by many people. This encourages people to watch the content, comment and even share. Judging from the text analysis side, this viral advertisement received a positive response from many parties even though Pantene uses a feminist male influencer model and often receives criticism from many parties. This can be seen from the comments on the YouTube account which mostly show positive sentences, including feeling surprised, fascinated, happy and surprised, and they are even willing not to press the skip button because the ad they find interesting. If it is related to the four elements of viral marketing, namely entertainment, annoyance, source credibility, and informativeness, this advertisement went viral more because of the entertainment element. The reason is that many words are found that mean feeling entertained by this content, including funny, funny or funny. The virality of this advertisement is also inseparable from the role of various social media. The reason is that people not only see it from YouTube but also from other media such as threats on Twitter, Instagram posts and even posts on Tiktok. This research is intended for readers, especially those who want to create advertisements that go viral but with

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positive responses. These include using entertainment elements or adding three other elements, namely irritation, source credibility and informativeness.

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