

Exploring the Connection Between YouTube Channel Content and Average View Duration in Higher Education Marketing

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This study explores the connection between YouTube channel content and average view duration (AVD) in higher education marketing by examining the top five videos from the UhamkaTV YouTube channel in 2022. A quantitative analysis of AVD data with qualitative content analysis of the selected videos is employed to investigate the relationship between content characteristics and AVD. The findings from this research aim to contribute to the existing body of knowledge on the effectiveness of YouTube as a marketing channel for higher education institutions. By identifying the specific content characteristics that lead to higher AVD, this study offers valuable insights for higher education institutions seeking to optimize their YouTube marketing strategies and maximize viewer engagement. Ultimately, this research has the potential to inform the development of more effective marketing approaches, leading to increased brand awareness, student engagement, and enrolment rates in higher education institutions.

Keywords: *Youtube average view duration, social media marketing, digital marketing.*

1. Introduction

The rapid proliferation of digital technologies has transformed the landscape of higher education marketing, with institutions increasingly leveraging online platforms to attract prospective students and create a competitive edge (Mohamed Hashim, 2020). Among these platforms, YouTube has emerged as a powerful tool for disseminating information, promoting academic programs, and showcasing campus life to prospective students (Farinloye, 2020). However, the effectiveness of YouTube as a marketing channel for higher education institutions depends on various factors, including content, viewer engagement, and average view duration (AVD). This study explores the connection between YouTube channel content and AVD in higher education marketing by examining the top five videos of the UhamkaTV YouTube channel from 2022.

Existing literature emphasizes the importance of digital media platforms like YouTube for reaching target audiences and fostering positive brand associations (Ye et al., 2021). Studies have explored the role of content characteristics, such as video length, format, and topic, in driving user engagement and conversion (Munaro, 2021). However, the relationship between specific content features and their influence on AVD in higher education marketing still needs to be explored. In response to this research gap, this study aims to investigate the connection between YouTube channel content and AVD in higher education marketing by conducting a comprehensive content analysis of the top five videos from the UhamkaTV YouTube channel. By identifying the factors contributing to higher AVD, this study provides insights into how higher education institutions can optimize their YouTube marketing strategies to maximize viewer engagement and drive admissions.

2. Literature Review

The widespread adoption of digital technologies has led to a paradigm shift in marketing strategies across various industries, including higher education (Kamal, 2020). As a result, researchers have increasingly focused on understanding the role of digital media platforms, such as YouTube, in higher education marketing (Stathopoulou, 2019). The significance of YouTube as a marketing channel has been well-established in various contexts, including consumer products, news, and entertainment (Dholakia et al., 2023). YouTube's potential as a platform for higher education marketing lies in its ability to reach target audiences and foster positive brand associations through engaging, informative, and entertaining content (Lopes & Casais, 2022). However, research on the specific factors influencing AVD in higher education marketing still needs to be completed.

Several studies have explored the role of content characteristics in driving user engagement and conversion on YouTube. Habibi & Salim (2021) found that video length, format, and topic significantly impacted user engagement, with shorter videos and those with a clear focus more

likely to generate higher engagement. Similarly, Chen et al. (2020) identified that videos with compelling storytelling and visuals and a strong call-to-action tend to attract higher levels of viewer interaction. In the context of higher education, Maresova (2020) examined the use of YouTube by universities. They found that informational videos, promotional content, and event coverage were the most common content shared by institutions. However, the authors did not investigate the relationship between content type and AVD or overall marketing effectiveness.

