

**EFFECTIVENESS OF VIDEO TESTIMONIAL IN SOCIAL
MEDIA MARKETING TO PROMOTE SERVICE AT
COMPANY LASER LIGHT SKIN CENTRE**

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**Effectiveness of Video Testimonial in Social Media Marketing to
Promote Service at Company Laser Light Skin Centre**

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C17A0361

A thesis submitted in fulfilment of the requirements for the degree
of Bachelor of Creative Technology with Honours

Faculty of Creative Technology and Heritage

UNIVERSITI MALAYSIA KELANTAN

MALAYSIA

2021

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**KEBERKESANAN TESTIMONI VIDEO DALAM PEMASARAN MEDIA
SOSIAL UNTUK MEMPROMOSIKAN PERKHIDMATAN DI SYARIKAT
LASER LIGHT SKIN CENTRE**

ABSTRAK

Penyelidikan ini bertujuan untuk membangunkan testimoni video berkaitan dengan perkhidmatan di Laser Light Skin Centre untuk mengenal pasti keberkesanan testimoni video dalam pemasaran sosial media untuk mempromosikan perkhidmatan di syarikat tersebut. Testimoni video mempunyai pengaruh dalam pemasaran sosial media kerana ramai orang lebih suka menonton video lebih daripada membaca teks yang panjang. Melalui testimoni video, ramai orang dapat memahami perkhidmatan syarikat dengan adanya pengalaman orang lain. Testimoni video dapat mengenai perkhidmatan dengan menambahkan lapisan kepercayaan yang lebih tinggi. Testimoni video yang berkaitan dengan perkhidmatan di Laser Light Skin Centre dikaji untuk menentukan keberkesananannya dalam pemasaran sosial media. Dari penyelidikan ini, testimoni video telah membuktikan bahawa ia merupakan media yang sangat berkesan untuk mempromosikan perkhidmatan rawatan laser di Laser Light Skin Centre.

Kata kunci: Testimoni video, pemasaran sosial media, mempromosikan perkhidmatan, Laser Light Skin Centre

**THE EFFECTIVENESS OF VIDEO TESTIMONIAL IN SOCIAL MEDIA
MARKETING TO PROMOTE SERVICE AT COMPANY LASER LIGHT SKIN
CENTRE**

ABSTRACT

This research aims to develop video testimonial related to services at Laser Light Skin Center to identify the effectiveness of video testimonials in social media marketing to promote services at the company. Video testimonial has an influence in social media marketing because many people prefer watching videos more than reading long texts. Through video testimonials, many people can understand the company's services by listening to the experiences of others people. Video testimonial can be about the service by adding a higher layer of trust. Video testimonial related to service of Laser Light Skin Center is studied to determine its effectiveness in social media marketing. From this research, video testimonial is been proven that is a very effective media for promoting the service of laser treatment at Laser Light Skin Centre.

Keywords: Video testimonial, social media marketing, promote service, Laser Light Skin Center

CHAPTER 1

INTRODUCTION

1.0 Background Study

In today's world, technology become more sophisticated and social media is becoming a tool to communicate with the whole country. Besides that, many people use social media to share their own lives. Many companies also use social media to promote their own business. According to Matthew Hudson (2020), social media is any digital tool that allows users to quickly create and share content with the public. Social media encompasses a wide range of websites and apps. For example, Instagram and TikTok are built to optimize the sharing of photos and videos.

Social media has become an indispensable demand in modern society. Many companies now use social media to expand their market. According to Sharron Nelson (2018), social media is one of the most stress-free and profitable digital marketing platforms that can be used to increase your business visibility. By applying a social media strategy, it will help you significantly increase your brand recognition. By having a social media page for your brand will produce a wide audience for your business.

Laser Light Skin Centre is a beauty business and established on 2019 year. Laser Light Skin Centre do about two years in beauty industry. It provides laser treatment to the customers. The laser treatment is using technology of advanced fluorescent technology (AFT) to do the treatment. AFT is a technology by using pulsed-wave and light treatment to the skin. Laser Objective of Laser Light skin center is to provide the best treatments for customers with various kinds of skin concerns. Mission of Laser Light skin center is to help customers achieve their aesthetic needs with our state-of-the-art proven technologies. Light Skin Centre has a few types of laser treatment that is whitening treatment, picowave treatment, triple X treatment, scar treatment, hair removal treatment and ultimate facial treatment. These treatments can treat all kind of problems including pimples, pigmentation, acne scars, bodily scars, hair removal and more. Laser and Light skin center also have product to give to customer after treatment to take care their skin.

Laser Light Skin Centre has own social media to promote their treatment to more customer. The company use social media to promote the treatment but not very effective. They need to improve the video content in social media marketing to increase sales. After do observation, testimonial videos are very low in their company's social media content. The company is less focus on the video testimonial as an advertisement to attract more customer.

According to Dann Albright (2018), a video testimonial is a video of a customer or client praising a company. In most cases, they talk about how that company's product or service has helped them solve a problem. They might discuss who they are, how they use the product or service and what they like about the company. In an age when consumers aren't very trusting of companies, hearing from fellow consumers makes a big difference. This trust goes a long way toward helping consumers make purchase decisions.

Researcher is inspired to produce a video testimonial in social media marketing to increase more customer. From the video testimonial, more people will know more about the service and help them to do decision to take the service. So

the video testimonial can become a new content to post in social media to hit the target of sales and expand business of the company.

1.1 Problem Statement

Social media plays a vital role in marketing and creating relationships with customers. With limited barrier to entry, more of business are beginning to use social media as a means of marketing. Marketing is main progress of its beauty business to improve more sales. Marketing team more focus on social media to attract customers to come for treatment. By doing promote in social media marketing, Laser Light Skin Centre get more customers to interest on their treatment.

Laser Light Skin Centre has social media like Facebook, Instagram and Youtube. For Facebook and Instagram, marketing team will post content for every day in four timelines on morning, afternoon, evening and night. Marketing team also post two or three videos on Youtube in a week. They almost focus on social media to improve sales of beauty business.

Laser Light Skin Centre has problem lack of new customers to do treatment at their company. This problem is because the company has no more new innovation and lack of good content in activity on social media. The type of video content is not more and no very interesting. They post about before and after treatment, promotion, live video, types of treatment video and video skincare. They use the social media to promote their service to the customers. There are relatively few new followers to track social media accounts of their company. It causes new customers will no increase for a lot and the sales will become lower because their important customer source is from social media marketing. It shows the social media marketing is very important in the company.

According to Sophie Porter (2019), when posting on social media, you must ensure that its content is consistent. This maintains a high standard and is always involved in it and it's always hard to create great content. The way to ensure that you always create quality content is by monitoring your competitors, doing integrated marketing activities, not being afraid to be personalized and honest, and creating as much original content as possible; blog posts, videos, infographics and graphics. If don't provide a good content, audiences will start to get bored and no longer like, share and comment on the content you provide. Audiences want quality more than quantity. They want blog posts to provide them with valuable information, and they want videos to move them or make them laugh. We must take care of our content and not feel the pressure of posting on social media.

According to Gary Henderson (2020), social media advertising must be one of the cheapest ways to market your business digitally. With so many advertising tools available on these social media forums, you can take advantage of this opportunity and market your products economically. You can grow as a page on social media networks by simply being consistent and posting content that is engaging and relevant to your audience. Once your social media marketing is effectively organized, this will help you increase the traffic on your profile in these forums which will eventually lead them to your website. This means that even if you have a smaller budget for advertising, you can help your business on this social networking forum where through increased marketing growth process for your brand becomes faster.

From the observation, the company lack of customer testimonial videos on social media to show to people to get more new customers. Many customers like to view video testimonial to see how the customer talk about the effect after they do the treatment at there. From the video testimonial, customer will know that the treatment is best and they will know more about more treatment from the video. This type of video will help them to make decision to buy the good service of the company.

Video testimonial helps you establish an emotional connection with your audience. By having an emotional connection with your audience, your testimonials can convince them that they can profit in the same way from your product or service. This emotional connection is often the best way to attract interest or make an agreement with the customer. This also enhances the feeling that they are gaining personal experience with your business. (Janelle Bevan, M.A. 2017)

According to Dann Albright (2018), if your readers or viewers believe the testimonials they see, they are more likely to buy your product or service. Fortunately, people trust comments from strangers just as much as they do or more than they trust friends or family members. It is very important to encourage a relaxed atmosphere as you record your testimonials so that your subject speaks naturally and does not sound like reading from a script. Users want to trust your video testimonials and you have to do your part to make them trustworthy. Because if customers trust your video testimonials, you will take advantage of one of the most important psychological concepts in marketing.

Laser Light Skin Centre need to improve activity of video content in social media to promote their service. They want to get new customers through social media marketing to improve sales. The solution to solve the problem of promote service of their company is to produce a video testimonial to be one of the most valuable pieces of content. The video testimonials are great in the social media marketing. There is no better way to build connections with your audience, increase your brand reach and drive conversions.

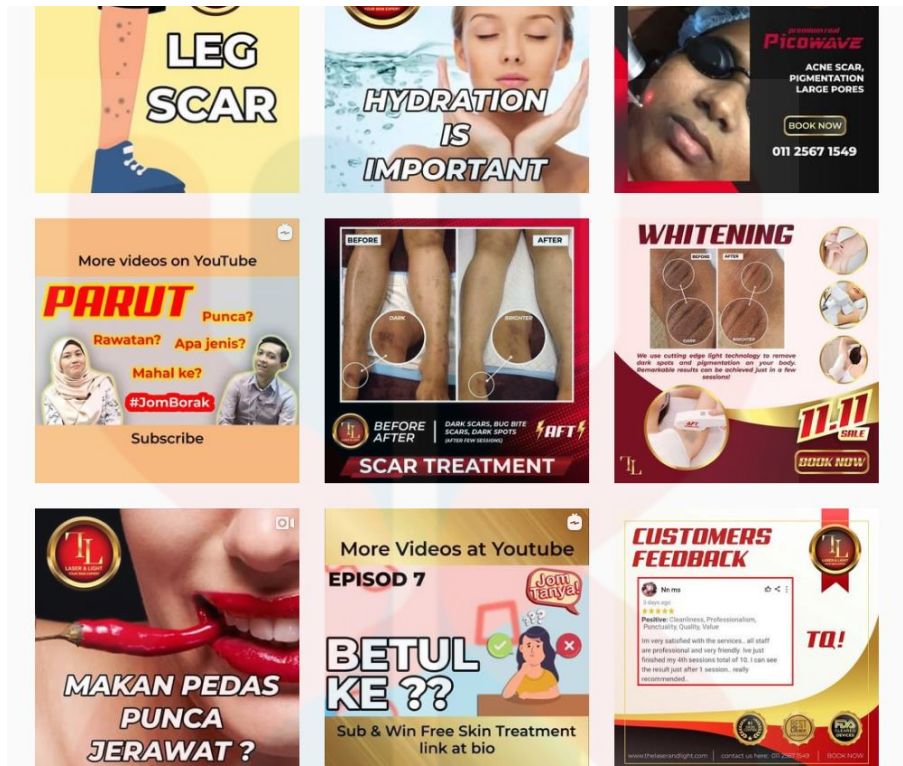


Figure 1.1: Activity of Instagram in Laser Light Skin Centre



Figure 1.2: Activity of Facebook in Laser Light Skin Centre

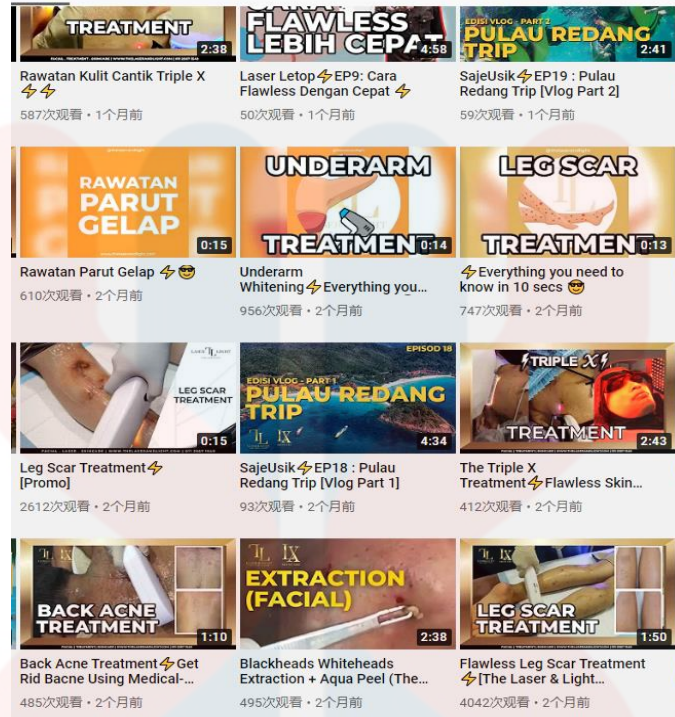


Figure 1.3: Activity of Youtube in Laser Light Skin Centre

1.2 Research Aim

This research is aimed to promote the service of laser treatment at Laser Light Skin Centre in social media marketing by producing a video testimonial in order to identify the effectiveness of video testimonial to promote service in social media marketing.

