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Analyzing the Impact of YouTube Watch Time on Higher Education Institution Promotions and Admissions

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Abstract. This study analyzes the impact of YouTube watch time on higher education institution promotions and admissions, using data from the UhamkaTV YouTube channel from January 1 to December 31, 2022. The analysis focused on the watch time (in hours) and watch time percentage for the top five videos on the channel during the specified period. The results indicate that the video "UHAMKA Online Registration 2022" garnered the highest watch time of 5,726.9 hours, accounting for 62.8% of the total watch time. This video's high watch time percentage suggests that content related to the online registration process is highly relevant and engaging for prospective students. The other videos had significantly lower watch time percentages, meaning their promotional impact may not be as significant as the first-ranked video. These findings suggest that YouTube watch time can dramatically impact the promotion and admissions of higher education institutions. Higher education institutions can leverage YouTube to provide relevant and engaging content related to admissions and academic programs to potential students. This study provides insights that can inform the development of effective YouTube marketing strategies for higher education institutions.

Keywords. youtube, digital marketing, social media marketing

1. Introduction

In recent years, social media platforms have become increasingly important in promoting and marketing higher education institutions. Among these platforms, YouTube has emerged as a powerful tool for higher education marketing due to its ability to engage potential students through visual storytelling. As such, many institutions have started using YouTube to promote their programs, attract prospective students, and build their brand identity. Research has shown that YouTube can significantly impact higher education institution promotions and admissions. For example, a study by Almadhoun [1] found that YouTube videos positively influenced prospective students' perceptions of universities, increasing applications and enrollment. Similarly, a study by Carrigan & Jordan [2] found that social media platforms, including YouTube, played a significant role in shaping students' perceptions of higher education institutions.

This study aims to analyze the impact of YouTube watch time on higher education institution promotions and admissions, using data from the UhamkaTV YouTube channel from January 1 to December 31, 2022. The study will focus on the watch time and watch time

percentage of the top five videos on the channel during the specified period. The findings of this study can provide valuable insights into the type of content that is most relevant and engaging for potential students, which can inform the development of effective marketing campaigns. By understanding the impact of YouTube watch time, higher education institutions can better tailor their content to meet the needs and interests of prospective students, ultimately leading to increased enrollment rates.

2. Literature Review

YouTube has become an important platform for higher education institutions to promote their academic programs and engage with prospective students. Previous research has investigated various aspects of YouTube's impact on higher education institution promotions and admissions, including video content, engagement, and influence. Harlinda [3] examined the influence of social media, including YouTube, on Iranian university students' perceptions of higher education institutions. The study found that YouTube was the most influential social media platform in shaping students' perceptions of universities, highlighting the importance of creating engaging and informative video content. Similarly, a study by Thornton [4] found that YouTube videos positively influenced prospective students' perceptions of universities, increasing applications and enrollment. The study emphasized the importance of creating video content that effectively communicates the university's brand identity and academic programs.

Ahmad et al., [5] examined the use of YouTube in higher education institution promotions in Malaysia. The study found that YouTube was a valuable tool for universities to showcase their academic programs and campus life, emphasizing the need to create high-quality video content. Constantinides & Stagno [6] investigated social media's role in higher education marketing, including YouTube. The study found that social media platforms significantly shaped students' perceptions of universities, highlighting the importance of creating engaging and informative content. Similarly, a study by Jill et al., [7], explored the impact of YouTube videos on student engagement and academic achievement. The study found that incorporating YouTube videos into online courses positively impacted student engagement and improved academic performance. A study by Tafesse [8] examined the factors influencing sharing of YouTube videos related to higher education institutions. The study found that video content and viewer engagement significantly influenced the likelihood of video sharing.