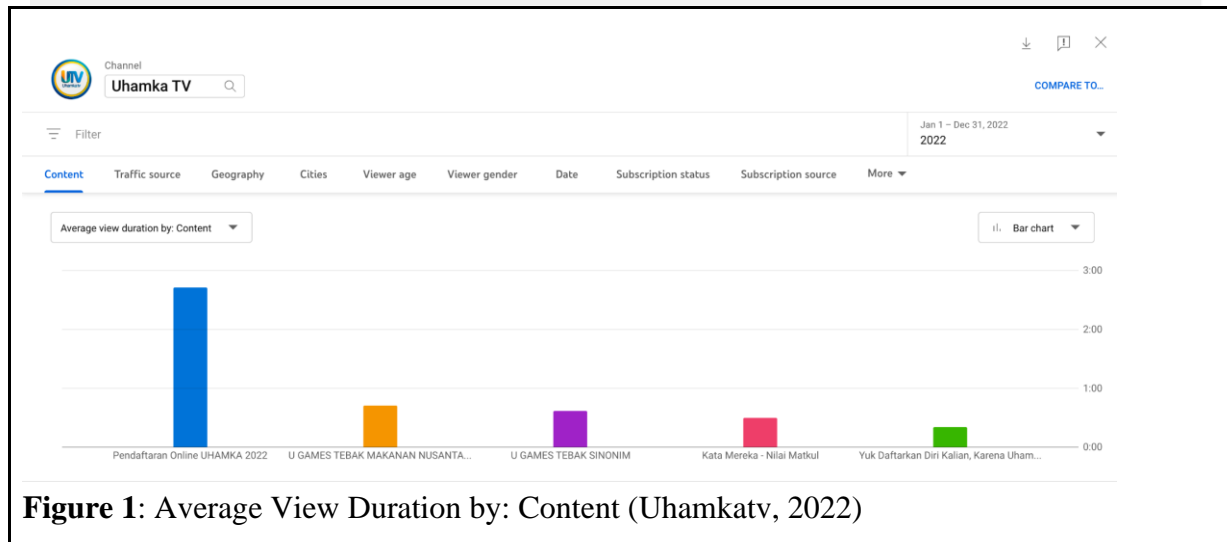
Another important factor that has been shown to influence AVD is video quality and production value. Munro (2021) found that videos with higher production quality, including better visuals, audio, and editing, tended to have longer AVD. This suggests that investing in the production value of marketing videos may help higher education institutions retain viewer attention and engagement. External factors, such as promotional efforts, video release timing, and competitive landscape, have also been identified as potential drivers of AVD. Lopezosa (2020) argued that promotional activities, such as sharing videos on social media platforms and incorporating search engine optimization (SEO) techniques, could significantly impact video visibility and viewer engagement. Moreover, the authors found that releasing videos at strategic times, such as during peak application periods or when competitor institutions were less active, could lead to higher AVD.

3. Methodology

This study aims to explore the connection between YouTube channel content and AVD in higher education marketing by examining the top five videos from the UhamkaTV YouTube channel. The methodology employed in this research uses quantitative analysis of AVD data with qualitative content analysis of the selected videos. The sample for this study consists of the top five videos from the UhamkaTV YouTube channel from January 1 to December 31, 2022. These videos were chosen based on their ranking within the channel, reflecting their relative popularity and viewer engagement.

