The influence of Youtube beauty vloggers on Indonesian Muslim consumers purchase intention of halal cosmetic products

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Abstract

This study aims to analyze and explain the influence of YouTube beauty vloggers on Indonesian Muslim Consumer's Purchase Intention of Halal Cosmetic Products. This study uses a data collection method with a questionnaire, with a quantitative approach. The population that is the object of research is muslim women in Tanjungpinang. The study sample numbered 100 respondents using purposive sampling techniques with convenience sampling approach. The criteria of respondents are muslim women aged 17-35 years who are domiciled in Tanjungpinang and use halal cosmetics. The analytical tool used in this study is SPSS 26. The results of this study show that YouTube beauty vloggers are very influential on purchase intentions with a coefficient of determination of 63.6%. With the YouTube beauty vloggers are able to influence consumer behavior and increase consumer confidence and able to increase purchase intentions on halal cosmetic products. It can be concluded that YouTube beauty vloggers have a positive and significant effect on purchase intentions.

Keywords: youtube beauty vloggers, purchase intention, halal cosmetic products
JEL Classification: D16, D47

INTRODUCTION

On its official website the Directorate General of Population and Civil Registration (Dukcapil) of the Ministry of Home Affairs Indonesia noted that there are about 86.88% of the population in Indonesia converting to Islam. The magnitude of this number makes the trend of halal products in Indonesia increase. According to (Bakar *et al*., 2010) the main purpose of a Muslim is as a means of help to worship Allah from all aspects including consuming something. According to (Agustian & Saujana, 2013) in choosing products of the Muslim population prioritizes products that contain ingredients in accordance with Islamic sharia.

According to (Fahmi Arrauf Nst, 2018) halal products are products that qualify for idolatry in accordance with Islamic sharia, namely: (1) Do not contain pork or products derived from pigs and do not use alcohol as an ingredient that is deliberately added. (2) All non-alcoholic forms of drink. ((3) All non-alcoholic forms of drink. (4) All storage, place of sale, transportation are not used for pigs, if ever used for pigs or other non-halal goods, the place must first be cleaned in the manner initiated according to islamic shari'ah.

This condition also makes most industries in Indonesia apply the concept of halal in its products including the cosmetic industry. This can be spelled out as follows:

Tabel 1. Halal Certified Overseas Cosmetic Brands from Abroad in Indonesia

No	Cosmetic Brand	Country
1	Urban Decay	California
2	The Body Shop	Britania Raya
3	Inaca Organic	Australia
4	Wet n Wild	Amerika
5	Zahara	Singapore
6	Sampure Minerals	Inggris
7	Talent Cosmetic	Korea
8	Too Faced	Amerika
9	E.LF	New York City
10	Klairs	Korea

Source: https://bp-guide.id (2018)

The list of local cosmetic companies listed as halal are:

Tabel 2. Halal Certified Local Cosmetic Brands in Indonesia

| No	Nama Perusahaan	Brand Produk
1	PT. Anuegrah Familindo Utama	Face 2 Face
2	PT. Mandom Indonesia	Pixy
3	PT. Cosmax Indonesia	BLP, Everwhite, Somethinc, Dear Me Beauty
4	PT. Lf Beauty Manufacturing Indonesia	BOS Beauty by Saira, Sasc, Lakme
5	PT. Martina Berto Tbk	Sari Ayu
6	PT. Neo Kosmetika Industri	Luxcrime
7	PT. Paragon Technology and Innovation	Wardah, Make Over, Emina
8	PT. Rudy Soetadi	Ultima II
9	PT. Kimia Farma	Marcks
10	PT. Gizi Indonesia	Batrisiya

Source: LPPOM MUI (2020)

The number of these products makes competition between cosmetic companies more competitive. Especially with the emergence of technological developments require companies to be more agile in setting competing strategies. This is in accordance with the statement (C. D. Amalia, 2019) if the company is not swift and even ignores the development of this technology can result in being behind in getting the opportunity to advance.

