

Youtube Thumbnail Design Style in The Bondowoso Youtuber Village Community To Attract Audience Attention

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Abstract

This research aims to investigate the influence of YouTube thumbnail design style on viewers' decision to watch a video, with a case study focusing on the Kampung Youtuber Bondowoso community. The research method used descriptive qualitative data collected through in-depth interviews with content creators and content analysis on the "Ikhtiar Langit" YouTube channel. The findings show that the use of design elements, such as high color contrast, engaging text, and variations in wording between titles and thumbnails, significantly increase the visual appeal and click-through rate (CTR) of videos. The results also emphasize the importance of vital visual elements and relevance between thumbnails and video content to increase audience satisfaction and engagement. Thumbnails that feature the expression of positive emotions in the text and the use of bright colors tend to get a better response from viewers, increasing the number of impressions. This study provides practical insights for content creators in Kampung Youtuber Bondowoso and similar communities on best practices in thumbnail design, which can be used to improve video performance on YouTube.

Keywords: *YouTube, Thumbnail, Video, Content, Kampung Youtuber*

Introduction

In today's digital age, YouTube has become one of the leading platforms for video content distribution. Among the various platforms available, YouTube is one of the favorite platforms as the medium of choice for many creators (The Influence Marketing Factory, 2023). With millions of videos uploaded every day, the competition for viewers' attention is fierce. One of the critical factors that influence a viewer's decision to watch a video is the design of the video thumbnail. Thumbnails serve as the first gateway of interaction between the video and potential viewers; viewers will see the thumbnail and title of the video first. This information gives them a glimpse of your video and helps them decide if they want to watch it. Based on Google data, 90% of the best-performing videos have custom thumbnails (Google, 2024).

YouTube thumbnails that make use of appealing visual elements, such as the use of vibrant colors, the incorporation of expressive faces, and clear, easy-to-read text, have a positive effect on click rates and viewer satisfaction (Lee, 2023). The study emphasizes that the unity between the content of the thumbnail and the actual video content is critical to maintaining viewer satisfaction and building trust in the channel. A well-designed thumbnail not only increases click probability but also promotes a positive experience for the viewer, which in turn can increase loyalty towards the YouTube channel.

Compelling thumbnails and titles combine attractive visual elements and relevant text to maximize clicks from viewers. The study identified that thumbnails that include vibrant colors, the presence of human faces, and high visual contrast and titles that incorporate appropriate keywords and clearly convey the video's content tend to generate higher engagement rates. Further, the study emphasizes the importance of matching thumbnail images and titles with video content to maintain viewer satisfaction and loyalty (Shoji & Morita, 2024).

Thumbnails that show positive and vivid facial expressions of emotion, such as happiness or surprise, consistently receive better responses from viewers. Through extensive data analysis, this study confirmed that thumbnails with positive facial expressions not only attract more clicks but also increase overall engagement, including impressions, likes, and comments. (Bui et al., 2024). These results emphasize the importance of choosing the correct facial expressions in thumbnails to maximize video success on YouTube.

Moreover, by understanding user preferences and psychology and using innovative design elements, video thumbnails can be an effective tool in retaining viewer interest. Therefore, content creators and marketers need to continue developing innovative graphic design concepts for video thumbnails to improve user retention on YouTube (Wibowo & Widiasari, 2013). Therefore, content creators need to continue developing innovative graphic design concepts for video thumbnails to increase user retention on YouTube.

However, many content creators need more aesthetic design skills, such as in regional communities like Kampung Youtuber in Tapen Village, Bondowoso, where content creators come from many backgrounds. While YouTube offers an open platform for anyone to upload videos, there is significant pressure for users to meet professional quality standards. The quality discourse on YouTube includes technical aspects such as lighting, sound, and editing, as well as aesthetics such as camera usage and framing (Müller, 2009).

Since its inception, Tapen Village Youtuber Village in Bondowoso has transformed into a reference point for the progress of the rural creator economy. It shows that with the right strategy and utilization of digital technology, even local communities can compete in the global market. Tapen villagers, who are primarily farmers and day laborers, are now productive content creators, producing videos covering a wide range of themes from education, agriculture, religion, and culinary to daily life. This success has not only opened up new economic opportunities for residents but also inspired many other villages in Indonesia to follow in their footsteps. YouTube is perceived to be a beneficial platform for Tapen Village, as the economic ecosystem in Tapen Village has become more vibrant. Income from YouTube, for example, can be used to buy rice fields and, in those fields, employ people who do not have jobs (Metro TV, 2021).