1.3 Research Question

- i. How to improve the social media marketing in company?
- ii. What is the video content to promote the service of laser treatment in company?
- iii. What is the important of social media marketing?

1.4 Objective

- i. To improve the video content on social media in company.
- ii. To produce the video testimonial to promote the service of laser treatment in company.
- iii. To identify the important of social media to improve more sales.

1.5 Scope of the Study

This research focus on the use of video testimonial in social media marketing to promote the service in company Laser Light Skin Centre. The company want to promote their services to more people who are interest for the service to get new customers. Video testimonial is a type of video shows your client talking about your brand and your product. They also talk about the experience of using your product or service in your company. They help a lot when you need to build brand trust and they will inform your target audience of how great your product is. It also aims to get more sales through the video testimonial on social media.

This study was conducted at the Laser Light Skin Center. It is a company that provides laser treatment to the customer. Researcher choose this place as a research project because want to solve its problem to promote the services of laser treatment by produce a video testimonial on social media to get new customers. Period time to do this study is about four months. Researcher can use this time to do observation and research in the company. This study will be conducted on people aged 13 years and above. This is because most of the clients who come to receive treatment are composed of students and adults. From this, researcher can collect data on aged among 13 years and above.

1.6 Research Benefits

In a research, the benefits of research must be available to complete a study conducted and indirectly the researcher can know what the benefits of the research. This is because with the benefits of research it will affect some relevant views so that more and can renew weaknesses including in this study.

1.6.1 Individual

This research can let me to know more about the effectiveness of video testimonial in social media marketing. This research can facilitate the company to convey information and introduce their services on social media marketing. The use of video testimonial can promote their services by attracting the public to see the reviews submitted by old customers. Researcher can know the content of video in social media is very important to a company to make more sales.

1.6.2 Society

The research also important for society. Many people use social media to communicate and get entertainment. The video testimonial in social media is very important to promote service. The people hearing from real people who have tried the service is more emotional than reading a copy of a page because there is a synergy of empathy. This will show the content will stand out as impartial and not overly sales or promotional when you let your customers speak their truth and keep it real. Society will know how the

service is going on and get a good review to make decision to buy the service of the company.

1.6.3 Other Researcher

Other researcher can know about how the video testimonial give benefit to a company in social media marketing. A good video testimonial can increase a person's interest in your business to the point that they share it with others on social media. People are also more inclined to share videos than text-based content. So video testimonial plays an important role in this research. This will let more people know their service when some people share the video testimonial in social media. Other researchers can know social media marketing give change to company to promote their service by post video testimonial on social media.

1.7 Conclusion

For conclusion, Laser Light Skin Centre face problem on to promote service on social media marketing to get new customers. They have to improve activity in social media to promote their service. They want to get new customers through social media marketing to improve sales. They need to improve the video content to attract more customers. The study on effectiveness of video testimonial in Laser Light Skin Centre can engage potential customers on social media.

Videos on social media tend to be more visible and reaching a wider audience than your website itself. You can even post videos to industry-specific pages and forums, garnering a strong following within a more dedicated segment of your target market and effectively improving overall customer loyalty. If customers have never heard of your product before, they can effectively differentiate themselves by showing your sales suggestions in the form of videos instead of plain text.

Customer need to be reviews they can trust. A video featuring real people who are willing to speak highly of your product or service adds an extra layer of trustworthiness and even passion to a typical review. Video testimonials bring significant social proof to your brand, but they must be done right to make the most impact. This shows the video testimonial can bring more customers to improve sales of company in social media marketing.

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CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

In this chapter, researcher will review the main elements based on this research. Each element will have their own definition based on the literature review that search from articles, journals, websites, books and other similar resources. It is helps the researcher to certified the research is going on the right way.

2.1 Definition

2.1.1 Social Media

Social media refers to websites and applications designed for people to share content quickly, efficiently and in real time. While many people access social media through smartphone applications, these communication tools start with computers. Social media can refer to internet communication tools that allow users to share content and interact with the

public extensively. The ability to share photos, opinions, and events in real time has changed our way of life and business. (Matthew Hudson, 2020)

2.1.2 Social Media Marketing

According to Matthew Hudson (2020), Social media marketing is a form of internet marketing that involves creating and sharing content on social media networks to achieve your marketing and branding goals. Social media marketing includes activities such as posting updates of text and pictures, videos, and other content that encourages audience engagement, as well as paid social media advertising. Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. Your customers are already interacting with the brand through social media. Great marketing on social media can bring tremendous success to your business, create loyal brand supporters and get sales.

2.1.3 Video Testimonial

Video testimonial is a video that show a long-standing customer experience or who are already satisfied with your product, service or brand. Video testimonial often appear on landing pages, product pages, about pages and other core pages. It is because of their ability to build trust and confidence in your product or service. Video testimonials are also an excellent asset to own in a one-on-one sales scenario. As a marketer or salesperson, customer testimonial videos are one of the most effective tools you can use. It no need to talk directly to one of your satisfied customers and nothing can turn potential customers into customers faster. (Paun Gannon, 2020)

2.2 Types of Customer Testimonial

Customer testimonials are a powerful tool that every marketer should have. By showing existing customers, you can convince potential customers to buy your product. Here is some different types of customer testimonial:

2.2.1 Quotes Testimonial

According to Mary Fernandez (2020), quote testimonials are the most popular form of testimonials. They are great, they are reliable, and most importantly, they are effective. As the name suggests, this is a testimonial only attracting direct quotes from customers. Pop-ups have been shown to increase conversion especially when you add custom triggers to a campaign to attract visitors based on their behavior. Adding customer quotes only increases your chances of changing your website traffic. This adds extra credibility to your campaign and will increase your conversion rate for signups, pre-orders, revenue and other.

2.2.2 Social Testimonial

With the popularity of social media, getting customer testimonials is very appropriate. All you have to do is pull a screenshot from a Facebook post or a Twitter update. This can let you have instant proof that your customers love your product. No one is questioning the validity of this screenshot testimonial. Most of these social media posts are public, so if someone wants to check it out for themselves, they can usually do so.

2.2.3 Video Testimonials

Video testimonials are fast gaining popularity in recent years. It has become easier than ever to create and publish videos on your website. The great thing about video testimonials is that they really stand out and have a huge impact. There is only so much about seeing the talking head and hearing the real voice that creates pleasure and trust. Video testimonials drip with authenticity and trust. This shows that your brand is so special that people are willing to spend hours to help you convince others about it. (Pieter Moens, 2018)

2.2.4 Mashup Testimonials

According to Mary Fernandez (2020), a mashup is a string of written (short) testimonials set against background images and music, or a series of short video testimonials featuring several people. They are great for sharing on social media sites, especially if you try to include some of the buyer's personalities in a one-minute video. The Benevita mashup is a good example of a concept.

2.2.5 Press Reviews

Press reviews are convincing as they come from professionally qualified sources to discuss the topic. The key to getting a newspaper survey is to build relationships with the right people. Press reviews are not easy to get, but once you make one, this can make your brand popular in the blink of an eye!

2.3 Video Testimonials Better Than Text-Based Testimonials

According to Neco Turkienicz (2020), people always remember video more than text. video is related to emotions. When you activate the emotional center in the brain, it will increase information retention. That is why research shows that video has a retention rate of 95% compared to only 12% with text information. Other that, people love to hear stories - and that is what video testimonials do best. No one can deny the story of someone overcoming an extraordinary problem.

People also share video more than text. Video is the most widely shared type of content on the internet. In fact, Cisco research predicts that by 2021, video will represent 82% of all internet traffic. So people watch and share videos all the time more than just texting at least 12 times more. The video on social media generates more likes and sharing than pictures or text. Even social media giants like Facebook are increasing their investment in video marketing given this fact.

Consumers prefer to watch user reviews. Many people watch reviews before buying a product. They even trust the reviews of strangers. They trust the testimonials and reviews they see and prefer to buy the product. The video testimonials that you use for marketing purposes must be credible. You can choose a relaxed atmosphere to film testimonials to get a natural effect for it.

Video testimonial can bring for better retention rates. Most people easy to forget the text information, but if you convey the message through video, the information will stay in their minds for a long time. So, you can get a high retention rate if you make a video testimonial for your product rather than explaining it through text. In fact, video can make storytelling have a better effect on the brain. People remember that its information is conveyed through interesting visuals.

Video testimonial can help close business. No business makes video just for fun. If you make a video for your business, you want to eventually generate more business. The good news about video testimonials is that they are very helpful in closing a business. According to a recent survey, 84% of people say they are

confident of buying a product or service by watching a video. For example, We have a client for business evaluation. He is in a sales conversation with a potential customer who may be reluctant to close due to price. Then, my client decided to send the potential client a link to a video testimonial we made with one of his former clients. After watching the testimonial, the prospective client called my client and said that he decided to work with him. This is a \$13000,00 transaction, and my client's investment in the video recommendation book does not exceed \$500. (Neco Turkienicz, 2020)

According to Guest Author (2019), people always trust video testimonial. Nothing will make a stranger trust you more than just a good testimonial. Written testimonials have a problem that is people do not really believe in. It is very easy to "decorate" written testimonials or falsify them. First, it is much more technically complicated to falsify video testimonials than a written testimonial. Second, people connect with people. When you see real people just like you discuss the problems you are experiencing as well, you will immediately recognize them. If they tell you how the professional solves their problem completely, you trust them. As we are rational beings, most of our decisions are made based on emotions. The Harvard research shows that 95% of decisions are made based on emotions.

2.4 The Importance of Video Testimonial In Social Media Marketing

Testimonials play a very important role in digital marketing. With the right testimonials, you will be able to increase the popularity of your product easily. According to Aleksy Halsas (2020), by using video testimonials as it is a great method to build credibility and trust. You can build trust with your potential customers with social proof through video testimonials. Here is some importance of video testimonials for your business

Video testimonials can be effective to build brand trust. It can let people trust the reviews and testimonials of real people. Your brand gets social proof by

showing satisfied and happy users. Many potential users of your company feel more comfortable trusting your brand if customers are happy to talk about their experience on your behalf. If you create video testimonials more customers to support your brand, more potential customers will see positive testimonials about your service or product. This will help increase the credibility of your brand. The reason is that people support the communication provided by your brand.

