ABSTRAK

James Alfrendy Sitohang. NIM. 7213250037. Pengembangan Desain Konten Video Akun Marbelitaaa di Platform Shopee

Penelitian ini bertujuan untuk mengevaluasi kualitas desain konten video pada akun Shopee Marbelitaaa, mengembangkan desain konten video yang lebih menarik, serta mengukur dampak pengembangan terhadap kualitas konten dan keterlibatan audiens. Penelitian ini menggunakan metode Research and Development (R&D) dengan model Waterfall yang meliputi tahap studi awal, perancangan, implementasi, evaluasi ahli, dan penyempurnaan produk. Teknik pengumpulan data dilakukan melalui observasi, dokumentasi, dan penilaian ahli.Hasil penelitian menunjukkan bahwa kualitas konten video mengalami peningkatan setelah dilakukan pengembangan. Berdasarkan penilaian ahli digital marketing dan ahli media, tingkat kelayakan konten meningkat dari kategori layak menjadi sangat layak. Pengembangan yang dilakukan berhasil memperbaiki aspek visual, narasi, kreativitas, informasi produk, kesesuaian dengan target audiens, serta daya tarik konten. Selain itu, performa konten juga mengalami peningkatan yang signifikan. Rata-rata jumlah penonton (views) meningkat dari 8,33 menjadi 344, jumlah suka (likes) meningkat dari 0 menjadi 48, dan jumlah komentar (comments) meningkat dari 0 menjadi 14,33.Berdasarkan hasil penelitian dapat disimpulkan bahwa pengembangan desain konten video pada akun Shopee Marbelitaaa berhasil meningkatkan kualitas konten sebagai media pemasaran digital serta meningkatkan keterlibatan audiens pada platform Shopee.

Kata Kunci: *Pengembangan Konten Video, Content Marketing, Shopee, Pemasaran Digital, Engagement Audiens.*

ABSTRACT

James Alfrendy Sitohang. NIM. 7213250037. Development of Video Content Design for the Marbelitaaa Shopee Account

This study aims to evaluate the quality of video content design on the Marbelitaaa Shopee account, develop more attractive video content, and measure the impact of the development on content quality and audience engagement. The study employed the Research and Development (R&D) method using the Waterfall model, consisting of preliminary study, design, implementation, expert evaluation, and product refinement stages. Data were collected through observation, documentation, and expert assessments. The results showed that the quality of the video content improved after the development process. Based on evaluations from a digital marketing expert and a media expert, the feasibility level of the content increased from the feasible category to the highly feasible category. The improvements were evident in visual quality, narrative structure, creativity, product information, audience suitability, and content attractiveness. In addition, content performance also increased significantly. The average number of views increased from 8.33 to 344, likes increased from 0 to 48, and comments increased from 0 to 14.33. It can be concluded that the development of video content design on the Marbelitaaa Shopee account successfully improved content quality as a digital marketing medium and increased audience engagement on the Shopee platform.

Keywords: *Video Content Development, Content Marketing, Shopee, Digital Marketing, Audience Engagement.*