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# Analysis of User Experience of the CapCut Application in Generation Z for Social Media Content Using the User Experience Questionnaire Method

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**Abstract.**
**Purpose:** In the midst of these dynamics of change, research, development and application of technology continues to be the main focus in efforts to achieve progress and efficiency in various sectors of life. Generation Z has been the primary architect of cultural and behavioral change on social media. One of the most prominent characteristics of Generation Z is their desire to create "viral" content on social media. Content created using CapCut often uses interesting video and audio effects, such as progress effects, dry effects, music effects, and so on. This application has various features that make it easier for users to create video content, such as video effects, audio and animation. This shows that generation Z tends to use the CapCut application to create and edit video content that they share on social media. This research was conducted based on a phenomenon that has recently occurred, where many generations Z want to create content on social media using the CapCut application and also from several previous studies that have been conducted which are still lacking in understanding CapCup user satisfaction as a medium for creating content for Generation Z. and from several interviews the author conducted with CapCut application users.
**Method:** This research uses the user experience questionnaire (UEQ) method with six (6) variables, namely attractiveness, efficiency, clarity, dependability, stimulation and novelty. Dr. Martin Schrepp developed a special tool that can be used to analyze UEQ questionnaire results, namely the UEQ Data Analysis Tool. The UEQ Data Analysis Tool is in the form of an Excel application which can be obtained by downloading it directly from the official https://www.ueq-online.org/ website This study employs a quantitative research strategy. This study does not know the exact number of the population to be studied. So, the sample size was calculated using the Lemeshow formula, a survey was conducted on 96 users of the Capcut application.
**Result:** Based on the results of the discussion regarding user experience, specifically Generation Z, in the CapCut Application using the User Experience Questionnaire (UEQ) method, conclusions can be drawn from the 6 variables in the UEQ used, the 6 variables obtained positive evaluation values, namely the Attractiveness (mean 1.177), Perspicuity variables. (mean 1.109), Efficiency (mean 1.109), Dependability (mean 1.159), Stimulation (mean 1.151) and Novelty (mean 0.763) with the highest evaluation value on the Attractiveness variable. 2. Based on the benchmark results, the values obtained for the Attractiveness variable were 1.18, Perspicuity 1.11, Efficiency 1.11, Dependability 1.16, Stimulation 1.15, and Novelty 0.76. Each variable gets an Above Average value (above the average). However, there is still potential for improvement to achieve standards of perfection desired. Users provided invaluable feedback and suggestions, highlighting the need for improvement.
**Novelty:** This research provides 2 recommendations based on the results of evaluations using UEQ, which are expected to help in improving and improving the quality of the CapCut Application in the future.

**Keywords**: CapCut aplication, Generation Z, Social media, UEQ
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## INTRODUCTION

Technology has become the main driver in social, economic and cultural transformation in the modern era. Rapid developments in areas such as computing, telecommunications, and software engineering have changed the way we interact, work, and even think [1]. Moreover, social media has become an inseparable part of everyday life for many people around the world [2]. Generation Z, which is a group of individuals

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born between the mid-1990s and early 2010s, grew up and communicated in an environment filled with advances in information technology and media globalization. Generation Z not only uses technology, but they also understand and master it quickly using technology [3]. They tend to be advanced users in managing digital devices, utilizing applications, and creating online content. The desire to go viral has become a common sight among Generation Z [4]. Generation Z not only consumes social media content, but also strives to create content that attracts attention and gets recognition on Social Media [5]. Where each of their values and habits form a culture [6].

The content that Generation Z usually shares on social media usually uses the CapCut application. The CapCut application is a video editing application used to create video content, such as vlogs, video tutorials, product reviews, unboxings, and more The CapCut application is very popular on social media, such as TikTok, and many users use it to create interesting video content [7]. Content created using CapCut often uses interesting video and audio effects, such as progress effects, dry effects, music effects, etc. This application has various features that make it easier for users to create video content, such as video effects, audio and animation. This shows that generation Z tends to use the CapCut application to create and edit video content that they share on social media. CapCut was originally known as "Viamaker" when it was first launched by ByteDance. However, after significant updates and development, the app was later renamed to "CapCut". CapCut's main goal is to provide user-friendly video editing tools for content creators on social media platforms like TikTok, Instagram, YouTube, and others This application is designed to allow users to easily create high-quality videos with various creative effects and features [8].

