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RESPONSES, TOPICS, AND SENTIMENT IN COMMENTS ON ABEL CANTIKA'S YOUTUBE VIDEO "FAVOURITE MAKEUP LOOKS!"

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Abstract
This study analyzes netizen interactions on the YouTube video "Favourite Makeup Look!" uploaded by the Abel Cantika channel. The study aims to identify interaction patterns, comment sentiment, and toxicity levels in the video's comment section. Using a qualitative case study approach aided by Communalytic.org, the study found that the video received a very positive response from viewers. A total of 93.88% of English-language comments and 91.02% of comments in other languages expressed positive sentiment. Comment activity increased significantly from late March to early April 2025, indicating potential virality; however, interactions after that period tended to decline and became one-sided. The findings also showed that the comment toxicity score was very low, meaning the comment section can be categorized as relatively safe from harmful speech. This study confirms that beauty content on YouTube is capable of fostering a positive digital interaction space, although it has not yet fully encouraged deep and sustained discussions.
Keywords: Sentiment Analysis, Netizen Comments, YouTube, Abel Cantika, Reception Theory

Abstrak
Studi ini menganalisis interaksi netizen pada video YouTube "Favourite Makeup Look!" yang diunggah oleh kanal Abel Cantika. Penelitian ini bertujuan mengidentifikasi pola interaksi, sentimen komentar, dan tingkat toksisitas dalam ruang komentar video tersebut. Dengan menggunakan pendekatan studi kasus kualitatif berbantuan Communalytic.org, penelitian ini menemukan bahwa video memperoleh respons yang sangat positif dari penonton. Sebanyak 93,88% komentar berbahasa Inggris dan 91,02% komentar berbahasa lain menunjukkan sentimen positif. Aktivitas komentar meningkat signifikan pada akhir Maret hingga awal April 2025, yang menunjukkan potensi viralitas, tetapi interaksi setelah periode tersebut cenderung menurun dan berlangsung satu arah. Temuan juga menunjukkan bahwa skor toksisitas komentar sangat rendah, sehingga ruang komentar dapat dikategorikan relatif aman dari ujaran berbahaya. Studi ini menegaskan bahwa konten kecantikan di YouTube mampu membentuk ruang interaksi digital yang positif, meskipun belum sepenuhnya mendorong diskusi yang mendalam dan berkelanjutan.
Kata kunci: Analisis Sentimen, Komentar Netizen, YouTube Abel Cantika, Teori Resepsi

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INTRODUCTION

In the digital age, the development of social media has influenced various aspects of life, especially in the world of beauty. One phenomenon that has attracted attention is the dominance of influencers on platforms such as YouTube, Instagram, and TikTok (Husna & Mairita, 2024; Rosaliza et al., 2021; Sulistiani et al., 2025) . Social media platforms such as YouTube are not only a medium for content distribution but also an arena for intense and diverse social interaction. Social media has become an important new public space in shaping public opinion on various issues through comment sections (Indrawan et al., 2020; Indrawan, 2017; Latif et al., 2024; Noorikhsan et al., 2023; Ladopurap et al., 2025) .

One of them is Abel Cantika, an Indonesian *beauty influencer* known for her informative beauty content. Her YouTube videos, such as "Favourite Makeup Looks!", provide in-depth insights into beauty products, makeup techniques, and audience preferences. This video, in addition to providing information, also elicits various reactions from netizens in the form of comments that reflect diverse perspectives and sentiments. This phenomenon is worth analysing as it reflects social dynamics, particularly in the increasingly globalised beauty industry.

Social media has become a space for interaction filled with opinions and debates (Sugiyarto, 2025). Research on sentiment in social media comments provides a deeper understanding of how audiences respond to the content presented. A study by (Keyjia et al., 2024; Prihanum & Fadaillah, 2024) on public response to PT Telkom's CSR programme on Instagram reveals the importance of sentiment analysis in assessing public acceptance of corporate initiatives. The study shows that sentiment analysis can describe public perceptions, both in the form of support and criticism, which are often influenced by external factors such as influencer opinions. Similarly, another study by (Nurianingrum & Purbaya, 2024) analysed sentiment towards skincare products through YouTube comments. This research indicates that sentiment analysis can be used to identify positive, negative, or neutral responses to products, which can then serve as an indicator of marketing effectiveness.