This study examines the impact of YouTube watch time on higher education institution promotions and admissions, using data from the UhamkaTV YouTube channel. The study will provide insights into the type of content that is most relevant and engaging for potential students, which can inform the development of effective marketing campaigns. The literature suggests that YouTube can significantly impact higher education institution promotions and admissions. By creating engaging and informative video content that effectively communicates the university's brand identity and academic programs, higher education institutions can leverage YouTube to attract and engage prospective students, leading to increased enrollment rates.

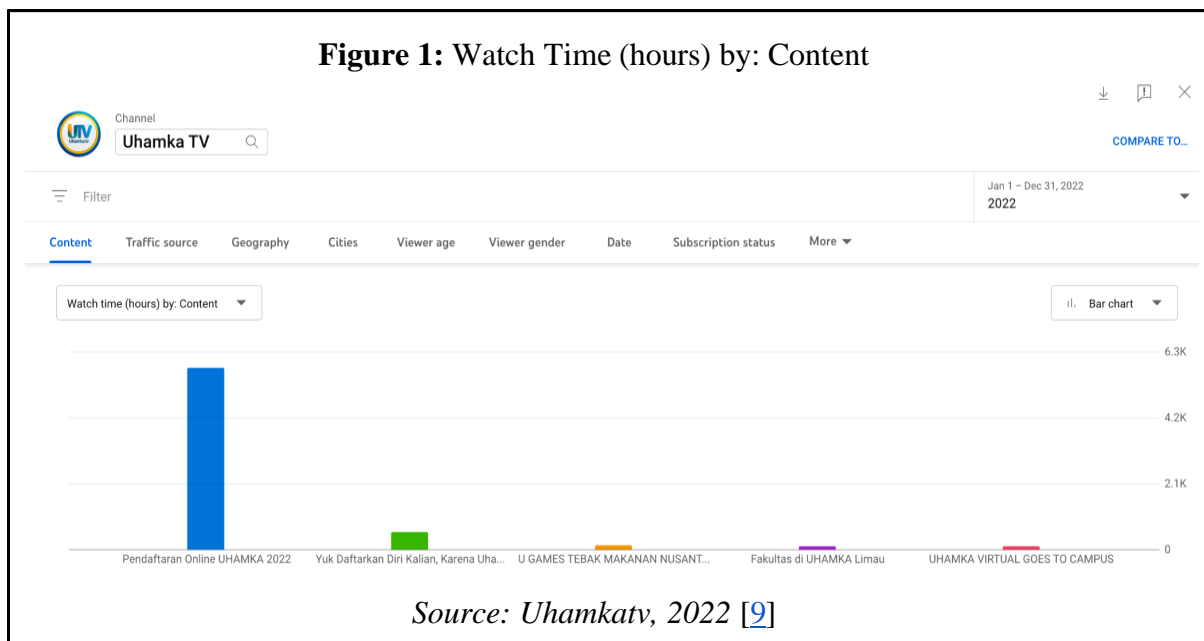
3. Method

This study aims to analyze the impact of YouTube watch time on higher education institution promotions and admissions, using data from the UhamkaTV YouTube channel. The study will focus on the watch time and watch time percentage of the top five videos on the channel, providing insights into the type of content that is most relevant and engaging for potential students. The data for this study will be collected from the UhamkaTV YouTube

channel, the official YouTube channel of the Universitas Muhammadiyah Prof. Dr. Hamka (UHAMKA) in Indonesia. The channel has various video content related to the university, including promotional videos, campus tours, and academic programs. The study will analyze the watch time and time percentage of the top five videos on the UhamkaTV YouTube channel from January 1 to December 31, 2022. The data will be collected from the YouTube Analytics dashboard and analyzed using descriptive statistics, such as means and percentages. This study uses publicly available data from the UhamkaTV YouTube channel, and no personal or confidential information will be collected. Therefore, no ethical approval is required.

4. Results

The data analysis of UhamkaTV's top five videos regarding watch time reveals that these videos have a total of 9,114.2 hours.