From the results of interviews conducted with Generation Z, several problems were found in accessing the CapCut application when creating social media content. First, there are limitations to the devices used, some of the Z generation use devices that are less capable or not optimally supported by CapCut, which can cause slow application performance or crashes (the program stops working). This condition can hamper user creativity and productivity, especially for Generation Z who depend on CapCut to create video content. Second, at the end of the video export, users complained that the quality of the video output produced by CapCut was not good/clear in terms of resolution and visual quality, so that several times when uploading content on social media there was a decrease in video quality. The video output quality issue produced by CapCut can be a significant obstacle for Generation Z users. Third, the video export process is time consuming, especially for long content, they feel frustrated with the time it takes to complete and share their content.CapCut needs to focus on user satisfaction, especially Generation Z. By understanding the problems faced by users in accessing the CapCut application for creating social media content, developers can take steps to improve the user experience and fix existing problems. According to CapCut user satisfaction influences their desire to create content. User satisfaction can influence their desire to create further content. According to  Using the CapCut application has a positive impact in making it easier for students to edit videos. According to CapCut has features that make it easier to use, such as available templates, which help users create videos that are interesting and easy to understand. The basis of the main model in this research uses User Experience Questionnaire (UEQ) research.

The User Experience Questionnaire (UEQ) is an assessment tool used to evaluate a user's experience with a product or system [9], [10]. It is a standard instrument used in the field of user experience to collect data on various aspects of user experience, including emotional impressions, perceptions, and satisfaction[11]. The UEQ method allows developers and researchers to gain a deep understanding of how users interact with a particular product or system, as well as which areas require improvement or improvements. This helps in guiding the development of better products that better suit user needs and preferences [12]. UEQ can be used to evaluate User Experience (UX) in using computer applications and systems. UEQ enables rapid assessment of the user experience of interactive products. Research by  stated that UEQ can be used to measure user success with an indirect role in the usage process [13]. According to  The User Experience Questionnaire is very suitable to use because it focuses on measuring user experience, UEQ requirements which have six variables, data analysis tools, measuring User Experience impressions and measuring User Experience aspects [14].

## METHODS

### Research methods

The flow carried out until the final stage of research is called research methodology. Starting with introduction, planning, data collection, data processing and analysis, and documentation. The following research stages can be seen in Figure 1 below.