Although there are a number of studies examining sentiment on social media, research that specifically analyses sentiment, ethics, and topics in YouTube comments on beauty content, as conducted by Abel Cantika, is still very limited. For example, research by (Ardiyansyah et al., 2024) on sentiment analysis of YouTube comments using the Sentiment Intensity Analyzer tool shows how sentiment analysis tools can identify emotional patterns in comments. However, this study has not specifically explored the ethics of communication that arise in comments related to the world of beauty. This is an opportunity to explore further how sentiment and ethics influence interactions in the beauty world, which is highly oriented towards audiences and influencers.

The analysis of comments on beauty videos has great potential to reveal more complex patterns of social interaction. For example, in the study "(Humaira, 2021)(Humaira, 2021)(Humaira, 2021) on cosmetics marketing through online forums, it was found that consumers are greatly influenced by the opinions of others in making purchasing decisions. Marketing that relies on open discussion and social interaction through platforms such as Sociolla highlights the importance of the "sharing" factor in consumer decision-making. This is relevant to the phenomenon on YouTube, where audiences share their views and experiences through comments. Ethical and sentiment analysis of comments can provide insights into how audiences form opinions, both about beauty products and the public figures who promote them.

This study offers novelty in the lack of research focus that combines the three main elements of sentiment, ethics, and topic in one comprehensive study, particularly in the context of beauty videos produced by well-known influencers such as Abel Cantika. Existing research often focuses solely on sentiment analysis or only discusses audience behaviour without linking it to ethical dimensions that can influence audience perceptions of products and influencers. Therefore, this study attempts to fill this gap by examining the social dynamics in the comments of the video "Favourite Makeup Looks!" which can provide a more holistic picture.

The novelty of this research lies in the combination of sentiment analysis, ethics, and topics in the context of the beauty world, which combines psychological, social, and cultural understanding in audience responses to YouTube content. Using the Communalytic.org platform this study will identify various themes that emerge in comments, whether positive, negative, or neutral, and evaluate sentiment patterns related to communication ethics in the beauty world. This is a new approach that not only looks at the beauty phenomenon from a marketing perspective but also considers the moral and social aspects that influence interactions between influencers and audiences.

The purpose of this study is to analyse the sentiment, ethics, and topics contained in the comments on Abel Cantika's YouTube videos, as well as how these factors shape social dynamics in the digital beauty world. This study also aims to provide new insights into how audiences interact with beauty content on social media. Furthermore, this research is expected to make an important contribution to the field of media and communication studies, particularly in understanding the relationship between influencers, audiences, and beauty products in the digital age.

LITERATURE REVIEW

The development of social media, particularly YouTube, has created a new space for audience expression regarding video content. Comments left by viewers are important artefacts in identifying patterns of public response, including emotions, topics discussed, and perceptions of content. Several previous studies have explored this dimension with diverse approaches and objects. Research by (Nurianingrum & Purbaya, 2024) on *Sentiment Analysis of Scarlett Whitening Skincare Products with EXO Brand Ambassadors* confirms that netizen comments on YouTube not only reflect personal opinions but also serve as indicators of the success of visual communication strategies and brand collaborations. Using *Naïve Bayes* and *SVM* algorithms in *text mining*, they found a dominance of positive sentiment, indicating the effectiveness of the brand campaign. Although their approach is quantitative, this research is relevant in showing that users' emotional responses can be read through linguistic patterns in comments.

Meanwhile, "(Widiarti et al., 2023)(Widiarti et al., 2023)(Widiarti et al., 2023)found that cognitive responses to beauty content reviews can significantly shape purchasing interest. Using *cognitive response theory* as a theoretical basis, this study provides insight that comments or interactions in YouTube videos are not only spontaneous expressions but also part of the audience's cognitive process in evaluating and deciding. The relevance of this research to the article being written is the convergence between trust in content creators (YouTubers) and perceptions of content, which is reflected in the form of comments. The study (Ardiyansyah et al., 2024) provides an additional methodological dimension through the use *of the Sentiment Intensity Analyzer (SIA)* from NLTK to analyse the sentiment of YouTube comments. They demonstrate how NLP-based lexical tools can efficiently measure the polarity and intensity of emotions in comments. This study not only emphasises

the importance of text pre-processing techniques such as tokenisation and normalisation, but also reinforces that *sentiment analysis* can be used to capture social dynamics in digital interactions.

