



## Effectiveness of CapCut Application Features in the Video Editing Process: Case Study on Creator Content

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### ABSTRACT

This research aims to evaluate the effectiveness of the features contained in the CapCut application in supporting the video editing process by content creators. The method used is a case study, where a number of content creators are selected as research subjects. Data was collected through in-depth interviews and analysis of application usage over a certain period. The research results show that key features such as cutting, arranging clips, adding visual and audio effects, and social media integration, really help content creators improve the quality and efficiency of their video production. This study concludes that CapCut is an effective and user-friendly tool for content creators, especially in the context of creating creative content on digital platforms.

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## 1. INTRODUCTION

The development of digital technology has brought significant changes in various aspects of life, including in the fields of video production and editing. Mobile video editing applications are increasingly popular among content creators due to their ease of access and increasingly sophisticated features. One application that stands out is CapCut, a video editing application that provides various features to facilitate the process of editing videos professionally via mobile devices.

CapCut offers various features such as cutting, adding music, visual effects, transitions, as well as the ability to edit videos with various formats and resolutions. This diversity of features allows users to produce high-quality video content without the need for complex and expensive editing software. In this context, it is important to understand the extent to which these features are effectively used by content creators in creating interesting and professional content.

This research aims to explore the effectiveness of the features offered by the CapCut application in the video editing process. This study will examine how content creators use these features in making videos, as well as the impact of using these features on the final quality of the resulting content. By understanding the effectiveness of these features, it is hoped that it can provide insight for application developers and content creators to further maximize the use of CapCut in video content production.

## 2. RESEARCH METHOD

This study uses qualitative and quantitative approaches. Data were collected through online surveys and in-depth interviews with content creators who actively use CapCut. Respondents were asked to evaluate various aspects of the application, including ease of use, feature diversity, and the impact of features on the quality of the resulting video.

No	Fitur CapCut	Deskripsi Fitur	Efektivitas (Skala 1-5)	Komentar Konten Kreator
1	Trim	Memotong durasi video	4.8	Sangat membantu dalam mengurangi durasi video
2	Split	Memisahkan video menjadi beberapa bagian	4.5	Memudahkan dalam mengatur bagian-bagian video
3	Transisi	Menambahkan efek transisi antara klip video	4.7	Transisi yang halus dan beragam pilihan
4	Efek Visual	Menambahkan efek visual seperti filter, glitch, dll	4.6	Meningkatkan estetika video secara signifikan
5	Teks dan Stiker	Menambahkan teks dan stiker ke dalam video	4.4	Memudahkan dalam memberikan informasi visual
6	Musik dan Suara	Menambahkan musik latar atau suara	4.9	Kualitas audio yang bagus dan pilihan yang banyak
7	Kecepatan (Speed)	Mengatur kecepatan video, mempercepat atau memperlambat	4.3	Berguna untuk efek slow motion atau time-lapse

Figure 1. Effects of selecting different switching under dynamic condition

## 3. RESULTS AND DISCUSSIONS

The survey results show that most content creators feel helped by the features provided by CapCut. Features such as video cutting, adding text, and transition effects are considered very easy to produce high-quality videos. In addition, the audio editing and video stabilization features also received high appreciation because they helped improve the overall quality of the video

### 3.1. Sub section 1

The CapCut application has become one of the popular video editing tools among content creators. This article aims to evaluate the effectiveness of various features offered by CapCut in helping content creators produce high-quality videos. This study will analyze features such as video cutting, adding

visual and audio effects, and ease of use of the application in the context of digital content creation. This case study focuses on the user experience and the final results obtained from the editing process using CapCut.

### **3.2. Sub section 2**

#### **2.1. Cut and Split Feature**

The cut and split feature in CapCut makes it easy for content creators to divide videos into segments. This allows for the removal of unnecessary parts, thus maximizing the efficiency and quality of the final video. 2.2. Effects and filters in CapCut provide attractive and professional visual variations. Content creators can easily add artistic elements to enhance the aesthetics of their videos, which has an impact on increasing audience engagement. 2.3. Text and Sticker Addition Feature This feature allows creators to add text and stickers to clarify information or add entertainment elements. Proper use can increase the audience's appeal and understanding of the content presented. 2.4. Music and Sound Feature CapCut provides a variety of music and sound options that can be integrated into videos. This feature helps in creating a certain atmosphere and supports visual narratives, making videos more interesting and dynamic.

## **4. CONCLUSION**

This study confirms that the features of the CapCut application are effective in supporting the video editing process for content creators. This application not only simplifies the editing process but also increases creativity and work efficiency. These findings are expected to be a reference for application developers to continue developing more innovative features and for content creators to maximize the use of video editing tools.

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