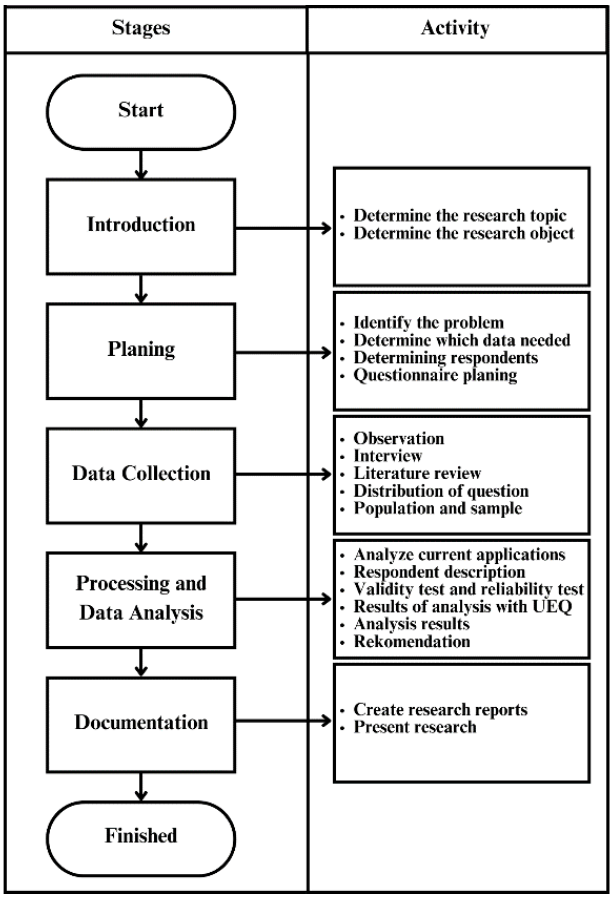


Figure 1. Methodology

### Introduction

The first stage of this research is preliminary. At this stage the research topic is selected as the research object. First determine the research topic. To select this research topic, a preliminary study was carried out by collecting references in the form of national and international journals related to the title, references were selected from one hundred to fifty, from fifty to thirty, and from thirty to ten references that were proposed were good. from online and offline sources, this final assignment carries the title of user experience analysis on the Generation Z CapCut application for Social Media content based on the stages that have been carried out. The CapCut application is the research for this final assignment. Second, determine the research object. The research object in this final assignment that will be studied is the CapCut application.

### Planning

The activity begins with a problem identification process which will be continued with the formulation of the research problem. Then determine the data needed including primary data and secondary data, determine the techniques that will be used in the data collection process, and carry out research samples and determine the respondents in this research. After that, a questionnaire was designed as a research instrument. First, Identifying Problems, at this stage, problems will be identified in the CapCut Application related to the user experience of the CapCut Application which will later be used as a guideline in formulating problems. To collect information, problems are identified using observations, interviews, and literature reviews. The problems identified have been explained in the background and then the problem is

formulated, namely how to analyze the user experience on the CapCut Application using the User Experience Questionnaire (UEQ) method.

From this problem formulation, the problem boundaries, objectives and benefits of this research can be determined. Second, determine which data needed, What information is needed in this Final Project research is determined first before data collection begins. There will be two types of data used, namely primary data and secondary data. third, Determining Respondents, this research uses nonprobability sampling, namely purposive sampling. This technique determines the sample with certain considerations or special criteria for the sample, where the researcher determines sampling by determining special characteristics that are in accordance with the research objectives so that it is hoped that they can answer the research problem. fourth, Questionnaire Planning, the adaptation of the UEQ which was the result of research by Laugwitz et.al became the basis for the questionnaire designed in this research. There are 26 items representing the 6 variables that will be analyzed to measure user experience, namely Attractiveness Efficient Clarity Accuracy Stimulation and Novelty [15].

**Data collection**

After deciding what data is needed for research, the data collection stage is carried out. At this stage, the data collected includes primary data and secondary data. The method for collecting data for this research is by conducting observations, interviews, literature studies, and distributing questionnaires. First, observation, Observations were made by visiting the CapCut Application directly. This is done in order to be able to clearly see and assess its appearance, information and problems encountered when using the Application. The data obtained from these observations can support the further research process. second, Interview Interviews were conducted offline by meeting directly with CapCut Application Users. Interviews are carried out with the aim of obtaining detailed information about the object under study by asking several prepared questions. In this research, interviews were conducted with CapCut application users. This interview was conducted to obtain the data needed in this research. third, literature review, a literature review is needed to find data and information that is relevant and related to the research being conducted. Literature studies can be carried out through books, papers, journals or previous theses. The purpose of conducting this literature study is to add a basis and references that can be used as supporting references in determining solutions to research problems.

Fourth, distribution of questionnaires, in preparing the questionnaire, a Google form was used which included questions about the respondent's identity as well as questions about the research conducted. This questionnaire will then be distributed online. This questionnaire is prepared based on the UEQ method which contains 26 question items and will be filled in by research respondents. Respondents' answers to this questionnaire will then be processed as research data using the UEQ tools that have been determined *https://www.ueq-online.org/*. Fifth, Population and Sample, Population is an area of generalization in research. This area includes objects or subjects from which conclusions can be drawn. The population in this research is all CapCut users in Indonesia who access educational content. In this study, the researchers cannot determine the exact size of the population to be studied because there is no relevant data[16]. Sample A sample is simply defined as a part of the population that is the actual source of data in a study. In other words, the sample is a portion of the population to represent the entire population. Because this research does not know the exact number of the population to be studied. So, the sample size calculation uses the Lemeshow [17] formula as follows:

$$n = \frac{z^2 pq}{e^2} \quad (1)$$

n = Number of samples required.
z = The price is in the normal curve for a deviation of 5%, with a value of 1.96.
p = True chance 50% = 0,5.
q = Chance of being wrong 50% = 0,5.
e = Sample error rate (sampling error) 10% = 0.1

$$n = (1{,}96)^2 \times 0{,}5 \times \frac{0{,}5}{(0{,}1)^2} = 96{,}04 \quad (2)$$

From the results obtained above, namely 96.04 is a comma number, so in calculations that produce a comma number, on the contrary, round it to the nearest whole number. So, the number of samples in the research was 96 respondents.