The three studies above provide an important foundation for this study to understand how YouTube audiences respond to video content in the form of comments that reflect affection, opinions, and values. Comments are not just text, but also a mirror of complex social interactions. As a theoretical framework, this article uses Zizi Papacharissi's *Affective Publics* approach (Papacharissi, 2016; Papacharissi et al., 2023) , which views digital interactions, including comments, emojis, and other forms of digital expression, as manifestations of collective emotions that shape public opinion. Abel Cantika's videos are a meeting point between *personal branding*, digital aesthetics, and public affect expressed through comments. In addition, *the critical digital methods-based* social media analysis approach from (Rogers, 2013) is also used to understand the temporal dynamics and structure of comments on digital platforms. By combining sentiment analysis, toxicity, topic distribution, and emotions in YouTube comments, and integrating them with the *affective publics* framework, this study aims to provide a comprehensive picture of how comment sections can represent the relationship between content creators, viewers, and the cultural values that develop within online communities. Meanwhile, according to the Reception Theory proposed by Stuart Hall, audiences are not merely passive in receiving media messages, but they are also active in decoding these messages based on their background, experiences, and personal interpretations. This theory emphasises that the meaning of a media message is not entirely determined by its creator, but is influenced by the audience who constructs its meaning through a decoding process influenced by social and cultural factors.

RESEARCH METHOD

This study uses a qualitative descriptive approach supported by *big data analytics* (Tinati et al., 2014; Xindong Wu et al., 2014) to explore netizens' comments on a YouTube video titled "Favourite Makeup Looks! | Favourite Makeup Products," uploaded by the YouTube channel "Abel Cantika" with 538,000 *subscribers* and 124,000 views. The research data was obtained by *crawling* comments using Communalytic.org software. Communalytic.org is a computational social science research tool without code for studying online communities and public discourse on social media (Admin, 2024; Pane & Farid, 2025) . It is a *platform* designed to collect and analyse data from various social media, including YouTube. The data collection process was conducted on comments available on the video up to a certain date to ensure the completeness and relevance of the data.

Figure 1. Video Thumbnail: "Favourite Makeup Look! | Favourite Makeup Products"

Source: Screenshot by the author from YouTube Gerald Vincent 2025.

Data was collected on 1 July 2025 through a YouTube comment crawling process using *Communalytic.org* software. The crawling results found 2,027 netizen comments recorded by Communalytic.org, a computational social analysis platform specifically designed to support research on online communities and public discourse on social media. The data collection process was carried out automatically on the comments found in the video, taking into account the timeliness and relevance of the comments. The video was selected based on its high level of interaction, in terms of views, comments, and user reactions. First, *a Sentiment Analyser* was used to group the comments into positive, negative, or neutral sentiment categories.

This tool relies on lexical-based analytical models such as VADER (Valence Aware Dictionary and Sentiment Reasoner), a lexicon-based sentiment analyser (a list of words with sentiment values) specifically designed for social media texts, and TextBlob, which uses a combination of rule-based and machine learning methods for sentiment analysis (Tyagi & Garg, 2025) . Both are used to measure the sentiment and polarity of each comment. This sentiment analysis aims to identify the emotional tendencies of netizens towards the content of the video and the phenomena raised in it. Furthermore, *the Toxicity Analyzer* is used to assess and evaluate the level of civility in public comments, whether they are harmful or not. This tool measures toxicity scores across several dimensions, such as hate speech, insults, threats, identity attacks, and the use of profanity. This feature provides an important perspective for understanding the extent to which YouTube comment sections reflect healthy digital conversations or, conversely, harbour potential conflicts and negative speech.

In this analysis, comments found on YouTube videos were analyzed in various languages. To detect the languages used in the comments, the Communalytic.org platform implemented an automatic language detection system that uses machine learning algorithms. This system is capable of automatically identifying the language used in each comment, whether it is English, Indonesian, or another language.

However, after detecting the language using the automated system, several additional steps are taken to ensure the quality of the analysis. If necessary, comments written in languages

other than English or Indonesian are translated using technology-based translation tools such as Google Translate or Microsoft Translator, to ensure that the meaning and context of the messages contained in the comments can be accurately analyzed. This process allows researchers to understand and categorize the sentiments and topics discussed in comments from various languages, while minimizing translation errors or loss of meaning.

Although machine translation is used, the quality of the analysis is still checked and verified for accuracy through manual review of some comments detected in less commonly used languages, to ensure that no important information is missed or distorted during the analysis process.

