

THE EFFECTIVENESS OF SOCIAL MEDIA TWITTER @NETFLIXID ON THE MOTIVE TO USE THE PLATFORM NETFLIX VIDEO STREAMING PLATFORM

Abdul Rizal Safari^{1*}, Nyoman Puspardarmaja²

^{1,2} Communication Studies Program, STIKOM Inter Studi, Jakarta
E-mail: ¹⁾ rizalsfr80@gmail.com, ²⁾ nyomanpd@gmail.com

Abstract

The rapid development of the internet has facilitated easy two-way communication across distances, places, and times through social media platforms such as WhatsApp, Facebook, and Twitter. These platforms enable individuals to connect and communicate using an internet connection. The impact of the internet's development, particularly through social media, varies depending on the context and message delivery. This research aims to determine the effectiveness of messages delivered through tweets by the official Twitter account @NetflixID on the different motives of the audience for using the Netflix streaming platform. The scope of the research includes the effectiveness of tweets, motives for using streaming platforms, and the Uses and Gratification theory. The study sampled 90 followers of the official Twitter account @NetflixID, employing a descriptive quantitative approach with a positivist paradigm. Data was confirmed through Validity and Reliability Tests, and Simple Linear Analysis using IBM SPSS software. The findings indicate that the effectiveness of the @NetflixID Twitter account significantly impacts the motivations for using the Netflix streaming platform. The findings suggest that enhancing the effectiveness of social media communications, specifically through engaging and well-crafted tweets, can significantly influence user motivation and engagement with the Netflix streaming platform.

Keywords: Effectiveness of Twitter Social Media, Official Twitter Account @NetflixID, Motives for Using Streaming Platform

1. INTRODUCTION

The development of the internet has increased so that it can help audiences to interact easily in two-way communication without the limitations of distance, space and time by using media. without the limitations of distance, space and time by using social media such as WhatsApp, Facebook, Twitter that can connect between one another. social media such as WhatsApp, Facebook, Twitter which can connect between one or more people to communicate only by using a connection. people even more to communicate only by using an internet connection (Putra & Harsono, 2015). Various social media platforms such as Instagram, Facebook, Twitter have displays that have been designed in such a way as to show how users can interact with other users (Putra & Harsono, 2015). Respond to a post from the platform itself (Apriliani, 2015).

On social media platforms like Twitter, users interact not only with friends, parents, and relatives but also access information and entertainment posted by individuals and official media accounts (Lin et al., 2016). This can enhance the effectiveness of message delivery on Twitter, influencing users' motives based on their needs.

The official Twitter account @NetflixID is a streaming movie or series subscription service on the Netflix video platform by accessing a show content to the audience in real time (not downloaded) via the internet (Tefertiller & Sheehan, 2019). On social media Twitter, Netflix's official account itself has 526 thousand followers and will continue to

grow over time. Each Twitter post by @NetflixID tends to influence its audience or followers to increase certain motives for watching using the video streaming platform itself, as well as presenting a series of interesting info about the latest movie updates available on the official Netflix video streaming platform (Gumus, 2021).

The efforts of the @Netflix Twitter official account in delivering messages to its followers significantly influence audience motives for using the streaming platform. According to Gómez and Quevedo (2018), tweets or posts from the @Netflix Twitter official account are primarily promotional. However, they can increase specific audience motives, indirectly leading to sustained engagement and interest in watching streaming content. Netflix successfully highlights its differences and advantages over traditional television through tweets focusing on particular series and movies, thereby motivating the audience to use the Netflix streaming platform.

The effectiveness of delivering messages in posts made by Twitter social media on the @NetflixID official account has a limitation of 140 characters in each tweet or post. This is certainly a positive and negative thing in delivering messages to the audience, because the @NetflixID Twitter official account is required to provide information about the latest updates in a clear, concise and concise manner to present an interesting post for the audience or followers (Wulandari, 2015). The effectiveness of Twitter social media is also accompanied by good and correct message delivery by fulfilling the basics of mass communication as an effective means of feedback between communicators and communicants. Given that social media is a means of mass communication that can make it easier for audiences to interact with each other and find out the latest updates on events, information and entertainment that can be accessed easily through websites and smartphones (Gustam, 2015).