**Data processing and data analysis**

The analysis technique used in this research is descriptive statistics, namely a statistical technique used to analyze data by describing the data that has been collected into a graphic display. Describing respondents, evaluating validity and reliability tests, and processing questionnaire data are activities completed at this stage. first, Analysis of Current Applications, the analysis carried out on the CapCut Application is the first step to see a picture of the current state of the CapCut Application. So that the problem can be solved. The author made observations on the CapCut Application and went through the analysis process. second, Respondent Description, at this stage, respondents who have participated in filling out the research questionnaire will be described and explained. Respondents were described by looking at gender, age and Capcut Application users.

Third, Validity Test and Reliability Test, Validity testing is carried out to determine the validity of the question items used [18]. By using Pearson product moment correlation, each statement item in this validity test is correlated with the overall score of each statement category. An instrument is said to be valid if the calculated r value > r table. The purpose of the reliability test in this research is to find out whether the questionnaire can be relied on to be an accurate data collection tool. This is done by checking the results of Cronbach Alpha (α) for each study variable, if the value is greater than r table, the results are considered reliable or reliable. fourth, Data Analysis with UEQ, after carrying out validity and reliability tests on the questionnaire data, the next step is the data processing and analysis process using the UEQ Data Analysis Tool version 14. The data will be recapitulated and entered into the data tab in the UEQ Data Analysis Tool. This data is used as input value to calculate the user experience value on the CapCut Application. Next, a data transformation or conversion process will be carried out which aims to determine the negative and positive values of each answer item. For the data processing stages, use the UEQ Data Analysis Tool. The results of the questionnaire data processing will be described and analyzed to determine the value of each variable and to obtain information on user experience on the CapCut Application.

Fifth, Analysis Results, at this stage, the transformed data will be calculated to obtain the main results (results) in the form of the mean value for each variable item. This mean value is used to carry out analysis in the research. With the mean value, the evaluation value obtained by each variable will also be determined. There are 3 assessment scales, namely positive evaluation, neutral evaluation and negative evaluation. The evaluation value of each variable or aspect of the UEQ method assessment that has been obtained from the data processing process is then used as a reference for making recommendations for improvement. sixth, Recommendations The next stage after getting the analysis results is to make recommendations for improvement. Recommendations are made based on the results of the data analysis that has been carried out. This recommendation can be a reference for improving and improving the quality of the CapCut Application in the future.

**Documentation**

At this stage, activities include creating research reports and presenting research results. first, Create a Research Report, In making a research report, research results are collected in the form of data that has been processed and information obtained in the previous stages. The results of the research are documented in a final research report whose contents can be justified. second, Presenting Research, At this stage the final research report containing the results of the research that has been carried out will be presented to the examining lecturer for assessment.

## RESULTS AND DISCUSSIONS

Jambi Province consists of 11 regencies/municipalities, 144 subdistricts, and 1,562 villages. The March The questionnaire in this study consisted of 26 questions prepared based on the UEQ method and questions related to the respondent's identity. This research uses nonprobability sampling, namely purposive sampling. This technique determines the sample with certain considerations or special criteria for the sample, where the researcher determines sampling by determining special characteristics that are in accordance with the research objectives so that it is hoped that they can answer the research problem. The next step is to prepare questionnaire questions using Google Form and distribute them online.

**Respondent description**
The distribution of questionnaires in this study obtained 96 respondents. Based on the answers obtained, the characteristics of respondents can be grouped based on gender, age and what social media they use. The following are the results of the respondents' descriptions.

1. Gender, From Figure 2, it can be seen that of the 96 respondents who filled out the questionnaire, the majority of respondents were women, namely 54 respondents, while there were 42 male respondents.