A company can create authenticity through the video testimonials. The marketing team can make the whole testimonial more reliable if you show satisfied customers in it. By showing it in video format, your potential customers can see their expressions on their faces and hear their voices while describing their personal experiences with your product or service. This also helps to make your brand more sincere and transparent.

In addition to increasing the authenticity and credibility of your brand, video testimonials are also useful to improve your business exposure. In today's world, online visibility is an important aspect of business to stay afloat. This community is mostly internet based which makes it easy to share anything that is visually appealing. If your video testimonials are compelling to motivate people, the followers on your list will definitely share them with others. This makes your video testimonial a success.

With the help of video testimonials, you can get higher amount of information. You will be able to convey more information to your potential customers. This will ensure that it becomes easier for you to convince the customer as well. Generally, your potential customers can tell their full story with the help of video testimonials. Picture testimonials are quite short. That is why you cannot share large amounts of information through them. Moreover, potential customers will also be more satisfied with video testimonials than just believing the text-based ones.

Video testimonial is the highest converting tools. Many statistics prove that testimonial videos are the highest conversion tool mainly because they relate to people on a personal level. It is very convincing to see people talking about a service

or product that is relevant to the audience's own journey, thus making it appropriate and making purchasing decisions possible.

According to AdminIT (2018), video testimonial can let company less competition at a sector. While you are using video testimonials, most of your competitors will not use it until now. That is why you will be able to overcome competition. When you can rise above the competition, automatically the conversion rate you will get will be on the higher side. This also means that you can gain an advantage over your competition. When you can take advantage of your competition, it becomes easier for you to grow your business significantly.

2.6 Conclusion

In conclusion, researcher want to produce a video testimonial in social media marketing in Laser Light Skin Centre. Video testimonial is proved that to be workable in introduce a concept or ideas. This kind of video can help company to get more new customers. Compared with text-based content, video testimonials are more interesting and unique than sales promotions, thus attracting the attention of potential customers.

The video testimonial plays an important role to the company. This is because video testimonials help humanize the brand and put a face on your product. By showing your potential customers one of their partners who has benefited from your product or service. It will help make them believe that they can also reap the same benefits.

CHAPTER 3

METHODOLOGY

3.0 Introduction

The research methodology will be discuss in this chapter. In this chapter, researcher will show the problem and questions to investigate in the research and the kind of data to answer this all problem. This chapter will focus to the method for collecting and analysis data. Below show the process of collecting data :

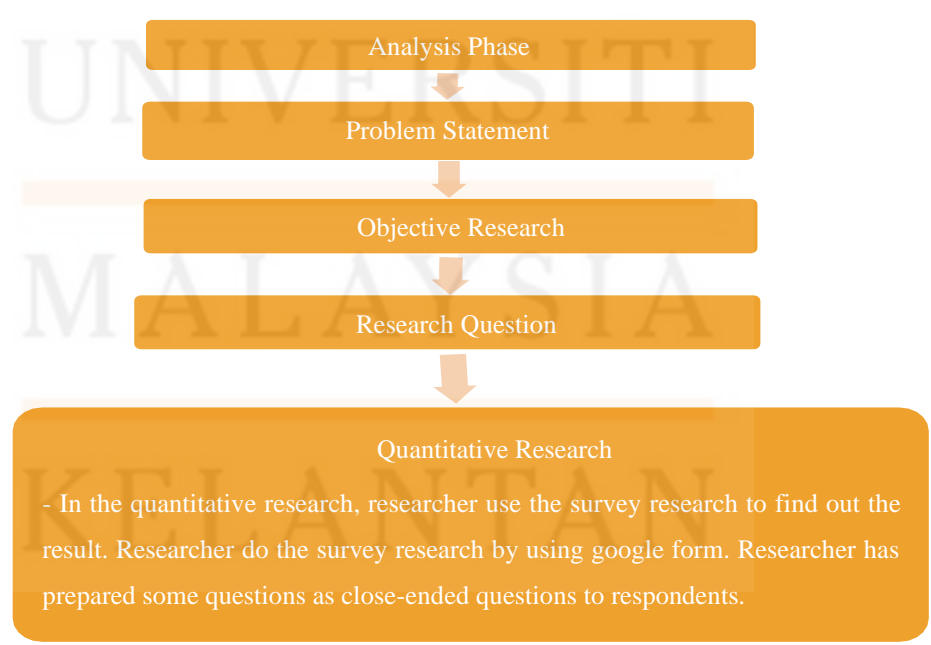




Figure 3.1: Process of collecting data

3.1 Techniques for Collecting Data

3.1.1 Primary Data

According to Kassu Jilcha Sileyew (2019), primary data can be roughly explained as the original data collected through the first-hand by the researcher. This type of data is collected using surveys, interviews and direct observations, questionnaire, document review and so on.

Researcher has use technique of primary data to collect data in this research. Researcher collect data with the questionnaire. Researcher will prepare some questions in the questionnaire to collect data. The questions will focus on effectiveness of video testimonial in social media marketing to get more information.

3.1.2 Secondary Data

According to Kassu Jilcha Sileyew (2019), secondary data are easier to retrieve and reuse second-hand data. This data considers the usefulness of answering questions in other similar studies. Keywords are one of the ways to search for information sources on the Internet. The secondary data is mainly from the Internet, journals, articles, reports, books and other similar sources.

Researcher also use technique of secondary data to collect data in this research. Secondary data collected with the websites, blogs and article. Researcher finds data to know more about more information on this research.

3.2 Research Design

Quantitative Research and Qualitative Research can use to collect data for the research. Usually, quantitative data and qualitative data are the main data. In this research, Researcher use quantitative research to collect data. Quantitative research is the data that can be counted and computed to digitalize. It will be in the form such as charts, tables, and graphs that the statistics can be calculated. (Adi Bhat, 2020, page 1)

3.2.1 Quantitative

Quantitative data is a type of data whose value is measured in the form of numbers or calculations, with unique numerical values associated with each data set. This type of data can also be defined as a set of measurable

information that can be used for mathematical calculations and statistical analysis that inform real-life results. (Formplus, 2020)

In the quantitative research, researcher use the survey research to find out the result. Researcher do the survey research by using google form. Researcher has prepared some questions as close-ended questions to respondents. The questions is the multiple choice question and dichotomous question.

Survey research is a quantitative research method to find out a result. Surveys used various types of questionnaires to ask respondents questions such as online surveys, paper questionnaires and others. Every organization who want to understand what customers need and think of their products and services, they can use the survey research to find out a result. With a result, organizations or someone can improve their products or services to satisfy customers to a high level. For this, I decided to use the survey research to get the result to support my research. After collected the data, it will be expressed into number so that the researcher will know the feasibility of this research project. It represented the final course of action.

3.3 Data Collection Procedures

The data collection process will be do through a questionnaire conducted online through the Google Form service and application. Questionnaires of the survey are given through social media such as Facebook, WeChat, What Apps, and Messenger to the respondents.

3.4 Data Analysis Procedures

Each data that has been collected will be analyzed according to the division:

- i. Number of respondents by group
- ii. Percentage of reason to watch video testimonial
- iii. Percentage that can understand video testimonial well
- iv. The effectiveness of video testimonial in social media marketing

3.5 Lesson Description

Through the theories learned, researchers use questionnaires through digital media to collect data. Questionnaire method that will be use by researchers to collect more accurate and detailed data and analysis.

3.6 Type of Participant

In this context, the researcher made a breakdown into several groups of study participants. The first is the group who become customers in the company Laser Light Skin Centre through the online method of Google Form application. The second is the general public and the general public also through the online method of Google Form application.

3.7 Instrumentation

In the research of the questionnaire study, the researcher will set some general and specific questions and opinion questions.

3.7.1 General Questions

- i. Status
- ii. Age
- iii. Gender

3.7.2 Specific Questions

- i. Understanding of video testimonial
- ii. Reason to watch video testimonial

3.7.3 Opinion Questions

- i. Do the video testimonial help you to choose products or service in social media.
- ii. Do the video testimonial give effectiveness in social media marketing in business.

3.8 Survey Guide

To produce questions in the survey form, the researcher will follow some guidelines that have been provided as follows:

3.8.1 Appropriateness of the Study

The study must be appropriate for the respondent to be taken. Questionnaire formulated and answered by the respondents and able to answer the research questions. Ensure that the use of questionnaires can be answered and can answer the questions to be studied.

3.8.2 Appropriateness of Questions for Study

Questions in the questionnaire need to be selected so that the questions entered are appropriate and meet the requirements of the study concerned. Researchers need to think about how each question works presented to enable the data obtained to answer the research question. Researchers need to avoid questions that seem important without first thinking about the use, method of measurement and contribution of the questions to achieve the objectives of the study. To ensure the use of the question, researchers need to think about how the answers will be analyzed such as diagram methods, tables, graphs and others.

3.9 Evaluation method

This method of evaluation will be done in the form of diagrams and graphs to show the percentage rate clearly and get accurate results. Data collected from the survey form will be analyzed according to the type of question to find out the total percentage for each question.

3.10 Conclusion

In conclusion, for the collection and measurement of data, primary and secondary both are used to verify researcher objectives and significant for this research. In primary data, researcher use questionnaire to collect data. In secondary data, researcher collect data with the websites, blogs and article.

To do the research, researcher use the method of questionnaires survey to collect data to get more about information of the company. Quantitative data collected by survey research. Researcher do the survey with using google form. Questionnaires of the survey are given through social media such as Facebook, WeChat, What Apps, and Messenger to the respondents for collecting the data.

Based on the survey, the researcher will be able to know the total percentage and effectiveness of this method in achieving the objectives of the study. This method is also to get respond of public interest of video testimonial in social media.

CHAPTER 4

DATA ANALYSIS

4.0 Introduction

The process of developing video testimonial will be discuss in this chapter. Researcher will discuss the idea for do the video testimonial. Idea will show in the storyboard that draw by researcher in the beginning. Researcher also will discuss the editing video and concept which is in the final product. Besides that, researcher do the survey to collect data and then do the data analysis about the effectiveness of video testimonial in social media marketing. The question do by using google form to research data. There are a few questions prepared to the respondents to answer the question.

4.1 Data Analysis

Researcher will do the data analysis based on the final product. Researcher do the online survey by using google form to the respondents. The respondents are among between 15 to 60 years old include female and male. There are 50 respondents to do the questionnaire of this research.

4.1.1 Background Respondents

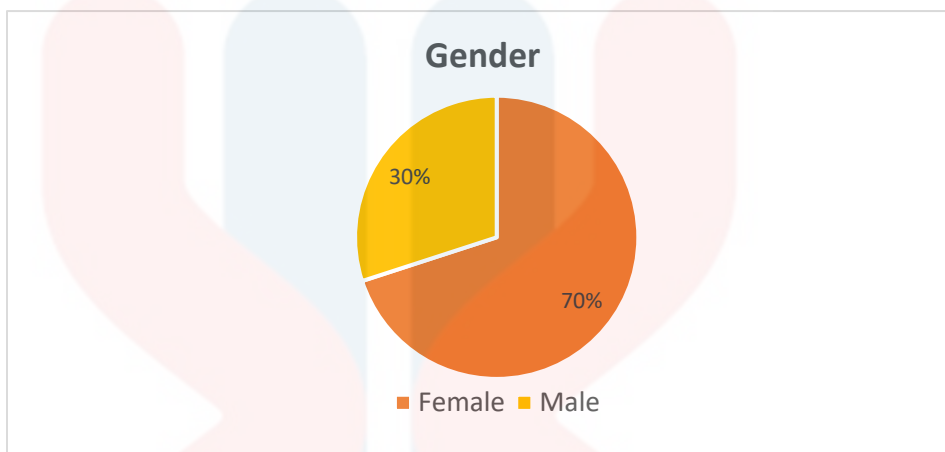


Figure 4.1 : Gender of respondents

In the result, the researcher knows that there are 70% of female and 30% of male involved in this research. It shows that female is more than the number of male in the research.

