Research Article

Cultural Value Metrics in Tiktok Vlogs Content Analysis of Popular Filipino Personalities: Tips for Aspiring and Beginner Vloggers

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ARTICLE INFO	ABSTRACT
	This study explores the content of popular TikTok vlogs by top influencers in the Philippines, focusing on themes and engagement metrics. Using a descriptive research design that employs qualitative content analysis approach, the study analyzes 25 vlogs from eight influencers, including Ivana Alawi, Zeinab Harake, Toni Gonzaga, Alex Gonzaga, Cong TV, Vice Ganda, Donnalyn Bartolome, and Melai Cantiveros. Content is categorized into economic, social, political, moral, and spiritual themes, applying Bartel's Theory of cultural value metric and Wang's Enter-educate theory along with quantitative measures like frequency and percentage. The analysis shows that economic and moral themes, especially content featuring acts of kindness towards the less fortunate, resonate most with audiences. Social issues also attract significant attention, while political and spiritual topics receive fewer views. Among the influencers, Alex Gonzaga leads in engagement metrics such as views, likes, and followers, demonstrating her wide reach. Ivana Alawi and Toni Gonzaga also rank high in viewership, while Vice Ganda's comedic style drives many comments, and Zeinab Harake and Cong TV have high follower counts, indicating strong audience retention. The study concludes that content focused on economic and moral values, humor, and family-oriented themes are particularly engaging on TikTok. Influencers who consistently post genuine and relatable content see higher engagement and earnings. Aspiring content creators may benefit from following the study's 15 practical tips to create impactful, authentic content. **Keywords:** Bartel's Cultural Value Metrics and Wang's Enter-educate theory, Content Analysis, Tiktok, Tips, Vloggers.

INTRODUCTION

TikTok is a platform for short videos, typically ranging from 15 to 60 seconds, where users share stories and showcase talents. This study explores popular vlogs by Filipino celebrities, analyzing them through the lenses of economics, politics, community, morality, and spirituality. Vlogging has become a popular activity, attracting a wide audience, with many individuals starting to vlog due to their growing confidence in content creation.

While some vloggers have achieved financial success, others have not. Previous studies, like Chen et al. (2019), examined the personalities of TikTok vloggers in relation to their content, while Wang et al. (2021) explored the social and interactive aspects of vlogging. This study focuses on TikTok vlogs by well-known personalities, aiming to uncover the factors that make these vlogs successful and offering guidance for aspiring vloggers.

RESEARCH OBJECTIVES

This study focused on these research Objectives:

1. Who are the popular vloggers, and what are their vlogs?

2. How are vlogs content analyzed according to the following characteristics:

    2.1. Economic

    2.2. Political

    2.3. Institutional or Social

    2.4. Moral/Normative Values

    2.5. Spiritual Values

3. How do vlogs and vloggers evaluated for its trending status and acceptance among netizens based on the number of:

    3.1. views

    3.2. earnings

    3.3. comments

    3.4. followers

    3.5. likes

4. Based on the findings, what tips should the researchers want to provide?

REVIEW LITERATURE

Social media networks facilitate communication, content creation, and collaboration, contributing to the public domain (Al-Qaysi et al., 2018; Weng & Huang, 2018). Vlogging, the practice of recording and sharing daily video blogs, allows vloggers to capture and interact with their audiences (Gao et al., 2010; Frobenius, 2011; Fidan & Debbag, 2018; Asano et al., 2019). Technology enables vloggers to express personal views in an engaging way. A study by Cogo (2019) revealed that 81% of students use cellphones, indicating widespread mobile device usage among youth.

The global digital video audience grew by 87% between 2012 and 2016, with 44% of internet users watching vlogs monthly, making vlogging an appealing marketing tool for reaching a young, tech-savvy demographic (Chua, 2019). This audience is proficient in navigating digital tools, social media, and online content (Brennan & Schafer, 2010). Pihlaja (2012) found that one key motivation for vlogging is building community and receiving feedback. Fidan and Debbag (2018) noted vlogs' value in professional contexts, fostering self-reflection, communication, and critical thinking.

