

Universiti Teknologi MARA

**Analysing the Virality Of Marketing Via
YouTube Using Susceptible-Infected-
Recovered (SIR) Model**

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STUDENT'S DECLARATION

I certify that this report and the research to which it refers are the product of my own work and that any ideas or quotation from the work of other people, published or otherwise are fully acknowledged in accordance with the standard referring practices of the discipline.

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ABSTRACT

YouTube is a famous online video platform that are using worldwide with many purposes. People can record and upload videos in YouTube that can be watched by all of the people in the world. There are many features on YouTube that can make it easier for people to start a video. There are variety of YouTube video content and one of them is marketing video. Marketers can use YouTube to produce marketing video and promote their products and business. The main objective in this study is to examine the spreading of two different product marketing videos using YouTube. The sub-objectives of the study are to formulate model for the spread of online video marketing YouTube based on an epidemiological model which is Susceptible-Infected-Recovered (SIR) model. In this study, two types of SIR model which is SIR model without demography and SIR model with demography were considered. The variable in this study is number of YouTube user who exposed to the video (Susceptible), the YouTube user who views, likes and comments the video (Infected) and the YouTube user stop viewing the video (Recovered). Video of MUA Bellaz cosmetic products and Naelofar Hijab new collection were chosen as case studies. The data were observed for 9 days after the video is posted for both marketing-related videos. The number of views, number of likes and number of comments were collected in this study to construct the model. The result showed that the content of the video affects the video's dissemination.

Keywords: Viral Marketing, Online Marketing, YouTube, Susceptible-Infected-Recovered Model, SIR Model.

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