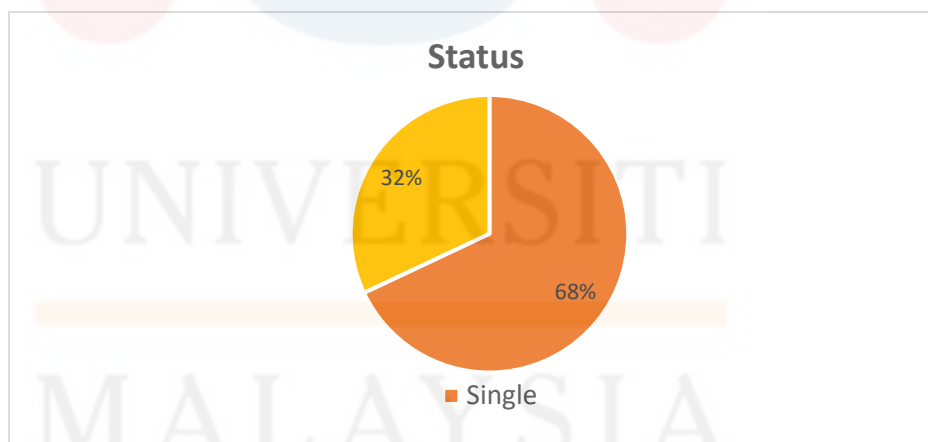


Figure 4.2: Status of respondents

From figure 4.2, status of respondents was a concern topic for researcher as it shows that respondents in single status are having higher rate than the married. It is 68% compare to 32%. This is result shows that most of the single respondents have more needed on laser treatment to become beauty.

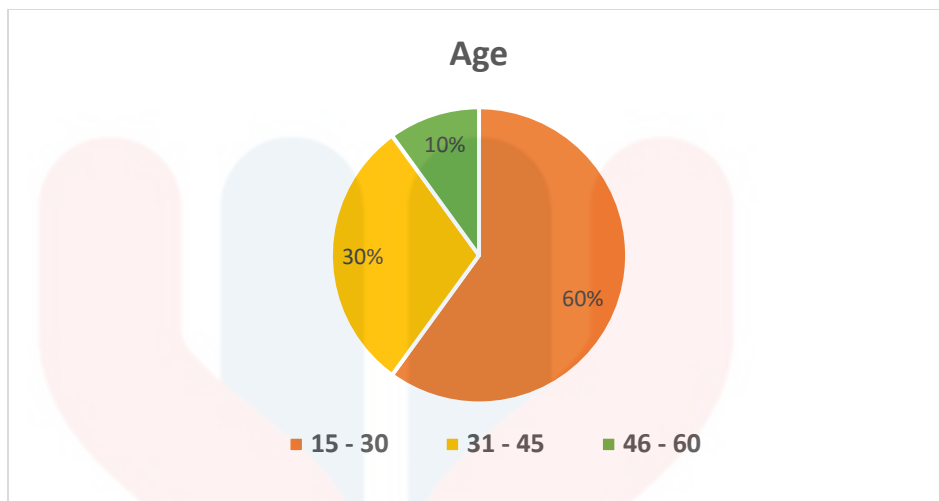


Figure 4.3: Age of respondents

In the result, most of the respondents are between 15 to 30 years old and the percentage is as high as 60%. Next followed by age between 31 to 45 years old is 30%. The least respondents are between 46 to 60 years old is 10%. From the figure of the age of respondents, researcher knows that are more young people more active to know and interested about video testimonial than other age group.

4.1.2 Respondent's Interest in Video Testimonial

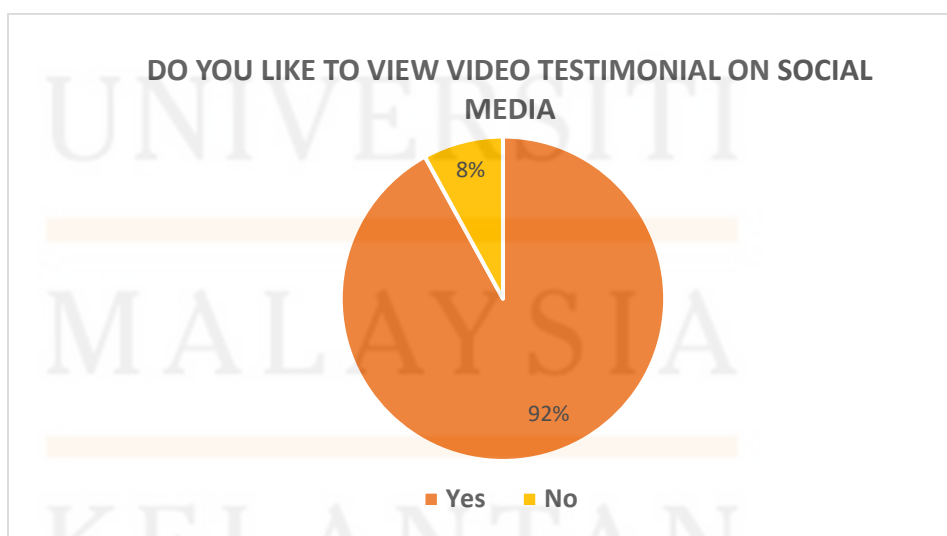


Figure 4.4: Do you like to view video testimonial on social media?

92% of the respondents in this research like to view video testimonial on social media and only 8% of the respondents dislike to view video testimonial on social media. The video testimonial can attract to the respondents to buy their service or products. The result show the video testimonial is very effective to attract more people.

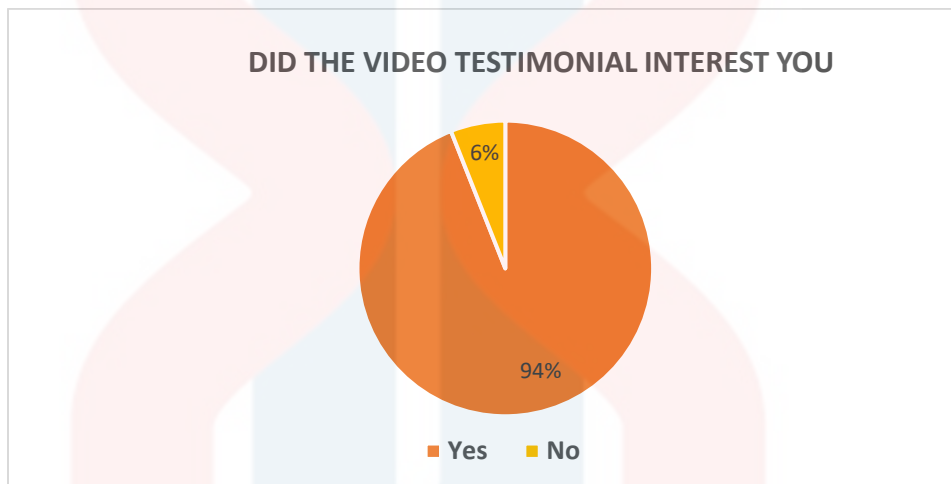


Figure 4.5: Did the video testimonial interest you?

The result show 94% of the respondents in this research think the video testimonial interest them and only 6% of the respondents think the video testimonial did not interest them. This means video testimonial is interest by more people.

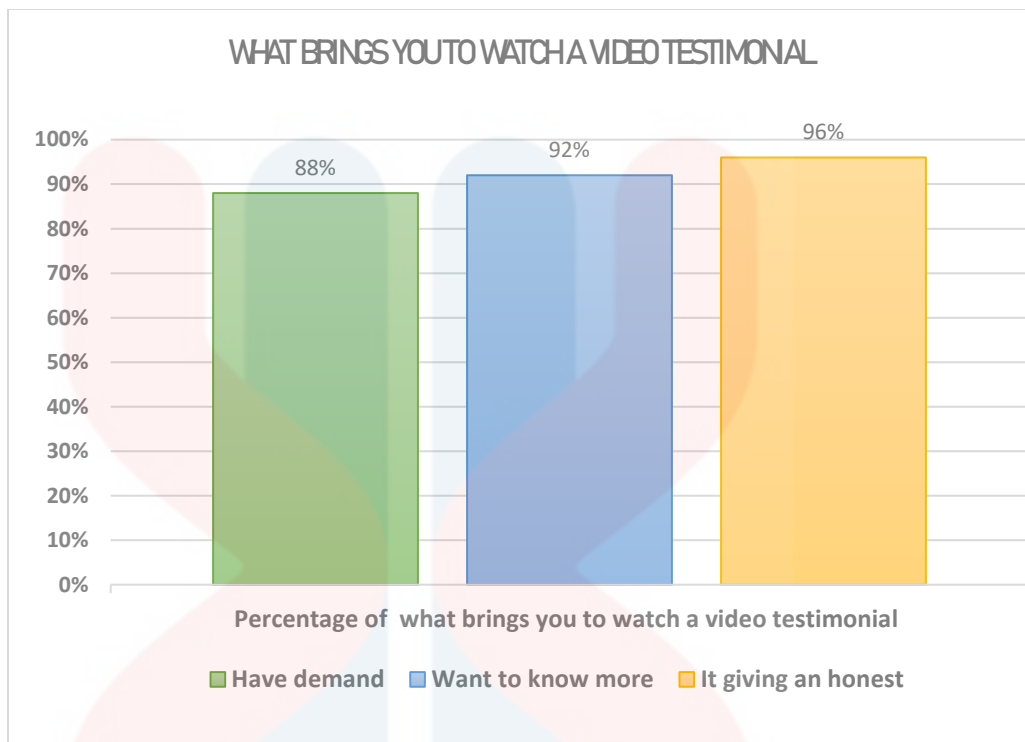


Figure 4.6: What brings you to watch a video testimonial

The result show 96% of respondents agree with video testimonial is giving an honest to them about a product or service. It has 92% of respondents is want to know more about the service and 88% of respondents agree the video testimonial have demand on the service. This show most of them is think the video testimonial is giving an honest to them to trust the service of laser treatment.