Research conducted Fernández Gómez & Martín Quevedo (2018) is a reference to this study, with the results obtained if the effectiveness of Netflix's Twitter official account in communicating with its followers has a significant influence in promoting and influencing audience motives in watching streaming by emphasizing interaction with its followers on each new post or tweet from Netflix. This is also emphasized by the results of research conducted Wulandari (2015) discussing if Twitter social media is also referred to as a hybrid media that is flexible in delivering messages through posts such as images, videos, information and entertainment in delivering messages compared to direct communication. So that social media can indirectly create a certain motive in a person and fulfill the needs of different individuals as a means of mass communication.

Unlike previous research, this study focuses on assessing the impact of Twitter's social media platform, specifically through the @NetflixID official account. It examines how the content and messaging in each post influence specific motivations among audiences to use the Netflix streaming platform. Therefore, the study aims to evaluate the effectiveness of @NetflixID's official Twitter account in shaping user motivations for engaging with the Netflix streaming platform. This study addresses a critical need to assess how the content and messaging of @NetflixID's official Twitter account impact audience motivations for using the Netflix streaming platform

2. LITERATURE REVIEW

2.1. Twitter Social Media Effectiveness

Effectiveness is the extent to which goals are achieved, both from a person, organization and a company (Punyanunt-Carter & Arias, 2017). Meanwhile, social media is an electronic communication platform with an internet network that can be accessed through websites, software and applications on smartphones such as Facebook, Twitter, Instagram. Where users can interact with each other online to share information, personal messages, ideas and other content such as videos and images (Wu et al., 2019). So that the effectiveness of social media is the extent to which the objectives of the electronic communication platform are achieved in terms of audiences in providing messages such as interacting with each other in finding or sharing information, ideas, interesting content and personal messages between each other both individuals, organizations and a company.

Twitter is a microblogging or short message social media platform service with 140 characters in each text message that was founded in 2008 and Jack Dorsey as CEO until now (Lin et al., 2016). Besides being able to send short messages, Twitter also provides other facilities including movie, video and photo information. Like the official Twitter account @NetflixID provides information about movies on the Netflix video streaming platform. In this context, Twitter social media is quite effective in delivering messages to audiences productively, because Twitter social media is part of news media or more precisely digital communication that uses the internet network so that to access it can use a flexible smartphone that can be used anywhere using an internet network connection that connects to interactive applications (Gustam, 2015).

Previous research conducted Fernández Gómez & Martín Quevedo (2018) shows that there are factors in the effectiveness of Twitter Netflix social media based on the principle of mass communication, namely the process by which media organizations produce and send messages to the public at large so that these messages are sought, used, understood and can influence audiences, including: 1) New ways of building audience engagement through Twitter social media with followers or followers such as presenting information attractively such as photos, short videos and interesting posters; 2) Original messages (Producing original messages) The productivity of communication certainly expects communicator feedback with communicants, so it is very important to know how often tweets are posted by Netflix as well as the resulting interaction and feedback; 3) Types of elements (Elements displayed) as a means of mass communication for audiences the types of elements presented in each post must be considered whether most of the messages in Netflix posts are balanced, both in terms of messages, info, visual content or only focus on visual content.

2.2. Motives for Using Streaming Platforms

The motive for use is a tendency from one's inner self to behave in a certain way or to take certain actions or directions, from aspects that are seen or understood by someone in a use that is influenced or desired (Bowden-Green et al., 2021).

In the context of motives for using a streaming platform. The motives that arise in each individual refer to the development of social media, because social media is informative and entertaining, thus influencing the development of motives resulting from a person's inner tendency to behave to take certain actions and views in deciding on the understanding of using a streaming platform that wants to be used (Liu & Bakici, 2019).

