

Automotive Content Creativity Strategy on the 'Kendara' YouTube Channel to Attract Automotive Audiences (A Qualitative Study)

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Abstract

YouTube has become a strategic platform for disseminating automotive information in the digital era. This study aims to analyze the content presentation strategy of the Kendara YouTube Channel and examine its implementation as a representation of New Media characteristics. The research adopted a constructivist paradigm with a descriptive qualitative approach. Data were collected through in-depth interviews, digital observation, and documentation involving content creators and active audiences. The data were analyzed using an interactive model consisting of data reduction, data display, and conclusion drawing. The findings reveal that Kendara develops its content through empirical visual construction, dynamic vehicle testing, and evidence-based storytelling, enabling audiences to gain comprehensive and trustworthy automotive insights. The channel effectively utilizes YouTube's cyberspace architecture by presenting long-form videos that provide in-depth information while encouraging collective intelligence through audience interaction in the comment section. Transparency, consistency, and objectivity strengthen the channel's credibility, making it a reliable reference for vehicle purchase decisions. The study concludes that maintaining review objectivity, optimizing navigation features such as timestamps, and diversifying educational content on vehicle maintenance can enhance audience engagement, accessibility, and the broader educational value of automotive content.

Keywords: Content Creativity Strategy, Kendara Youtube Channel, New Media, Constructivism, Automotive

INTRODUCTION

Advancements in information and communication technology in the digital era have fundamentally transformed how people access and create media content. Traditional media such as television, radio, and newspapers are seeing their roles shift as an increasing number of people turn to internet-based digital platforms. Among these platforms, YouTube stands out as one of the most influential for the dissemination of audiovisual content. It serves not only as a source of entertainment but has also evolved into a resource for information, a learning tool, and a reference point for decision-making across various fields. By enabling users to upload, distribute, and watch content globally, YouTube has become a dynamic and effective platform for sharing knowledge and experiences. (Martias, 2025)

YouTube has become one of the most popular digital platforms in Indonesia, driven by rising internet access and mobile device usage. The platform serves not only as a source of entertainment but also as a hub for information, education, and references that shape public opinion and decision-making. In the automotive sector, YouTube is utilized to present vehicle reviews, test drives, specification comparisons, and maintenance guides. These developments indicate that automotive content is increasingly focused on delivering credible and useful information. Research shows that automotive videos on YouTube effectively meet audience information needs by providing a more comprehensive understanding of vehicle products compared to conventional media. (Saputra et al., 2025).

Automotive content is a continuously growing genre on YouTube, as it requires visual presentations capable of comprehensively explaining specifications, performance, and the driving experience. Consequently, creativity in content presentation is a crucial factor in capturing audience attention amidst competition among creators. Creative strategies encompass idea planning, storytelling techniques, the use of visuals and audio, and the crafting of messages tailored to viewer needs. Research indicates that creative strategies can boost audience

engagement by extending watch times, fostering interactions such as likes and comments, and establishing more effective communication between creators and viewers. (Prayudi et al., 2025). Furthermore, understanding audience preferences and presenting content that is both informative and engaging are key to enhancing appeal and user engagement on the YouTube platform. (Fikriyah et al., 2025).

The increasingly fierce competition on YouTube demands that every channel, including automotive channels, have a content presentation strategy that can attract and maintain audience interest. This strategy includes theme planning, presenter delivery techniques, storytelling flow, visual and audio quality, and interaction with viewers through various platform features. Thorough content planning has been proven to improve video quality while influencing audience interest in accessing information and product recommendations. (Evelina & Berliani Eka Saputri, 2025). In the automotive context, YouTube's visual character provides an advantage because it allows viewers to directly observe the specifications, performance, and use of vehicles, so that the information conveyed is clearer, more interesting, and easier to understand.

Research also shows that content presented in an informative and engaging manner typically receives a better response on YouTube. Content that utilizes engaging visuals, an organized narrative, and an easy-to-understand delivery style can attract a wider audience, even those previously uninterested in the automotive world. (Naja, 2024).