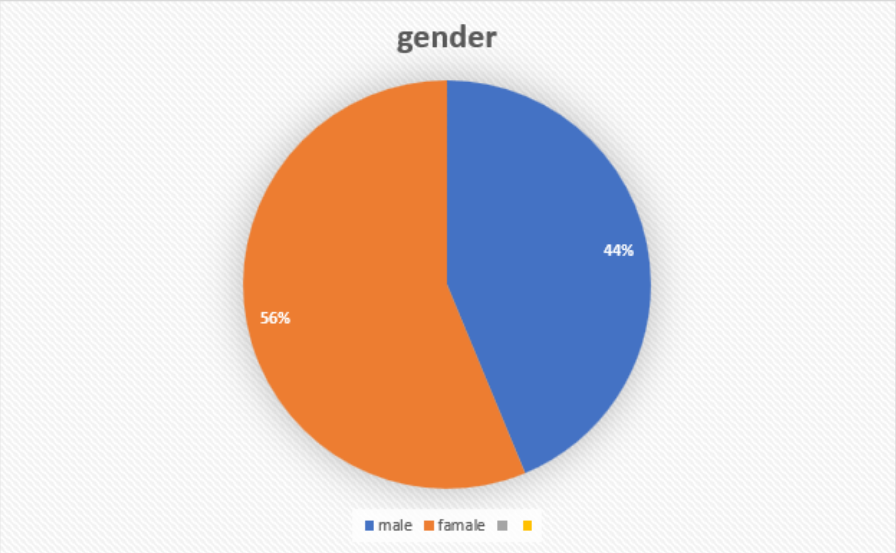


Figure 2. diagram of respondents based on gender

2. Age, From Figure 3 it can be seen that of the 96 people, the majority of respondents were aged 20-24 years, namely 87 people, respondents aged 14-19 years, namely 8 people and respondents aged 25-29 years, namely 1 person

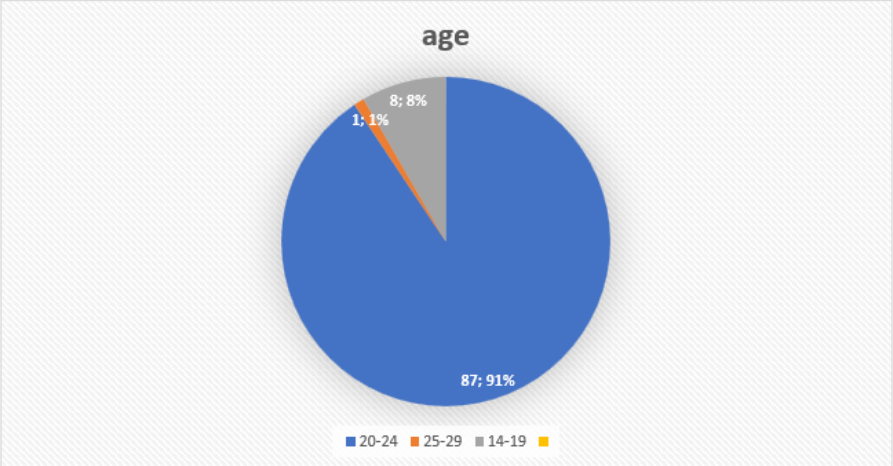


Figure 3. Diagram of respondents based on gender

3. Use of Social Media, From Figure 4 it can be seen that of the 96 respondents who filled out the questionnaire, the majority of respondents used CapCut to create content on social media on WhatsApp, 23 people, 41 people on Tiktok, 25 people on Instagram, 2 people on Facebook. and 7 people use these 4 social media.