Like the video streaming platform Netflix takes a non-traditional approach through social media to interact with its audience or followers through Twitter, regarding the latest movie information, movie series episode updates and so on. This is Netflix's effort to interact with its followers and influence the audience to use the Netflix streaming platform itself (Tefertiller & Sheehan, 2019).

Previous studies conducted Setiawan & Purwasito (2020) explain the various aspects of motives that can be used as literature from the use of streaming platforms based on an understanding of mass media communication as follows: 1) Information Motive (Information Motive) certain actions or directions of audiences arising from themselves or the social environment for information curiosity about the advantages and disadvantages of using a streaming platform; 2) Personal Identity Motive identifies oneself to decide to use a streaming platform from the content that has been digested on social media promotions and invitations or influences from the social environment.

The self-identity motive tends to have the effect of increasing interest in the understanding conveyed such as use, invitation, information and so on in using the streaming platform; 3) Access Motive is related to how a person views the advantages and limitations obtained regarding the access provided on a streaming platform. Access motives tend to involve a person's decision to use a streaming platform from the aspect of access obtained for long-term use consumption.

2.3. Uses and Gratification Theory

Uses and gratification or usability and satisfaction theory was developed by Katz, Blumler, and Gurevitch (1974) for a means of understanding a person's motivation in receiving feedback from the media. Uses and gratification connects satisfaction with a person's choice of using certain media according to different needs and satisfaction in each individual (Bowden-Green et al., 2021).

Uses and gratification theory in the study Luo (2020) states several developments in the current internet era, namely, media use can be predicted by certain motives in the audience intrinsically or a person's stimulation that arises from himself without the stimulation of influence from others and extrinsic motives or certain motives in a person who is encouraged or stimulated due to the influence of other people, trends and so on outside the stimuli arising from one's inner self. It can be concluded that uses and gratification or usability and satisfaction theory can be used as an approach used in current research. The classification of needs from the relationship generated from the theory has a pattern of similar characteristics from the concept of the literature used, so that it can be an approach in knowing the motives of the audience in using the streaming platform from the effectiveness generated by Twitter @NetflixID social media.

The theoretical foundation in the literature review in the previous paragraph produces a framework that is useful for knowing the structure of the research so that it is expected to be a significant and relevant benchmark between one another (Burhanuddin, 2015). The framework that is formed can be seen as in the description of the picture below:

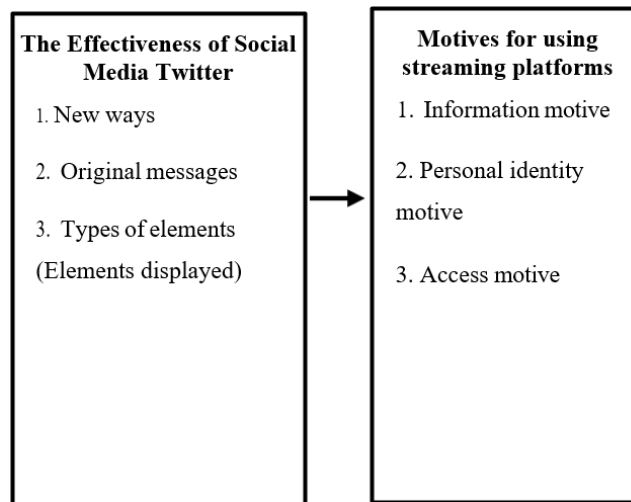


Figure 1. Research Framework

3. RESEARCH METHODS

This research uses a descriptive quantitative approach with a positivism paradigm, so that this research has thoughts from science that are developing and applying statistical techniques with clear and structured descriptions that are described in the truth of the acquisition of research results from predetermined instruments (Darmawan & Abdurrahman, 2020).

