

ABSTRACT

This final project discusses the optimization of audience satisfaction evaluation on video marketing content. In the digital era, video content has become one of the most effective tools in marketing strategies, but measuring audience satisfaction remains a challenge. This research aims to develop a system that can capture, analyze, and evaluate audience reactions through facial expression recognition and user interaction during video playback.

The method applied includes data collection through webcam recordings, sentiment analysis, and expression tracking using computer vision and machine learning techniques. The system is designed to be interactive, starting from identity input, camera access permission, video playback, to final analysis and feedback presentation.

The results of this study indicate that the proposed system is able to provide a more objective and real-time evaluation of audience satisfaction. This allows content creators and marketers to better understand the emotional responses of viewers, thereby improving the quality and impact of their video content.

It is expected that this system can be further developed and applied in various fields such as advertising, education, and user experience research.

Keywords: audience satisfaction, video marketing, facial expression analysis, computer vision, user feedback