The distribution of watch time across these videos is as follows:

1. UHAMKA Online Registration 2022 (*Pendaftaran Online UHAMKA 2022*): This video garnered the highest watch time of 5,726.9 hours, accounting for 62.8% of the total watch time. The prominence of this video suggests that content related to the online registration process is highly relevant and engaging for prospective students.
2. Let's Register Yourself Because Uhamka Opens Batch 4 Registration (*Yuk Daftarkan Diri Kalian, Karena Uhamka Membuka Pendaftaran Gelombang 4 Loh*): This video attracted 550.1 hours of watch time, contributing 6.0% to the total watch time. This video focuses on the announcement of the fourth registration wave. It encourages prospective students to register, indicating that timely information related to the admission process also interests the target audience.
3. U GAMES GUESS ARCHIPELAGO FOOD (*U GAMES TEBAK MAKANAN NUSANTARA*): With 133.9 hours of watch time, this video accounts for 1.5% of the total watch time. The U Games video features a guessing game related to Indonesian food,

showcasing the university's engagement in cultural activities and providing a glimpse into campus life.

4. Faculty at UHAMKA Limau (*Fakultas di UHAMKA Limau*): This video, highlighting the faculties available at UHAMKA Limau, has a watch time of 105.2 hours, making up 1.2% of the total watch time. The video demonstrates that content showcasing the various academic programs and campus facilities is of interest to the target audience.
5. UHAMKA VIRTUAL GOES TO CAMPUS (*UHAMKA VIRTUAL GOES TO CAMPUS*): With 95.1 hours of watch time, this video contributes 1.0% to the total watch time. The video presents a virtual campus tour, which is relevant for prospective students who cannot visit the campus in person.



The data analysis of the top five videos regarding watch time emphasizes the importance of creating relevant, engaging, and informative content for the target audience. The videos with the highest watch time focus on the admission process, academic programs, and campus life, suggesting that these topics interest prospective students.

4.1 Rank 1: Video Watch Time Analysis

The UHAMKA Online Registration 2022 video on the UhamkaTV YouTube channel has garnered the highest watch time of 5,726.9 hours, accounting for 62.8% of the total watch time from January 1 to December 31, 2022. This finding suggests that content related to online registration is highly relevant and engaging for prospective students. The UHAMKA Online Registration 2022 video is a promotional video that provides information about the online registration process for prospective students of UHAMKA. The video is 4 minutes and 13 seconds long and features a voice-over narration, animations, and text overlays. The video covers important information, such as the registration period, admission requirements, and steps for online registration.

Figure 3: UHAMKA Online Registration 2022



Source: Uhamkatv, 2022 [11]

This video's high watch time percentage suggests prospective students actively seek information about the registration process and are interested in attending UHAMKA. This finding highlights the importance of providing clear and concise information about the registration process to prospective students through various channels, including YouTube. The UHAMKA Online Registration 2022 video can also be used as a benchmark for future promotional videos on the UhamkaTV YouTube channel. Higher education institutions can create compelling promotional videos that attract and engage prospective students by analyzing the elements that make this video successful, such as its informative content and engaging visuals.

4.2 Rank 2: Video Watch Time Analysis

The Let's Register Yourself. After all, Uhamka Opens Batch 4 Registration video on the UhamkaTV YouTube channel garnered a watch time of 550.1 hours, accounting for 6.0% of the total watch time from January 1 to December 31, 2022. This video is a promotional video that encourages prospective students to register for Batch 4 at UHAMKA. Compared to the UHAMKA Online Registration 2022 video, the Let's Register Yourself Because Uhamka Opens Batch 4 Registration video has a much lower watch time percentage. This finding suggests that prospective students may have already registered for UHAMKA in previous batches or that the promotion for Batch 4 was not as effective as the promotion for the UHAMKA Online Registration 2022.