Various video content styles and strategies are used by members of the Kampung Youtuber community in Tapen Village, Bondowoso, in producing and distributing to YouTube, one of which is using thumbnail design as an essential lesson given to its members. This study aims to analyze how the thumbnail design style influences the audience's decision to watch the video. This research is expected to provide valuable insights into best practices in YouTube thumbnail design, which content creators can use to improve the performance of their videos on YouTube, with the formulation of the problem, namely identifying and analyzing the thumbnail design style applied by creators in Kampung Youtuber Bondowoso.

Research Methodology and Techniques

This study uses a descriptive qualitative research methodology with a content analysis method that serves to explore and identify the thumbnail style on YouTube videos in the Tapen Village YouTube community. Data collection techniques were obtained from interviews with a member of the Tapen Village Youtuber community, Bondowoso named Maftuchin, who lives in Bangilan village, Tuban to obtain primary data from the analytical data of his YouTube channel, namely "Ikhtiar Langit",

The author also attended the Kampung Youtuber learning class in Bondowoso for four days by Imam Januar as the founder of the Kampung Youtuber Community of Tepen Village, Bondowoso to obtain secondary data about the strategy of making thumbnails on Youtube in general.

In addition, literature studies were conducted from books, theses, and journals, as well as observations on several thumbnail design samples on the "Ikhtiar Langit" YouTube channel. The design samples to be studied are the ten most popular thumbnail videos on the "Ikhtiar Langit" YouTube channel feature. From these ten samples, which are the most watched shows, it is hoped that the formulation of the thumbnail design style of the Kampung Youtuber community in Tapen Village, Bondowoso, will be obtained. From this data, an evaluation will also be carried out based on the design elements that appear in the thumbnail design.

Data Analysis and Discussion

About Tapen Bondowoso Village Youtuber Thumbnail Design

In the narrative of Tapen Village YouTuber Village in Bondowoso, Imam Januar stands out as a central figure who not only initiated the idea but also acts as a mentor to community members. As the founder of Tapen Village YouTuber Village, Imam Januar not only shares a vision of the economic and social potential of digital content production but also applies leadership principles that enable community members to grow and thrive. Imam Januar has 37 YouTube channels, but the ones that are earning in this 2020-2021 period are 20 YouTube channels (Adelya Shinta Mashuri, 2021). As proof of the income from YouTube video production of one of the channels with a total of 10 billion rupiah obtained from 2017 to 2023, this is done by uploading 4 to 5 videos a day (CNA Insider, 2024).



Picture 1. Tapen Village Youtuber Village community learning activities
Source: Imam Januar Facebook Account

Take Imam Januar's YouTube channel called "Reyhan Entertainment" (Adelya Shinta Mashuri, 2021). This YouTube channel has 1,620,000 subscribers (March 26, 2024), and it contains religious Islamic video themes, such as recitation of the Prophet's Prayer, dhikr, prayers, and others. This channel's video content illustrates Imam Januar's production principles, namely the production of content in a simple manner consisting of graphic visuals of the name of the recitation of selawat, the function of the reading, subtitles from the audio read by the reciter with the support of simple background music. In this YouTube channel, there is a lot of content that is consistent every day, uploading video content 1-2 times, with the duration of each video being long between 8 hours to 12 hours.



Picture 2. "Reyhan Entertainment" Youtube Channel Thumbnail Design
Source: Reyhan Entertainment Youtube Channel

The thumbnail design above consists of an arrangement of text and a background image. By using four fonts and arranging them in proportions of varying text sizes, as well as contrasting font colors that are easy to read. This design concept appears consistently across all videos, as shown in the image below:



Picture 3. Reyhan Entertainment Youtube Channel Thumbnail Design
Source: Reyhan Entertainment Youtube Channel

According to Imam Januar, the audience comes to the YouTube platform through traffic sources or entrances. All this traffic requires a thumbnail to attract YouTube's attention.

1. Youtube search
2. Video recommendations
3. Browse feature
4. Channel page
5. Other Youtube features
6. Live or unknown
7. Notifications
8. End screen or end screen
9. External
10. Playlist

According to Imam Januar, thumbnails are the most essential composition in the production of YouTube content. No matter how loud the video is, no matter how good the editing is, the video will only produce maximum impressions if the thumbnail is attractive.

Imam Januar stated that many beginners in content production underestimate thumbnail design, even though thumbnails are a vital aspect of the audience before entering the video.