One example of relevant research is a study of YouTube content strategies as a source of automotive information on channels such as SIMAS MEDIA, where researchers found that the use of strategies involving technical planning, consistency in uploading videos, and the quality of useful information can increase audience interest in watching certain automotive content. (Evelina & Berliani Eka Saputri, 2025) However, this research has not yet highlighted the aspect of content presentation as a source of information used by viewers in a broader context.

The Kendara channel is one of the most popular automotive channels on YouTube in Indonesia. They offer a variety of content, such as vehicle reviews, information on technical specifications, driving experiences, and various tips related to the automotive world. Based on initial observations, the Kendara channel has a fairly large number of viewers and interaction levels on several of its uploaded videos. This indicates that the channel has succeeded in attracting the attention of an audience specifically seeking relevant and reliable automotive information. Although there has not been much academic research specifically on the Kendara channel, real-world data such as the number of views, comments from viewers, and the number of subscribers indicates that this channel has successfully attracted the interest of an audience of both automotive enthusiasts and non-automotive enthusiasts.

The selection of the Kendara YouTube channel as the object of this research is based on several academic considerations and based on real-life experiences related to the development of digital media, especially YouTube as a means of disseminating information about vehicles. Amidst the growth of car content on YouTube, Kendara has emerged as one of the channels that consistently presents a variety of automotive information in an informative, up-to-date, and attractive manner to attract a wide audience. The way people obtain, access, and disseminate information has changed due to advances in communication and information technology. The shift from conventional media to digital or new media marks this transformation. New media allows communication to be faster, more interactive, and without the constraints of space or time. The broadcasting industry has also been impacted by this change, which now uses digital platforms to disseminate content to the public in addition to relying on conventional media such as television and radio. (Rohim, 2024)

Furthermore, Kendara is characterized by its creative content presentation, from its visual appearance and storytelling to its topic selection and information delivery. The content

presented encompasses more than just technical car reviews, but also covers user experiences, the latest trends in the automotive industry, and current issues. This approach demonstrates the hallmarks of new media, which focuses on interaction, content diversity, and a close relationship between creators and viewers.

This phenomenon aligns with Pierre Lévy's New Media Theory. He explains that new media represents a shift from conventional communication systems to the digital era, utilizing the internet as a communication space (cyberspace). In new media, users no longer merely act as recipients of information but can also actively participate through interaction, collaboration, and the exchange of knowledge, known as collective intelligence. These characteristics enable new media to create more dynamic communication than conventional mass media. (Rohim, 2024).

YouTube has become a digital medium that plays a significant role in disseminating automotive information and influencing audience decisions in choosing a vehicle. Therefore, presenting informative, objective, and easy-to-understand content is a key factor in building a channel's credibility. The Kendara YouTube channel was chosen as the object of this research because it consistently presents vehicle reviews, test drives, specification comparisons, and discussions of automotive technology with a high level of audience engagement. This phenomenon demonstrates how New Media characteristics are utilized to build audience interaction and trust through creative content presentation strategies. Based on these conditions, this study aims to analyze the creative strategies of automotive content on the Kendara YouTube Channel using Pierre Lévy's New Media Theory to understand how these strategies are able to attract audience interest and make YouTube a credible source of automotive information. The results of this study are expected to enrich the study of digital communication science and serve as a reference for creators in developing effective content presentation strategies.

RESEARCH METHODS

This research uses a qualitative approach with a descriptive method based on the constructivist paradigm. The constructivist paradigm was chosen because it views social reality as the result of individual construction through experience and social interaction (Sugiyono, 2023). This study aims to gain a deeper understanding of the automotive content presentation strategy on the Kendara YouTube Channel as a source of information for viewers. The study was conducted through field research, allowing researchers to obtain data directly from informants and research subjects (Moleong, 2021). Pierre Lévy's New Media Theory is used as a basis for analyzing the characteristics of new media, such as interactivity, cyberspace, user participation, and collective intelligence, which are reflected in the presentation of YouTube content (Adrianto et al., 2023).