Oya, Biel, and Gatica-Perez (2013) discussed how vloggers' decisions during video creation impact video quality, social attention, and engagement, influenced by personality and editing skills. This study adopts a cultural technology theory, focusing on community care as a foundation for development. Bartel's theory outlines five key cultural metrics: economic, political, social, moral, and spiritual values.

Martinez (2017) showed that community care positively influences local development, particularly in challenging environments. Bartel's economic metric relates to resource management and production, while the political metric covers empowerment and leadership. The social metric concerns relationships, roles, and norms, and the moral metric addresses perceptions of right and wrong. Spiritual values reflect beliefs about higher powers and human destiny.

The "Enter-Educate" theory, relevant to this study, integrates entertainment and education in TikTok content. Sabido (1999) introduced this approach to subtly educate viewers through entertaining narratives, particularly on social issues. Wang and A. M. (2020) observed that TikTok videos successfully engage and inform audiences, evidenced by high view counts, likes, shares, and followers.

Theoretical and Conceptual Framework

The theoretical and conceptual framework in the diagram illustrates the relationship between popular vloggers, theoretical perspectives, and the development of tips for aspiring and beginner vloggers. The theoretical framework is grounded in Bartel's Theory of Cultural Value Metrics, which assesses how vlogs contribute to cultural trends and

audience engagement, and Wang's Enter-Educate Theory, which explains how vlog content can simultaneously entertain and educate viewers. These theories serve as the foundation for analyzing the success of established vloggers.

The conceptual framework visually represents how insights from popular vloggers are analyzed through these theoretical perspectives to generate recommendations for aspiring content creators. The first element of the framework is popular vloggers and their vlogs, which serve as the primary source of data. Their content strategies, engagement techniques, and overall impact are examined. The second element, the theoretical lens, acts as a bridge that explains how vloggers create cultural value and provide educational entertainment. Finally, the third element leads to the development of tips for aspiring vloggers, offering best practices and guidance based on the observed success of established vloggers. This framework provides a structured approach to understanding vlogging as both a cultural and educational medium while helping beginners learn effective content creation strategies.
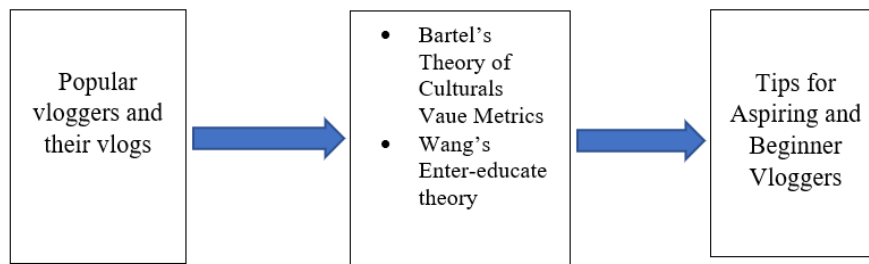

Figure 1. Research Paradigm

METHODOLOGY

A descriptive research design with a qualitative content analysis approach was used to examine TikTok vlogs, applying Bartel's Theory and Wang's Enter-educate theory (1980), along with quantitative elements such as frequency and percentage. The analysis focused on twenty-five vlogs from eight popular vloggers in Luzon, Philippines. Data were organized through a decoding method and analyzed according to Bartel's five criteria: Economic, Political, Institutional/Social, Moral, and Spiritual values. Enter-educate theory highlights how vlogs both entertain and educate viewers on various topics. The study also assessed the engagement by measuring views, likes, shares, and followers. The vloggers analyzed include Ivana Alawi, Zeinab Harake, Toni Gonzaga, Alex Gonzaga, Cong TV, Vice Ganda, Donnalyn Bartolome, and Melai Cantiveros.

RESULTS

This research includes two analyses. The first is a content analysis based on Bartel's cultural technology framework, focusing on the fundamental aspects of economic, political, institutional/social, moral, and spiritual dimensions. The second analysis is descriptive, examining by frequency and percentage such as likes, views, shares, and followers.

