



The Vertical Video Phenomenon on Social Media in Digital Era

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ABSTRACT

Amid the explosion of social media and changing user behavior, vertical video has emerged as one of the phenomena that is most influencing the way we share and consume content on digital media. This article explores the impact of vertical video on media platforms such as Tik-Tok, Instagram, and YouTube. It also reviews why this video format has gained such popularity, from user convenience to the drawbacks of vertical video. The success of vertical video is due not only to user convenience, but also to its ability to quickly capture attention, facilitate content creativity, and provide a more up-close and personal viewing experience. This article recognizes impact the role of vertical video in redefining the social media experience and provides an outlook on future developments in an increasingly digitally connected world.

Keywords: Content, Phenomenon, Platform, Social Media, Vertical Video

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1. INTRODUCTION

Almost all people today use social media. Whether we realize it or not, media with all its content has become part of human life. As time goes by, the presence of media is increasingly diverse and developing. Social media or what is commonly known as social media is a digital platform which provides facilities for users to share content in the form of writing, photos and videos. Social media is divided into several types, including: Collaborative projects, blogs, social networking sites, virtual game worlds, virtual social words, and content communities.

Content communities or community content is an application that aims to share with someone both remotely and closely, sharing such as videos, e-books, images, etc. For examples; Tik-Tok, Instagram, Facebook, YouTube, and so on. Many young people today make videos from social media such as YouTube from influencers as entertainment and motivation (Grushevskaya, 2019).

Smartphone use has increased rapidly in recent years. The majority of people now use mobile phones to access digital content such as social media, streaming apps and video sharing platforms. Most people hold their phones in a vertical position when using them, so vertical videos provide a more natural experience and match the phone's orientation. The emergence of smartphones or gadgets is an electronic device that changes video orientation from horizontal to vertical (Richard in Clayton, 2019).

The ratio of the width and height of a frame in a photo or video is called the aspect ratio. The aspect ratio is most commonly used in the digital world to express the proportions of the digital image display format and the proportions of the digital screen. Digital media, which is heavily influenced by smartphones, has encouraged the development of different aspect ratios (Wulandari, 2021). This is in accordance with the platforms available for each media application which have various features that influence differences in aspect ratio.

Applications that provide video upload features include Tik-Tok, Instagram, YouTube, and so on. The general video format is landscape, but with the presence of the Tik-Tok application which uses a vertical video format, it is increasingly popular with users, and has encouraged other applications to provide features with a vertical upload format such as Instagram which provides Instagram Reels and YouTube which provides YouTube Short (Damar, 2021) as in Figure 1.



Figure 1: Vertical Video on Tik-Tok

Source: <https://www.linkaja.id/article/cara-live-tiktok> (2023)

The purpose of this research to knowing vertical videos may also become popular due to technological developments. Because today's society lives side by side with smartphones and social media, they tend to be more accustomed to vertical video formats. Vertical video provides convenience because there is no need to rotate the screen or change the position of the phone to watch it. Users can play videos directly with their phone in a comfortable position, without interrupting their viewing experience. The vertical format also allows for better usability. Because they are sized to fit the phone's orientation, vertical videos provide more space for attractive viewing.

2. LITERATURE REVIEW

In this research, researchers used several literature sources as follows. For size formats, there are vertical and horizontal, vertical format is only known in photography as portrait format. But recently the vertical format has become widespread in the form of videos. This is driven by the good quality camera facilities of smartphones. In the world of photography, the choice between vertical and horizontal frames is based on how you want to read a photo. A situation with a vertical orientation (vertical story) will be focused and effective when shot with a vertical orientation (Duchemin, 2015).

With the rapid development of social media, there is one phenomenon that has changed the way we share and consume videos, namely vertical video. It's no longer just videos in horizontal format that dominate our social media news feeds. Vertical videos are used by people on social media in various genres, ranging from films, news flash, advertisements, vlogs, tutorials, to live broadcasts (Copples, 2022).

Additionally, platforms like Tik-Tok have established vertical video as the ideal format for short-form content. Vertical videos are often used for shorter, sharper content, such as memes, challenges, or funny videos. The high aspect ratio allows for fast and effective message delivery. On social media platforms, vertical videos tend to blend more seamlessly into user feeds. They fill the phone screen nicely, making them harder to ignore (Damar, 2021).

Currently, many videos are starting to use a vertical format following the cellphone format, although most animated videos still use a horizontal format, such as the animation of Anima si Nopal (Nasruddin, 2022).

3. METHODOLOGY

The research method used in this research is a qualitative approach obtained from various reference sources. According to Sarwono and Lubis (2007) "Qualitative analysis is analysis that is based on the existence of semantic relationships between the variables being studied. The aim is for researchers to get the meaning of the relationship between variables so that they can be used to answer the problems formulated in the research." In other words, qualitative analysis processes and analyzes the collected data into systematic, structured and meaningful data.

