

Digital Storytelling and Audience Engagement in Agricultural Entrepreneurship Content: A Sentiment and Temporal Analysis of YouTube Community Responses

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Abstract

This study examines how digital storytelling shapes audience engagement with agricultural entrepreneurship content on YouTube through sentiment analysis and the temporal dynamics of comments. Using a mixed-methods computational social science approach, this study analyzed 141 public comments on a single agripreneurship video using engagement metrics, transformer-based sentiment classification, and time-series analysis. The results indicate a predominance of positive sentiment (70.2%), accompanied by communal engagement, reflected in a relatively high comment-to-reply ratio. The temporal pattern shows three main phases: initial playback, stabilization, and long-tail engagement, suggesting a loss of content relevance over time. These findings indicate that narratives of personal experiences serve as affective anchors, while utilitarian information sustains engagement. This study concludes that digital storytelling not only increases content visibility but also facilitates the collective and social legitimacy of agripreneurship practices. Contextually, this research broadens the understanding of audience engagement as a relational process that integrates affection, knowledge, and community within the video platform ecosystem.

Keywords: Agripreneurship; Audience Engagement; Digital Storytelling; Sentiment Analysis; Youtube

BACKGROUND

The development of agricultural entrepreneurship content on video platforms has created an increasingly strategic public communication space for knowledge transformation, marketing, and building audience trust. YouTube no longer functions solely as an entertainment channel, but rather as a narrative ecosystem that brings together creators, audience communities, and the platform's recommendation logic in a continuous series of interactions. This pattern is relevant in the context of agricultural entrepreneurship content, such as the "Oasis Channel" (e.g., education on forage feed, livestock management, or cultivation practices), because the success of the content is determined not only by the number of views but also by the quality of community responses captured in comments, likes, and subsequent conversations.

Recent literature confirms that audience responses to videos are influenced by the platform's communication design and the inherent dynamics of engagement. The "structure-content" framework for understanding engagement on social media emphasizes the importance of viewing the flow of interactions (who responds to whom) and the type of message content (purpose, meaning, and orientation of communication) as an analytical whole (Wukich, 2022). On YouTube, this is further complicated by the fact that comments that are "visible" to the public are shaped by a comment ranking system that tends to prioritize high engagement, potentially shaping conversational norms, suppressing minor viewpoints, and shaping collective perceptions of a particular topic (Feng & Chen, 2025). Therefore, studies of audience engagement need to combine content analysis, emotion/sentiment analysis, and temporal analysis to capture changes in responses over time, rather than simply a static snapshot.

A digital storytelling approach provides a theoretical foundation for understanding why agricultural entrepreneurship content can trigger engagement. A literature review indicates

that integrating digital narratives with elements of community participation, platform integration, and authenticity is an important lever for engagement, particularly among younger audiences who interact through commenting and sharing (Kasemsarn & Nickpour, 2025; Putra & Sidharta). Research on storytelling in social media also emphasizes that narratives function as mechanisms for constructing meaning and relationships rather than simply conveying information, thereby enhancing stakeholder engagement when story elements (e.g., conflict resolution, human interest, experiential evidence) are managed consistently (Boeck et al., 2025). In the realm of strategic communication, other findings indicate that narrative elements and their presentation are related to audience responses, as measured by engagement indicators (Dhanesh et al., 2022).

In the creator ecosystem, issues of authenticity and how creators present themselves also determine engagement. Studies on sponsored videos show that authenticity management strategies (e.g., information disclosure and expression of passion) correlate with increased digital engagement, and that these strategies also interact with creator characteristics (competence, fit) (Liao & Chen, 2024). This is crucial for agricultural entrepreneurship content, which often combines education, product promotion, and representation of field experience. Engagement can also be triggered or polarized by science and policy issues; studies of YouTube conversations in the context of scientific controversies demonstrate a link between comment dynamics and the formation of polarization/discourse tension (Hussain et al., 2024). Meanwhile, conversational norms and public perceptions on social media can be shaped through the diffusion of narratives and computational discourse "contagion" (Rieder et al., 2023).

The need for sentiment analysis is even stronger because YouTube comments provide spontaneous, diverse, and often evaluative public feedback. Recent research shows that the transformer model can improve the accuracy of YouTube comment sentiment analysis and facilitate more refined emotion mapping than classical approaches (El Azzouzy et al., 2025). The integration of topics and sentiments has also been used to enrich the understanding of public opinion on video content (Eduafo et al., 2024). However, sentiment mapping alone is insufficient without a temporal dimension, as community responses can shift based on upload momentum, external events, or changes in creator strategy.