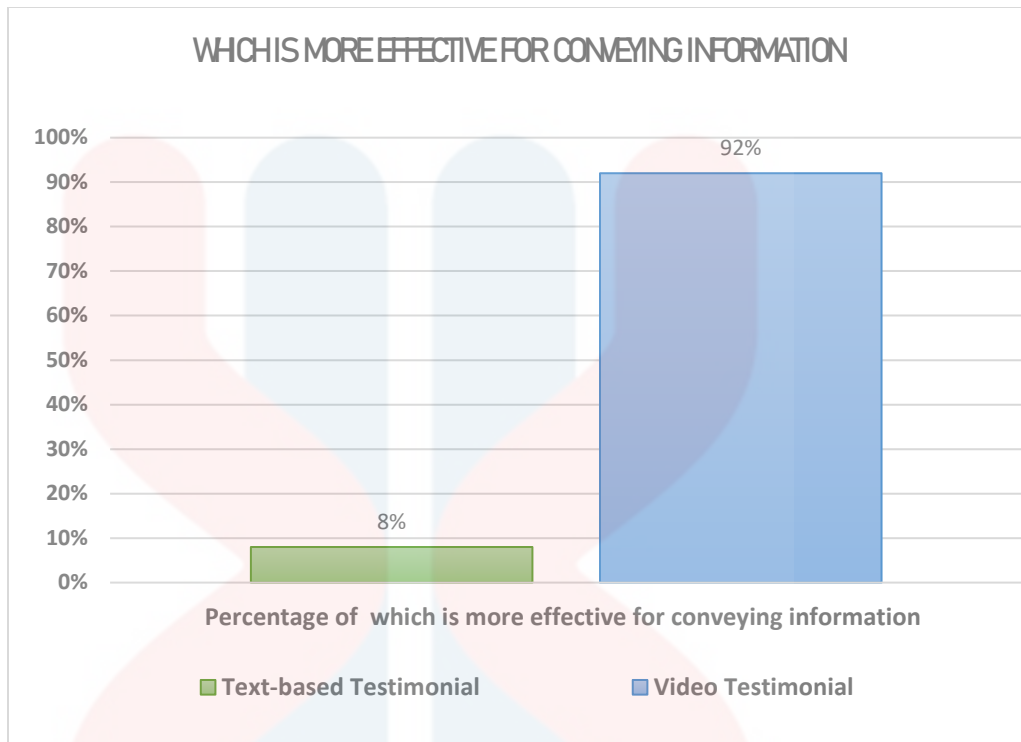


Figure 4.7: Which is more effective for conveying information

The result show 92% of respondents agree with video testimonial is more effective for conveying information than text-based testimonial is only have 8% of respondents. This show most of them is easy get the information from video testimonial with a better visual effect by watching video.

4.1.3 Effectiveness of Video Testimonial in Social Media Marketing

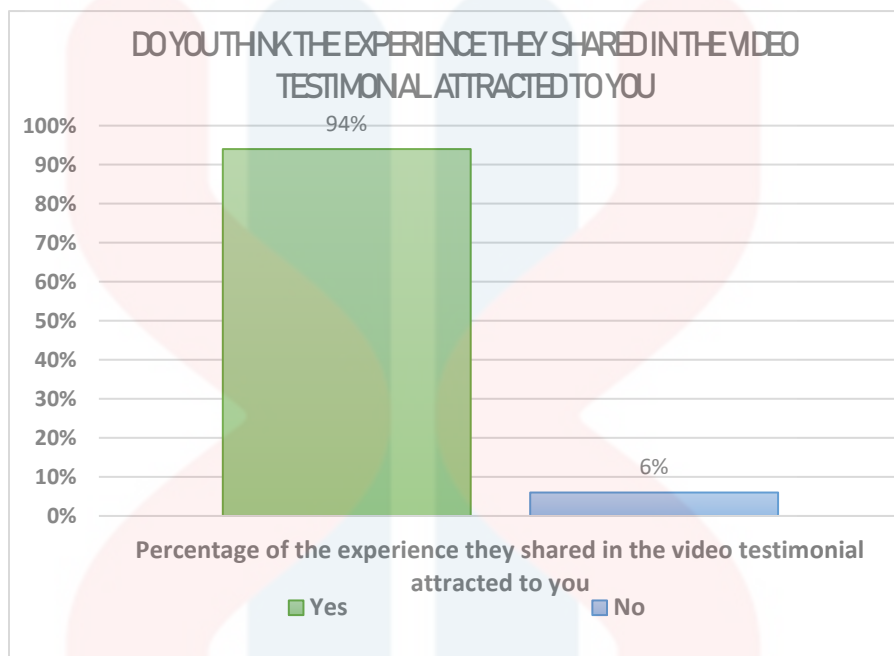


Figure 4.8: Do you think the experience they shared in the video testimonial attracted to you

94% of the respondents in the figure 4.20 agree with video testimonial help them to choose service of laser treatment. About 6% of respondents disagree with video testimonial help them to choose service of laser treatment in this research. This result shows the video testimonial can help them to choose a good services of laser treatment to treat their face, scar, dark armpit and others.

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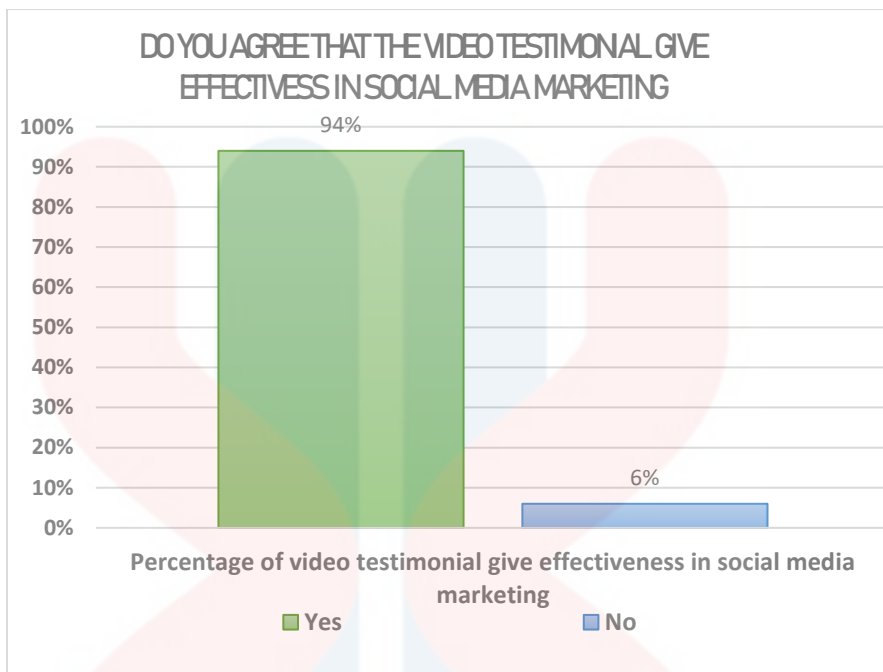


Figure 4.9: Do you agree video testimonial give effectiveness in social media marketing

From the figure 4.9, 94% of the respondents agree with video testimonial give effectiveness in social media marketing. 6% of respondents disagree with video testimonial give effectiveness in social media marketing in this research. This result shows more respondents agree with video testimonial is a best way to give effectiveness in social media marketing to promote the service of laser respondent.

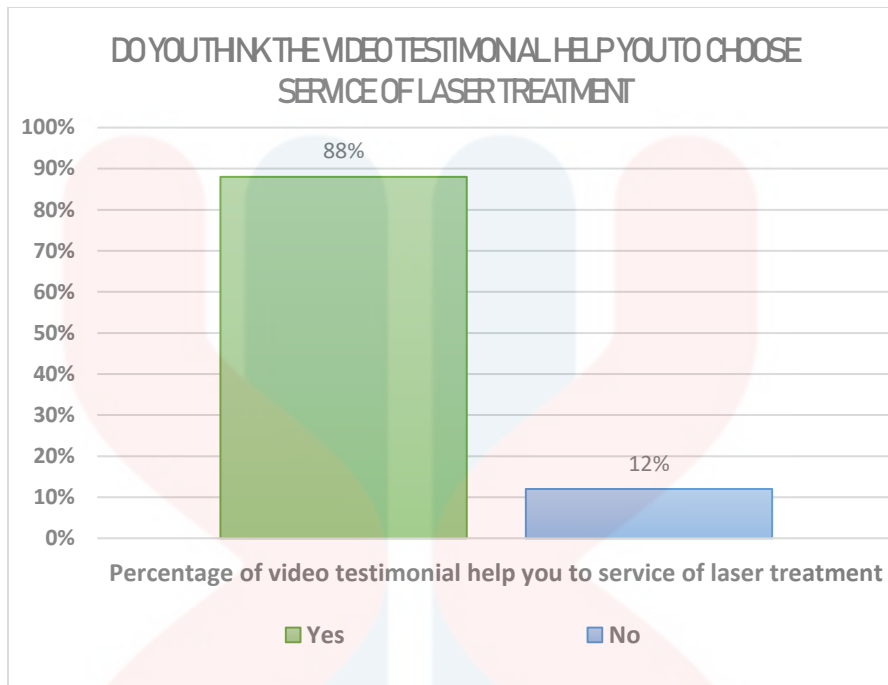


Figure 4.10: Do you think the video testimonial help you to choose service of laser treatment

88% of the respondents in the figure 4.10 agree with video testimonial help them to choose service of laser treatment. About 12% of respondents disagree with video testimonial help them to choose service of laser treatment in this research. This result shows the video testimonial can help them to choose a good services of laser treatment to treat their face, scar, dark armpit and others.

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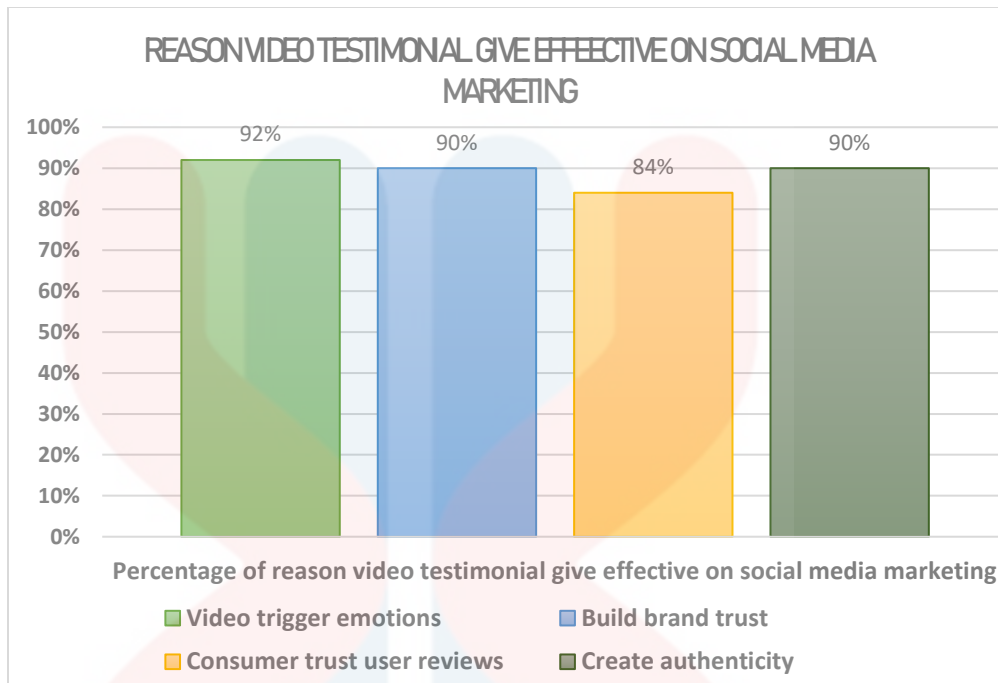


Figure 4.11: Reason video testimonial give effective on social media marketing

According to the figure 4.11, most of respondents about 92% think that the video testimonial is effective on social media marketing because video trigger emotions of people. 84% of respondents in this research think that the consumer trust user reviews in the video testimonial. There has 90% of respondents think that video testimonial can build brand trust and also create authenticity in the business. Video testimonial is a better way to use in social media marketing to get more sales to the company.