With the change in conditions requires companies to look more carefully in analyzing factors that affect consumers to make the purchase decision process. According to (Pertiwi & Gusfa, 2018) this is due to a change in marketing style in interaction, which initially was vertical to be horizontal, one direction to two directions, and broadcasting became engagement and permission based.

According to (Samuel & Hartono, 2019) the most appropriate marketing strategy in the era of globalization is to focus on communication with consumers through the use of social

media. Companies are required to be able to communicate products intensively by marketing products using digital marketing and utilizing social media to reach their consumers (Hardilawati, 2020). (Sari et al., 2016) mentioned that social media is the most appropriate media because it can send a chain message that will be spread by others continuously. The emergence of social media such as Facebook, Instagram, Twitter, YouTube and other social media has made it easier for companies to convey information to consumers. However, in choosing media in marketing its products, companies must choose media that suit their market share. Based on the results of surey conducted by We Are Social, here are the most widely used social media in Indonesia in 2021:

Figure 1. The Most Widely Used Social Media in Indonesia
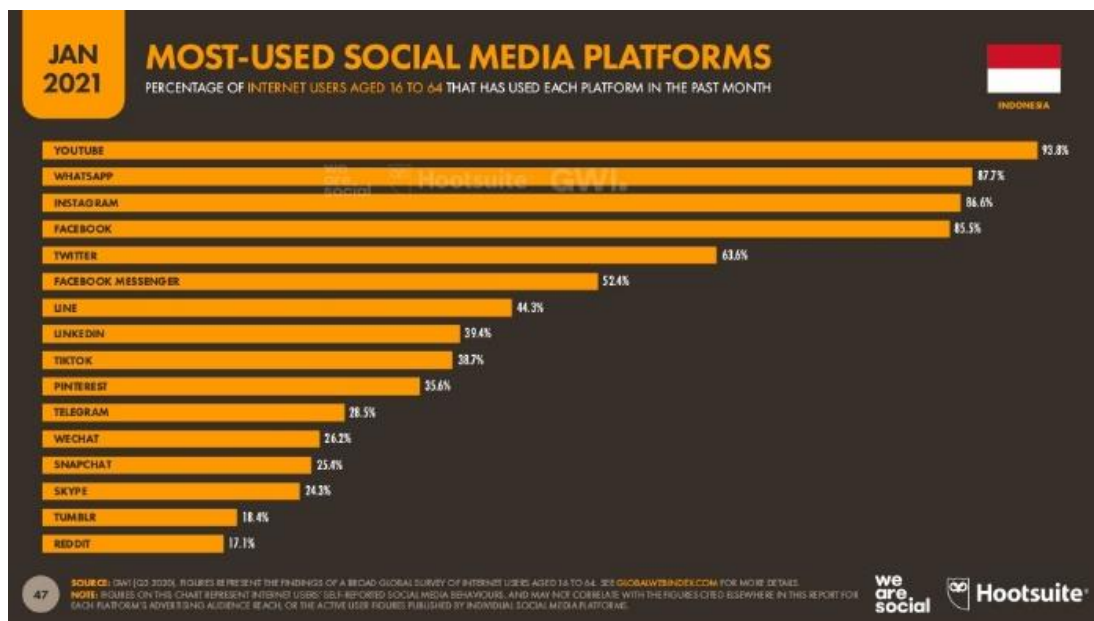
Source: Kemp, (2021)

From the data above, the four most widely used social media platforms in Indonesia are YouTube, WhatsApp, Instagram and Facebook. This proves that social media is the right place for companies to promote business and reach consumers more closely.

In this case, cosmetic companies benefit greatly from implementing marketing that is integrated with social media that is most widely used in Indonesia, namely YouTube. But in marketing it, the company must be observant so that advertising is not considered a nuisance by consumers. According to (Brown *et al*., 2016) some consumers consider advertising as a nuisance due to the number of ads that are perceived to lose their effectiveness. In order not to be considered nuisance ads by consumers, marketers need the help of influencers.

According to (Taillon et al., 2020) Influencer marketing is a marketing strategy that relies on companies to invest in identified influencers to create and/or promote branded content for their followers in an effort to drive purchase intent. According to (Anwar & A.S. Gayathri, 2020) Social Media Influencers Marketing refers to marketing a product or service through users on social media who have built credibility and relationships with a large audience.