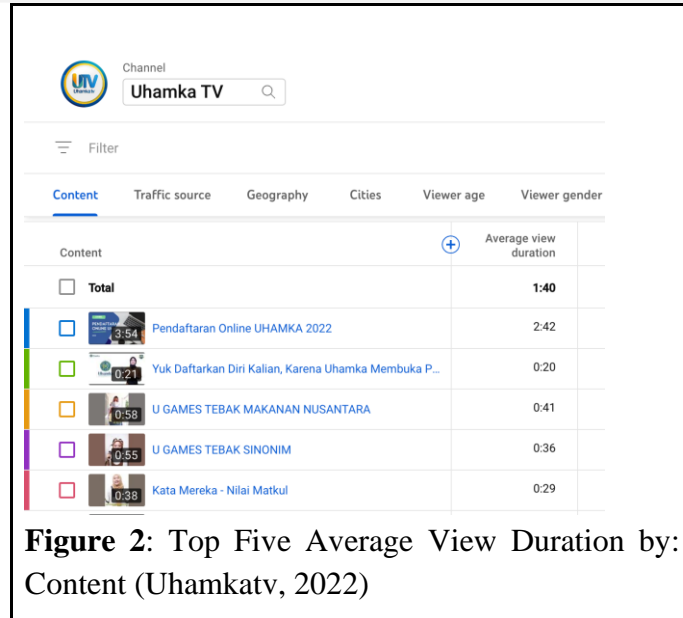
4. Results

A preliminary analysis of the UhamkaTV YouTube channel reveals a significant variation in the AVD of their top-ranking videos. The highest-ranked video, "UHAMKA Online Registration 2022," boasts an AVD of 2 minutes and 42 seconds, while other videos exhibit substantially lower durations. This disparity suggests that specific content types appeal more to viewers, leading to higher engagement and influencing their decision to apply to the institution (Munaro, 2021). The data analysis of UhamkaTV's top five videos in terms of AVD by content reveals that the total AVD for these videos is 1 minute and 40 seconds.



The distribution of AVD across these videos is as follows:

1. UHAMKA Online Registration 2022 (*Pendaftaran Online UHAMKA 2022*): This video has the highest AVD of 2 minutes and 42 seconds. The longer AVD indicates that prospective students find the content related to the online registration process engaging and are willing to spend more time watching the video for relevant information.
2. Let's Register Yourself Because Uhamka Opens Batch 4 Registration (*Yuk Daftarkan Diri Kalian, Karena Uhamka Membuka Pendaftaran Gelombang 4 Loh*): This video has an AVD of 20 seconds. The short duration may suggest that while the topic is relevant to the target audience, the content or presentation may not be as engaging as the first video, leading to shorter viewing times.
3. U GAMES GUESS ARCHIPELAGO FOOD (*U GAMES TEBAK MAKANAN NUSANTARA*): This video has an AVD of 41 seconds. The shorter view duration could imply that although the video is entertaining and showcases cultural activities, it may not be as engaging as content directly related to admissions and academic programs.
4. U GAMES GUESS SYNONYMS (*U GAMES TEBAK SINONIM*): With an AVD of 36 seconds, this video suggests that interactive and entertaining content can capture the audience's attention but may not be as engaging as content that directly addresses their primary concerns, such as admissions and academic programs.
5. They Said - Course Grades (*Kata Mereka - Nilai Matkul*): This video has an AVD of 29 seconds. The shorter view duration may indicate that while student testimonials provide valuable insights, the presentation or format of the content may not be as engaging as other content types, leading to shorter viewing times.



The data analysis of the top five videos in terms of AVD by content highlights the importance of creating relevant content and ensuring that the content is engaging and well-presented to maintain the audience's attention. Videos with longer AVD, such as the UHAMKA Online Registration 2022 video, indicate a higher level of audience engagement and could serve as a model for future content development.

4.1 Rank 1: Video Watch Time Analysis

Based on the data provided for the UhamkaTV YouTube channel's AVD from January 1 to December 31, 2022. The AVD of the "UHAMKA Online Registration 2022" video is 2 minutes and 42 seconds. This video has the highest AVD among the videos listed. It could indicate that viewers find the content engaging and informative, as it discusses the online registration process for UHAMKA in 2022. People interested in registering for UHAMKA will likely watch the entire video to gather the necessary information.



The longer AVD suggests that the video effectively communicates its message and holds the audience's attention. This could be attributed to clear explanations, interesting visuals, or a well-structured content presentation. Overall, the video successfully addresses its target audience's needs and concerns regarding the UHAMKA Online Registration process for 2022.

4.2 Rank 2: Video Watch Time Analysis

Based on the data provided for the UhamkaTV YouTube channel's AVD from January 1 to December 31, 2022. The AVD of “Let's Register Yourself Because Uhamka Opens Batch 4 Registration” are 20 seconds. With an AVD of just 20 seconds, viewers quickly lose interest in this video. This could be due to various factors, such as the content not engaging enough, the message being too promotional, or the information being repetitive for those who have already watched the first video on UHAMKA Online Registration.