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4.2 Product Development

Based on the respondents' support on the questionnaire, the researcher will conduct the product development process according to several phases. The first phase of the researcher will collect product material based on the researcher's title which is effectiveness of video testimonial in social media marketing to promote the service of laser treatment at Laser Light Skin Centre by producing a video testimonial. The main material search source was taking videos from clients who had taken laser treatments at the Laser Light Skin Center. In this first phase, the researcher needs to examine the concept in order to meet the objectives of the study. In the second phase, the researcher needs to conduct an analytical study on the product framework that has been done so that it can answer all research questions and get good feedback from respondents. The third phase is to implement visual concepts in terms of getting ideas and finding solutions to research problems. Lastly is the product design phase where the researcher will design a complete product to meet the requirements of the study.

4.3 Process of Developing Video Testimonial

4.3.1 Data Collection

As the pre-production, all the data and information such as the validity of the characteristic of subject matter are needed for further development in this research. Researcher find some video testimonial as a reference to learn how is the process and how can do of this type of video.

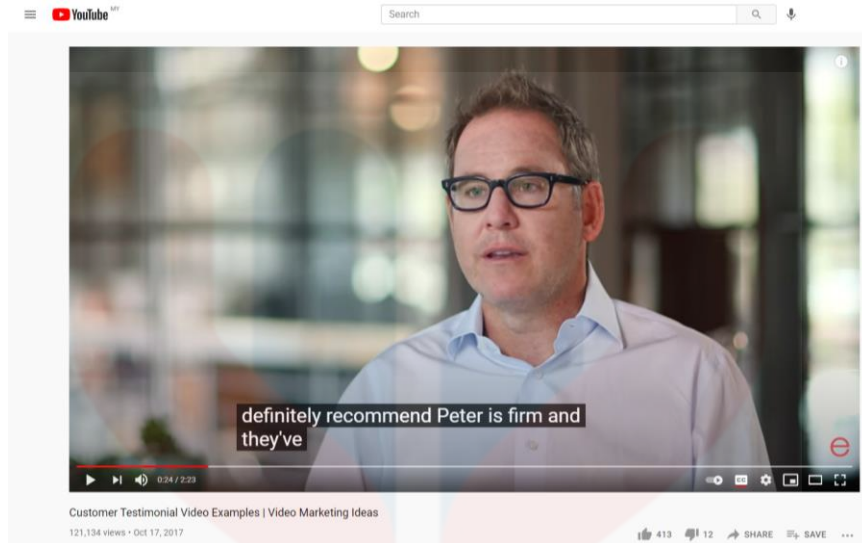


Figure 4.12: Example of Video Testimonial

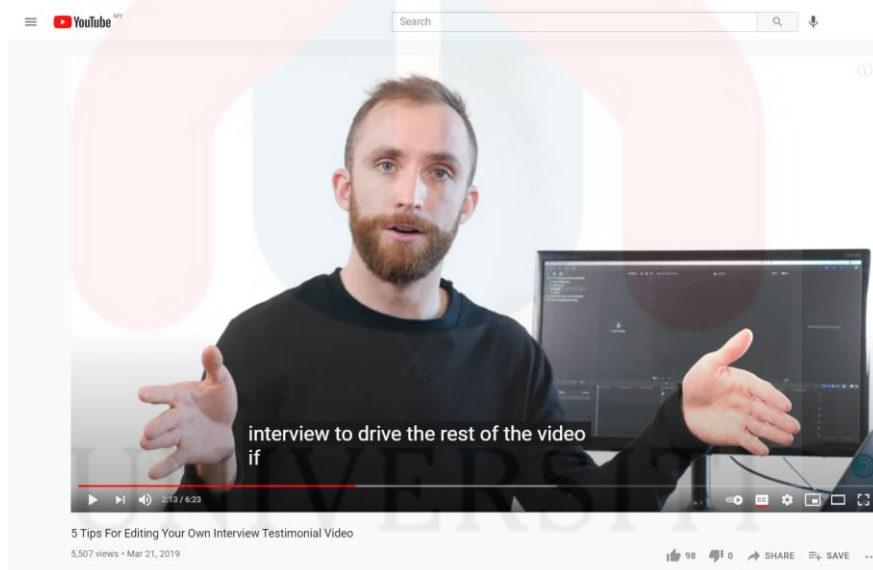


Figure 4.13: Example Video for Learn How To Edit A Video Testimonial

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4.3.2 Storyboard

In this section the researcher has used illustration technique as a preliminary sketch to generate ideas for the final product development project. These sketches are used to arrange the characters and characters according to the storyline based on customer interviews taken as video testimonial material so that the initial idea sketch can be read clearly before the researcher starts the development of the final product. Here is the arrangement the researcher's initial idea to examine and analyze the important elements that need to be added to ensure that the final product can answer the research problems. The storyboard is talking about problem statement that faced by them and then they tell about results after doing treatment. They also talking details about the benefits of treatment and last talking about the conclusion.



Figure 4.14: Storyboard Part 1

STORYBOARD

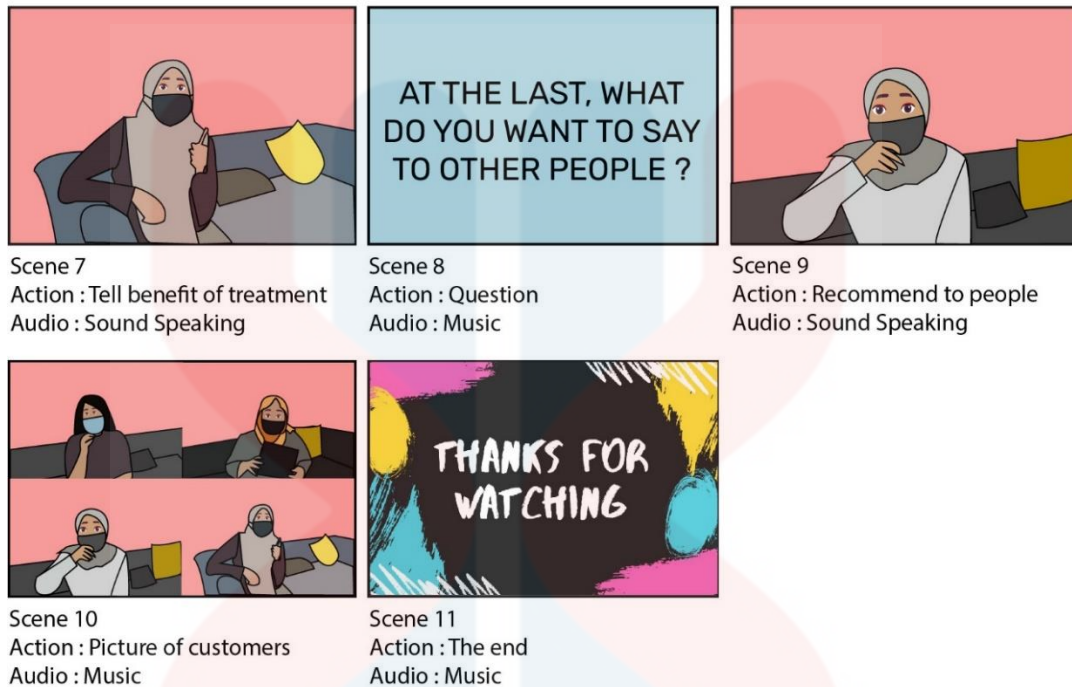


Figure 4.15: Storyboard Part 2

4.3.3 Editing Process

Storyboard is a method for the researcher to get an idea to build the final product. The final product will depend on the storyline constructed from the title to answer questions and achieve research purposes. The following is the structure of the storyline based on the initial sketch. The following is the editing process before the final product is produced.