The research data sources consist of primary and secondary data. Primary data were obtained through in-depth interviews with Muhammad Irfan, a key informant and reviewer for the Kendara YouTube channel, and five supporting informants who are active viewers of the channel. In-depth interviews were chosen because they allow for a more comprehensive exploration of the informants, experiences, perceptions, and interpretations of the research phenomenon (Nasution, 2023). Secondary data was obtained from video documentation, descriptions, thumbnails, metadata, interaction archives in the YouTube comments column, as well as various relevant scientific literature to support the analysis (Wardah, 2021). Data collection was carried out through in-depth interviews, online non-participant observation, and documentation so that the data obtained was more complete and complementary (Zahra et al., 2024).

Data analysis was carried out using the Miles and Huberman model which includes data reduction, data presentation, as well as drawing conclusions and verification (Rahmani et al., 2025). The analysis process was carried out continuously from data collection until the research was completed, resulting in a deep understanding of automotive content presentation strategies. Data validity was maintained through method triangulation, data triangulation, source triangulation, and theory triangulation to increase the credibility of the research results (Susanto & Jailani, 2023). Through these stages, the research is expected to be able to provide a comprehensive picture of the strategy for presenting automotive content on the Kendara YouTube Channel as an information reference for the audience from a new media communication perspective.

RESULTS AND DISCUSSION

Brief Overview of Research Object

This research was conducted in cyberspace, with the object of research being the Kendara YouTube Channel which focuses on producing automotive content, specifically four-wheeled vehicle reviews, product comparisons, and vehicle performance testing. This channel was chosen because it is one of the automotive information media used by the public as a reference before making a vehicle purchasing decision. Based on the results of observations and documentation in July 2026, the Kendara YouTube Channel has been joined since February 10, 2018, has around 13,000 subscribers, and has uploaded 134 videos. The channel's homepage is professionally managed by utilizing YouTube features to make it easier for audiences to access automotive information.

Observations show that the Kendara Channel implements a consistent content presentation strategy by grouping videos into several playlists, such as Mari Mengulas (First Impression Review of Indonesian Cars) and Mari Berkendara (Full Review of Indonesian Cars), making it easier for viewers to find content according to their needs. Furthermore, the channel uses a distinctive visual identity through attractive thumbnail designs, informative yet persuasive video titles, and high-definition (HD) audio-visual presentation. These characteristics demonstrate the creators' efforts to build credibility, enhance the viewing experience, and present automotive information in an engaging manner, in keeping with the characteristics of new media.

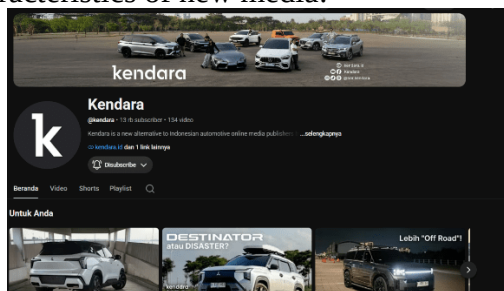


Figure 1. Kendara YouTube Channel Account
Source: Kendara YouTube Channel Account

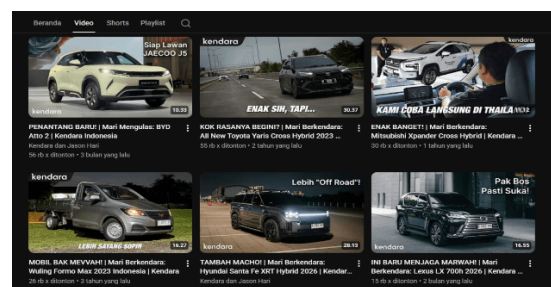


Figure 2. Kendara Channel Video List Screenshots and Thumbnail Consistency
Source: Kendara YouTube Channel Account

Research Informant Profile

The informants in this study were selected using purposive sampling, based on the consideration that they have the knowledge, experience, and involvement that aligns with the research focus on automotive content presentation strategies on the Kendara YouTube Channel. The study involved six informants consisting of one key informant and five supporting

informants. The key informant is Muhammad Irfan as a presenter and reviewer for the Kendara YouTube Channel who is directly involved in the production process, developing presentation strategies, and delivering information to the audience. This involvement gives the key informant a deep understanding of the creative process, communication strategies, and the use of YouTube features in presenting automotive content.