It's essential for UhamkaTV to identify the reasons behind the short AVD for this video. To improve audience engagement, they could consider reevaluating their content strategy, including aspects like video presentation, pacing, and information delivery. Additionally, they could analyze audience feedback through comments, likes, and dislikes to understand the viewers' preferences and make adjustments accordingly. The video's low AVD suggests refining the content and presentation to maintain viewer interest and better serve the target audience's needs.

4.3 Rank 3: Video Watch Time Analysis

Based on the data provided for the UhamkaTV YouTube channel's AVD from January 1 to December 31, 2022. The “U GAMES GUESS ARCHIPELAGO FOOD” video's AVD is 41 seconds, and this video falls in the middle range compared to the other videos listed. This could indicate that while viewers find the content moderately interesting or entertaining, it may not be engaging enough to hold their attention for an extended period.



Figure 5: U GAMES GUESS ARCHIPELAGO FOOD (Uhamkatv, 2022)

The video's concept, guessing archipelago food in a game format, likely appeals to a specific target audience interested in food and trivia. However, the 41-second AVD suggests that there may be room for improvement in content delivery, pacing, or visual elements. UhamkaTV could consider refining the video's format, making the game more challenging, or adding more visually appealing elements to increase audience engagement. Additionally, they could analyze audience feedback, such as comments, likes, and dislikes, to identify areas for improvement and better understand viewers' preferences.

4.4 Rank 4: Video Watch Time Analysis

Based on the data provided for the UhamkaTV YouTube channel's AVD from January 1 to December 31, 2022. The "U GAMES GUESS SYNONYMS" video's AVD is 36 seconds; this video's performance is slightly lower than that of the third-ranked video (U GAMES GUESS ARCHIPELAGO FOOD) but higher than the second-ranked video (Let's Register Yourself Because Uhamka Opens Batch 4 Registration). This suggests that the content may be somewhat engaging to viewers but not capture their attention for extended periods.

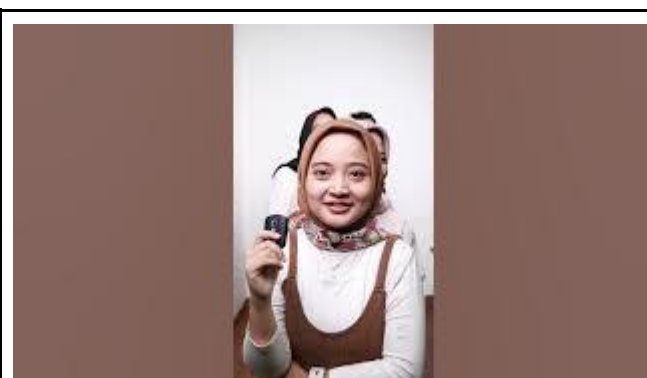


Figure 6: U GAMES GUESS SYNONYMS (Uhamkatv, 2022)

The video's concept, guessing synonyms in a game format, might appeal to a specific target audience interested in language and word games. However, the 36-second AVD indicates that

there may be areas for improvement, such as content delivery, pacing, or visual elements, to make the video more engaging. UhamkaTV could consider refining the video's format, making the game more challenging, or adding visually appealing elements to enhance audience engagement.

4.5 Rank 5: Video Watch Time Analysis

Based on the data provided for the UhamkaTV YouTube channel's AVD from January 1 to December 31, 2022. The "They Said - Course Grades " video's AVD is 29 seconds; its performance is relatively low compared to the other videos listed. This suggests that the content may not be engaging enough to hold the viewers' attention for extended periods.



The video's title, "They Said - Course Grades," implies that it might discuss opinions or experiences related to course grades. However, the 29-second AVD indicates that there may be areas for improvement to make the video more engaging and relevant to the viewers' needs.