The temporal dimension is crucial for assessing audience engagement as a process, not a single outcome. A study of the evolution of YouTube comment communities on health topics shows that interaction patterns and forms of social support can change over time, forming a "community trajectory" (Kim et al., 2024; Sidharta et al., 2025). These temporal changes can also be related to shifts in emotional intensity, dominant topics, and relationships between users. Therefore, temporal analysis, such as comparing sentiment during the initial post phase, the peak engagement phase, and the long-tail phase, provides a stronger foundation for understanding the impact of digital storytelling on agricultural entrepreneurship.

The agricultural context adds urgency to the research, as social media is relevant to knowledge adoption and consumption among smallholder farmers, including the use of platforms like YouTube for information sharing and marketing (Uy et al., 2024). Therefore, this article positions "YouTube community response" as the primary data point to assess how agricultural entrepreneurship narratives build audience engagement, how public sentiment forms and shifts, and how these dynamics unfold temporally within the platform's algorithmic ecology.

LITERATURE REVIEW

Studies of digital storytelling on video platforms have evolved from treating narrative as "content" to treating it as a relational mechanism that triggers audience participation, affection, and action. In the YouTube context, narrative is present not only in the video's storyline but also in the way creators build rapport, compile experiential evidence, and invite responses through the comments section. Studies of community-based visual narratives confirm that storytelling practices on YouTube can be a space for collective meaning production, as audiences do not simply "watch" but negotiate identities and values through repeated interactions. This finding is important for agricultural entrepreneurship content, as legitimacy, e.g., "trustworthy," "reasonable," "replicable," is often constructed through a consistent narrative, not just through technical information (Marshall, 2021).

The conceptual framework of audience engagement should be read more broadly than just surface metrics (Sidharta et al., 2025). The engagement literature emphasizes that engagement is a dynamic relationship between the structure of interaction and message content. The structure-content framework suggests that "structure" refers to the direction of communication flow and the intensity of feedback. In contrast, "content" refers to the purpose, meaning, and function of the message. This framework helps explain why two videos on similar topics can elicit different engagement patterns: one video sparks a conversation among users, while the other elicits only a one-way response from users. For YouTube research, this structural content distinction is relevant when distinguishing "reactive" engagement, simply short comments, from "communal" engagement (lengthy discussions, greetings, and advice (Wukich, 2022).

In the realm of entrepreneurship-based videos, digital marketing literature demonstrates that authenticity management plays a significant role in driving engagement. Studies on sponsored videos have found that authenticity management strategies, such as transparency, enthusiasm, and persona consistency, correlate with increased digital engagement. While the context is advertising or sponsorship, the implications can be transferred to agricultural entrepreneurship content: audiences tend to respond positively when the narrative shows a verifiable "traces of experience" process, failures, learnings, rather than simply claims of success. Thus, digital storytelling in agricultural entrepreneurship can be understood as the practice of transforming production/sales experiences into a series of narratives that foster trust and participation (Liao & Chen, 2024).

The temporal dimension is key because engagement on YouTube follows unstable attention patterns. Studies on the effects of viral posts on Facebook and YouTube show that many viral events do not automatically result in sustained engagement growth. The impact is often fleeting, and the resilience of engagement depends on trends preceding the viral event and the speed of the spike. This finding underscores the urgency of temporal analysis in community response research: comments and sentiment need to be read as a chronological sequence, e.g., initial post phase, discussion phase, and decline phase, to understand when narratives operate as drivers of sustained engagement (Sangiorgio et al., 2025).

Comment section engagement is also shaped by algorithmic governance. Research on algorithm-shaped norms suggests that the ranking of top comments can shape perceptions of dominant opinions and influence user reactions to social issue campaigns. The implications for agricultural entrepreneurship studies are significant: comments that "rise" to the top can influence the audience's interpretive framework (e.g., optimism, skepticism, cynicism), so

engagement stems not only from the video content but also from the platform's curation of the conversation. Therefore, comment analysis needs to consider that comment visibility is not neutral but rather orchestrated by the logic of popularity (Feng & Chen, 2025).

In experience-based communities, personal narratives can serve as a social resource. Studies on health vlog communities have shown that creators' self-disclosure can foster complex community dynamics: user contributions, the number and depth of comments, and interactions between users can further strengthen a sense of community. Methodologically, this research confirms that comments are not merely feedback but traces of relationships and solidarity that can be mapped using linguistic and sentiment features. For agricultural entrepreneurship content, a similar mechanism can occur when creators share production experiences, risks, and failures; audiences can respond by sharing their experiences, offering advice, or building collective norms about "the right way to farm/do business." (Kim et al., 2024).