RESULTS AND DISCUSSION

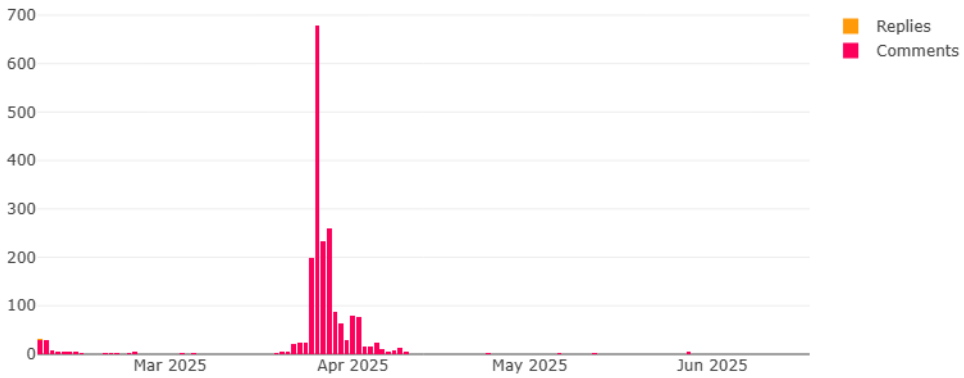

Figure 2. Graph of the Number of Comments and Video Replies per Day
Source: Communalytic.org Data Processing Results

The results of the temporal analysis of netizen interactions in the form of comments and replies to a YouTube video titled "Favourite Makeup Looks! | Favourite Makeup Products" uploaded by the Abel Cantika channel. This graph shows the distribution of the number of comments and replies per day during the period from February to June 2025. Based on the graph, it can be seen that the most significant commenting activity occurred in late March to early April 2025. The highest peak occurred on a single day in late March or early April (around 30 March - 1 April 2025), where the number of comments reached nearly 700 comments in one day. This indicates a huge surge in interaction on that day, most likely triggered by virality or external exposure to the video, such as sharing on other platforms, collaborations, or widespread public discussion.

After this peak, there was a sharp decline in the number of comments and replies, although there were still a few small spikes that occurred sporadically throughout April. Entering May and June 2025, the graph shows that netizen interaction declined dramatically and there was almost no significant comment activity. Interestingly, the graph shows that most of the recorded activity was comments (pink), with almost no replies (orange), indicating that the interaction was more one-sided (comments without further discussion). These findings indicate that the video experienced a short-lived surge in popularity but did not generate long-term discussion. This suggests that the main appeal of the video was likely its instantaneously informative or inspirational content, without sparking deep or sustained conversation among viewers.

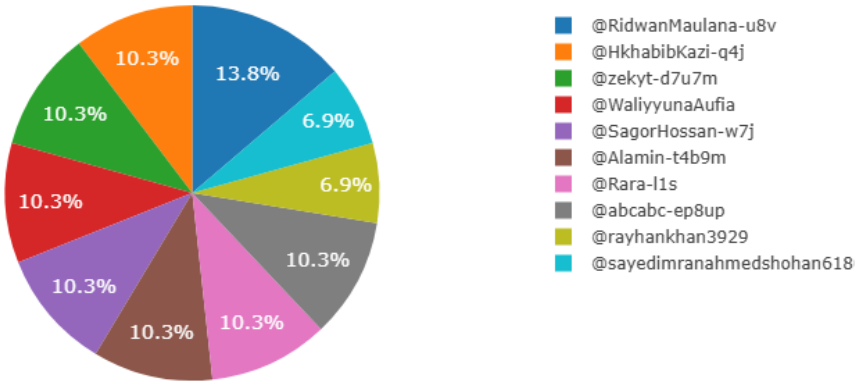

Figure 3. Diagram of the 10 Users/Actors with the Highest Number of Comments and Replies
Source: Data Analysis Results from Communalytic.org

Figure 3 shows a pie chart depicting the distribution of the highest comments and replies from the 10 most active users or actors interacting on the YouTube video titled "Favourite Makeup Looks! | Favourite Makeup Products" uploaded by the Abel Cantika channel. From the pie chart, it can be seen that most of the interactions are concentrated among a small number of users. The user with the account name @RidwanMaulana-u8v emerged as the most dominant actor, with a percentage of 13.8% of the total comments and replies. This shows that this user is very active in providing comments or replies on the video, most likely due to their high engagement or influence on other audiences.