The population in this study as a whole was taken from students of the Jakarta Arts Institute (IKJ) with a television and film study program in class 2017 totaling 781 active students. The decision to determine this population is partly because the campus study program is art and IKJ students also have film works that have aired on Netflix (FFTV IKJ, 2021). So it is considered that they can understand the use of the Netflix platform according to their background. IKJ students with television and film study programs also have a special relationship with the Netflix platform which is identical to streaming films because watching a film can add insight into the language that is easy to understand as well as the storyline of each film and insight into the ethics of making films (Putri & Sinaga, 2020).

From the entire population that has been determined, a sample will be drawn to facilitate research on the limitations of the current Covid-19 pandemic situation using the Taro Yamane Formula to determine the number of respondent samples with a level of consistency (precision) of 90% with an error (margin error) of Sig. 0.1 with the provisions of the formula and results as in the following information:

$$n = \frac{N}{N(d)^2 + 1}$$

$$n = \frac{781}{781(0,1)^2 + 1} = \frac{781}{8,81} = 88,6$$

The results of Taro Yamane's formulation in determining the sample size resulted in 88.6 and will be rounded up to 90 respondents. From these results, researchers will select or select students using purposive sampling techniques which are useful for

determining samples accurately according to the elements of criteria in the research context (Rivera, 2019). In the current research context, students with the criteria of followers of the @NetflixId Twitter official account will be selected as one of the 90 respondents.

Each respondent will be given an online questionnaire using Google Forms with a 5-category Likert scale indicator that is useful for measuring the answers to the statements contained in the questionnaire. Each indicator has a certain value or point to measure the results of the questionnaire given. Respondents will provide their personal statements regarding the effectiveness of Twitter @NetflixID social media on the motives for using the Netflix streaming platform with indicators that have been compiled on each variable formed from the operationalization of variables as stated in the following table:

Table 1. Variable Operationalization

Variable	Dimensions	Indicator
Effectiveness of Twitter Social Media (Gómez & Quevedo, 2018)	New ways	1. Interaction with followers 2. Interesting posts
	Original messages	1. Tweet yang Up to date 2. Retweet or new Tweet
	Types of elements	1. Balanced posts 2. Influence of the posts generated
Motives for Using Streaming Platforms (Setiawan & Purwasito, 2020)	Information motive	1. Have high curiosity 2. Social environmental factors
	Personal identity motive	1. Trends and interesting content 2. Easily influenced
	Access	1. Containment control 2. User access limitation

The operationalization of variables led to the formulation of hypotheses crucial for determining research outcomes:

H₀: The effectiveness of the @NetflixID Twitter official account does not significantly influence the motive for using the Netflix streaming platform.

H_a: The effectiveness of the @NetflixID Twitter official account has a significant influence on the motive for using the Netflix streaming platform.

Questionnaire results were processed to derive significant findings using techniques such as Validity Testing to ensure instrument accuracy and Reliability Testing to assess score consistency (Chan & Idris, 2017). Data analysis employed Simple Linear Regression Analysis via IBM SPSS 25, involving ANOVA, Coefficient, and Model Summary outputs.

4. RESULTS AND DISCUSSION

The research process utilizes IBM SPSS 25 software to ensure the accuracy of research instrument results. The first step involves conducting Validity and Reliability Tests to establish the robustness of the research framework. For Validity Testing, valid assumptions are met if the KMO MSA output exceeds 0.50 and the Sig. output is less than 0.05. Meanwhile, the Reliability Test considers results reliable if Cronbach's Alpha exceeds 0.60 (Shrestha, 2021). Detailed results of the Validity and Reliability Tests are provided in the table below

Table 2. Validity and Reliability Test

Variable	KMO	Sig.	Cronbach's Alpha
X	0.746	0.000	0.881
Y	0.678	0.000	0.721

The results in Table 2 indicate that the Validity Test meets valid assumptions for each variable formed. The KMO MSA value for the effectiveness of Twitter social media (Variable X) is 0.746, and for the motive for using the streaming platform (Variable Y) is 0.678, both with a Sig. value of 0.000. This confirms the instruments used in each indicator are accurate in discussing the research results (Chan & Idris, 2017).