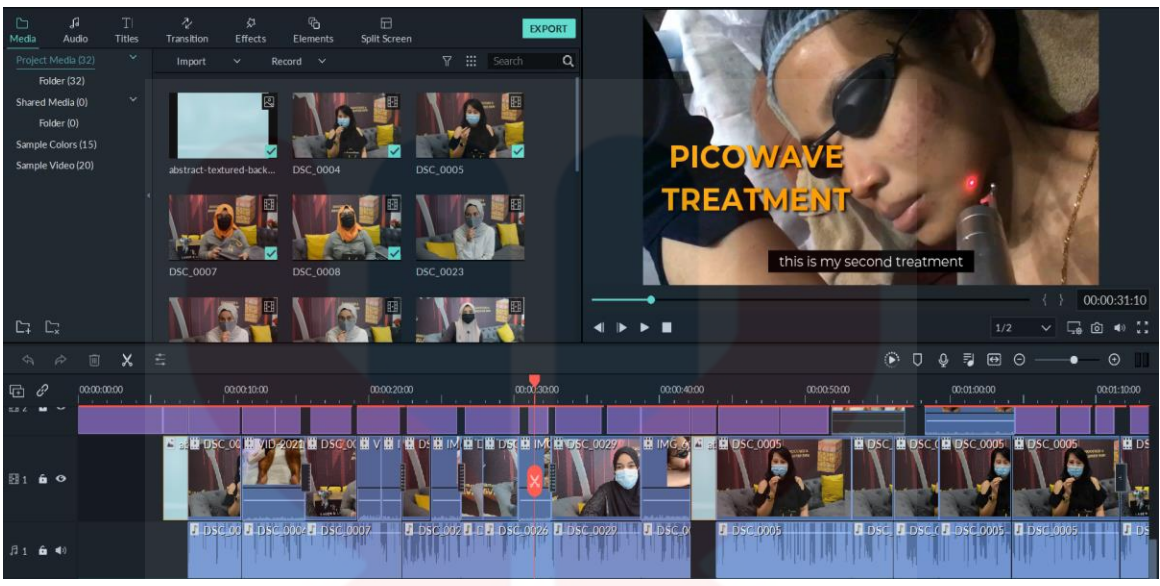


Figure 4.16: Add video treatment when they talk about the treatment

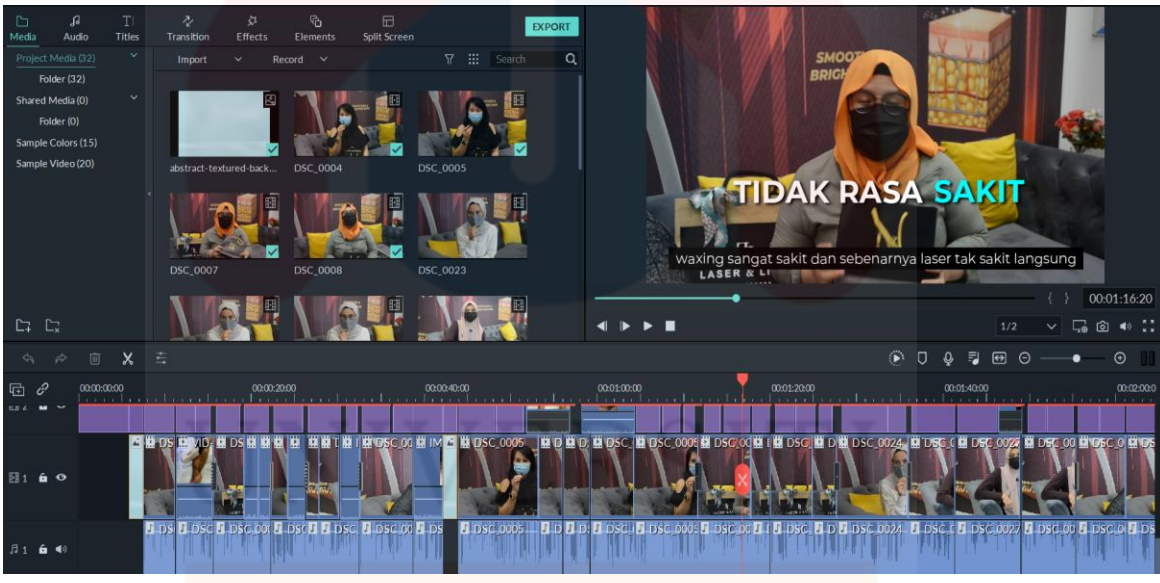


Figure 4.17: Add subtitle on every talking scene

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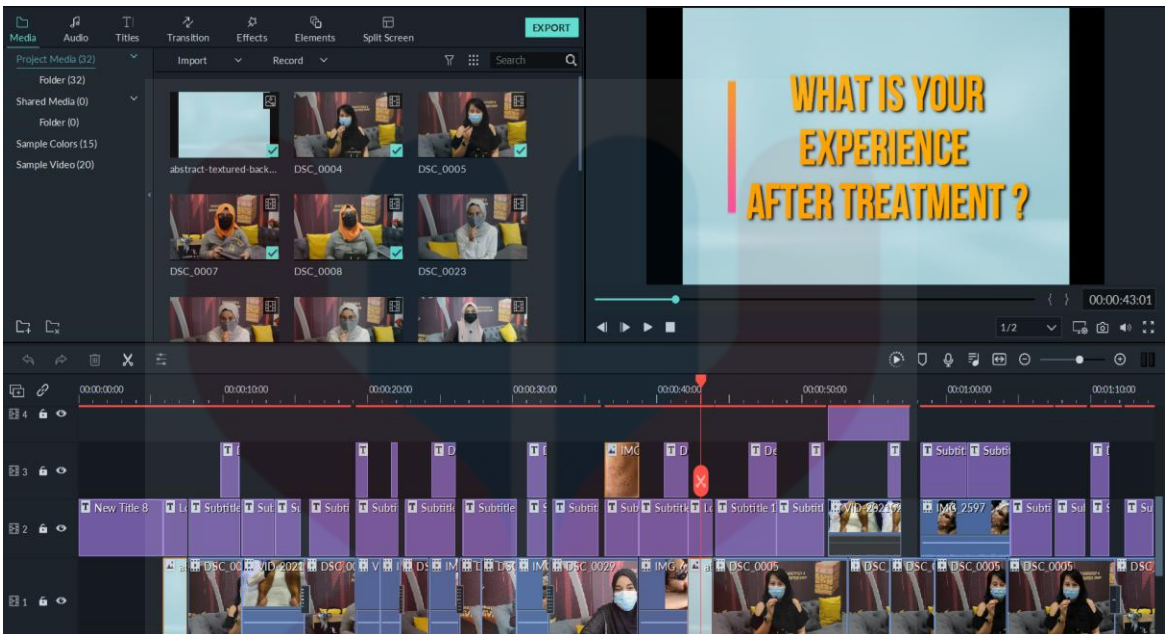


Figure 4.18: Add question before talk the topic



Figure 4.19: Adding cute emoji according to the situation

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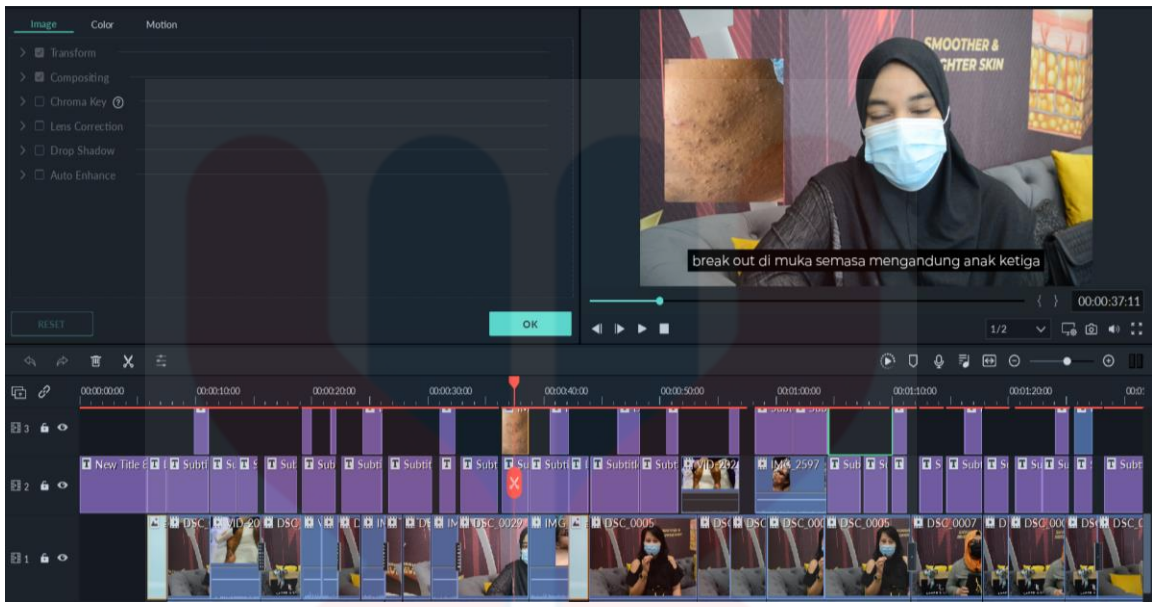


Figure 4.20: Add related element when talking about related things

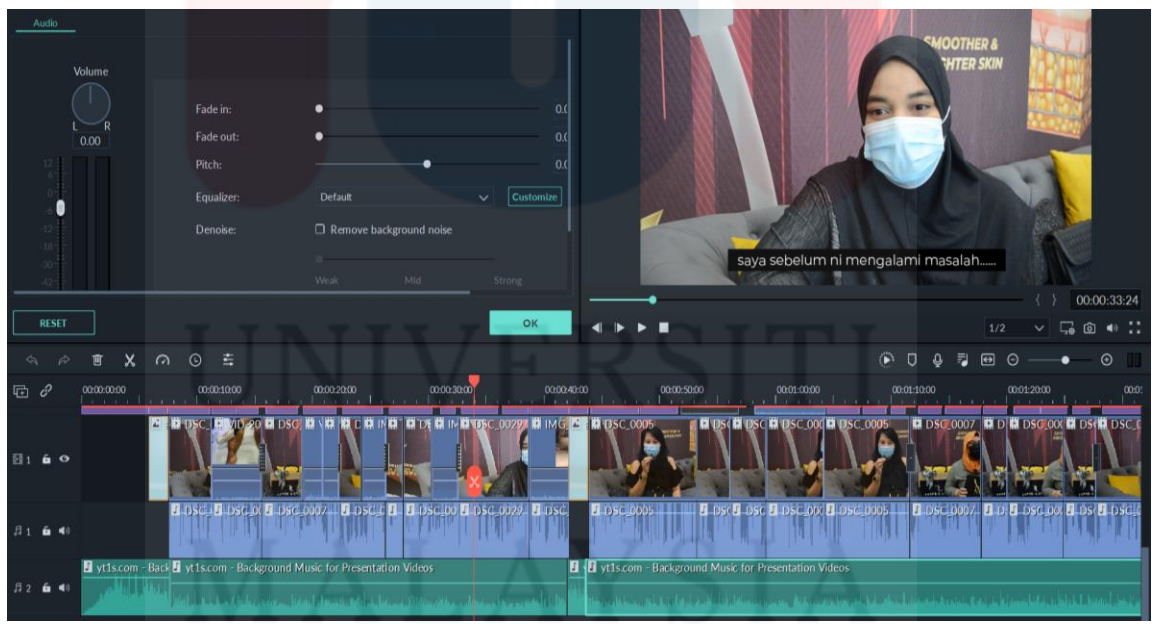


Figure 4.21: Edit background music

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4.3.4 Sound Arrangement

To make the sound effect more clearly, researcher use adobe audition to edit the voice of talking to reduce noise in the surrounding environment so the voice can me hear more clearly after editing.

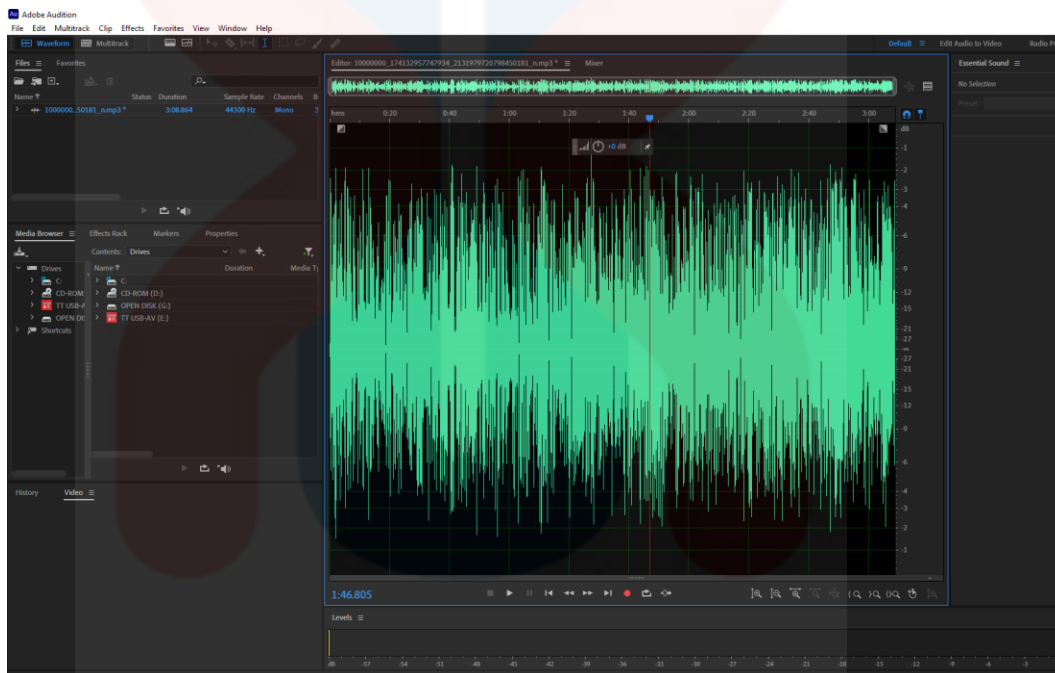


Figure 4.22: Edit voice in adobe audition

4.4 Final Product

To produce this final product, researcher has made some existing products as additional reference material. This process aims to generate more ideas based on the concepts and themes brought by the researchers.

4.4.1 Theme of Video

This testimonial video is the interviewer giving their feelings and experiences towards this service. They talking about their skin problem, results from doing treatment, details about the benefits and last for conclusion. This video can give a good emotional to the person watching the video testimonial. Therefore, researcher can achieve the objective of the project through this video.