In addition, there are several other users who have made significant contributions, such as @HkhabibKazi-q4j, @zekyt-d7u7m, and @WaliyunaAufia, each with a contribution of around 10.3%. Similar percentages were also recorded for several other accounts, all of which showed high engagement in the discussions in the video. However, even though there are several fairly active actors, interactions are more spread out among several other accounts with smaller percentages, indicating that no one or two users completely dominate, and most comments come from a wider audience. This may reflect that the video sparked quite varied discussions among various followers, although no one group was more dominant in interacting. These findings illustrate that the video successfully triggered interaction from a significant number of users, with the most engaged actors contributing greatly to the number of comments and replies, but with a fairly even distribution among other users.

Figure 4. Word Cloud/Frequency
Source: Communalytic.org Data Analysis Results

From this analysis, the words "Nice" and "Good" emerged as the two most dominant words, with the largest size, indicating that many viewers expressed positive feelings about the video. This reflects a general reaction showing that the video content was liked by the audience. In addition, words such as "Video", "Products", and "Makeup" also appear frequently, indicating that the comments focus heavily on the makeup products discussed in the video. Users also express their appreciation for the video content itself, as reflected in words such as "Wonderful", "Beautiful", "Excellent", and "Awesome", all of which have positive connotations regarding the quality of the content presented.
Other words that appear, such as "Tutorial", "Abel", and "YouTube", indicate that viewers may also appreciate the makeup tutorials provided or are connected to the YouTube channel name of the content creator, Abel Cantika. In addition, there are also several words such as "Please" and "Bikini", which indicate interaction with requests or references to other things that may also be discussed in the video. These findings show that this video received a very positive response from the audience, with many comments praising the quality of the video and the makeup products discussed. The dominant words reflect interest and appreciation for the tutorial content provided, as well as an enthusiastic response from viewers.

Public Response to the "Abel Cantika" Video on YoutubeTempo.co

Figure 5. Emoji Reactions to the Video
Source: Data Analysis Results from Communalytic.org

Figure 5. shows the results of an analysis of the most frequently used emoji reactions by viewers on the YouTube video "Favourite Makeup Looks! | Favourite Makeup Products" uploaded by the "Abel Cantika" channel. Based on analysis using Communalytic.org software, it appears that the most frequently used emoji reactions are various variations of love emojis, such as red hearts, rainbow hearts, and other colourful emojis. These heart emojis indicate a very high level of interest and appreciation from viewers towards the video, depicting strong likes and positive emotions towards the content presented.

In addition, emojis such as "thumbs up," "smiley face," and "kissing face" were also frequently used, indicating a more light-hearted and positive reaction from viewers to the video. This shows that the video content succeeded in evoking feelings of joy and satisfaction in most of its audience. Meanwhile, there are also a few emojis that show expressions of surprise or amazement (such as surprised or frowning emojis), which may indicate that some viewers were impressed or interested in certain aspects of the makeup look shown in the video. Overall, these findings show that this video has succeeded in creating strong positive interactions with its audience, where the majority of viewers responded with warm and enthusiastic emotions.

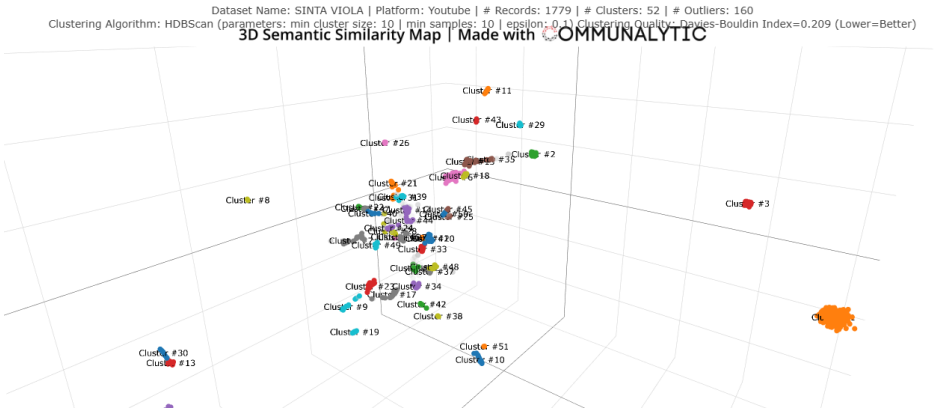

Figure 6. 3D Semantic Similarity Map
Source: Data Processing Results from Communalytic.org

Based on the data presented, this map contains a total of 52 clusters, with 1,779 video clips analyzed and processed using the HDBSCAN algorithm on the Communalytic.org platform. This semantic map illustrates the distribution of similarities among the various elements analyzed in the videos, with each point on the map representing a cluster. This map allows us to see the relationships and similarities between various clusters based on semantic features derived from text data or metadata associated with the videos.