Table 1: Popular Vloggers, Vlogs Title on TikTok, Frequecies and its Percentage

Name of Vloggers	Title of content vlogs	F	%
1. Ivana Alawi	Buying the Whole Store Challenge"	4	16%
	Paano ako Naging Artista?"		
	Share The Love"		
	"Swapping Wallets with a Stranger		
2. Zeinab Harake	Helping and Surprising Kuya Toy";	3	12%
	What's the Lucky Number!"		
	Complete Family Date"		
3. Toni Gonzaga	Why is Manny Pacquiao Running for President?'	3	12%

Name of Vloggers	Title of content vlogs	F	%
	Why Daddy Bonoy Was Harder on MeThan Alex/ A Father's Discipline"		
	How Rosmar Tan Started Making 200,000 to 13 million A Day		
4. Alex Gonzaga	"Ihaw Tindera (Revisiting Hipon's Old House)";	3	12%
	Mama Leni for A Day"		
	A Day with Mayor Vico Sotto"		
5. Cong TV	Usapang Goals"	3	12%
	"Limang Magandang Katangian ng mga Pinoy."		
	High School Clearance"		
6. Vice Ganda	Gamit Nyo, Sagot ko!";	3	12%
	Especially For Rosaryou: AValentine Vlog"		
	Kumain sa Palengke sa L.A"		
7. Donna Bartolome	4 million Giveaway Plus Video call with Fans"; Winners)"	3	12%
	Giving Jobs During Pandemic" (Motorcycle Winners + Product		
	BIRTHDAY CHARITY - P1M Winner and Business for the Homeless."		
8. Melason Family	A Very Noisy Girls Birthday Surprise Kay Papa Ji-Soon"	3	12%
	April Girls Heart to Heart Talk with Our Favorite Dutch Mill Yoghurt Milk"		
	Melason Family: Usapang virus! Bakasyon sa Bahay + Melason family offers A prayer for healing"		
Total		25	100%

Table 2: Frequencies and percentage of Content vlogs analysis

Bartel's Theory	Frequency (f)	Percent (%)
Economical	9	36%
Political	3	12%
Institustional/ social	5	20%
Moral Values	6	24%
Spiritual/Religious	2	8%
Kabuuan:	25	100%

Table 2 displays the frequencies and percentages of vlog content types based on Bartel's Theory. Vlogs are categorized into five types: Economic, Political, Institutional/Social, Moral, and Spiritual/Religious.

Economic content makes up 36% (9 out of 25 vlogs), suggesting a strong focus on topics like financial advice, entrepreneurship, and market trends, likely due to audience interest in financial matters. Political content is less common, representing 12% (3 vlogs), possibly reflecting a reluctance to discuss divisive issues or a preference for broader appeal.

The Institutional/Social content accounts for 20% (5 vlogs), covering topics such as social issues and community initiatives. Moral values appear in 24% (6 vlogs), indicating a focus on ethics and personal integrity, appealing to viewers interested in self-improvement and responsible behavior. Finally, Spiritual/Religious content is the least represented at 8% (2 vlogs), likely due to vloggers avoiding potentially polarizing religious topics to maintain wider appeal.