According to Imam Januar, several elements need to be considered in creating thumbnails:

1. Make contrasting text and background
2. Captivating or "over-the-top" text or words, but the content must still be relevant so that it makes people curious, feel the emotions, and want to click.
3. Making the words in the title and thumbnail different, the words in the title are made to be appealing, while the words in the thumbnail are made to be more attractive. The words between video thumbnails should not be similar.
4. Simple design and layout
5. There are not too many fonts, and the important thing is that the font is clear.
6. For the beginning of creating a YouTube channel, the thumbnail design strategy should not be uniform; it is necessary to do several alternatives so that we can get a design that can attract viewers with the most viewership indicators.
7. Evaluate regularly (1-2 weeks) to get a thumbnail design that can attract viewers.
8. Technically, thumbnail creation can use several design applications such as Canva, PixelLab, Pixart, Thumbnail Maker, Photoshop, etc.
9. Has a minimum resolution of 1280x720 pixels with an aspect ratio of 16:9
10. Thumbnail results, recommended by increasing the contrast value
11. Fonts are considered to use strokes or outline
12. When being reviewed, it can be tried to be viewed at an arm's length.

Shape Analysis and Thumbnail Design Concept

The Youtube channel 'Ikhtiar Langit' owned by Mr Mafthucin, a businessman in Tuban who is now interested in becoming a Youtuber, since 2022 he has learned about Youtube in several places about the knowledge of becoming a content creator, until he was enlightened about the production and strategy of Youtube content at Youtuber Village in Bondowoso, he admitted that what was conveyed by Imam Januar was very inspiring in the creation of the content he is now engaged in.

The content of Ikhtiar Langit was created and regularly uploaded videos since June 2022, now the number of videos has reached 5,700 and uploads 1 video every day and does several live every day, with a total of 98.3 thousand subscribers and a total of 14 million impressions (update 13 June 2024). This channel contains videos about the practice of sholawat which is believed to open the door to fortune, reassure the heart, provide health, and others.

Based on information from the source Mr Mafthucin, the reason for creating the Youtube channel 'Ikhtiar Langit' is based on observations because the majority of Indonesia's population is Muslim and with the current condition of the community there are many problems with debt so stressed and confused. Viewers like this need solutions, entertainment, and there are those who channel positively and negatively. If channelled positively, one of them is by watching dhikr

videos such as video content about istigfar, which is a practice that is believed to be useful for opening doors to fortune, luck and debt repayment. This condition of society can be an understanding of the strategy of determining the audience in the production of Youtube content. So that in the process of making the YouTube channel, it will be conceptualised based on values that have been adjusted to the needs of the audience (niche).

The thumbnail strategy of the 'Ikhtiar Langit' Youtube channel of the 10 most popular videos looks consistent in the design style and title of the text in the thumbnail, and there are several videos adjusting the topic of the video to the momentum of publishing the video, such as videos No.1 and 4 published during the month of Rajab and video no.3 published before the new year.

No	Video Title	Thumbnail Design	Views	Date of Publish
1	Istighfar Dibulan Rajab 1 Jam Full Penuh Keajaiban & Fadhillah Yang Besar Taubatan Nashuha		75k	13/01/2024
2	DAHSYAT MEMPERBAIKI REZEKI SHOLAWAT JIBRIL MERDU		48k	5/08/2022
3	Dzikir Istighfar Di Malam Tahun Baru 2024 Hidupmu Banjir Rezeki, Semua Hutang Lunas Full 1 Jam		21k	31/12/2023
4	Istighfar Jum'at Paling Berkah DiBulan Rajab Mendapatkan Ridho Dari Allah - Taubatan Nasuha 1 Jam		15k	19/01/2024
5	SHOLAWAT HILANGKAN SUSAH, MASALAH. DATANGKAN REZEKI YANG BERKAH #sholatullahsalamullah		9,7k	5/08/2022

No	Video Title	Thumbnail Design	Views	Date of Publish
6	SHOLAWAT JIBRIL DAHSYAT MENARIK REZEKI DARI SELURUH PENJURU BUMI #sholawatjibril		8,3k	2/08/2022
7	DZIKIR ISTIGHFAR DIBUKA SELURUH PINTU DI PENJURU BUMI #istighfar		8,3k	1/08/2022
8	Istighfar FULL 1 Jam. Astaghfirullah Robbal Baroya. Taubatan Nasuha, Datangkan Kesembuhan Yang Nyata		7,3k	3/11/2022
9	SHOLAWAT JIBRIL (MERDU) DAHSYAT KABULKAN HAJAT #sholawatjibril		6,6k	2/08/2022
10	MASYAALLAH! Tidak ada Yang Nyangka Anda Sembuh Tanpa Berobat. Allah swt yang Berikan Kesembuhan		5k	20/11/2022