The supporting informants consisted of five active viewers of the Kendara YouTube Channel: Adi Maika Saputra, Diar Cahyoutomo, Fito Deanova, Naufal Nur Abdillah, and Raysha Akmal Atzhar. These five informants were selected because they had experience following Kendara content for a period of approximately six months to two years and used the channel as a reference for automotive information. Each of them had various reasons, such as the presenter's relaxed delivery style, objective and easy-to-understand discussions, suitability for the character of a young audience, detailed discussions, and the assessment that Kendara's content remains independent and unaffiliated with any particular brand. This diversity of experiences provides a comprehensive perspective in understanding how Kendara's content presentation strategy is received and interpreted by the audience.

Visual Strategy and Cinematography as Construction of Empirical Reality

The results of the study indicate that visual and cinematographic strategies are key factors in the presentation of automotive content on the Kendara YouTube Channel. Based on interviews, Muhammad Irfan, a key informant, explained that visualizations are designed to make the information conveyed easier to understand and provide a comfortable viewing experience for the audience. This finding is supported by all supporting informants who stated that the visuals displayed are very helpful in understanding vehicle discussions, especially through test drive shows, performance testing on the road and on the circuit, and the display of vehicle details rarely discussed by other automotive channels. Results of observations on video "AGYA SEENAK GR YARIS? | Mari Berkendara di Mandalika: Toyota Agya ISSOM & Toyota GR Yaris Facelift" also shows the use of shots that show the vehicle's performance in real time, so that the audience can see directly the capabilities of the vehicle being reviewed.

These findings indicate that the Kendara YouTube Channel constructs automotive reality through empirical visuals, rather than relying solely on verbal explanations from the presenter. The presentation of images that demonstrate vehicle performance when used in real conditions, combined with detailed feature visualizations and high-quality cinematography, can increase the credibility of the information in the eyes of the audience. Based on the constructivist paradigm perspective, this visual strategy becomes a means to construct meaning about vehicle quality through the experience presented to the audience. Thus, the visuals and cinematography not only function as a complement to the content presentation, but also as evidence that strengthens the audience's trust in the automotive information conveyed by the Kendara YouTube Channel.



Figure 3. Screenshot of Toyota GR Yaris Dynamic Testing at the Mandalika Circuit (Minute 10:12)

Style, Storytelling, and Emotional Closeness

The results of the study indicate that language style and storytelling strategies are important factors in building emotional closeness between the presenter and the audience of the Kendara YouTube Channel. Based on the interview results, Muhammad Irfan explained that the information delivery was deliberately kept simple, relevant to everyday life, and delivered as if he were chatting with a friend so that the audience could more easily understand the content. This finding was supported by all supporting informants who assessed the presenter's communication style as relaxed, communicative, and easy to understand. Raysha Akmal Atzhar and Fito Deanova stated that the delivery that is typical of young people makes the discussion feel more interesting and in accordance with the character of the Generation Z audience, while Adi Maika Saputra and Diar Cahyoutomo assessed that the presenter was able to explain vehicle specifications objectively, coherently, and not confusingly so that the information is easier to accept.

Observation results on video "TAMBAH MACHO! | Mari Berkendara: Hyundai Santa Fe XRT Hybrid 2026 | Kendara Indonesia" the presentation also demonstrates the use of casual language in explaining vehicle performance without relying on complicated technical terms. The presenter emphasizes the driving experience through analogies close to everyday life so that viewers can understand the characteristics of vehicles in a practical way. Furthermore, the direct delivery of the discussion without exaggeration increases the perception of objectivity and credibility of the content. These findings indicate that the storytelling strategy implemented by the Kendara YouTube Channel is able to build an emotional connection with the audience while facilitating the process of conveying automotive information, so that the message conveyed is more effectively understood and trusted by viewers.