The agricultural context clearly shows that social media adoption is linked to capacity-building and development goals. Studies on smallholder farmers highlight that social media adoption can support access to information, networking, and market opportunities, but is influenced by factors such as ability, perceived benefits, and local context. This literature provides the basis for understanding that agricultural entrepreneurship content does not exist in a vacuum: audience engagement can reflect practical needs, prices, cultivation techniques, marketing and economic aspirations, promotion, independence, and scaling up. Therefore, sentiment and temporal analyses of comments can be seen as indicators of the needs and obstacles faced by the agripreneur community (Uy et al., 2024).

Methodologically, sentiment analysis research on YouTube comments is advancing rapidly with the adoption of transformer models. Comparative studies show that transformer-based approaches are effective in capturing the emotional nuances in YouTube comments, which often contain informal language, irony, and affective markers. The choice of model and sentiment classification scheme is crucial when researchers want to distinguish responses of support, skepticism, hate, or enthusiasm toward entrepreneurial content. In research designs themed "sentiment and temporal analysis," this literature reinforces that sentiment measurement needs to be tested for validity, e.g., through benchmarking and accuracy evaluation, before being interpreted as "public support" (El Azzouzy et al., 2025).

Finally, story-based engagement measurement is also beginning to be supported by AI-driven approaches to link storytelling elements with stakeholder responses. Recent studies have proposed that specific narrative elements, e.g., conflict, resolution, characters, and emotional cues, can be measured and linked to engagement. This framework is relevant for formalizing the "what" of agripreneurship storytelling actually works, while also linking it to the "when" of responses to the temporal dimension. By positioning storytelling as an operationalizable variable, your research can construct a model that links video narrative elements to the dynamics of comment sentiment over time (Boeck et al., 2025).

RESEARCH METHODS

This study uses a mixed computational social science approach with a descriptive-explanatory design to analyze audience engagement with agricultural entrepreneurship content on YouTube. The primary focus of the study is to examine comment sentiment patterns and the temporal dynamics of community responses as indicators of the effectiveness

of digital storytelling. This approach allows for integrating big-data-driven quantitative analysis with the contextual interpretation of social communication. Data were collected from a single YouTube video on the theme of agricultural entrepreneurship, featuring cultivation practices and narratives of entrepreneurs' experiences. All public comments were extracted using the YouTube Data API and then cleaned using a preprocessing pipeline that included duplicate removal, text normalization, tokenization, and stopword removal. The unit of analysis was the individual comment along with metadata regarding upload time and number of likes.

Sentiment analysis was conducted using a transformer-based model, which has been shown to effectively capture emotional nuances in informal, expressive YouTube comments (El Azzouzy et al., 2025). Comments were classified into three sentiment categories: positive, neutral, and hostile. The classification results were then randomly validated through manual checking to ensure consistency of meaning. To understand the dynamics of audience engagement, this study combines engagement metrics, such as the number of comments, replies, and likes, with time series-based temporal analysis. The patterns of initial spikes, stabilization phases, and long-tail engagement are analyzed to identify the sustainability of community responses. This temporal approach follows the finding that viral effects and audience attention are nonlinear and are strongly influenced by post-momentum (Sangiorgio et al., 2025).

Furthermore, the distribution of likes is analyzed by sentiment category to examine the relationship between emotional affect and comment visibility. The structure–content engagement framework serves as a foundation for interpretation, distinguishing between reactive and communal engagement in the comments section (Wukich, 2022). The influence of YouTube's algorithmic governance on comment visibility is also considered, as comment ranking can shape audience-perception norms (Feng & Chen, 2025). Overall, this method is designed to capture the interrelationship between digital narratives, audience emotional expressions, and changes in responses over time, providing a comprehensive picture of how digital storytelling in agricultural entrepreneurship builds online community engagement.

RESULTS AND DISCUSSION

Channel Profile and Context of Digital Narrative Production

The YouTube channel KANAL OASIS (Obrolan Asik, Seru dan Inspirasi, and Fun Chat) positions itself as an open community space focused on producing inspirational narratives based on life experiences and entrepreneurial practices. The channel's identity is built on a human-centered storytelling approach, featuring real-life figures with personal struggles and economic transformation at its core. This approach positions the audience not as passive viewers but as part of a community invited to share stories, motivation, and reflections on experiences.