There are several clusters grouped together, such as Cluster #42, which appears to have a strong correlation with other clusters, indicating similarities in the topics or content discussed. Meanwhile, clusters like Cluster #3 and Cluster #51 appear more isolated in this 3D space, which may indicate that they have greater differences in terms of the content or topics discussed. Each of these clusters carries a distinct message, which can be identified as a central theme in the discussions taking place in the comment section. For example, Cluster #42 might cover topics focused on the latest beauty trends, while Cluster #51 might discuss specific makeup product preferences or recommendations.

This map provides insights into how topics or concepts related to videos are grouped and interconnected. By using this clustering method, a better understanding of semantic patterns and context within video content on the YouTube platform can be gained, enabling a more in-depth analysis of trends and themes emerging in discussions or interactions surrounding those videos. The implication of these findings is that while these clusters demonstrate clear semantic similarities, there is a need to pay closer attention to how each cluster can drive further conversation or enrich discussions in a more interactive manner within the comments section.

Table 2. Sentiment Analysis of Abel Cantika's Video

	# of Posts	Negative Sentiment	Neutral Sentiment	Positive Sentiment
VANDER (English/EN)	245	1 (0.41%)	14 (5.71%)	230 (93.88%)
VANDER (Portuguese/PT)	7	0 (0.00%)	7 (100.00%)	0 (0.00%)
TextBlob (English/EN)	245	0 (0.00%)	22 (8.98%)	223 (91.02%)

TextBlob (French/FR)	10	0 (0.00%)	10 (100.00%)	0 (0.00%)
TextBlob (German/DE)	47	0 (0.00 %)	47 (100.00%)	0 (0.00%)

Source: Data processed by Communalytic.org

Table 3 above shows sentiment analysis, such as VADER and TextBlob, used to categorise the sentiment of posts in several languages: English (EN), Portuguese (PT), French (FR), and German (DE). The results of this analysis show that the majority of comments have positive sentiment, with the VADER and TextBlob tools (for English) showing 93.88% and 91.02% of comments having positive sentiment, respectively. Only a few comments showed negative sentiment, with only 1 comment (0.41%) identified as having negative sentiment according to the VANDER analysis (English), while TextBlob did not find any comments with negative sentiment.

In Portuguese, all 7 comments analysed showed neutral sentiment (100%). Analysis in French (TextBlob) showed that all 10 comments analysed had neutral sentiment (100%). Meanwhile, in German, all 47 comments analysed showed neutral sentiment (100%), with no comments having positive or negative sentiment. We conclude that this video received very positive responses from English-speaking viewers, with a very high dominance of positive sentiment, while comments in Portuguese, French, and German tended to be more neutral. This shows that the video successfully attracted English-speaking audiences positively, while audiences from other languages may be more likely to respond neutrally to the content presented.

Table 3. Toxicity Scores Table for Abel Cantika's Video

	Average for dataset	**Highest score**	**# Posts with a score ≥ 0.7**
Toxicity	0.00320	0.22152	Number 0
Severe Toxicity	0.00000	0.00007	number 0
Identity Attack	0.00104	0.20204	number 0
Offensive	0.00093	0.04550	number 0
Insult	0.00042	0.08764	number 0
Threat	0.00010	0.00841	number 0

Source: Data processed by Communalytic.org

This table provides an overview of how risky or harmful the content in the video is based on several toxicity categories. From the analysis results, it can be seen that the average toxicity score for the entire dataset is very low, at 0.00320. This indicates that most comments do not contain risky or harmful content. Specifically, the "Toxicity" category has the highest value in the dataset, at 0.22152, but even so, no comments have a toxicity score greater than or equal to 0.7, which means that no comments are considered highly dangerous according to this standard.

