

CapCut Application Model to Boost User Interest in Vehicle Rental Promotions

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Abstract: In the current digital era, social media platforms such as TikTok and Instagram Reels play a crucial role in influencing consumer decisions. This abstract presents a model for leveraging the CapCut application to enhance user interest in car rental promotions through creative video content. The model focuses on producing engaging promotional videos that showcase various cars in captivating contexts, such as casual trips, city adventures, and special events. By utilizing the editing features available in CapCut, users can generate high-quality videos that highlight the benefits of car rental services, including flexibility, affordability, and unique experiences. The study's findings indicate that employing the CapCut application in creating car rental promotional content can significantly boost engagement levels. Creatively edited videos capture users' attention, with an average increase in interactions (likes, shares, comments) of 90% compared to unedited content.

Keywords: Capcut; Model; Promotion; Video.

1. Introduction

The concept of technology sharing refers to the integration of different technologies to create new solutions, products, or services that are more sophisticated and competitive [1]. This phenomenon has created significant business opportunities in the realm of technopreneurship, where entrepreneurs innovate by combining different technologies to solve problems and meet increasingly complex market needs [2]. One key factor that influences consumer decisions in the service industry is the quality of services offered. The quality of services can be gauged from the video content uploaded by companies. Car rental businesses, as service providers, must have a marketing strategy that leverages potential business development [3]. According to Chaffey (2015), digital marketing and e-marketing share similar meanings [4]. Both involve managing and applying marketing strategies using electronic media, specifically digital technology, to drive marketing activities that generate profits and build relationships between sellers and customers. Moreover, digital marketing enables companies to connect with customers, increasing their understanding of consumer behavior and preferences, which in turn informs targeted online services. Sawicki (2016) defines digital marketing as the exploitation of digital technology to create channels that connect with potential recipients, thereby achieving business objectives [5].

As technology advances, information dissemination accelerates, and innovative applications emerge. One notable example is the development of video editing applications [6]. Various applications are available, including Capcut, a video editing software owned by ByteDance Pte. Ltd. that offers free access. Capcut is a user-friendly platform that enables users to create engaging videos with diverse features and effects. Its compatibility with smartphones and emulators on PCs or laptops has made it a sought-after application in the Play Store and App Store. The benefits offered by Capcut have led to its widespread adoption as a video editing tool and business venture [7]. Capcut's direct connection to TikTok enables seamless video uploads, increasing its appeal to users [8]. Pertiwi (2020) reported that TikTok was the most downloaded application in August 2020, with 63.3 million downloads on the Apple Store and Play Store [9]. Despite Instagram Reels being perceived as a TikTok clone [10][11], Instagram's popularity surpasses TikTok's in Indonesia (Dahono, 2021) and globally (Statista, 2022) [12][13].

An interview with a car rental business owner revealed that they promote their services on Instagram by uploading car photos with prices and providing brochures to visiting users. Additionally, Capcut-edited videos can be uploaded to Instagram as reels. Analyzing content insights through Instagram's features enables targeted video reels based on demographics, interests, and user behavior. This approach enhances marketing effectiveness and efficiency. Accurate targeting provides significant benefits for businesses, allowing them to reach potential customers in various locations and times, aligning with their online activities. Furthermore, video content not only increases brand visibility but also generates higher interaction and conversion rates. By targeting relevant audiences, video reels can maximize digital marketing potential, helping businesses achieve their objectives more optimally. Digital marketing has transformed the way businesses communicate with customers, market products and services, and interact with customers to build positive relationships [14]. This study aims to investigate the effectiveness of Capcut-based audio-visual content in increasing user interest in car rental promotions.

2. Related Work

Digital marketing and video content are one of the most effective marketing methods to improve sales and business reach. There have been a number of research articles that have examined the efficacy of digital marketing and video marketing for a business. Betz *et al.* (2024) reported that there was no distinct relation between advertisement in digital and traditional media (RR 1.604, 95% CI 1.024–2.511, $p = 0.039$) [7]. However, Ming *et al.* (2023), who determined that TikTok videos can reinforce comprehension (84.7%) and even flatten action ability (74.9%) [2]. Our research also indicated that videos can improve knowledge and behaviour ($p < 0.001$).