Quantitatively, the channel has a very high reach, with 3.51 million subscribers and over 2,400 published videos. This massive scale of content production reflects the consistency of its content publishing strategy and the channel's success in maintaining algorithmic visibility on YouTube. In the context of digital communication, this achievement indicates the formation of a stable attention infrastructure, a condition in which creators can maintain audience flow over time through a combination of upload frequency, thematic relevance, and narrative appeal.

The primary focus of OASIS content is the exploration of entrepreneurial stories based on direct experience, including in the smallholder agriculture and livestock sectors. The narratives presented go beyond the technical aspects of production, emphasizing the emotional journey of entrepreneurs from failure and perseverance to economic achievement. This pattern reinforces the dimension of digital storytelling as a mechanism for constructing social meaning, presenting economic success as the result of learning and perseverance rather than a mere financial outcome.

Within the framework of this research, OASIS is understood as a platformed storytelling hub that integrates three main elements: (1) personal narratives as a source of authenticity, (2) entrepreneurial issues as thematic anchors, and (3) audience communities as an arena for interaction. The combination of these three creates a conducive environment for audience engagement, as evidenced by comments, replies, and affective expressions such as likes. Therefore, this channel provides a relevant empirical context for analyzing how agricultural entrepreneurship stories are produced, received, and collectively negotiated in the digital space.

Audience Engagement Patterns (Comments, Likes, and Replies)

The video titled "Nekat Tanam Rumput Buat Fodder Kambing Domba Hasil Turun Jutaan Jutaan" (Desperate to Plant Grass for Goat and Sheep Feed, Earning Hundreds of Millions in Turnover) exhibits a moderate yet relatively lively audience engagement pattern. Based on data extraction, the total number of identified comments reached 141, with 49 likes and 60 replies. This combination yields an engagement rate of 0.35, representing the ratio of active audience engagement to overall content exposure. Quantitatively, the higher number of comments compared to likes indicates that audiences not only express symbolic appreciation but are also encouraged to provide verbal responses (Table 1). This pattern indicates a participatory engagement pattern, where audiences choose to engage through narrative expression, whether in the form of support, questions, or personal reflections, rather than simply providing quick reactions. In the context of digital storytelling, the entrepreneurial narrative presented successfully sparks audience identification with the video subject's experience.

Table 1. Metrik Tingkat Engagement

Metric	Comments	Likes	Replies	Engagement Rate
Total	141	49	60.0	0.35

Source: Data processing (2025)

The ratio of comments to replies (141:60) also demonstrates the formation of a significant two-way conversational dynamic. The presence of replies indicates that interactions do not stop at individual responses to creators but develop into dialogue between users. This phenomenon reflects a shift from reactive to communal engagement, where audiences begin to respond to one another, share knowledge, and strengthen the collective meaning of the content they consume. Furthermore, the engagement rate of 0.35 falls within the medium range for community-based content. While not an extreme spike, this figure indicates stable audience engagement with the narrative. This stability is important because it indicates that the content not only captures momentary attention but also sustains engagement over time. From a digital communications perspective, this pattern reflects the

channel's success in sustaining attention, namely its ability to maintain audience participation beyond the initial consumption phase.

Substantively, this engagement pattern suggests that agricultural entrepreneurship content packaged through real-life stories has a strong social resonance. Audiences position themselves not merely as recipients of technical information, but as part of a learning community engaged in an exchange of meaning. Thus, engagement on this video can be understood as an early indicator of the formation of a digital discursive space, where the narrative of agripreneurship is collectively negotiated through comments, replies, and affective expressions.

Sentiment Distribution and the Social Meaning of Audience Responses

Sentiment analysis of comments on the video "Nekat Planting Grass for Goat and Sheep Feed, Turnover of Hundreds of Millions" reveals a relatively homogeneous and positively oriented audience affective structure. Of the 141 comments analyzed, 99 (70.2%) were classified as positive, followed by 33 neutral comments (23.4%), and only 9 negative comments (6.4%). This composition indicates a predominance of appreciative expressions toward the agricultural entrepreneurship narrative presented (Table 2).