The name of influencer on every social media is different. For YouTube influencer itself is referred to as YouTuber. If the YouTuber has content that contains cosmetic reviews called beauty vloggers. Cosmetic companies can implement their marketing strategies using the help of beauty vloggers. This is in accordance with the statement (Chen & Dermawan, 2020) because the cosmetic industry in Indonesia is relatively new to the market, there is an opportunity to conduct further research on the growth of beauty vloggers as a marketing tool to promote

cosmetic products and their impact on audience purchasing decisions. According to (Jalilvand & Samiei, 2012), prospective product buyers often read product reviews by virtual Influencers because they are interested in getting more information from people who buy. Furthemore, according to (Pixability Company, 2014) a lot of interesting and quality beauty vloggers content on YouTube so that viewers can easily pick up the movie or channel they want to watch and make YouTube even more popular.

Influencer beauty vloggers can increase consumer purchase intentions towards certain cosmetic products. Increasing consumer purchase intentions is very important for the company. According to (Purwianti & Ricarto, 2018) purchase intention is the decision by consumers to buy because they need or like the products offered. According to (Madahi & Sukati, 2012) purchase intention is the process when consumers analyze their knowledge of the product by comparing the product with other similar products and making decisions about the product to be purchased. According to (Rachmy & Ismail, 2019) influencers are figures who help the process of buying intentions for a product by using opinion leaders through a word of mouth approach as a person and done on social media channels.

Beauty vloggers can increase consumer buying interest by creating attractive cosmetic review video content that attracts consumers. According to statement (Chen & Dermawan, 2020) some beauty vloggers viewers in Indonesia are women between the ages of 17 to 35 years. Based on the results of research conducted by (Purwanto, 2019) stated that influencers have a positive and significant influence on purchase intentions. Similar results by statement (Chen & Dermawan, 2020) that beauty vloggers have a positive and significant effect on purchase intentions.

Furthermore, to validate the influence of beauty vloggers on the purchase intention of halal cosmetic products, researchers conducted a pre-study in the form of the dissemination of questionnaires on 10 Muslim women who use cosmetics that can be spelled out as follows:

Figure 2. Muslim Women's Behavior Before Buying Cosmetic Products
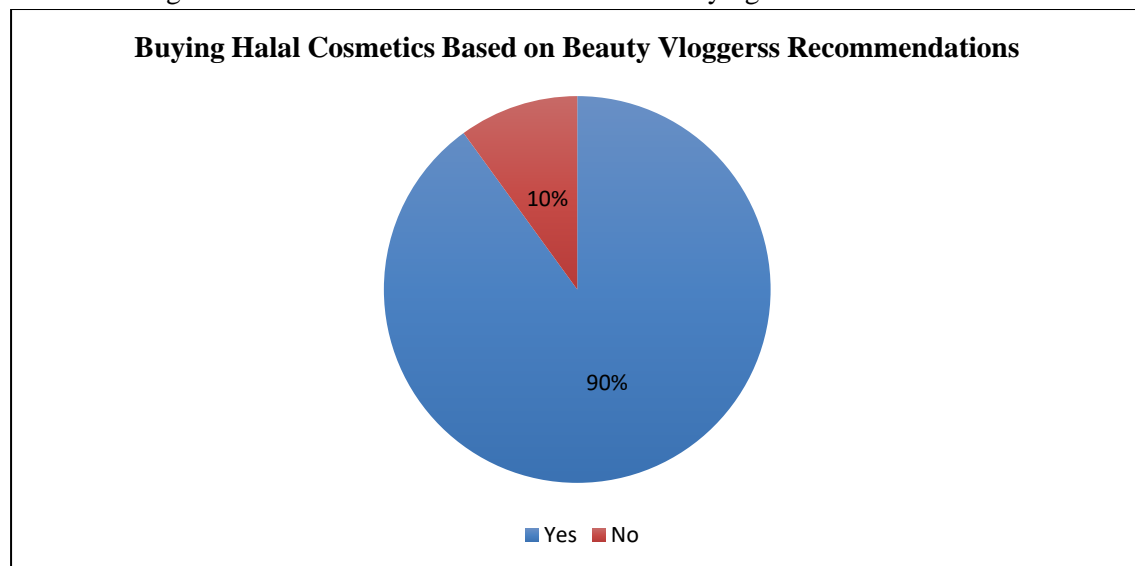
From the data above can be spelled out as follows:
a. 90% of Muslim women buy halal cosmetics based on recommendations from beauty vloggers on YouTube.
b. 10% of Muslim women do not buy halal cosmetics based on recommendations from beauty vloggers on YouTube.