Figure 4: Let's Register Yourself Because Uhamka Opens Batch 4 Registration



Source: *Uhamkatv*, 2022 [12]

However, the high watch time of 550.1 hours still indicates that the video was relevant and engaging for some UHAMKA audience. The video features an energetic host encouraging prospective students to register for Batch 4 and includes information about the registration period, admission requirements, and benefits of studying at UHAMKA. This finding highlights the importance of creating targeted promotional videos that address the needs and interests of specific groups of prospective students. Higher education institutions can use watch time and engagement data to tailor promotional videos and reach a wider audience.

4.3 Rank 3: Video Watch Time Analysis

The U GAMES GUESS ARCHIPELAGO FOOD video on the UhamkaTV YouTube channel garnered 133.9 hours, accounting for 1.5% of the total watch time from January 1 to December 31, 2022. This video is a fun and lighthearted game show-style video that challenges participants to guess the names of Indonesian food dishes. Compared to the UHAMKA Online Registration 2022 video and the Let's Register Yourself Because Uhamka Opens Batch 4 Registration video, the U GAMES GUESS ARCHIPELAGO FOOD video has a significantly lower watch time percentage. This finding suggests that while the video may be entertaining and enjoyable for some viewers, it is not directly relevant to the promotional and admissions goals of UHAMKA.

Figure 5: U GAMES GUESS ARCHIPELAGO FOOD



Source: *Uhamkatv*, 2022 [13]

However, the U GAMES GUESS ARCHIPELAGO FOOD video still has some value for the UhamkaTV YouTube channel. The video provides a break from the more severe and informative content on the channel and showcases the fun and engaging aspects of UHAMKA culture. It also has the potential to attract viewers interested in Indonesian food and culture, which could indirectly increase awareness of UHAMKA. This finding highlights the importance of creating a balance between informative and entertaining content on YouTube channels for higher education institutions. While informative content is essential for attracting prospective students, fun and engaging content can also help showcase the institution's personality and culture, ultimately influencing potential applicants' decision-making process.

4.4 Rank 4: Video Watch Time Analysis

The Faculty at UHAMKA Limau video on the UhamkaTV YouTube channel garnered a watch time of 105.2 hours, accounting for 1.2% of the total watch time from January 1 to December 31, 2022. This informative video highlights the academic programs and faculty members of UHAMKA's Limau campus. Compared to the UHAMKA Online Registration 2022 video and the Let's Register Yourself Because Uhamka Opens Batch 4 Registration video, the Faculty at UHAMKA Limau video has a lower watch time percentage. This finding suggests that while the video provides valuable information about UHAMKA's academic programs and faculty, it may not be as directly relevant or engaging to prospective students as videos about the registration process.

Figure 6: Faculty at UHAMKA Limau



Source: Uhamkatv, 2022 [14]

However, the Faculty at UHAMKA Limau video still provides value for the UhamkaTV YouTube channel. The video showcases the expertise and experience of UHAMKA's faculty members, which can influence the decision-making process of prospective students. It also highlights the academic programs and facilities available at UHAMKA's Limau campus, which can attract students interested in those fields of study. This finding highlights the importance of providing different informative content for higher education institutions on YouTube. By creating videos showcasing faculty member's expertise and experience, higher education institutions can build trust and credibility with prospective students. Providing information

about academic programs and facilities can also attract students interested in those fields of study.

4.5 Rank 5: Video Watch Time Analysis

The UHAMKA VIRTUAL GOES TO CAMPUS video on the UhamkaTV YouTube channel garnered a watch time of 95.1 hours, accounting for 1.0% of the total watch time from January 1 to December 31, 2022. This informative video provides a virtual tour of UHAMKA's campus, showcasing the institution's facilities, programs, and student life. Compared to the UHAMKA Online Registration 2022 video and the Let's Register Yourself Because Uhamka Opens Batch 4 Registration video, the UHAMKA VIRTUAL GOES TO CAMPUS video has a lower watch time percentage. This finding suggests that while the video provides valuable information about UHAMKA's campus and student life, it may not be as directly relevant or engaging to prospective students as videos about the registration process.