Table 2. YouTube Comment Sentiment Distribution		
Sentiment Category	Number of Comments	Percentage (%)
Positive	99	70.2%
Neutral	33	23.4%
Negative	9	6.4%
Total	141	100.0

Source: Data processing (2026)

The high proportion of positive sentiment indicates that audiences are not simply consuming the content for technical information but also experiencing emotional resonance with the stories presented. Positive comments generally represent three main patterns: (1) expressions of admiration for the video subjects' tenacity, (2) reinforcement of the values of hard work and economic independence, and (3) aspirations to emulate the practices demonstrated. This pattern emphasizes the function of digital storytelling as a medium for social inspiration, in which individual business actors' experiences are transformed into collective symbols of the possibility of economic mobility in the agricultural sector.

The presence of neutral sentiment, at 23.4%, indicates a segment of the audience that positions itself more instrumentally. Comments in this category take the form of technical questions, clarification of cultivation methods, or the exchange of practical information related to feed, land, and livestock management. Socially, this neutral response is important because it demonstrates that the comment space functions as an informal learning arena (a peer-to-peer learning space), where audiences use the content as a source of applicable knowledge rather than simply as an object of narrative consumption.

Conversely, the low negative sentiment rate (6.4%) indicates minimal resistance or rejection of the message conveyed. The negative comments that emerged generally focused on skepticism about revenue claims or limited access to resources (e.g., land and capital), rather than on criticism of the narrative's core values. This suggests that the criticisms were situational rather than ideological. In other words, audiences still accepted the broad framework of the agricultural entrepreneurship story as valid and relevant, even if it was not always easily replicated in their personal contexts.

Conceptually, this sentiment distribution reflects the formation of affective alignment between the creator, video subjects, and audience. The narrative of economic struggle and

success serves as an emotional anchor, connecting personal experiences to collective imaginings of independence. The dominance of positive sentiment also indicates that the channel has succeeded in cultivating a supportive discursive atmosphere, preventing the comments section from becoming a space for conflict and instead fostering affirmation and motivational exchange.

Furthermore, this sentiment pattern reinforces the findings in the previous subsection regarding the communal nature of engagement. The combination of positive comments and informative neutral responses suggests that audiences not only "like" the story but also articulate its social meaning through dialogue. In the context of agricultural entrepreneurship, this indicates that content plays a role in triggering the formation of an interpretive community, a group of audiences who collectively interpret agribusiness success as something possible through perseverance, innovation, and continuous learning.

Thus, sentiment analysis not only provides a quantitative picture of audience emotions but also provides insight into how digital narratives construct social legitimacy for agricultural entrepreneurship practices. The dominance of positive sentiment serves as symbolic capital for the channel. It indicates that digital storytelling grounded in real experiences can mobilize public affection and shape audiences' aspirational orientations toward the agribusiness sector.

Temporal Dynamics of Community Interaction (Time Series Engagement)

The temporal pattern (Figure 1) shows an engagement structure comprising three main phases: the initial surge, the stabilization phase, and the long-tail engagement phase. The initial surge phase is characterized by a very high concentration of comments within a short period, reflecting the core audience's spontaneous response to new content. During this phase, interactions are dominated by affective expressions and initial reactions, which trigger algorithmic visibility and build initial social momentum. Entering the stabilization phase, comment intensity gradually decreases but does not experience a sharp disruption. A range of 1–5 comments per time interval indicates that the content retains its appeal, even though it is no longer the primary focus. This phase is important because it represents a more reflective engagement, where later audience members tend to provide comments based on information needs or personal experiences. In other words, engagement shifts from immediate emotional reactions to more instrumental and contextual interactions.



Figure 1. Time Series Engagement Pattern

The presence of mini-spikes at various points in time indicates periodic reactivation of interest. This pattern indicates that the content does not entirely lose relevance after its initial phase. Instead, it undergoes a cycle of renewed attention, likely triggered by platform recommendation mechanisms, re-distribution through other social media platforms, or the

increasing relevance of farming themes in response to the audience's seasonal needs. This phenomenon demonstrates that agricultural entrepreneurship narratives have an evergreen character, meaning they can regain attention when the social context or practical needs of the audience resonate with the video content.

Conceptually, this temporal dynamic suggests that audience engagement is not linear but follows a wave-like pattern. Digital narratives serve as initial anchors of attention, while the content's informational utility and social meaning support sustained engagement. In this context, videos function not merely as media artifacts but as recurring reference sources that audiences access as needed.

The integration of initial spikes, stabilization, and reactivation of interest strengthens the argument that digital storytelling in agricultural entrepreneurship fosters process-based engagement rather than a fleeting viral effect. Audiences do not stop consuming the story but return to the content as a source of inspiration and practical learning. Thus, the time-series engagement in this video reflects the formation of a medium-term relationship between content and community, where the story of agripreneurship success is transformed into a collective reference that continues to be brought to life through commentary over time.