Referring to the data, it was seen that more said that they had purchased cosmetic products recommended by beauty vloggers in their videos regarding certain cosmetic products. Based on the above phenomenon, the purpose of this study is to find out the influence of YouTube beauty vloggers on the buying interest of muslin consumers on halal cosmetic products.

METHODOLOGY

Research uses quantitative descriptive methods. According to (Sugiyono, 2016) quantitative methods are research techniques to examine certain populations or samples, using statistical research instruments to test provisional guesses that have been established. Researchers use two types of data: primary data types and secondary data types. According to (Arikunto, 2013) this type of data on quantitative research is included in the empirical, objective, measurable and systematic scientific method and obtained based on observation or experience. Data display techniques use questionnaires and library techniques.

Due to the limited research time encourages researchers to take one research location, namely in Tanjungpinang. The research population is all Muslim women in Tanjungpinang. The sampling technique used is nonprobability sampling through a purposive sampling approach with the following criteria of respondents:

a. Muslim women in Tanjungpinang who use cosmetics.
b. Aged 17-35 years
c. Using halal cosmetic products.

In determining the sample, researchers used convenience sampling with the determination of a sample of 100 respondents. According to (Sugiyono, 2016) convenience sampling is a sampling technique that frees researchers to determine samples according to the needs of researchers. Furthemore data analysis techniques use the help of SPSS version 26 by analyzing validity tests, normality tests, classical assumption tests, simple regression analysis and hypothesis tests.

Research Model

According to Sugiyono (2016) said the frame of mind is a diagram that contains an explanation of the problem of outline research. The framework of thought in this study is social media influencers and purchase intentions that can be spelled out as follows:

Figure 3. Research Model
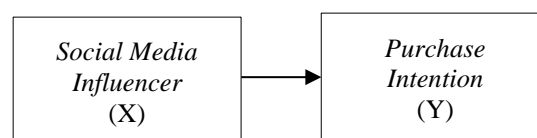
Hipotesis

According to Sugiyono (2016) the hypothesis can be described as a temporary conjecture of researchers on the problems that must be proven to be true. There are many hypotheses in this study:

H1: social media influencers influence purchase intentions.

LITERATURE REVIEW
Social Media Influencer

The existence of social media has a huge influence on social consumption behavior. The dissemination of information through content on social media makes it easier for people to get

good information including buying and selling activities. According to (Hermanda *et al*., 2019) social media is very helpful for cyber buying and selling businesses to introduce their products because they are considered to be able to spread information widely. Meanwhile, according to Maulana *et al*. (2020) social media causes the rise of online buying and selling activities and presents a profession commonly called social media influencers.

According to Bevins (2014) social media influencers play an important role in the world of online information for some social media, but now influencers focus on doing it on instagram social media on the grounds that the relationship created can be based on visual identification. According to Priatni *et al*. (2020) social media influencer is someone who has influence on his followers on social media. Meanwhile, according to Handayani (2018) social media influencer is someone who gives influence and can help promotion activities effectively and efficiently obtained through the leader opinion given on a product.

So it can be concluded that social media influencers are marketing products or services through users on social media who have built credibility and relationships with a wide audience and are also seen as trustworthy and brands are using this person to create and/or promote branded content for their followers in an effort to drive brand awareness and purchase intent..