Figure 4. Extra Long Screenshot of Driving Coverage Content

The Formation of Collective Intelligence and User Participation in Cyberspace

The results of the study indicate that the comments section on the Kendara YouTube Channel not only serves as a medium for interaction but also as a space for the formation of collective intelligence. Based on the interview results, Muhammad Irfan stated that Kendara provides a discussion space so that viewers can share experiences and knowledge about the vehicles being reviewed. This statement is supported by the majority of informants who admitted to using the comments section as a source of additional information. Diar Cahyoutomo and Adi Maika Saputra stated that real-life experiences from vehicle owners in the comments section helped them obtain information not always conveyed in the videos, while Naufal Nur Abdillah and Raysha Akmal Atzhar also considered discussions between viewers to be able to enrich their understanding of the vehicles being discussed. Observation results in the video comments section "KOK RASANYA BEGINI? | Mari Berkendara: All New Toyota Yaris Cross Hybrid 2023 Indonesia | Kendara" shows the existence of active interaction in the form of conveying experiences of using the vehicle, providing technical solutions, and discussions between users who complement each other's information.

In addition to fostering collective intelligence, the study also found user participation in the development of the Kendara YouTube Channel's content. Several informants admitted to providing suggestions for content ideas and feedback on published videos and believed that viewer feedback could serve as evaluation material for creators. This finding suggests that the relationship between creators and audiences is interactive, with audiences acting not only as recipients of information but also as contributors to content development. However, the level of participation varies from user to user. One informant stated that they never interacted through the comments section and only used videos as a source of information. Thus, the study's findings indicate that the Kendara YouTube Channel has leveraged the characteristics of new media through the development of collective intelligence and user participation, although the intensity of audience engagement is influenced by individual viewer preferences.

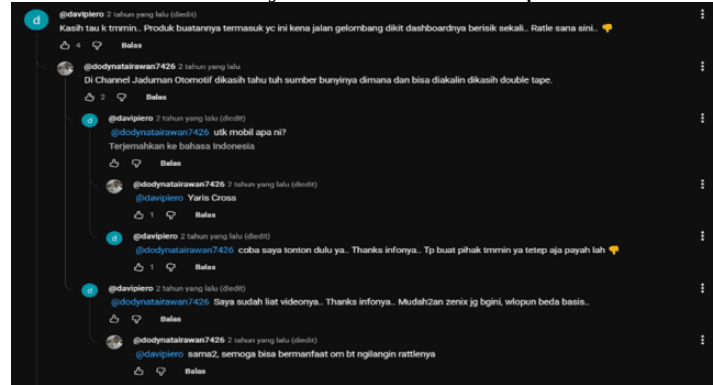


Figure 5. Screenshot of Collective Intelligence Interaction in the Vehicle Comment Column
Content Validity as a Reference for Decision Making

The research results show that objectivity and transparency are the main factors that build the validity of the Kendara YouTube Channel content as a reference for automotive information. Based on the interview results, Muhammad Irfan emphasized that each review is delivered honestly by explaining the advantages and disadvantages of the vehicle without favoring any particular brand. This statement is in line with the assessment of most informants who gave a high level of trust to Kendara content, ranging from 60% to 80%. Adi Maika Saputra and Diar Cahyoutomo considered objective discussions to make the information more trustworthy, while Raysha Akmal Atzhar believes Kendara's independence is the main reason for the channel's credibility. The observation results also showed that presenters openly criticized vehicle shortcomings, such as slow head unit response and glitches in the camera system, thus reinforcing the impression that the reviews were delivered transparently and without exaggeration.

The validity of the information generated through the content presentation impacts the use of the Kendara YouTube Channel as a reference in decision-making. Several informants admitted to using Kendara content as a consideration before purchasing a vehicle or as a reference for family members who are planning to make a purchase. Furthermore, some informants who are not yet able to purchase a car still use the content as a source of knowledge and reference for future decisions. These findings indicate that an objective presentation strategy, supported by visual evidence and transparent information delivery, can build audience trust, enabling the Kendara YouTube Channel to function not only as an entertainment medium but also as a valid information reference in the decision-making process regarding automotive products.