5. Discussion

Based on the AVD data of the UhamkaTV YouTube channel from January 1 to December 31, 2022, the following conclusions can be drawn:

1. The video with the highest AVD, "UHAMKA Online Registration 2022," suggests that content related to the registration process is engaging and informative for viewers, indicating that such topics are of high interest to the target audience.
2. Videos with lower AVD, such as "Let's Register Yourself, Because Uhamka Opens Batch 4 Registration," "U GAMES GUESS ARCHIPELAGO FOOD," "U GAMES GUESS SYNONYMS," and "They Said - Course Grades," demonstrate that there may be room for improvement in content delivery, pacing, and visual elements to enhance audience engagement.
3. The varying AVD across the different videos highlights the importance of understanding the target audience's preferences and tailoring content accordingly. This can be achieved by analyzing audience feedback, such as comments, likes, and dislikes, and adjusting the content strategy.

UhamkaTV should refine its content strategy by identifying topics that resonate with its audience

6. Recommendations

Based on the AVD data of the UhamkaTV YouTube channel from January 1 to December 31, 2022, the following recommendations can be made to improve audience engagement:

1. Focus on high-interest topics: Create more content around topics that have proven to be engaging for the audience, such as the online registration process for UHAMKA, based on the high AVD of the "UHAMKA Online Registration 2022" video.
2. Enhance content delivery: Ensure the information presented in the videos is clear, concise, and well-organized. Providing valuable insights or unique perspectives can help maintain viewers' interest.
3. Improve pacing: Adjust the pacing of the videos to keep the content dynamic and engaging. Too slow or too fast pacing might cause viewers to lose interest.
4. Optimize visual elements: Enhance the video's visual appeal by using high-quality images, graphics, or animations to support the content and make it more engaging.
5. Analyze audience feedback: Regularly review audience feedback in comments, likes, and dislikes to identify areas for improvement and better understand viewers' preferences.
6. Experiment with content formats: Explore different formats, such as interviews, panel discussions, or interactive quizzes, to diversify the channel's

8. Limitations

Based on the AVD data of the UhamkaTV YouTube channel from January 1 to December 31, 2022, the following limitations can be identified in the analysis:

1. Limited data points: The analysis is based on the AVD of only five videos, which may not be representative of the overall performance of the channel or diverse enough to draw broad conclusions.
2. Lack of contextual information: The data provided does not include additional information, such as the total number of views, likes, dislikes, or comments, which could offer a more holistic understanding of audience engagement and preferences.
3. Absence of qualitative insights: The analysis relies solely on quantitative data (average view duration), which may not capture qualitative aspects of audience engagement, such as the sentiment behind comments or reasons for viewers dropping off during the videos.
4. No comparison to industry benchmarks or competitors: The analysis does not include comparisons to industry benchmarks or similar YouTube channels, which could provide a better understanding of UhamkaTV's performance relative to its peers.
5. Temporal limitations: The data is limited to a specific time frame (January 1 to December 31, 2022), which may not provide a complete understanding of the channel's performance over an extended period.

9. Conclusion

Based on the AVD data of the UhamkaTV YouTube channel from January 1 to December 31, 2022, the following conclusions can be drawn:

1. The highest AVD for the "UHAMKA Online Registration 2022" video indicates that content related to the registration process is engaging and informative for viewers, suggesting a strong interest in this topic among the target audience.
2. Videos with lower AVD demonstrate room for improvement in content delivery, pacing, and visual elements to enhance audience engagement. Focusing on these aspects could increase view duration and better overall channel performance.
3. The varying AVD across the different videos highlights the importance of understanding the target audience's preferences and tailoring content accordingly. Analyzing audience feedback, such as comments, likes, and dislikes, can provide valuable insights for adjusting the content strategy.

To improve audience engagement and the overall performance of the UhamkaTV YouTube channel, it is essential to focus on refining the content strategy, enhancing content delivery, and ensuring that the channel's offerings align with the preferences and needs of its target audience.

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