Digital Storytelling as a Mechanism for Building Agripreneurship Engagement

A synthesis of the quantitative and qualitative findings in this study indicates that digital storytelling serves as a primary mechanism for shaping audience engagement with agricultural entrepreneurship content. The integration of personal narratives, entrepreneurs' empirical experiences, and framings of economic success generates social resonance, articulated through comments, replies, affective expressions, and the temporal dynamics of community interactions. At the structural level, engagement patterns shift from reactive to communal. The relatively high ratio of comments and replies indicates that audiences not only respond to creators but also interact with one another, forming a discursive space that enables the exchange of knowledge, affirmation of values, and reflection on experiences. This space functions as an interpretive community, where the meaning of agricultural entrepreneurship is collectively negotiated. Thus, engagement does not stop at metrics but develops into a dialogue-based social practice.

The distribution of sentiment, dominated by positive responses, demonstrates the formation of affective alignment between the stories conveyed and the audience's aspirational orientation. The narratives of agricultural entrepreneurs' struggles and successes serve as emotional anchors, connecting individual experiences to collective imaginings of economic independence. The significant neutral sentiment indicates the content's additional function as a source of practical learning, while the low level of negative sentiment indicates minimal resistance to the video's value framework. Conceptually, these findings confirm that digital storytelling not only informs but also legitimizes agripreneurship practices through the symbolic support of the online community.

The temporal dimension reinforces the understanding that engagement is processual. The initial spike indicates the effectiveness of content distribution to the core audience, while the stabilization and long-tail engagement phases signal the content's continued relevance as a learning resource. The presence of mini-spikes indicates reactivation of interest triggered by external context or audience needs, demonstrating the evergreen nature of agricultural entrepreneurship narratives. This pattern suggests that videos operate not simply as ephemeral media artifacts but as knowledge resources that are continuously accessed over time. Combined, the three layers of findings engagement metrics, sentiment, and temporal dynamics depict a story-based engagement model, where personal narratives serve as a gateway to affect, informational utility sustains ongoing interactions, and audience communities act as agents of meaning co-production. Within this framework, digital storytelling operates as a communication infrastructure that connects the micro-experiences of entrepreneurs with the macro-aspirations of audiences for economic mobility and

independence.

The implication is that agricultural entrepreneurship content on YouTube cannot be understood solely as a promotional medium or technical education. It serves as a platform for shaping social norms around hard work, innovation, and primary-sector-based economic success. The resulting engagement reflects the process of social legitimization of agripreneurship, where emotional support and knowledge exchange occur simultaneously. Thus, this study confirms that digital storytelling is a key mechanism in building agripreneurship engagement: it activates public affection, facilitates collective learning, and sustains audience attention. These findings broaden understanding of the role of video platforms in the agricultural entrepreneurship ecosystem and demonstrate that content success is not solely determined by algorithmic visibility, but by the narrative's ability to build enduring social relationships.

CONCLUSION

This study demonstrates that digital storytelling plays a central role in shaping audience engagement with agricultural entrepreneurship content on YouTube. By integrating personal narratives, emotional expression, and practical information, the analyzed videos successfully foster participatory and communal engagement. The predominance of positive sentiment, the presence of instrumentally engaged audience segments, and low resistance to the core message indicate the formation of affective alignment between the creator, the story's subject, and the audience community. The temporal dynamics, which demonstrate the initial surge, stabilization, and long-tail phases of engagement, confirm that engagement is not fleeting but rather an ongoing process supported by narrative relevance and information utility. These findings demonstrate that agricultural entrepreneurship content functions not only as an educational or promotional medium but also as a digital discursive space where the meaning of agripreneurship is collectively negotiated.

Theoretically, this study expands understanding of audience engagement by demonstrating that engagement with agripreneurship content is shaped by a combination of affect, learning, and social interaction over time. Digital storytelling has been proven to serve as a communication infrastructure that connects entrepreneurs' micro-experiences with the audience's macro-aspirations for economic independence. In practice, these findings underscore the importance of authentic storytelling-based content strategies for developing agricultural entrepreneurship communication, particularly for building learning communities and providing symbolic support for the smallholder agribusiness sector. Future research is recommended to expand the analysis unit to include various content channels and genres, and to integrate conversation network analysis to deepen understanding of the role of key actors in the diffusion of agripreneurship narratives in the digital space.

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