Table 1. Thumbnail design of the ten most popular videos of "Ikhtiar Langit" YouTube channel

To analyze the style of the thumbnail concept of the Ikhtiar Langit YouTube channel, we will use the design elements of the thumbnail visual factors (Lee, 2023):

1. Image
2. Layout
3. Typography
4. Color

Number Video	Picture	Layout	Typography	Colour
1	1 Picture: - Scene background - Full HD logo	Large: 2 objects Medium: 3 objects Small: 4 objects	6 fonts	- 5 font colours - 1 background colour
2	2 Pictures: - Mosque setting - Muhammad text - Channel logo	Large: 2 objects Medium: object	3 fonts	- 2 font colours - 1 font background colour - 1 background colour
3	1 Picture: - Light bokeh	Large: 1 object Medium: 4 objects Small: 1 object	4 fonts	- 6 font colours - 1 background colour
4	1 Picture: - Landscape	Besar: 1 objek Sedang: 4 objek Kecil: 1 objek	5 fonts	- 5 font colours - 1 background colour
5	1 Picture: - Sky background - Channel logo - Youtube logo	Large: 2 objects Medium: 1 object Small: 1 object	4 fonts	- 2 font colours - 1 background colour - 1 info background colour
6	2 Pictures: - Mosque background - Channel logo	Large: 2 objects Medium: 2 Small: 1	3 fonts	- 2 font colours - 2 background colour
7	2 Pictures: - Sky background - Channel logo	Large: 2 Medium: 1 Small: 1	3 fonts	- 3 font colours - 1 background colour
8	3 Pictures: - Al-quran - Channel logo - Full HD logo	Large: 1 Medium: 3 Small: 0	4 fonts	- 4 font colours - 1 background colour
9	2 Pictures: - Mosque background - Muhammad text	Large: 2 objects Medium: 3 Small: 0	4 fonts	- 1 font colour - 2 background colour
10	1 Picture: - Mosque background	Large: 2 objects Medium: 1 object Small: 2 objects	4 fonts	- 5 font colours - 1 background colour

Table 2. Visual analysis of thumbnails

The background image of each thumbnail is often replaced with images of Islamic nuances, such as images of mosques in the Al-Quran or with neutral photos, such as bokeh lights, scenery, sky, and others. In addition to the background image, it also adds logo images and supporting images of Islamic ornaments such as the writing Muhammad. Mr Mafthucin also explained that some other thumbnails were added with images of Islamic figures, such as photos of scholars, even though the scholars were outside the video content. It was also explained that this aims to attract the attention of the audience even though it looks like clickbait.

The layout in some of these thumbnails is more about the arrangement of text that is arranged based on the proportion of significant size or the most essential portion, medium size or important size and small size or less critical portion. The text focus in the thumbnail design on the "Ikhtiar Langit" channel is the most crucial focus factor because it always uses text objects to highlight the main topic of the video value.

The following typography focus is formed based on the most significant size:

1. Istigfar, the month of Rajab
2. Dahsyat, Attracts fortune
3. Istigfar, Year 2024
4. Istigfar, Month of Rajab
5. Sholawat Prophet Merdu, Powerful to Eliminate Struggle
6. Dahsyat, Attracting Fortune
7. Melodious Istigfar, Opening the Door of Fortune
8. Powerful Dhikr, Istigfar
9. Hajat Terkabul, Jibril
10. Heal Without Medicine, Unexpectedly, You're Healed Instantly

The most significant text tends to show the practice, function and momentum. The total number of fonts used from these ten thumbnails is 12, there is no specific font as the identity of this channel. Each thumbnail has an average of 3 or 4 colors found in fonts or other design elements. There is no standard color used, and the focus is on using color to show contrast so that the text can be read well.

Thumbnail Analysis of Audience Attraction

In this thumbnail analysis, we will use the actual data from the video since it was first published on May 10, 2024. From the analytics data, it will be analysed how interested the audience is in clicking on the video as seen from the click-through rate (CTR) of the video. CTR is how often viewers watch a video after viewing thumbnails (Sweatt, 2021). The CTR formula is number of clicks/number of impressions x 100 = CTR. So, if 30 people click on a video, but 1,000 people view the thumbnail in its entirety, then the CTR ratio is 30%.

YouTube states that half of all channels and videos on YouTube have a CTR that ranges from 2% to 10% (Sweatt, 2021). This is a general range from YouTube, not a parameter that should be the expected number for every creator because every channel has different numbers and challenges.