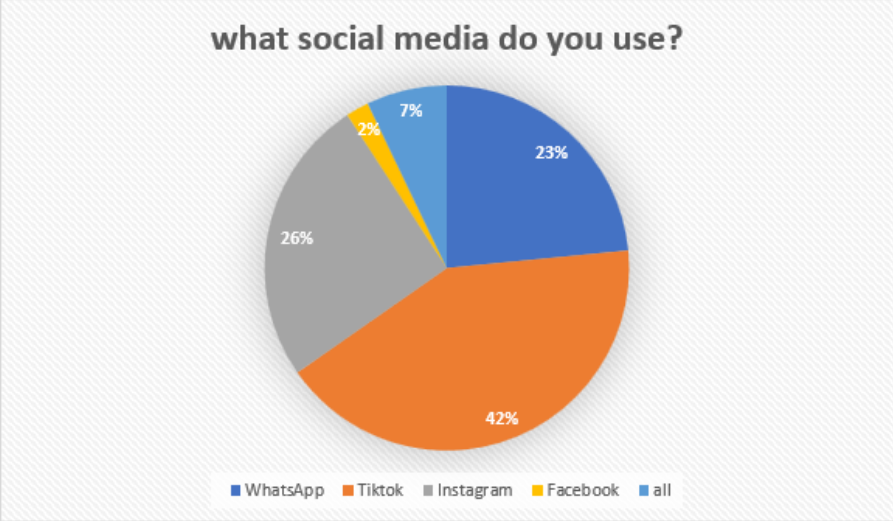

Figure 4. Diagram of respondents based on social media use

**Results**

***Analysis with user experience questionnaire (UEQ)***

After carrying out validity and reliability tests, the next step is to process and analyze the questionnaire data using a special tool for the UEQ method, namely the UEQ Data Analysis Tool version 12 which is downloaded via the official UEQ website which has been determined *https://www.ueq-online.org/* [19]. User Experience Questionnaire (UEQ) is a method that can be used to measure user experience (UX), where UEQ is able to provide a reflection from the perspective of usability to user experience. The original version of UEQ itself was designed in German, but has been translated into several languages, one of which is Indonesian [20]. The composition of the UEQ scale used to measure user experience is the dimension of pure acceptance or rejection, Attractiveness is the dimension of pure valence (emotional reaction). Perspicuity, Efficiency, and Dependability are aspects of pragmatic quality, which define the quality of interactions that are relevant to the obligations or goals that users want to achieve when using the product. Meanwhile, Stimulation and Novelty are included in the hedonic quality aspect, which is not related to tasks and goals, but describes aspects related to pleasure or satisfaction when using the product [21]. The respondent's answer data in the table is then transformed or an answer conversion is carried out with the aim of finding out the negative and positive values of each answer item [22]. Not always point 7 is the highest value. The scoring is done based on the location of the negative and positive terms. The converted data will produce a mean value per person with each grouping based on variables Each item is scaled from -3 to +3 with the following conditions.

1. Score – 3 represent the most negative answer
2. A value of 0 represents a neutral answer
3. A value of + 3 represents the most positive answer

Table 1. UEQ scale transformation (negative to positive)

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Inconvenient | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Pleasant |
| Value After Transformation | -3 | -2 | -1 | 0 | 1 | 2 | 3 | |

The transformation of the item value scale starting from positive to negative terms can be seen in Table 2.

Table 2. UEQ scale transformation (positive to negative)

| Creative Value After Transformation | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Monotonous |
|---|---|---|---|---|---|---|---|---|
| | 3 | 2 | 1 | 0 | -1 | -2 | -3 | |

After the transformation process, the data will be calculated to obtain the main results. From these calculations, the mean, variance and standard deviation values will be produced for the 26 UEQ question items. The mean is the result of calculating the average of all respondents' responses grouped into each aspect. Meanwhile, variance shows variations in data distribution. The mean of each variable item is used to carry out analysis in this research. The meaning of the mean value for each UEQ aspect has a standard value based on Table 3.

Table 3. Average research scale [23]

| Mean Value Range | Information |
|---|---|
| >0.8 | Positive Evaluation |
| Between -0.8 and 0.8 | Neutral Evaluation |
| <-0.8 | Negative Evaluation |

The following are the results of the questionnaire for each research variable which were analyzed to find out the average of respondents' answers to each variable.

Table 4. Evaluation results of attractiveness variables

| Code | Item | | Mean | Evaluation Assessment |
|---|---|---|---|---|
| ATT1 | Annoying | Enjoyable | 1.2 | Positive |
| ATT2 | Good | Bad | 1.3 | Positive |
| ATT3 | Unlikable | Pleasing | 1.3 | Positive |
| ATT4 | Unpleasant | Pleasant | 1.2 | Positive |
| ATT5 | Attractive | Unattractive | 1.1 | Positive |
| ATT6 | Friendly | Unfriendly | 1.1 | Positive |
| (Attractiveness) | | | 1.177 | Positive |

The attractiveness variable is a user experience measurement variable that emphasizes the user's overall impression of CapCut, namely whether the user likes or dislikes CapCut. Based on the evaluation results in Table 6, the Attractiveness variable obtained a positive evaluation value with a mean value of 1.177. All items get a Positive evaluation value. It can be seen from the items in the Attractiveness variable that users feel that CapCut is fun, good, enjoyable, comfortable, attractive and user friendly when used.