4.4.2 Visual Reference

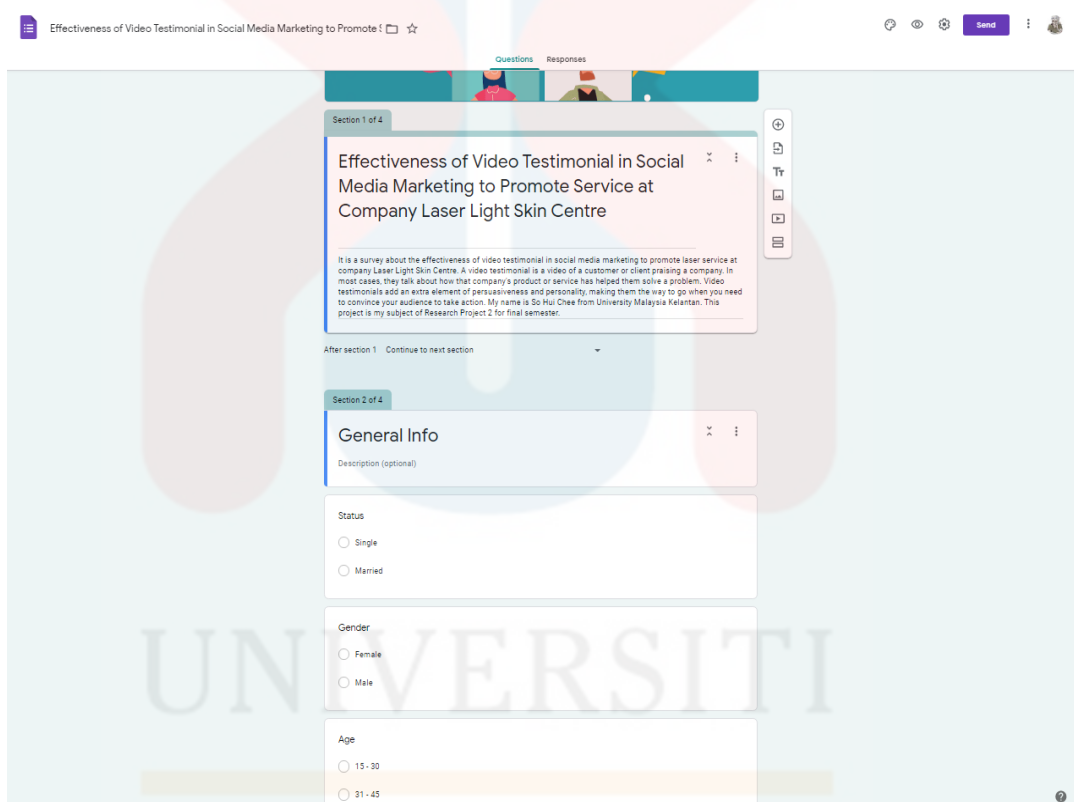
In order to produce the best final product and achieve the objectives of the study, the researcher has find some video testimonials as the main reference to produce a better quality product. It helps researcher to answer the research questions.

4.4.3 Background Sound

The addition of background sound is intended to make the presentation of information more effective. The addition of background sound is to give the visual effect in the video will be more prominent so that watching the video is easy to understand. If the information remains unclear with the voice of the interviewer conveyed, subtitles are also placed in order for the information to be clearer and can be conveyed well.

4.5 Preparing Questionnaire

While processing the video testimonial, a set of questionnaire is made based on the effectiveness of video testimonial in present an idea to promote service to the audiences. It also measured the audience about the effectiveness for received the information of the content in the video testimonial.



The image shows a Google Form interface. The title is "Effectiveness of Video Testimonial in Social Media Marketing to Promote Service at Company Laser Light Skin Centre". The form is divided into sections. Section 1 of 4 contains a description of the survey. Section 2 of 4 is titled "General Info" and includes a description field, a status field with radio buttons for "Single" and "Married", a gender field with radio buttons for "Female" and "Male", and an age field with radio buttons for "15-30" and "31-45". The form is displayed on a light blue background with a large watermark of "UNIVERSITI MALAYSIA KELANTAN".

Figure 4.23: Google form questionnaire

4.6 Conclusion

Based on the data analysis of the study, it can be seen that overall respondents agree that this method is appropriate in achieving the objectives of the study and able to answer all research questions. Researchers are also confident that if improvements are made in terms of social media marketing in the form of video testimonial can be able to achieve a better level in business.

In the part of respondent's interest in video testimonial, respondents have interest to view and know more in the video testimonial. Through the video testimonial, they can know about more details of laser treatment service provided by the company. Video testimonial can help respondents to trust a product or service because the video is giving honest to their brand. Most respondents are agree with video testimonial is more effective for conveying information than text-based testimonial because video has better visual effect from screen, sound, title and others.

In the part of effectiveness of video testimonial in social media marketing, most of the respondents agree with video testimonial give effectiveness in social media marketing because the video can trigger emotions of the people. By developing an emotional connection with the viewer, this video testimonial can convince them that they can benefit in the same way from the service of laser treatment. Video testimonial also help company to build brand trust. This helps customer achieve something closer to an in-store experience and giving them added reassurance. So this video testimonial can help them to choose a better service of laser treatment.

As a conclusion, this research can be said is successful and archived the aim of this research. Respondents are nearly full have interest in the laser treatment. Video testimonial successfully delivery the information to the people about the experience of doing laser treatment. They also know the video testimonial is give the effective on the social media marketing to promote the services or products.

CHAPTER 5

CONCLUSION AND SUGGESTION

5.0 Introduction

This chapter will discuss on the significance of study, limitation and suggestion for future improvement of the research. Moreover, an overall conclusion will be made in the research.

5.1 Significance of Study

In this research, researcher want to improve the content of social media marketing to promote the laser treatment at the Laser Light Skin Centre. To deliver the information more directly and creative, video testimonial is the best choice for the researcher to present this idea. In the video testimonial, they talk about how that company's product or service has helped them solve a problem. They might discuss who they are, how they use the product or service, and what they like about the company.

Video testimonial give effective to the business in the social media

marketing. It can let people see how that product or service improves real customers' lives. Video testimonial can become social proof in the marketing. Video testimonials can get the trust from consumer to help them make purchase decisions. The experience of people in the video testimonial creates an effective way for the audience to know more detail of the service.

5.2 Limitation

Researcher had archived the objectives and proven the hypothesis but there is some limitation throughout this research. The limitation happened when researcher find the interviewees. Researcher had to communicate with the person who come to do treatment at the Laser Light Skin Centre. Researcher need to ask if they can be interviewed or not. If they agree with the interview, so the researcher can shoot video. If they disagree with the interview, so the researcher has to find another person to take the interview.

5.3 Suggestion

Throughout the process of this research conducted the researcher found that the video testimonial is a very effective way in conveying information to all people to promote the service of laser treatment at Laser Light Skin Centre. In fact it can be seen now that the use of video testimonial is increasingly used in product advertising media. This study has successfully achieved the objective of the study which is to promote the service of laser treatment at Laser Light Skin Centre by producing a video testimonial in order to identify the effectiveness of video testimonial in social media marketing.

Through the data collection from respondents, it can be seen that overall respondents agree that this method is appropriate in achieving the objectives of the study and it able to answer all research questions. It shows video testimonial attract more people to view and interest. By creating a video testimonial, company providing value from another source outside of themselves. The

content will stand out as impartial and real which is not overly sales or promotional. When you let your customers speak their truth and keep it real.

The results of this video testimonial is positive but there still have improvement of the quality of whole product so it looks like more attractive and creative. The video testimonial can show more specificity of the laser treatment. Researcher can ask more questions to let customers to talk more about laser treatment to show more benefits after do the treatment. For more answers that customers given, audience can more understand of the laser treatment. Specificity is one of the most powerful elements of a strong testimonial video because it provides data points for your prospective leads to latch onto and helps them visualize how your service benefits them in a tangible way.

Other suggestion to improve the product is put some scene animation into the video to have a vivid picture. Researcher can change the scene treatment to animation to attract attention of a people. Now also many younger generations like to view animation, so adding some animation scene can attract more younger customers. Animation can make the video more interesting and make us able to easy understand.

From this research, we also know reputation is very important to a business. The video testimonials can build brand image and gain customer loyalty because visually more stimulating than text. Videos are more stimulating and directly affect the visual sense of people which heavily influences their perception of a business. A good content of video testimonial can works good. Lighthearted customers who happily share how amazed they are with their results.

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5.4 Conclusion

Video testimonials are the best promotional way of the century in conveying information in social media marketing. Its effectiveness is undeniable as many people use social media nowadays. Good visual effects in the video attract people to view it. The experience shared in the video testimonial also gives an important role to people because it can affect the purchase desire of a product or service.

This research shows the video testimonial is effective in the social media marketing to promote service at the Laser Light Skin Centre. From the results, video testimonial develop an emotional connection with audience. By developing an emotional connection with the viewer, the video testimonial can convince them that they can benefit in the same way from the service.

Video testimonial also is a huge sign of respect to the individuals who give their opinions. You entrust your reputation to these clients and showing them that you value their opinion and want to document it. By valuing and trusting your customers, you can get more trust from another people to your brand and encourage them to buy your product or service.

At last, video testimonial is very powerful marketing pieces. It check all the boxes that you need for great marketing which is tell a good story, make an emotional connection, show the benefits of your product or service, and answer potential customers' questions. Video testimonial also is a best idea to promote the service in this research. It is because video testimonial regardless of the style, give impactful in the marketing and improving brand awareness and engagement.

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APPENDIX A

GANTT CHART

Chapter	Month	10	11	12	1	2	3	4	5	6
	Week	1 – 4	5 - 8	9 - 12	13 – 16	17 – 20	21 – 24	25 – 28	29 – 32	33 – 36
Decide research title										
Research proposal										
Chapter 1 Introduction										
Chapter 2 Literature Review										
Chapter 3 Research Methodology										
Chapter 4 Product Development and Data Analysis										
Chapter 5 Conclusion and Suggestion										
Reference										

APPENDIX B

QUESTIONNAIRE

Effectiveness of Video Testimonial in Social Media Marketing to Promote Service at Company Laser Light Skin Centre

It is a survey about the effectiveness of video testimonial in social media marketing to promote laser service at company Laser Light Skin Centre. A video testimonial is a video of a customer or client praising a company. In most cases, they talk about how that company's product or service has helped them solve a problem. Video testimonials add an extra element of persuasiveness and personality, making them the way to go when you need to convince your audience to take action. My name is So Hui Chee from University Malaysia Kelantan. This project is my subject of Research Project 2 for final semester.

* Required

Customer Testimonial Video

Please watch the video before answer the questions, click link below to watch :

<https://youtu.be/9E03aytH2hM>

General Info

1. Status *

Mark only one oval.

Single

Married

2. Gender *

Mark only one oval.

Female

Male

3. Age *

Mark only one oval.

- 15 - 30
- 31 - 45
- 46 - 60

Interest in Video Testimonial

4. Do you like to view video testimonial on social media ? *

Mark only one oval.

- Yes
- No

5. Did the video testimonial interest you ? *

Mark only one oval.

- Yes
- No

6. What brings you to watch a video testimonial ? *

Mark only one oval per row.

	Yes	No
Have demand	<input type="radio"/>	<input type="radio"/>
Want to know more	<input type="radio"/>	<input type="radio"/>
It giving an honest	<input type="radio"/>	<input type="radio"/>

KELANTAN

7. Which is more effective for conveying information ? *

Mark only one oval.

- Text-based Testimonial
 Video Testimonial

Effectiveness of Video Testimonial in Social Media Marketing

8. Do you think the experience they shared in the video testimonial attracted to you ? *

Mark only one oval.

- Yes
 No

9. Do you agree that the video testimonial can give effectiveness in social media marketing ? *

Mark only one oval.

- Yes
 No

10. Do you think the video testimonial help you to choose service of laser treatment ? *

Mark only one oval.

- Yes
 No

MALAYSIA

KELANTAN

11. Reason video testimonial give effective on social media marketing. *

Mark only one oval per row.

	Yes	No
Video trigger emotions	<input type="radio"/>	<input type="radio"/>
Build brand trust	<input type="radio"/>	<input type="radio"/>
Consumer trust user reviews	<input type="radio"/>	<input type="radio"/>
Create authenticity	<input type="radio"/>	<input type="radio"/>

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 MALAYSIA
 KELANTAN

APPENDIX C

PRODUCT POSTER

NAME : SO HUI CHEE
NO.MATRIX : C17A0361

VIDEO TESTIMONIAL



Through video testimonial, many people can understand the company's services by listening to the experiences of others people. Video testimonial can adding a higher layer of trust.



*Safeness
Painlessness
Efficiency*



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