Number video	Total views	Total Click Through Rate (CTR)	Traffic Source (Top 3)		
			Traffic 1	Traffic 2	Traffic 3
1	75k	7,5%	- Explore Feature Impression: 389.342 Views: 75.482 CTR: 6,8%	- Recommendation Impression: 314.964 Views: 29.286 CTR: 7,7%	- Other features Impression: - Views: 7,544 CTR: -
2	48k	3,8%	- Recommendation Impression: 728.580 Views: 31.349 CTR: 3,9%	- Other features Impression: - Views: 13.349 CTR: ?	- Browse feature Impression: 34.921 Views: 3.068 CTR: 3,1%
3	21k	6,5%	- Recommendation Impression: 108.905 Views: 9.159	- Browse feature Impression: 145.653 Views: 7.367	- Search Impression: 32.747 Views: 3.931

Number video	Total views	Total Click Through Rate (CTR)	Traffic Source (Top 3)		
			Traffic 1	Traffic 2	Traffic 3
			CTR: 7,5%	CTR: 4,6%	CTR: 11,4%
4	15k	7,5%	- Recommendation Impression: 154.921 Views: 13.451 CTR: 8,1%	- Browse feature Impression: 24.538 Views: 1.465 CTR: 4,0%	- Search Impression: 3.553 Views: 218 CTR: 4,8%
5	9,7k	3,8%	- Search Impression: 3.553 Views: 218 CTR: 4,8%	- Other features Impression: - View: 1.760 CTR: -	- Browse feature Impression: 12.026 Views: 797 CTR: 4,4%
6	8,3k	3,6%	- Recommendation Impression: 130.659 Views: 8.333 CTR: 3,6%	- Browse feature Impression: 23.659 Views: 4.827 CTR: 3,2%	- Other features Impression: - Views: 1.505 CTR: 5,3%
7	8,3k	4,1%	- Recommendation. Impression: 111.016 Views: 4.266 CTR: 3.4%	- Browse feature Impression: 28.490 Views: 2.236 CTR: 6.6%	- Other features Impression: - Views: 1.251 CTR: -
8	7,3k	9,1%	- Other features Impression: - Views: 3.384 CTR: -	- Search Impression: 9.399 Views: 1.310 CTR: 13,3%	- Recommendation Impression: 13.463 Views: 1.162 CTR: 6,5%
9	6,6k	3,5%	- Recommendation Impression: 104.477 Views: 3.916 CTR: 3,3%	- Other features Impression: - View: 1.160 CTR: -	- Browse feature Impression: 20.585 Views: 1.154 CTR: 4,7%
10	5k	3,7%	- Channel page Impression: 78.085 Views: 3.011 CTR: 3,6%	- Other features Impression: - Views: 1.569 CTR: -	- Browse feature Impression: 798 Views: 302 CTR: 6,3%

Table 3. Analytical Traffic source

From the total CTR figures in the "Ikhtiar Langit" channel analytics, the achievement of the ten videos analysed was good, with an average CTR of 5.31% per video or an average view of 20.4 thousand per video. The video with the highest CTR is titled "Istighfar FULL 1 Hour. Astaghfirullah Robbal Baroya. Taubatan Nasuha, Bring Real Healing", with the thumbnail text "Dzikir Ampuh, Istigfar, No matter how bad your illness is healed", this video tells the practice of istigfar which if listened to can cure diseases.



Picture 4. Thumbnail design with the highest CTR
Source: Ikhtiar Langit Youtube Channel

This thumbnail design shows vital Islamic elements, namely the background photo of people reciting the Al-Quran, which is clearly visible, and the Latin font with Arabic style written in the text "Istighfar". Also, the use of contrasting colours between the background and the text supports good readability. Traffic sources in generating views appear to be more effective than video recommendations by 47.7% and browsing features by 43.7%. Therefore, the visibility factor of thumbnails must be considered from a certain distance and size.

Conclusion

This research reveals that the thumbnail design style applied by creators in Bondowoso Youtuber Village has a significant influence on viewers' decisions to watch videos. Essential elements in effective thumbnail design include the use of high colour contrast between text and background, selection of engaging and relevant text, and simple yet attractive layout and typography.

A case study on the YouTube channel "Ikhtiar Langit" shows that consistent application of these elements can increase CTR and the number of views. Videos with thumbnails that use expressions of positive emotions, contrasting colours, and clear text manage to get a better response from viewers.

This research provides practical and strategic insights for content creators in Kampung Youtuber Bondowoso and similar communities to improve the performance of their videos through better thumbnail design. By understanding audience preferences and psychology and applying practical design elements, content creators can maximise the viewership and engagement potential of their videos.

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