Similarly, the Reliability Test in Table 2 shows reliable results for measuring the stability and consistency of test scores in the research instruments. Cronbach's Alpha outputs are greater than 0.60, with 0.881 for the effectiveness of Twitter social media (Variable X) and 0.721 for the motive for using the streaming platform (Variable Y).

Following the instrument testing, the analysis proceeds with Simple Linear Regression Analysis. The initial step involves the F Test, serving as a benchmark to determine if the regression model can establish the effect hypothesized. A significant decision is assumed if the Sig. value is less than 0.05, indicating a valid outcome. The results of the F Test are detailed in the subsequent table and explanation.

Table 3. F Test Result

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	333.037	1	333.037	54.590	.000b
Residual	597.873	98	6.101		
Total	930.910	99			

The F Test results show an F statistic of 54.590 and a Sig. value of 0.000, indicating that the regression model is valid, as the Sig. value is below the threshold of 0.05. This confirms that the regression model effectively tests the proposed hypothesis.

To further validate the hypothesis, a t test was conducted. The criteria for the t test include a Sig. output lower than 0.05 and a t statistic greater than the t table value. The t test results, detailed in table 4, show a Sig. value of 0.000, which is below 0.05, and a t statistic of 7.388, which exceeds the t table value of 1.984.

These results confirm the hypothesis that the @NetflixID Twitter account significantly influences the motive for using the Netflix streaming platform. The

hypothesis H1 is accepted, and Ha is rejected, demonstrating the significant impact of the @NetflixID Twitter account on user engagement.

Table 4. T-test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. Error	Beta		
(Constant)	11.994	2.117		5.665	0.000
Effectiveness of Twitter Social Media	0.380	0.051	0.598	7.388	0.000

$$\begin{aligned}
 &= a/2; n - k - 1 \\
 &= 0,05/2; 100 - 1 - 1 \\
 &= 0,025; 98 \\
 &= 1,98
 \end{aligned}$$

The t-test results reveal a partial correlation between the variables, with a constant (a) output of 11.994. This suggests that if the effectiveness of Twitter social media (Variable X) remains unchanged, the motive for using the streaming platform (Variable Y) is 11.994.

The regression coefficient (b) of 0.380 indicates that for every unit increase in the effectiveness of Twitter social media, there is a corresponding increase of 0.380 in the motive for using the streaming platform.

Following this, the Coefficient of Determination test was conducted to quantify the influence of the variables. This test provides the nominal percentage of the effect, which helps in understanding the overall impact of the effectiveness of the @NetflixID Twitter account on the motive for using the Netflix streaming platform.

Table 5. Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.598 ^a	Square	0.351	2.470

The decision assumptions for determining the percentage of influence are based on the R Square output of 0.358. When rounded, this equates to 36%, indicating that the effectiveness of the @NetflixID Twitter account accounts for 36% of the motive for using the Netflix streaming platform. This suggests that 64% of the influence on the motive for using the streaming platform comes from other factors not covered in the current study.

5. CONCLUSION

The results of the hypothesis test indicate that the @NetflixID Twitter account significantly influences the motive to use the Netflix streaming platform. This influence is achieved through continuous and engaging tweets about movie and series updates, using attractive posters and information.

Netflix can effectively communicate with its followers by posting well-packaged and interesting content on social media. These posts help followers understand the conveyed information better and build trust with the audience. The coefficient of determination shows a positive impact of the @NetflixID Twitter account on its audience. Engaging and understandable posts effectively influence the audience, and the latest movie trends also significantly encourage platform usage.

However, the study also reveals that @NetflixID's current engagement strategies are lacking, as they often rely on retweeting previous posts. To improve engagement, it is recommended that Netflix post the latest movie trend information and interact more with the audience. While the @NetflixID account receives positive responses, there is still a lack of active followers. Therefore, more frequent updates are recommended to enhance service quality and audience engagement.

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