Social Media Influencer Category

According to Wijoyo (2020) in general the type of social media influencer can be seen from the number of followers and media in marketing products that can be categorized as follows:

a. Micro Influencer is an influencer who has a follower count of 10,000 people even less.
b. Macro Influencer is an influencer who has a follower count of 100,000 people even more.
c. Premium Influencer is an influencer who is categorized as a top influencer by having millions of followers.

While according to the Indonesian Digital Marketing Association (2019) social media influencers based on the media used can be categorized as follows:

a. *Selebgram or instagram celebrity is a public figure with the instagram platform as a medium in promoting products intensely to his followers.*
b. *YouTuber is a public figure by using the youtube platform as a medium in promoting his products. However, youtuber cannot communicate intensely directly with his followers.*
c. *Selebtwit is a well-known public figure on twitter and promotes products through his account on twitter.*

Social Media Influencer Indicator

According to (Handayani, 2018) indicators to measure social media influencers can be seen from the aspects that can be spelled out as follows:

a. *Reach means how many followers the influencer has in engagement such as likes, shares, retweets, comments, clicks on URL links, or fills out a purchase form on a post made by an influencer.*
b. *Resonance means the actions of followers who forward or share content from influencers.*
c. *Relevance is the level of conformity or similarity between the values embraced by influencers with the brand image of the product.*

Purchase Intention

Purchasing intent is defined as the behavioral tendency that consumers will buy products (Subasinghe & Weerasisri, 2020). According to (Lim *et al.*, 2017) purchase intention is the intention and plan of consumers in making purchases of certain products. According to (A. C. Amalia & Sagita, 2019) purchase intention is the activity of consumers in predicting the process of buying a product. While according to (Fitriah, 2018) is the emergence of a desire to buy a product that is found from the learning process and thought process so as to give rise to a perception. From the understanding of some experts, it can be concluded that purchase intentions or buying interests cause a motivation that continues to be recorded in the minds of consumers and form perceptions and create a strong desire. In other words, buying interest can also be interpreted as the process of evaluating consumers on a product. From the understanding of some experts who have been explained, it can be concluded that purchase intention or buying interest is a behavioral tendency that causes a motivation in the minds of consumers and forms perceptions and creates a strong desire to buy a product that attracts their attention.

Furthermore, according to (Yaqubi & Karaduman, 2019) states that there are several external factors that trigger consumers in purchase intentions that can be spelled out as follows:

a. Demographic Factors
   In this case, the demographic factors are age, gender, education level and race. People of different ages have different buying behaviors. For example, a twenty-year-old consumer has different behaviors and needs than a fifty-year-old consumer. Consumer gender is another important demographic factor that has a significant influence on buying intentions.
b. Geographical Factors
   Where the product is produced and produced is very important to consumers, and it shapes their buying interest. For example, for Muslims, the country of origin where the product is made is very important, and it has a strong impact on their buying interest. Shopping location is also important and determines consumers' buying interests.
c. Group Influence Factors
   Annual festivals, sports competitions, celebrities, music festivals, and other celebrities as a group of influential factors have an important impact on consumers and consumer buying interests are edict in younger consumers.

Purchase Intention Indicator

According to Fitriah (2018) indicators in the measurement of purchase intention variables can be spelled out as follows:

a. Attention, this can be described as the emergence of great attention from consumers to products either in the form of goods or services.
b. Interest, this means the emergence of interest after consumers pay attention to the product.
c. Desire, this means there is a feeling of desire from consumers to own the product.
d. Confidence, this can be described as the consumer's confidence in the product so as to give rise to the decision to acquire it or not.

The Influence of Social Media Influencers on Purchase Intentions

Many factors that affect consumer buying interest, one of which is social media influencers. According to (Priatni *et al*., 2020) social media influencers have a strong relationship between promotional variables to consumer buying interest variables, which based on the results of influencer research can increase buying interest by 89.7%. According to (Illahi *et al*., 2020) many companies are implementing promotional strategies by using the help of

social media influencers to increase the engagement of products offered. According to (Rahman *et al*., 2012) the high attention of piblik, the ability to communicate, the credibility of the influencer can increase consumer interest and have an impact on the high level of marketing to the introduction of products among the wider community.