Additionally, other toxicity categories such as "Severe Toxicity," "Identity Attacks," "Offensive," "Insult," and "Threat" show very low average scores, ranging from 0.00000 to 0.00104, with the highest value in "Offensive" reaching 0.04550. These categories also had no comments scoring higher than 0.7, indicating that this video is relatively free of content that could be considered highly risky or dangerous according to toxicity analysis. These

findings indicate that the analysed YouTube video received a very positive and safe response from the audience, with almost no comments containing toxic or harmful content. This illustrates that the video successfully maintained a safe and clean environment free from harmful or offensive comments.

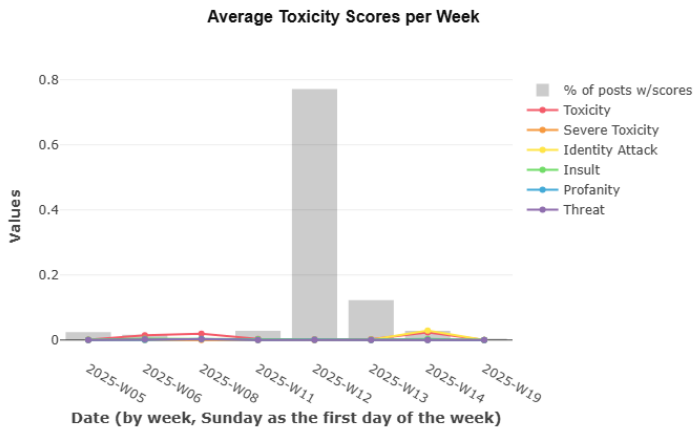

Figure 7. Average Toxicity Scores per Week Graph
Source: Communalytic.org Data Processing Results

This graph shows that toxicity scores are generally very low each week, with almost no significant spikes in almost all toxicity categories. The peak score occurred in week 11 (2025-W11), with the "Toxicity" category experiencing a sharp spike. However, despite this spike, the average score for "Toxicity" never exceeded 0.8, and after that week, the graph showed a drastic decline, with the score returning to almost zero in the following weeks. In addition, the percentage of posts receiving toxicity scores was also very low throughout the other weeks, except for week 11, where there was an increase in the percentage of posts with toxicity scores, although it was still at a relatively small level compared to the total number of posts. The results of this analysis show that despite a slight spike in toxicity in week 11, this video remains relatively safe from harmful or damaging content. The spike in toxicity may be related to specific events or comments that triggered more negative reactions, but it is not significant enough to represent a long-term trend for this video.

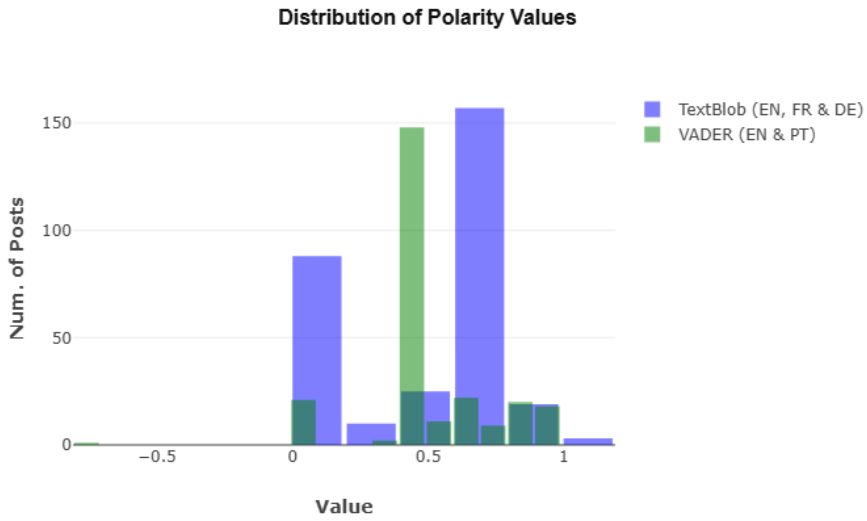

Figure 8. Distribution of Polarity Values Graph
Source: Data Processing Results from Communalytic.org

Figure 8 shows a graph of the distribution of polarity values generated from the analysis of comments on a YouTube video titled "Favourite Makeup Looks! | Favourite Makeup Products" from the YouTube channel "Abel Cantika." This graph illustrates the distribution of polarity values calculated using two sentiment analysis methods, namely VADER (for English and Portuguese) and TextBlob (for English, French, and German). From this graph, it can be seen that most comments, whether analysed using VADER (marked in green) or TextBlob (marked in blue), have positive polarity values, ranging from 0.5 to 1. This indicates that the majority of comments tend to be positive towards the video.