It is worth noting that Sotto-Santiago *et al.* (2020) acknowledge video editing apps like Capcut [6]. Their research illustrates how such approaches can enhance connections to a large network of peers and potential collaborators. This will obviously impact income and employment. Impact of twitter According to this research referral (friends and family) was accounted for 46 per cent of the information sources used to make their decision and eventually purchase However, a study of Instagram by Maulana MA (2023) found that marketing using Instagram can give wider access to the community, make business known and get many customers [15]. The research also found that the TikTok accounts can serve as a powerful advertising tool, hamming in customers from across its range and boosting subscription revenues every month. Zhu *et al.* (2020) many of the potential TikTok users who are professionals and business workers are found to be having a hard time in using the TikTok application especially with the high degree of bound-cheap popularity as well as the number

of accounts created [16]. This reinforces that companies must have well thought out strategies to take advantage of TikTok and other social media. Abiyus *et al.* (2022) the significance of digital communication in transforming the way firms communicate with their customers, market products and services, and interact with customers to develop sustainable relationships [15]. Nisma *et al.* (2023) analysed the effect of capcut-edited videos on user engagement and reported that they increase user interaction and conversion rates [9]. Chaffey (2015) indicated that digital marketing enhances brand image and sales [4]. This research emphasizes the need of potential retailers in the development of marketing strategies to gain the knowledge of over buy and how to maximize this behavior. Sawicki (2016) emphasized the significance of digital marketing on generating brand awareness for sales increase. This research reiterates the importance of companies creating proper marketing strategies in order to profit from social media sites [5].

In addition, Li *et al.* (2022) analyzed the effect of DMO on small and medium enterprises (SMEs) and found that it can enhance SMEs' online identity and thus their competitive advantage. Wang *et al.* (2020) focused on the role of digital marketing in the tourism industry, and concluded that it could enhance destination awareness, tourism arrival and tourism development [25]. Zhang *et al.* (2023) analysed digital marketing's influence on consumer behaviour and discovered that it can affect consumers' purchasing and increase customer loyalty [26]. Lee *et al.* (2022) studied the impact of digital marketing on brand reputation and concluded that it can improve brand image and boost consumer confidence. These studies show how essential digital marketing and video content is to be growing a business [27]. Attention should also be paid to the importance of online and video marketing; social media platforms such as TikTok and Instagram should be leveraged effectively, as suggested in scholarly marketing literature. Companies should focus on structuring effective social media platforms, online consumer behaviors, and a compelling profile to increase users' participation and retention rates.

3. Research Method

This study uses the research and development (R&D) method. Research and development is a research method used to develop products in the business world. In addition to creating and testing products, this research is used to learn about fundamental phenomena and business practices. Pavitt (2001) says investment in pure research is also critical for developing countries, because it can encourage innovation and contribute to sustainable economic growth [24]. The research and development model in this study is the ADDIE model, which comes from the development carried out by Robbert Marble Branch. ADDIE has five stages, analysis, design, development, implementation, and evaluation. This model is a conceptual framework for creating learning products oriented to user needs. This research was conducted in Yogyakarta from August to September 2024. The data used are primary data, namely data collected directly from respondents. Data collection uses several instruments to ensure accurate research results. The independent variable in this study is the Capcut application features, while the dependent variable is the interest in utilizing these features for car rental promotions.

Research and development procedures are the steps taken during the process of developing a product. In this study, descriptive procedural development was used based on the ADDIE model. Performance analysis was conducted to identify and classify problems faced by vehicle rental owners in developing content. This was followed by finding solutions by improving or developing promotional content media. Needs analysis determines the specific promotional content media needed by users to improve vehicle rental promotions quality. The results of the study were analyzed, and the teaching materials created were revised to meet the criteria for appropriate content, validity, applicability, and effectiveness. These revisions were carried out using media developed with the CapCut application. This was to ensure that the final product is in line with the research objectives and effective in addressing user needs.