Furthermore, according to (Illahi *et al*., 2020) social media influencers need expertise to be able to package messages in order to be able to facilitate and pack some of the information needed with regard to the ideal body concept. This is what makes social media an effective and efficient promotional strategy in increasing the buying interest of a consumer. Based on the results of research conducted by (Purwanto, 2019) social media influencers have a positive and significant effect on purchase intentions. Also, the result of (Handayani, 2018) research, it seen that social media influencer have a positive and significant effect on purchase intention.

RESULT

Validity Test

Based on the calculations that have been done, researchers test all statements used in the questionnaire so that the accuracy of the questionnaire is guaranteed through a validity test that can be spelled out as follows:

Tabel 3. Validity Test

Statement	r_{value}	r_{table}
X1	0.618	0.1966
X2	0.554	0.1966
X3	0.489	0.1966
X4	0.642	0.1966
X5	0.727	0.1966
X6	0.613	0.1966
X7	0.609	0.1966
X8	0.652	0.1966
X9	0.223	0.1966
Y1	0.687	0.1966
Y2	0.734	0.1966
Y3	0.812	0.1966
Y4	0.686	0.1966
Y5	0.721	0.1966
Y6	0.766	0.1966
Y7	0.635	0.1966
Y8	0.581	0.1966
Y9	0.746	0.1966
Y10	0.817	0.1966
Y11	0.395	0.1966
Y12	0.381	0.1966
Y13	0.502	0.1966

From the data above, all the question items to measure independent variables, namely YouTube beauty vloggers and dependent variables, namely purchase intentions are declared valid. This happens because the entire question item produces a $r_{value} > r_{tabel}$, with a significant level of 5% of 0.1966.

Reability Test

The reliability test is taken on the basis of Cronbach Alpha>0.7 then a reliable statement, on the contrary, if the co-use of Cronbach Alpha<0.7 can be declared unreliable statement. The reliability test in this study is spelled out as follows:

Table 4. Reability Test

| Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.933	.933	22

Table 4 shows that the variable YouTube beauty vloggers have an alpha coefficient of 0.864>0.7 where the cronbach alpha value of the study is greater than the basis of decision making. From these results it was concluded that each statement item was able to obtain data consistent with the meaning if the statement was reused can get answers that are relatively the same as the previous answer.

Classic Asumption Test
Normality Test

To detect the normality of the data, the study used a normality test through histogram charts and *P-Plot* charts. If the histogram chart has the shape of a bell pattern then it can be stated that the data is normal distribution. Furthermore, *P-Plot* analysis is declared normal if the dots spread around the diagonal line following the diagonal direction.
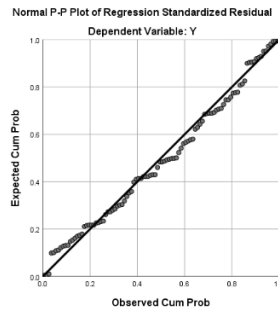
Figure 4. Histogram Test Results
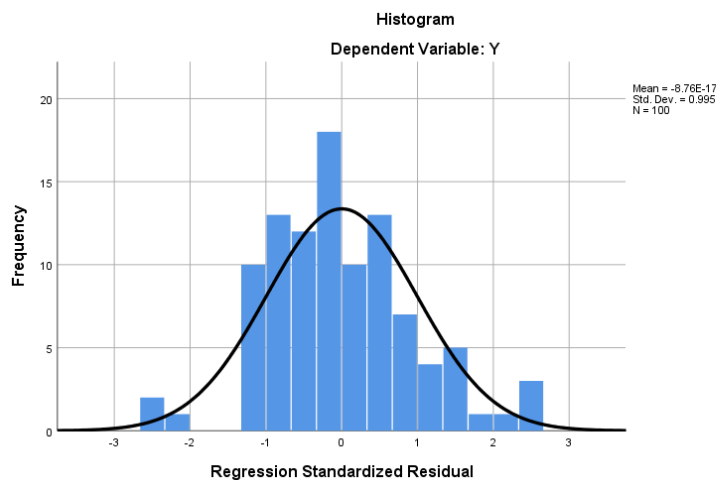
Source: (Primary data processed, 2021)