A polarity value of 0 indicates a comment with neutral sentiment, and this graph shows that the number of comments with a polarity value close to 0 is very small, both using VADER and TextBlob. Conversely, the number of comments with a negative polarity value (below 0) is also very low, indicating that most interactions with the video do not contain negative or bad sentiment. This graph indicates that this video received a very positive response from audiences in various languages. Comments tended to have a high polarity value (positive), with few neutral comments and almost no negative comments. This illustrates that this video successfully attracted audiences who reacted well and positively to the content presented.

Based on the findings on Abel Cantika, netizen interactions are predominantly positive ( ), although there are several spikes in activity during certain periods. The graph of the distribution of comments per day shows a significant spike at the end of March to early April 2025, which could be associated with potential virality or other external factors that attracted significant attention. This indicates that the video had strong appeal in a short period of time, although interaction declined again after the peak period. Sentiment analysis also reinforces this finding, with the majority of comments showing positive sentiment, reaching over 90% for English-language comments, while comments in other languages tended to be more neutral. These findings illustrate that the audience responded positively to this video, but no in-depth conversation was created, leading to the interpretation that this video was mostly enjoyed as instant entertainment or a tutorial without provoking lengthy discussion.

When analysed through Stuart Hall's reception theory, these findings reinforce the idea that audiences are active subjects in interpreting media messages (Kusuma et al., 2022; Tan & Alfrin Aladdin, 2018) . In line with the encoding/decoding framework (Sari, 2022) in relation to the reception theory proposed by Stuart Hall, these findings show how audiences are active in decoding the messages received from the video. Although this video may have been created with informative or educational intentions, the audience's reception does not always correspond to the creator's objectives. The encoding/decoding theory assumes that audiences can assign different meanings to the messages conveyed, depending on their social context, background, and experiences. Although this video focuses on makeup tutorials, the audience seems to appreciate and respond to this content with strong appreciation (positive sentiment), but it does not generate much further discussion, indicating that the message is received more as entertainment or practical instruction than as a call for further discussion or reflection.

Based on the findings of this study, there are several important implications for content creators and social media platforms. First, this video shows that instant content, such as tutorials or product reviews, can quickly attract the audience's attention, with a significant spike in interaction during certain periods. This provides an opportunity for content creators to quickly create relevant and interesting videos, which can increase the visibility of the

video in a short period of time. However, even though these videos successfully attract audiences in a short period of time, the interactions that are formed are more one-sided and do not develop into in-depth discussions. Therefore, content creators may consider encouraging audiences to engage in deeper discussions or providing content that stimulates critical thinking to build long-term engagement.

These findings also show that the videos create a safe comment space, with very low levels of toxicity. This highlights the importance of effective moderation in maintaining the quality of interactions on social media platforms, as well as promoting a positive and inclusive digital space. However, this study has several limitations, such as the limited observation period, which only covers a few months and does not include the wider global audience. Furthermore, the focus on quantitative analysis overlooks deeper insights into the meaning and context of comments, which could provide further understanding of how audiences interpret the video. Therefore, further research with a qualitative approach and a longer observation period is needed to obtain a more comprehensive picture of the dynamics of audience interaction.

CONCLUSION

This study aims to analyse netizen interactions with a YouTube video titled "Favourite Makeup Looks! | Favourite Makeup Products" from the Abel Cantika channel, specifically in relation to comments, replies, sentiment, and toxicity. The results of the study show that this video received very positive responses, with positive sentiment dominating the comments. Comment activity tended to peak in late March to early April 2025, indicating virality or significant attention to the video during that period. However, after the peak, interaction declined and did not develop into in-depth discussion, suggesting that this video was more accepted as instant entertainment or educational content without generating further conversation. Furthermore, the very low level of toxicity indicates that the comment space is relatively safe and free from harmful or antagonistic content. The significance of these findings shows that the video succeeded in creating a positive and safe space for audience interaction, but also reveals the challenge for content creators to encourage more developed conversations in the long term. The limitations of this study include the short time period covered, which only spans a few months, and the lack of a qualitative approach to analyse the meaning of comments in greater depth. Further research with a longer time frame and qualitative methods such as interviews or social context analysis would provide more comprehensive insights into audience responses to the content presented. Recommendations for future research include examining other types of content on YouTube and looking at differences in responses between audiences with different cultural or linguistic backgrounds.

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