

ABSTRACT

ANALYSIS OF DIFFERENCES IN USER EXPERIENCE VALUE OF SUBSCRIPTION FILM STREAMING SERVICES USING THE UX HONEYCOMB MODEL

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The Covid-19 pandemic has impacted everyone's habits, including the way a person chooses entertainment. one of the entertainment in the house is watching movies. based on a survey conducted by mckinsey and company, it is known that 45% of respondents prefer home entertainment, while a survey conducted by Media Partners Asia stated that the growth in the number of subscription movie streaming services in Southeast Asia has increased by 5 million. subscribers in 2021. Disney plus hotstar with the largest user growth is inversely proportional to the longest number of minutes watched, namely Netflix. Because of this comparison, the question arises whether Disney plus Hotstar and Netflix movie streaming services have good value for users. by using the UX Honeycomb model, a model with 7 values namely usable, useful, desireable, accessible, findable, credible and precious. a comparison was made between the values proposed by experts and the perceived value of users on the Disney plus hotstar and Netflix movie streaming services using gap analysis and the results obtained were the value of the proposed gap value and the perceived value of netflix is 0 which means expectation and reality is the same while the Disney plus hotstar analysis gap value is -0.4 which means that the expectation value is higher than the reality felt by the user.

Keywords: Streaming film, Netflix, Disney+ Hotstar, UX Honeycomb