4. Result and Discussion

4.1 Results

The results of this study indicate that researchers can develop a CapCut video template to facilitate the creation of car rental promotional videos on Reels and TikTok. This tool was designed through several stages, including problem identification, data collection, product design, product validation, usage trials, product revisions, and production.

4.1.1 Analysis Stage

The creation of this CapCut template model aims to meet the needs of car rental owners to promote their rentals easily and quickly. At this stage, a needs analysis was conducted, including an analysis of customer

characteristics and an analysis of needs to solve problems. This CapCut template was designed based on the problems encountered by researchers through the observation process.

4.1.2 Design Stage

This CapCut template was designed to make it easier for users to edit videos in creating content, especially car rental promotional content. The template was made as attractive as possible to encourage customers to use it.

4.1.3 Display Results

After the design was completed, the template was arranged to produce interesting results. The results of the template design are as follows:

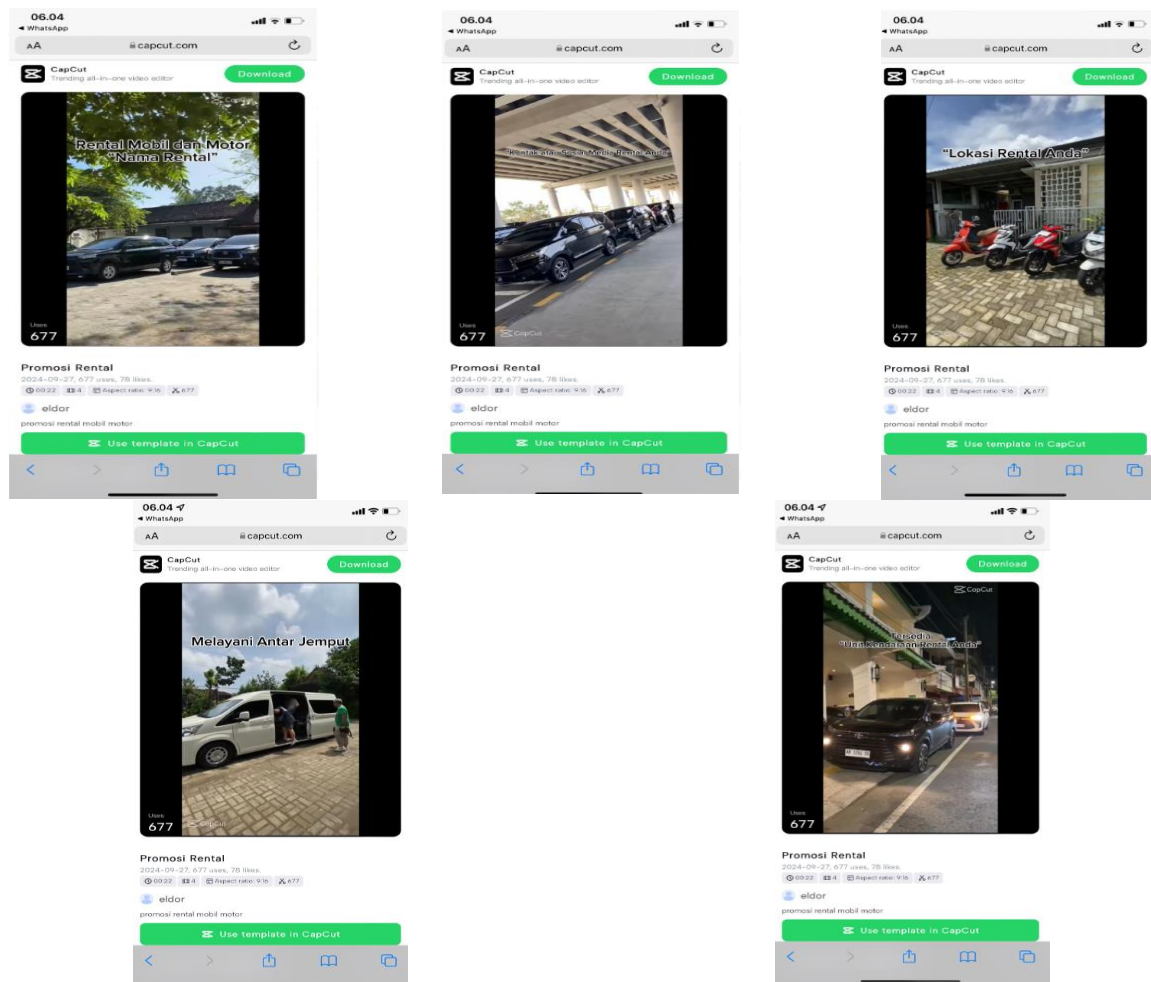


Figure 1. Results of Designing the CapCut Car Rental Promotion Template Model 1

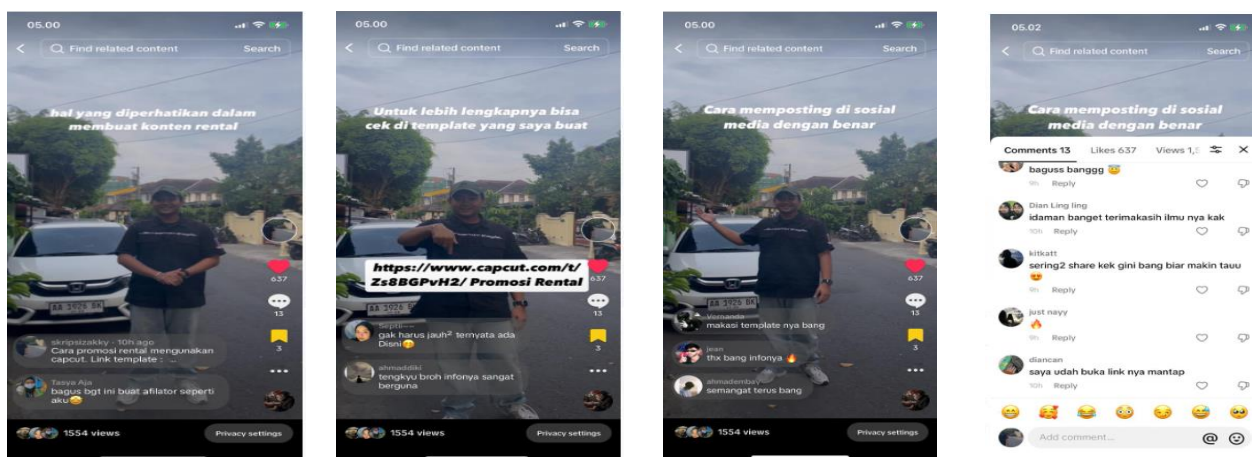


Figure 2. Results of Designing the CapCut Car Rental Promotion Template Model 2

4.1.4 CapCut Template Validation

This product was validated by 4 validators. The purpose of expert validation is to assess the feasibility of the design. The results of the expert validity test are as follows:

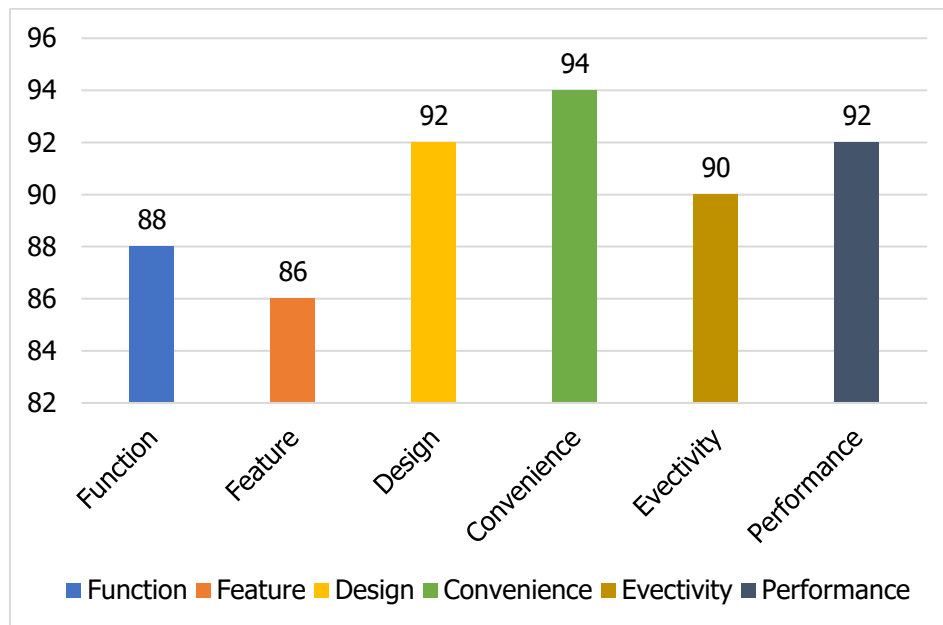


Figure 3. Expert Validity Test

4.1.5 Tool Test

The tool trial was conducted on car rental owners in DI Yogyakarta. The user experience using the template created is that the CapCut template has been designed with text, music, and effects that facilitate the video creation process. The test results are as follows:

Table 1. Trial Results

No	Feature	Achievements	Action/Repair
1	Function	The templates created allow users to easily add text, music, and visual effects to videos, making it easier to promote.	Maintained
2	Service	The templates are made for free and can be used by anyone.	Maintained
3	Feature	CapCut templates save time creating content for Reels and TikTok.	Maintained
4	Design	Users can customize the template design as needed.	Maintained
5	Convenience	Easy to use template, can be used on both computer and mobile phone.	Maintained

The trial was conducted on 10 rental owners. The field testing obtained the following results:

Table 2. Field Trial Results

Aspect	Material	Score	Category
Function	CapCut templates are very helpful in saving time.	86.18%	Interesting
Service	The intuitive interface makes it easy for users, including beginners, to modify templates.	84.56%	Interesting
Appearance	CapCut templates have a professional appearance that can help create interesting and quality content.	92.34%	Interesting
Tool design	Users can customize templates as per their needs easily.	95.67%	Interesting
Convenience	CapCut templates can be integrated directly into TikTok and Reels.	91.23%	Interesting

The results of the CapCut template development are uploaded in TikTok content as follows:

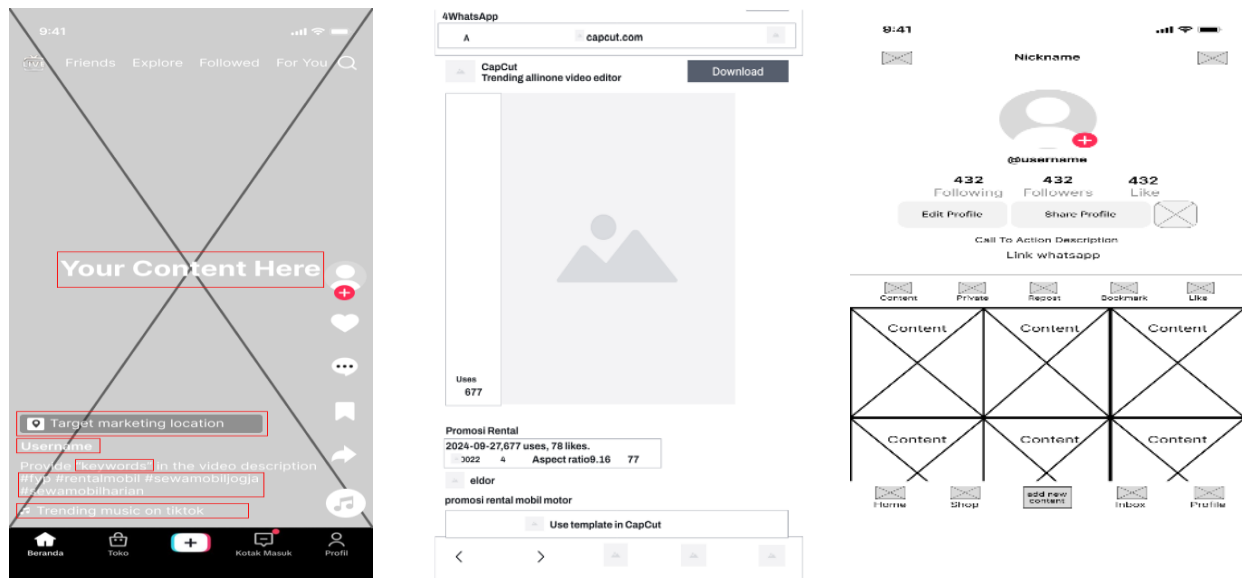


Figure 4. Final Results

This wireframe represents the interface for creating video templates using CapCut. The key elements include:

- 1) Music Selection
Choose music that aligns with your target audience or content theme. Trending music helps attract viewers and increases the chances of the video appearing on the For You Page (FYP).
- 2) Noticeable Text Selection
Use text that stands out with bold fonts, contrasting colors, or animations. This makes the message more engaging and readable.
- 3) Video Recording Techniques
Provide guidelines for capturing videos with proper angles, lighting, and stability to ensure professional quality.
- 4) Effects
Incorporate transitions, filters, and overlays to enhance the visual appeal of the video.
- 5) Duration
Keep videos short (15–60 seconds) to hold viewers' attention and align with TikTok/Reels format preferences.
- 6) Content in Video (Customers, etc.)
Showcase customers using your service or highlight specific moments that represent your business promotion.

This wireframe focuses on optimizing the profile for branding and credibility:

- 1) Profile Name
Ensure the username matches your business name to make it easily recognizable (e.g., @rentalmobiljogja).
- 2) Location
Add the service area to help local users find your business.
- 3) Contact Information
Provide accessible contact details like WhatsApp, email, or phone numbers.
- 4) Call-to-Action (CTA)
Encourage users to interact by visiting a website or contacting your business directly.
- 5) WhatsApp/Chat Link
Integrate a direct link to messaging platforms for seamless customer communication.

This wireframe includes key components of a video post to boost visibility and engagement:

- 1) Location
Adding a target location helps the TikTok algorithm suggest your content to users in the specified geographic area.
- 2) Hashtags
Use relevant hashtags (#rentalmobil, #sewamobiljogja) to increase the chances of your content being discovered by users searching for similar topics.

- 3) Likes, Shares, Comments
Ways to Boost Engagement:
 - a) Ask questions in the video description to encourage comments.
 - b) Include a call-to-action like "Like this video to learn more!"
 - c) Respond to user comments to foster interaction.
- 4) Trending Music
Using popular music helps your content appear more frequently on FYP.
- 5) Catchy Title/Hook
A compelling title in the first 3 seconds encourages viewers to watch the entire video, improving the completion rate, which is a key factor in TikTok's algorithm. . Examples; "How to Save on Daily Car Rentals!", and "Limited Time Promo: Affordable Car Rentals in Jogja!". Here are the results of the TikTok post before using the CapCut template:

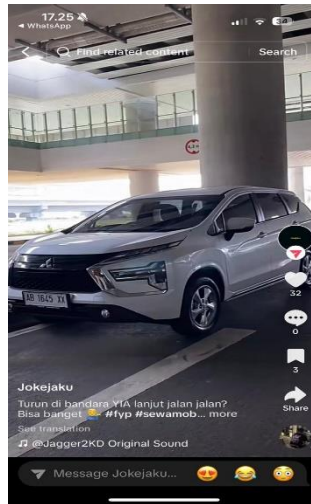


Figure 5. Before Used CapCut Template

As for after using the template is as follows:



Figure 6. After Used CapCut Template

Promotional media created from the CapCut application can increase the ability of rental owners to actively promote their business. The use of Capcut-based animated video media can increase the interest of entrepreneurs to create interesting and fun promotions. Capcut is a video editing application for smartphones that does not require additional costs and does not require an internet connection to work. On the other hand, Capcut has very complete features and also provides many templates to make it easier for users to edit videos. These templates are created by Capcut users who are registered as Capcut creators. Capcut has many effects and filters that can help users edit videos. These effects will make the content more interesting. Previous research conducted by Deriyan and Nurmaidina (2022) developed Capcut-based learning media [18]. The difference between previous research and this research is that previous research developed media with the 4D Development Model (Define, Design, Develop, and Disseminate), while this research uses ADDIE which has five stages including analysis, design, development, implementation, and evaluation. This model is a

product development concept model. The assessment of the feasibility of developing the Capcut promotional template was carried out by media experts and material experts and obtained a score of >90 which means "very valid" and is included in the "feasible" category. In the digital era, social media platforms such as TikTok and Instagram Reels have become effective promotional channels. CapCut, as an intuitive video editing application, offers various features that can be used to attract user interest. CapCut provides many templates specifically designed for promotion. These templates can be customized with attractive visual elements such as displaying various types of vehicles for rent, including details such as price, vehicle type, and rental conditions, and inviting the audience to make a reservation and visit the website [20]. Visual quality is very important in attracting the attention of the audience. Some of the CapCut features that can be used are using smooth transitions to move between clips, so that the video looks more professional. In addition, it also enhances the aesthetics of the video with filters that match the atmosphere of Yogyakarta, such as warm or bright colors. The right music can enhance the emotions in the video. CapCut allows users to add music from the library or use trending background sounds. Choosing music that is popular on TikTok can increase the reach of the video.

4.2 Discussion

CapCut templates can help users create promotional content for rental cars on reels and TikTok. Well-designed CapCut templates can enhance promotional content quality and make it more appealing to audiences. Maulana (2023) states that social media platforms like TikTok as a promotional medium can increase awareness and interest among audiences in products or services [20]. The use of cut templates can also simplify the process of creating promotional content that is more professional and engaging. Andriani and Santosa (2022) found that social media platforms like TikTok can increase creativity and awareness among audiences towards products or services [17]. Meanwhile, Deriyana and Nurmairina (2022) discovered that the CapCut application can enhance promotional content quality and make it more appealing to audiences [18]. Chaffey and Allen (2015) define digital marketing as the process of promoting products or services through digital media such as the internet, social media, and others [4]. Therefore, CapCut templates can be an effective strategy to increase awareness and interest among audiences in products or services. The use of CapCut templates can facilitate users in creating promotional content for rental cars on Reels and TikTok. Well-designed CapCut templates can enhance the quality of promotional content and make it more appealing to audiences. This can lead to increased engagement and ultimately drive more bookings or sales. Additionally, CapCut templates allow for quick and easy editing, saving time and effort while still producing high-quality content.

5. Conclusion

With the help of the CapCut app, rental cars in Yogyakarta can market themselves on TikTok and Reels better. Using templates, visual enhancements, the right music mix and better story-telling businesses are able to capture user attention. The right tactics for advertising make it easier to get more eyes on your ad and lead to more rental conversions. The application of CapCut, here in Yogyakarta Jual Rental Mobil can help Yogyakarta vehicle rentals become more known by the target audience. With the CapCut app, car rentals can produce more engaging, compelling promotional materials. The right marketing tactics can help your Yogyakarta car rental rental conversions and reach your business goals. Capcut app is a very promising way that could be used by Yogyakarta car rentals to optimize their promotion and expand their market. With the CapCut app, car rentals can make alluring yet professional-looking promotional videos. It could generate awareness and interest among the customers for their respective products or services. Thus, the use of the CapCut application can be used as one of the alternatives from product / service provider companies so that the public is more aware of the car rental Yogyakarta.

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