

**EFFECTIVENESS AND INFLUENCE OF YOUTUBE MAKE
UP TUTORIALS TO FEMALE TOURISM STUDENTS
OF CAVITE STATE UNIVERSITY MAIN CAMPUS**

THESIS

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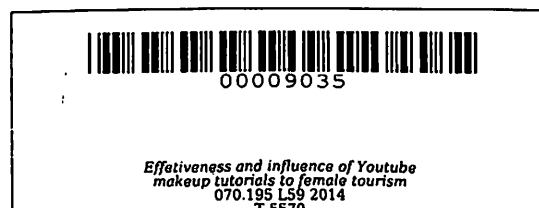
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**EFFECTIVENESS AND INFLUENCE OF YOUTUBE MAKE UP TUTORIALS
TO FEMALE TOURISM STUDENTS OF CAVITE STATE
UNIVERSITY MAIN CAMPUS**

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ABSTRACT

LEYSON, SARRAH C. Effectiveness and Influence of YouTube Make up Tutorials To Female Tourism Students of Cavite State University Main Campus. Undergraduate Thesis. Bachelor of Arts in Mass Communication major in Journalism. Cavite State University, Indang, Cavite. April 2014. Adviser: Mrs. Rhona Grace D. Perola.

This study was conducted from November 2013 to March 2014 at the College of Education, Cavite State University, Indang, Cavite.

The study generally aimed to determine the effectiveness and influence of YouTube Makeup tutorials to female tourism students of CvSU-Main Campus. Specifically, it aimed to determine the level of effectiveness of YouTube makeup tutorials to the female tourism students of CvSU-Main Campus; to determine the level of influence of YouTube makeup tutorials to the female tourism students of CvSU-Main Campus; and to determine the relationship between the level of effectiveness of YouTube makeup tutorials to the level of influence of YouTube makeup tutorials to the female tourism students of CvSU-Main Campus.

Survey questionnaires were used to gather data in this study which applied descriptive method of research. Purposive sampling was used to obtain the 40 female tourism students of Cavite State University-Main Campus.

The results of the study show that the participants regarded YouTube makeup tutorials as “Moderately Effective” in terms of the expertise of the guru.

Moreover, the participants regarded YouTube makeup tutorials as “Highly Effective” in terms of the positive feedbacks received by the video. On the other hand, the participants

regarded YouTube makeup tutorials as “Moderately Effective” in terms of the quality of the video.

The participants regarded YouTube makeup tutorials as “Moderately Influential” in the following statements: I follow the step by step instruction of the guru;I practice what was done on the tutorials;I repeatedly watch the tutorials to achieve the same look; I depend on the makeup tutorials on a regular basis; I buy the cosmetics promoted on the tutorials; my makeup skills improve every time after I watch a tutorial; I look forward to another makeup tutorial;and I exert extra effort to achieve the look on the tutorial.

However, the participants regarded YouTube makeup tutorials as “Influential” in the statements: I do to others what I have learned on the tutorials; and I don’t leave the house without any makeup.

There is a significant relationship between effectiveness and influence of the guru in the following indicators: credibility of the guru;knowledge in makeup of the guru; creativity of the guru; and skills of the guru. However, the relationship between effectiveness and influence of the guru is not significant in the statement popularity of the guru.

There is a highly significant relationship between effectiveness and influence of the quality of the video in the following indicators: straight to the point content of the video; timeliness of the video; clarity of the video; and positive feedbacks on the video.

On the other hand, the relationship between effectiveness and influence of the quality of the video is not significant in terms of the creativity of the video.

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INTRODUCTION

YouTube is a video-sharing website, created by three former PayPal employees in February 2005, in which users can upload, view and share videos. The company is based in San Bruno, California, and uses Adobe Flash Video and HTML5 technology to display a wide variety of user-generated video content, including movie clips, TV clips, and music videos, as well as amateur content such as video blogging, short original videos, and educational videos. YouTube was founded by Chad Hurley, Steve Chen, and Jawed Karim, who were all early employees of PayPal. Hurley had studied design at Indiana University of Pennsylvania, while Chen and Karim studied computer science together at the University of Illinois at Urbana-Champaign (Alleyne, 2006).