Table 5. Results of evaluation of perspicuity variables

| code | Item | | Mean | Evaluation Assessment |
|---|---|---|---|---|
| PER1 | Not understandable | Understandable | 1.1 | Positive |
| PER2 | Easy to learn | Difficult to learn | 1.1 | Positive |
| PER3 | Complicated | Easy | 1.2 | Positive |
| PER4 | Clear | Confusing | 1.1 | Positive |
| (Perspicuity) | | | 1.109 | Positive |

The Perspicuity variable emphasizes the possibility of how easy it is for users to understand how to use the product, namely whether users can learn and get used to using CapCut easily. The evaluation results in table 7 show that overall the Perspicuity variable received a positive evaluation value with a mean value of 1.109. It can be seen from the items in the Perspicuity variable that users feel CapCut is understandable, easy to learn, simple and clear when used.

Table 6. Evaluation results of efficiency variables

| Code | Item | | Mean | Evaluation Assessment |
|---|---|---|---|---|
| EFF1 | Fast | Slow | 0.9 | Positive |
| EFF2 | Inefficient | Efficient | 1.2 | Positive |
| EFF3 | unpractical | Practical | 1.4 | Positive |
| EFF4 | Organized | Untidy | 1.0 | Positive |
| (Efficiency) | | | 1.109 | Positive |

The Efficiency variable is a user experience measurement variable which emphasizes that the product is able to help complete a task quickly and efficiently. The evaluation results in table 8 show that overall the Efficiency variable received a positive evaluation value with a mean value of 1.109. It can be seen from the items in the Efficiency variable that users feel CapCut is fast, efficient, practical and organized when used.

Table 7. Evaluation results of dependability variables

| Code | Item | | Mean | Evaluation Assessment |
|---|---|---|---|---|
| DEP1 | Unpredictable | Predictable | 1.2 | Positive |
| DEP2 | Obstructive | Supportive | 1.2 | Positive |
| DEP3 | Secure | Not secure | 1.1 | Positive |
| DEP4 | Meets expectations | Does not meet expectations | 1.1 | Positive |
| (Dependability) | | | 1.159 | Positive |

The Dependability variable emphasizes the level of control and security that users feel when interacting with CapCut.Based on the results of the analysis in Table 9, the Dependability variable gets a positive evaluation value. Looking per item at the evaluation results of the Dependability variable, users feel that CapCut is predictable, supportive, safe and meets expectations when used.

Table 8. Evaluation results of stimulation variables

| Code | Item | | Mean | Evaluation Assessment |
|---|---|---|---|---|
| STI1 | Valuable | Inferior | 1.2 | Positive |
| STI2 | Boring | Exciting | 1.3 | Positive |
| STI3 | Not interesting | Interesting | 1.1 | Positive |
| STI4 | Motivating | Demotivating | 1.0 | Positive |
| (Stimulation) | | | 1.151 | Positive |

The Stimulation variable is a user experience variable that emphasizes the user's level of motivation and enjoyment in using CapCut. The evaluation results in Table 10 show that overall the Stimulation variable received a positive evaluation value. Judging from the items in the evaluation results of the Stimulation variable, users felt that CapCut was useful, exciting, interesting and motivating when used.

Table 9. Evaluation results of variable novelty

| Code | Item | | Mean | Evaluation Assessment |
|---|---|---|---|---|
| N0V1 | Creative | Dull | 0.6 | Neutral |
| N0V2 | Inventive | Conventional | 0.5 | Neutral |
| N0V3 | Usual | Leading edge | 0.8 | Neutral |
| N0V4 | Conservative | Innovative | 1.1 | Positive |
| (Novelty) | | | 0.763 | Positive |

The Novelty variable is a user experience variable that measures how innovative and creative CapCut is and attracts interest from users. Based on the evaluation results in table 11, the overall evaluation table for Novelty received a positive evaluation value with a mean value of 0.763. Items NOV 1 NOV 2 and NOV 3 received a Neutral value, while NOV4 received a positive evaluation value.