Figure 6. Screenshot of Presenter Criticizing Head Unit Interface Response (Minute 11:35)



Figure 7. Screenshot of Evidence of Camera System Malfunction on Vehicle Unit (Minute 12:22)

Discussion

Content Theme Selection Strategy Analysis

The research results show that the content theme selection strategy on the Kendara YouTube Channel is oriented towards the audience's information needs and current automotive issues of public concern. Muhammad Irfan, a key informant, explained that content themes are selected based on the latest vehicle trends to ensure the information presented remains relevant to the audience's needs. This finding is supported by supporting informants who stated they are more interested in content in the form of new vehicle reviews, feature discussions, test drives, and comparisons of popular products in the market. This condition indicates that selecting current themes can increase audience interest because it provides information that suits their needs. This finding is in line with Harahap et al., (2026) which states that current issues and relevant material are important factors in attracting audience attention to digital media.

However, Kendara's theme selection strategy remains limited, as it focuses more on new vehicle launches than on long-term educational content (evergreen content). Consequently, opportunities to present content on vehicle maintenance, spare parts selection, and basic technical education remain underutilized. According to Smith dan Chaffey (2023), an effective digital content strategy requires implementing the principle of content diversification, which combines trending content with educational content that has long-term value. Therefore, diversifying themes can be a strategy for the Kendara YouTube Channel to expand the benefits of information while maintaining ongoing audience engagement.

Content Presentation Format Strategy Analysis

The research results show that the Kendara YouTube channel implements a presentation format consisting of in-depth reviews (long-form reviews) combined with test drives to provide comprehensive information to the audience. Muhammad Irfan explained that this format was chosen so that all information about the vehicle could be conveyed in its entirety without reducing the substance of the discussion. This finding is supported by Raysha Akmal Atzhar and Diar Cahyoutomo, who assessed that the long-form review format provides a more complete understanding of the features, performance, and driving experience compared to short reviews. This condition indicates that in-depth content presentation can improve the quality of information and help the audience gain a comprehensive picture of the vehicle being reviewed. This finding is in line with Harahap et al., (2026) and Kusuma (2024) which states that the long-form review format allows for experience transfer so that the information received by the audience is more comprehensive.

On the other hand, relatively long video durations can potentially decrease viewer retention, especially for users accustomed to consuming short-form content. Therefore, strategies are needed to maintain audience comfort without compromising the quality of the information conveyed. According to Lévy (2001) the characteristics of new media emphasize the importance of flexibility and modularity of information, making the use of features like

timestamps or chapters a solution to make it easier for viewers to access video sections according to their needs. Thus, optimizing navigation features on YouTube can improve the user experience while maintaining the effectiveness of the content presentation format implemented by the Kendara YouTube Channel.

Delivery Style Strategy Analysis

The research results show that the presentation style used by the Kendara YouTube Channel is designed to be relaxed, communicative, and close to everyday life, thus building emotional closeness with the audience. Muhammad Irfan explained that the information delivery is made like a conversation between friends so that viewers can more easily understand the content without feeling patronized. This finding is supported by Fito Deanova and Raysha Akmal Atzhar who assessed that the use of everyday language makes the information delivery feel more relevant and easier to understand, especially for the Generation Z audience. This casual communication style successfully creates an authentic impression so that the presenter is seen as a communicator who conveys experiences honestly, not just promoting a product. The results of this study are in line with Karima dan Destiwati (2024) which states that an authentic communication style can increase emotional closeness and audience trust in content creators.

While it has the advantage of building rapport with the audience, an overly casual delivery style can potentially reduce the accuracy of technical information if not balanced with clear data presentation. Therefore, communicative delivery needs to be supported by data visualizations, graphs, or technical information to maintain accuracy without compromising the audience's comfort. According to McQuail (2020), Digital communicators need to apply the principle of balanced persuasive communication, which balances personal appeal with the delivery of factual and credible information. Thus, the presentation style employed by the Kendara YouTube Channel has been effective in capturing audience attention, but it can still be optimized by presenting more informative technical data to improve communication quality and content credibility.