Figure 7: UHAMKA VIRTUAL GOES TO CAMPUS



Source: Uhamkatv, 2022 [15]

However, the UHAMKA VIRTUAL GOES TO CAMPUS video still provides value for the UhamkaTV YouTube channel. The video provides a comprehensive view of UHAMKA's campus, which can attract prospective students interested in the institution's facilities and environment. The video also showcases the vibrant student life at UHAMKA, which can influence the decision-making process of potential applicants. This finding highlights the importance of providing a comprehensive view of the institution on YouTube channels for higher education institutions. By showcasing the institution's facilities, programs, and student life, higher education institutions can attract and engage prospective students interested in the overall experience of attending the institution.

5. Discussion

The UhamkaTV YouTube channel's watch time data from January 1 to December 31, 2022, provides valuable insights into the effectiveness of YouTube as a promotional tool for higher education institutions. The UHAMKA Online Registration 2022 video, with the highest watch time percentage of 62.8%, indicates that content related to the online registration process is highly relevant and engaging for prospective students. This finding highlights the importance of providing clear and concise information about the registration process, which is a critical step in the decision-making process for prospective students.

The Let's Register Yourself Because Uhamka Opens Batch 4 Registration video, with a watch time percentage of 6.0%, demonstrates the importance of creating targeted promotional videos. This finding suggests that videos targeting a particular group of prospective students can effectively attract their attention and increase their interest in the institution. Higher education institutions can use this insight to create videos highlighting specific academic programs or campus activities that interest their target audience.

The U GAMES GUESS ARCHIPELAGO FOOD video and the Faculty at UHAMKA Limau video had even lower watch time percentages of 1.5% and 1.2%, respectively. These findings demonstrate the importance of balancing informative and entertaining content on YouTube. While informative content is essential for attracting prospective students, fun and engaging content can also help showcase the institution's personality and culture, ultimately influencing potential applicants' decision-making process.

The UHAMKA VIRTUAL GOES TO CAMPUS video, with a watch time percentage of 1.0%, highlights the importance of providing a comprehensive view of the institution on YouTube. This video provides a virtual tour of UHAMKA's campus, showcasing the institution's facilities, programs, and student life. This finding suggests that creating videos showcasing the overall experience of attending the institution can effectively attract and engage prospective students.

This content analysis suggests that YouTube can be an effective promotional tool for higher education institutions. By analyzing watch time data and engagement metrics, higher education institutions can tailor their YouTube content to reach a wider audience and increase enrollment rates. Creating a balance between informative and entertaining content, targeted promotional videos, and a comprehensive view of the institution can effectively promote higher education institutions on YouTube.

6. Conclusion

The UhamkaTV YouTube channel's watch time data from January 1 to December 31, 2022, provides valuable insights into the effectiveness of YouTube as a promotional tool for higher education institutions. The findings suggest that creating informative, targeted, and engaging videos showcasing the institution's personality and culture can attract and engage prospective students. The UHAMKA Online Registration 2022 video garnered the highest watch time percentage, highlighting the importance of providing clear and concise information about the registration process. The Let's Register Yourself Because Uhamka Opens Batch 4 Registration video demonstrated the importance of creating targeted promotional videos. At the same time, the U GAMES GUESS ARCHIPELAGO FOOD video and the Faculty at UHAMKA Limau video emphasized the importance of providing a balance between informative and entertaining content. The UHAMKA VIRTUAL GOES TO CAMPUS video highlighted the importance of providing a comprehensive view of the institution on YouTube.

However, it is important to acknowledge the limitations of this content analysis, such as the lack of qualitative data, limited data sources, and potential biases. Further research is needed to confirm the findings and consider the data sources' potential biases and limitations. In conclusion, YouTube can be an effective promotional tool for higher education institutions. However, institutions must create content that resonates with their target audience, provides clear and concise information, and showcases the personality and culture of the institution. By analyzing watch time data and engagement metrics, institutions can continuously improve their content and increase their reach to prospective students.

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