From these results, it is known that if you look at each item in the Novelty variable, users feel that CapCut is an innovative product. For Creative or Motonon items, users give neutral values to Creative or Conventional items as well as Ordinary or Advanced items. Users think that the current CapCut design is quite creative and users think that they are quite used to using CapCut in editing social media content. Therefore, in terms of appearance, Capcut is quite friendly and in terms of information, it always uses clear and simple language so that it is easy for CapCut users to understand.

After getting the mean value for each variable, the mean value is then compared to the benchmark data set. Comparison of the values obtained with benchmark data was carried out to see the relative quality of CapCut when compared to other products. Benchmark results can be seen in Figure 5.

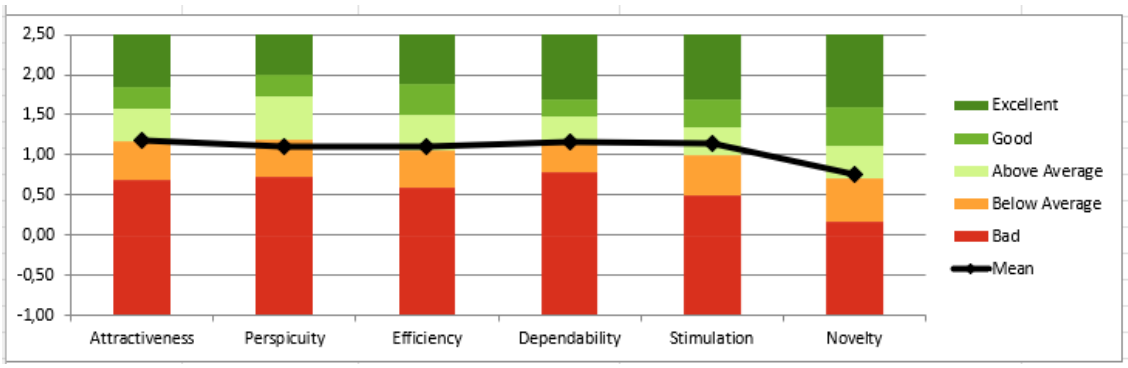


Figure 5. UEQ CapCut benchmark diagram

Based on Figure 5, it can be seen that when compared with other products, CapCut gets an Above Average value for each variable. This indicates that CapCut must maintain and improve every aspect so that the value of use does not decrease.

## CONCLUSION

Based on the results of the discussion regarding user experience, especially Generation Z, on the CapCut Application using the User Experience Questionnaire (UEQ) method, the following conclusions can be drawn: first, of the 6 UEQ variables used, the six variables obtained positive evaluation values, namely the variables Attractiveness (mean 1.177), Perspicuity (mean 1.109), Efficiency (mean 1.109), Dependability (mean 1.159), Stimulation (mean 1.151) and Novelty ( mean 0.763) with the highest evaluation value on the Attractiveness variable. Second, based on the benchmark results, the values obtained for the Attractiveness variable were 1.18, Perspicuity 1.11, Efficiency 1.11, Dependability 1.16, Stimulation 1.15, and Novelty 0.76. Each variable gets a value Above Average (above the average). Third, this research provides 2 recommendations based on the results of evaluations using UEQ which are expected to help improve and improve the quality of the CapCut Application in the future.

After processing the data and getting the analysis results, the next step is to provide recommendations for improvement. Recommendations are given based on the results of the questionnaire data analysis that has been carried out. These recommendations can be used as a reference for improving and increasing the quality of the CapCut Application in the future. The majority of users feel that CapCut is a creative product, meaning they are quite used to using CapCut to create content for daily activities. Therefore, in terms of appearance, CapCut can be improved. The appearance of CapCut must be user friendly and in terms of information it must always be updated using short, concise and clear language so that it is easily understood by ordinary people. CapCut can develop a live chat feature in the CapCut application, because this feature is very helpful for users who do not understand the features provided, so that users can find solutions to their misunderstandings. This research is aimed at evaluating the current user experience of the CapCut application based on 6 aspects using the UEQ method and to produce recommendations for the CapCut application which can be used as a reference for developing the CapCut Application.

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