Table 3: Number of Views, Likes, Comments and Followers in each Vlogs

Vlogs Title & Vloggers	Number of Views	Earnings	Rank	No. Likes	Rank	No. Comments	Rank	No. Followers	Rank
Alex Gonzaga									
1. A Day With Mayor Vico	11,761,168	294,029.2	1st	372,000	1st	16,455	6th	14.2 Million	
2. Revisiting Hipon's Old House	5,125,882	128,147.05	5th	177,000	7th	2,536	18th	14.2 Million	2nd
3. Mama for a Day	4,416,284	110,407.1	6th	221,000	4th	18,104	5th	14.2 Million	
Toni Gonzaga									
1. Why Daddy Bonoy Was Harder on Me Than Alex	7,939,625	198,490.625	2nd	315,000	2nd	10,552	10th	7.51 Million	
2. Why Manny Pacquiao is running for President?	3,380,381	84,509.525	8th	99,000	12th	25,176	2nd	7.51 Million	7th
3. How Rosmar Started making 200,000 to 13 Million a Day	2,979,742	74,493.55	10th	66,000	17th	3,069	17th	7.51 Million	
Ivana Alawi									
1. Buying the Whole Store Challenge	3,611,205	90,280.125	7th	146,000	8.5th	13,417	7.5th	8.12 Million	
2. Paano ako Naging Artista?	5,348,512	133,712.8	4th	256,000	3rd	24,590	3rd	8.12 Million	
3. Buying the Whole Store Challenge	3,611,205	90,280.125	7th	146,000	8.5th	13,417	7.5th	8.12 Million	5th
4. Swapping Wallets with a strangers	2,576,857	64,421.425	12th	71,000	16th	20,987	4th	8.12 Million	
Vice Ganda									
1. VG Kumain sa Palengke sa LA	3,323,746	83,093.65	9th	92,000	13th	1,444	21st	8.2 Million	
2. Especially for RosarYOU: A Valentine Vlog	1,894,960	47,374	15th	43,000	19th	1,942	19th	8.2 Million	6th
3. Gamot nyo Sagot ko!	1,796,346	84,908.65	16th	110,000	10th	10,778	9th	8.2 Million	
Cong TV									
1. High School Clearance	2,711,272	67,781.8	11th	74,000	15th	5,255	16th	12 Million	3rd

Vlogs Title & Vloggers	Number of Views	Earnings	Rank	No. Likes	Rank	No. Comments	Rank	No. Followers	Rank
2. Usapang Goals	844,701	21,117.525	19th	47,000	18th	7,906	13th	12 Million	
3. Limang Magandang Katangian	275,422	6,885.55	23th	9,900	22nd	853	22nd	12 Million	
Zeinab Harake									
1. Helping and Surprising kuya Toy	2,562,239	64,055.975	13th	196,000	5th	8,589	12th	14.4 Million	1st
2. What's the Lucky number	2,176,960	54,424	14th	178,000	6th	9,458	11th	14.4 Million	
3. Complete Family Date	1,774,050	44,351.25	17th	64,000	17th	1,703	20th	14.4 Million	
Donnaly Bartolome									
1. Birthday Charity	1,246,690	31,167.25	18th	103,000	11th	7,371	14th	9.97 Million	4th
2. 4 Million Giveaways Plus Video Call With Fans	652,096	16,202.4	21st	79,000	14th	61,135	1st	9.97 Million	
3. Giving Jobs During Pandemic	546,523	13,663.075	22nd	38,000	20th	5,292	15th	9.97 Million	
MelaSon Family									
1. A Very Noisy Girls: Birthday Surprise kay Papa Ji-Soon	727,752	18,193.8	20th	14,000	21st	447	23rd	2.29 Million	8th
2. Usapang Virus! Bakasyon sa Bahay	88,114	2,202.85	24th	4,700	23rd	316	24th	2.29 Million	
3. April Girls Heart to Heart to Talk with our Favorite Dutch Mill Yoghurt Milk	75,165	1,879.125	25th	2,000	24th	67	25th	2.29 Million	

Table 3 analyzes the performance of vloggers based on metrics like views, earnings, likes, comments, and followers. Alex Gonzaga leads with the highest earnings, particularly from her video "A Day with Mayor Vico," reflecting her strong monetization and engagement. With 14.2 million followers, her videos, especially "Mama for a Day," attracts significant interaction, indicating a highly engaged audience. Toni Gonzaga ranks second in earnings, with family-oriented content that appeals to her 7.51 million followers, though her views are lower than Alex's. Ivana Alawi's "Paano ako Naging Artista?" ranks fourth in earnings, with strong engagement from her 8.12 million followers, especially in personal content.

Vice Ganda, with 8.2 million followers, ranks lower in earnings (ninth) and shows moderate engagement. Cong TV, despite having 12 million followers, ranks lower in earnings and views, with his niche, comedic content attracting steady but moderate interaction. Zeinab Harake's "Helping and Surprising kuya Toy" ranks thirteenth in earnings, reflecting high engagement but lower monetization despite her 14.4 million followers. Donnalyn Bartolome ranks eighteenth in earnings, with content that engages her 9.97 million followers but has limited monetization potential.