The qualitative approach has descriptive characteristics. The data collected is firstly directly from the source, the researcher becomes part of the main instrument of analysis, secondly the data is in the form of words in sentences or images that have meaning

(Sutopo 2006: 40).

This qualitative approach was used because it was considered appropriate to the objectives of this research for later analysis. This research aims to analyze the phenomenon of vertical videos that are currently popular. Qualitative descriptive research is research with a method to describe research results. Qualitative descriptive research aims to provide descriptions, explanations and validation of the phenomena that have been studied.

4. DISCUSSION

4.1. Vertical Video

Vertical video is a video displayed vertically in full screen (portrait) mode so that it is more suitable and comfortable to view on a smartphone device. That way the video will look better and clearer on the smartphone device. Vertical videos have quickly taken over and become iconic on platforms like Instagram, Snapchat, and Tik-Tok. This article will discuss the vertical video phenomenon in digital content and why this format has become so popular.

There are several things that make vertical videos so popular among the public. One of the main reasons for the success of vertical videos is their convenience. Users can easily hold their phone in a vertical position and start recording or watching videos without needing to rotate the device. Vertical videos also spark creativity in content creation. Users will have to think more creatively about how to utilize higher aspect ratios to attract viewers' attention. Vertical videos often focus more on faces, which can increase engagement and connectivity with viewers. This makes it especially effective for selfie videos, makeup tutorials, and similar content.

4.2. Vertical Video on Social Media

Vertical videos are supported by a number of quite popular social media used by the public. Even Tik-Tok social media is specifically designed to display vertical videos. In Tik-Tok it can almost be said that you have never found a video with a horizontal format, which is different from other social media which has a post viewing feature that has a variety of ratios aspect (Dwi, 2023). Nevertheless, In early 2023, there was news circulating that Tik-Tok would launch a new facility, namely video in horizontal format with an aspect ratio of 9:16, still in the trial phase (Nilasari, 2023), but until mid-2023, this not yet discovered by Tik-Tok users.

Apart from Tik-Tok, other social media platforms such as Facebook, Instagram and YouTube also followed Facebook's development for the first time by providing a reels or short video feature in vertical format on February 22 2022 (Jayanti, 2022). Meanwhile, Instagram already had this reels feature, namely on August 5 2020. YouTube is also now facilitated with vertical videos like social media has, namely the Short feature. Since July 23, 2021 Shorts is a Tik-Tok competitor feature that allows YouTube users to upload short videos lasting 15-60 seconds, complete with background music like Reels from Instagram which has similar capabilities.

Vertical video has become the door to new trends in social media, such as live broadcasts, viral challenges, quick tutorials, and more user interaction. With the improvement of mobile technology and the development of social media platforms,

vertical video will continue to grow and play an important role in the world of content.

In an increasingly digitally connected world, vertical video is a clear example of how technological developments and changing user behavior can change the way we share and consume content. This is a phenomenon worth noting, and we can only imagine what comes next in the evolution of this video format on social media. Vertical videos are an unavoidable social media phenomenon. It has drastically changed the way we share and consume content, and looks set to become an integral part of the social media ecosystem in the future.

Vertical videos now seem to have become commonplace, perhaps even considered part of a means of communication or a medium for creating work (Aji, 2023). However, in some cases, vertical videos still have other sides which can be said to be weaknesses for both audio-visual creators and viewers who are used to watching videos in horizontal format.

The most noticeable impact is that space becomes narrow. For example, when we want to make a landscape video with a beautiful natural scenery as a background, we should be able to include more images in the video, but because the video is vertical, many sides of the image will automatically be cut off and not fit into the video frame. Refers to Muhammad, 2016, in addition to having limited space, the video Vertical is also not suitable for playing on a computer screen. The following image shows a film in vertical screen format when played on a computer screen.

This certainly will not have a bad influence on the world of videography or cinematography, because both vertical and horizontal have different needs (Margarita, 2005). The most important thing is how creators can create works that can fulfill those needs. Video creators must prepare so that their videos can appear optimally on many platforms.

5. CONCLUSION AND RECOMMENDATION

The vertical video phenomenon has brought about significant changes in the world of social media and digital content as a whole. This format, with its vertical orientation, has succeeded in displacing the horizontal video format in the dominance of platforms such as Tik-Tok, Instagram, and Snapchat.

The success of vertical video is due not only to user convenience, but also to its ability to quickly capture attention, facilitate creativity, and provide a more up-close and personal viewing experience. With mobile technology continuing to evolve, vertical video will continue to change and adapt. The future of this phenomenon will likely bring more interactive content, changes in video production, and new opportunities in digital entertainment.

With mobile technology continuing to evolve, vertical video will continue to change and adapt. The future of this phenomenon will likely bring more interactive content, changes in video production, and new opportunities in digital entertainment. The recommendation for further research is to complete interviews or questionnaires with perpetrators and users of vertical video.

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