From the results of data processing listed in figure 4, shows that the data forms a bell-like pattern so that the data is distributed normally. Next to test the normality of the data, *P-Plot* analysis can be used which can be spelled out as follows:

Figure 5. *P-Plot* Test Results

Source: (Primary data processed, 2021)

From the results of *p-plot* data processing, it is seen that the spread of plot points is along the 45º line so that it can be declared normal distributed data. Furthermore, to find out the normal distributed data, researchers also conducted a statistic test kolmogorov smirnov by looking at the value of significance that if the significance is greater than 0.05 then the data is normal distribution. Kolmogorov smirnov's statistical test on this study included:

Table 5. Kolmogrov Smirnov Result

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		5.36022467
Most Extreme Differences	Absolute		.069
	Positive		.069
	Negative		-.067
Test Statistic			.069
Asymp. Sig. (2-tailed)			.200[c,d]
Monte Carlo Sig. (2-tailed)	Sig.		.698[e]
	99% Confidence Interval	Lower Bound	.686
		Upper Bound	.710

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Based on 10000 sampled tables with starting seed 2000000.

 Source: (Primary data processed, 2021)

According table 5, the results showed this study had a kolmogorov value of 0.698 with a significance value of 0.05. So that the *P-value* of the study is 0.698>0.05 which means that the residual data in this study after processing shows it is normally distributed and can be used in research.
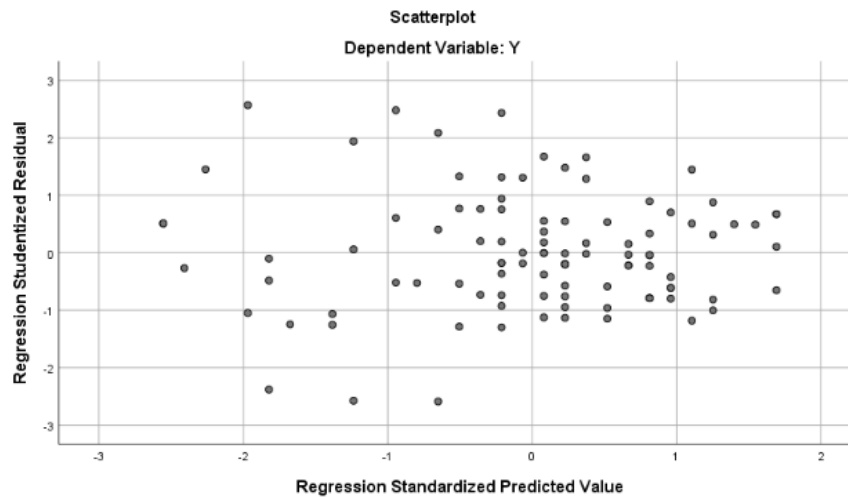
Heteroscedasticoty Test

The heteroscedasticity test is performed using a plot graph between the prediction of the value of an independent variable and its residual. The basis for decision-making in testing in

this study is if there are certain patterns such as points that form widening, wavy, then narrowed so that it can be said heteroscedasticity.

Conversely, if there is no clear pattern and the points spread above and below the number 0 on the Y axis then there is no heteroscedasticity. If the significant probality value of an independent variable can be concluded that the regression model does not contain heteroscedasticity. The heteroskedasticity test in this study can be described as follows:

Figure 6. Heteroscedasticity Test Result

From the results of data processing contained in figure 6 shown that the dots spread randomly, spread both above and below the number 0 (zero) on the Y axis and do not form a certain pattern that is clear, so it can be concluded that heteroscedasticity does not occur.