Visual and Audio Strategy Analysis

The research results show that visual and audio strategies are one of the main strengths of the Kendara YouTube Channel in conveying automotive information convincingly. Muhammad Irfan explained that the production process utilizes various dynamic shooting techniques, such as dynamic angles and highlighting vehicle details, so that viewers can directly see the condition and performance of the vehicles being reviewed. This finding was reinforced by all supporting informants who stated that test drive scenes on the highway and circuit were the most interesting parts because they were able to provide real evidence of vehicle performance. The visual presentation supported by good audio quality made the information easier to understand and increased audience trust in the results of the review. This finding is in line with Widzar et al. (2025) which states that empirical visualization in audiovisual media is able to provide a more immersive experience and increase the credibility of information.

On the other hand, since content production often takes place outdoors, visual and audio quality is affected by environmental conditions, such as lighting and wind noise. Therefore, continuous improvements in color grading, image stabilization, and audio clarity are necessary to ensure consistent presentation quality in every video. Menurut Manovich (2001), The advantage of digital media lies in the concept of multimodality, namely the combination of visuals, audio, and other supporting elements that can create a more effective communication experience. Therefore, optimizing visual and audio aspects will further strengthen the quality of content presentation on the Kendara YouTube Channel while enhancing the viewing experience and audience trust in the information presented.

Relationship to Previous Research and Research Contribution

The results of this study support previous research findings, which stated that a casual communication style, engaging visual presentation, and communicative information delivery

can increase audience engagement on the YouTube platform. These research findings align with Karima and Destiwati (2024) and Sarahdiva and Ahmadi (2024) which explains that creators communication strategies influence audience comfort and trust. Furthermore, the research findings also support research Evelina and Berliani Eka Saputri (2025) which states that YouTube content can function as an information reference for the public in the decision-making process, especially in the automotive sector.

The main contribution of this research lies in the application of the Constructivism Paradigm combined with Pierre Lévy's New Media Theory to explain how content presentation strategies shape audience meaning and trust. This research shows that the YouTube comment section is not only a medium for interaction, but also develops as a space for collective intelligence, where audiences share experiences and complement the information conveyed by creators. From a practical perspective, the research results provide implications that objectivity, transparency, and the courage of creators in conveying product advantages and disadvantages are important factors in building content credibility so that it can be used as a reference for information that is trusted by audiences.

CONCLUSION

Based on an in-depth analysis of the results of field research, digital observations of content artifacts, and a synthesis of discussions referring to the Constructivism Paradigm and Pierre Lévy's New Media Theory, researchers can draw conclusions regarding the creative strategy of automotive content on the Kendara YouTube Channel.

The research found that the Kendara YouTube channel performed exceptionally well through its authentic and down-to-earth delivery style. Its casual language and youthful storytelling approach effectively broke down the rigidity of technical engine information, creating a strong sense of engagement with the audience, particularly those within Generation Z. The presenters positioned themselves not as preachy experts but as objective discussion partners. This superiority was further enhanced by the visual construction of empirical testing, such as live circuit testing, and the creators courage in honestly revealing product weaknesses or defects without over-glorifying. This combination of empirical visualization and high objectivity successfully built audience trust, effectively serving as a primary financial reference point for viewers before they execute their purchase intentions.

However, the results of this study also identified several shortcomings that require attention and improvement. One important note is the extra-long video format, which often causes visual fatigue or boredom for some viewers with short attention spans or limited time amidst high mobility. Furthermore, the content's overly focused focus on the new car launch cycle results in a lack of theme variation around daily vehicle maintenance tips for existing car owners. Therefore, as a suggestion for future improvement, creators are advised to maximize the navigation features of the cyberspace architecture, such as timestamps or detailed chapters in the description column, so that audiences can access information in a modular manner. Management also needs to expand theme diversification by including a section on self-service mechanical maintenance education to reach a wider audience spectrum.

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