The MelaSon Family ranks lowest in views and earnings, with only 2.29 million followers and minimal engagement. Top vloggers like Alex Gonzaga, Ivana Alawi, and Toni Gonzaga show high earnings, engagement, and follower counts, suggesting strong monetization. In contrast, vloggers like Cong TV and MelaSon Family maintain loyal followers but have moderate to low engagement and earnings. Family, charitable, and personal content tend to drive higher engagement and monetization, as seen with top vloggers. This data highlights how engagement and audience size impact monetization, with vloggers appealing to varied audience preferences.

Table 3 shows that audience engagement and relatable content drive vlogger success. Alex Gonzaga, Toni Gonzaga, and Ivana Alawi excel with personal and family-focused content, generating higher earnings. In contrast, Cong TV and Vice Ganda, despite large followings, earn less due to lower engagement. Success hinges on content that resonates with viewers.

Tips for Aspiring and Beginner Vloggers

1. Mix entertainment with useful content. Adding humor or doing things like Q&A sessions can make your videos more engaging.

2. Pay attention to how long your vlogs are, how they're edited, and how often you post. Shorter videos can keep people's attention better.

3. Talk about things that people can relate to, like humor or lifestyle, instead of diving into serious topics like politics or religion.

4. Content that stands out or is a bit shocking can grab attention, while common topics may not hold viewers' interest.

5. Doing challenges or similar interactive content can get people involved right away.

6. A casual, down-to-earth style will likely appeal to a wider group, but higher-quality production might attract a more specific audience.

7. Use popular storytelling or visual styles but make them your own to create something unique.

8. Have a clear goal for your content—whether it's to entertain, inform, or inspire—so your videos stay consistent.

9. Share something valuable, like advice or tips that can help people. Viewers appreciate content that teaches them something.

10. Think about what your audience likes and create content that matches their interests.

11. Be genuine. Viewers connect better when they feel you're being yourself.

12. Make sure your videos look and sound good. Good production quality keeps people coming back.

13. Upload consistently so your viewers stay engaged and see that you're dedicated to your channel.

14. Listen to feedback and respond to comments. This builds a stronger connection with your audience.

15. Keep an eye on trends and pay attention to feedback to keep improving your content.

Findings

1. Top Vloggers: Alex Gonzaga leads with 21.3 million followers. Her vlog, "A Day with Mayor Vico", gained 11.7 million views and earned 294,029.2 pesos. Other notable vloggers include Ivana Alawi, Zeinab Harake, Toni Gonzaga, Cong TV, Vice Ganda, Donnalyn Bartolome, and Melai Cantiveros.

2. Content Focus: Vloggers often cover economically valuable and morally inspiring topics, focusing less on political or spiritual content to maintain broad appeal.

3. Engagement and Earnings: Alex Gonzaga, Ivana Alawi, and Toni Gonzaga dominate views, likes, and earnings, together accounting for over 70% of views and nearly 70% of earnings. High follower counts and engagement indicate their content resonates well with audiences.

4. Key to Success: Top vloggers align high engagement with earnings. Humor, relatability, and frequent updates contribute to their success, with family-oriented and charitable content especially resonating with viewers.

5. Advice for Vloggers: The study offers 15 tips for aspiring vloggers, based on successful strategies, to help increase engagement and content effectiveness.

CONCLUSIONS

1. Content that addresses economic or moral issues, such as helping the poor or social issues, garners high engagement. Political and spiritual topics are less popular.

2. Influencers like Ivana and Alex, with high engagement, are ideal for partnerships aiming for maximum audience reach.

3. The most viewed vloggers also tend to earn the most.

4. Success is driven by humor, relatability, and frequent posting.

5. Vlogging success requires persistence, with continuous effort to improve content and engage audiences.

The 15 tips offer aspiring vloggers a roadmap to success by enhancing their content and engagement strategies.

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