Simple Linear Regression Analysis

This study used simple liner regression to find out the form of relationships and correlations between the influences of each variable and to find out the influence between positive or negative influence variables by using formulas:

$$Y = a+bX$$

Description:
Y   = *Purchase Intention*
a   = *Intercept* (Konstanta)
b   = Koefisien regresi variable X
X   = *Youtube Beauty Vloggers*

Table 5. Simple Linear Regression Analysis Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	14.753	2.706		5.452	.000		
	X	1.038	.079	.798	13.089	.000	1.000	1.000

a. Dependent Variable: Y

Based on table 5, the regression equation can be arranged as follows:

$$Y = a + bX$$
$$Y = 14{,}753 + 1{,}038X$$

The regression equation can be explained as follows:

a. The constant value of 14,753 means that without any influence from independent variables and other factors, the consistent value of the purchase intention variable is 14,753.

b. The Regression coefficient of YouTube Beauty Vloggers (X) of 1.038 means that each addition of 1% of the variable value of YouTube Beauty Vloggers increases by 1,038. The regression coefficient of this study is positive so it can be stated the direction of the influence of variable X on Y in this study is positive.

Hypothesis Test
Partial Hypothesis Test
Before partially testing a hypothesis, you should look for a fix first. To find a pin can be spelled out as follows:

t_{table} $= (\alpha/2 : n-k-1)$ $= (0{,}025 : 100-1-1)$
$= (0{,}025 : 98)$ $= 1{,}984$

The results of t_{value} calculations can be spelled out as follows:

Table 6. T Test Result
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	14.753	2.706		5.452	.000
	X	1.038	.079	.798	13.089	.000

a. Dependent Variable: Y

From the results of processing hypothesis test data listed in table 4.10 it can be concluded that the results of social media influencer statistical testing on purchase intention showed the value of t_{value} is 13,089 with a score of 1,984 and a significance value of 0.00 which was below 0.05. This means that t_{value} is greater than the value of the t_{table} (13,089>1,984), so Youtube beauty vloggers significantly affect the purchase intention on halal cosmetic products, so H_1 is accepted.

Coefficient of Determination (R^2)
Tests to find out the coefficient of determination in this study can be spelled out as follows:
Table 7. Coefficient of Determination Result
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.798[a]	.636	.632	5.388	2.187

a. Predictors: (Constant), X
b. Dependent Variable: Y

From the results of the determination coefficient test data contained in table 7, the magnitude of R Square was found to be 0.636. So it can be stated that the influence of YouTube

Beauty Vloggers variables contributes 63.6% to the purchase intention variable while the remaining 36.4% is influenced by other factors related to purchase intentions.

DISCUSSION

Referring to the discussion of chapters that have been discussed before, this study shows the results of descriptive analysis of the variables in this study can be declared good. Based on the results of data processing and analysis that researchers have done can be stated that YouTube Beauty Vloggers have an influence on purchase intentions that can be explained as follows:

a. The Influence of YouTube Beauty Vloggers On Purchase Intention

From the results of research, social media influencers influence purchase intentions. The statement is based on calculations that have been done, where in this study found the results that YouTube Beauty Vloggers have the value of t_{value} is greater than the value of the t_{table}. It can be concluded that YouTube Beauty Vloggers have a significant effect on purchase intentions. This is in accordance with the results of research conducted by (Priatni *et al.*, 2020) which states that YouTube Beauty Vloggers have a significant effect on purchase intentions.

b. The Influence of YouTube Beauty Vloggers On Purchase Intention Coefficient (R^2)

Based on calculations and analysis of the coefficient of determination it is seen that variable YouTube beauty vloggers have a large influence on the purchase intention of halal cosmetic products.

CONCLUSION

From the results of the analysis used it is seen that YouTube beauty vloggers have a positive and significant influence on the purchase of intentions in Muslim female consumers in Indonesia. YouTube beauty vloggers have an important role to play in connecting brands through compelling product review videos with their audience. It is more effective compared to marketing through traditional means. Therefore the company may consider implementing its marketing strategy integrated with the YouTube platform.

The results also showed that the vast majority of respondents to the study's interest in buying halal cosmetic products were influenced by videos and recommendations from YouTube beauty vloggers. Respondents are interested in every video review of YouTube beauty vloggers because it is considered to provide information in an honest way. After watching videos from YouTube beauty vloggers, most respondents visited the official social media of halal cosmetic products they wanted and contacted CS to ask for more information. In addition, this study revealed that social media, especially YouTube, is the most effective platform because it has the most active users among other social media.

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