ABSTRACT

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The Effects of Nessie Judge's Youtube Content "NERROR" on Viewers' Attitudes About Mysteries and Conspiracies

Keywords   : Content Exposure, YouTube, Audiences Behavior

(x + 118 + Appendices)

The purpose of this study was to determine how much influence Nessie Judge's Youtube Content "NERROR" on Subscribers' Attitudes About Mysteries and Conspiracies. This research method uses quantitative methods by conducting surveys distributing questionnaires to respondents. Technical analysis of the data in this study, using simple linear regression analysis. Respondents in this study are subscribers and viewers of NERROR content Nessie Judge with the total number of samples calculated using the Lemeshow formula, the number of respondents was 100. The theory used in this study is the Stimulus Organism Response theory (SOR Theory) because this theory explains that a mass media has a direct, immediate and direct effect on a communicant. stimulus-response theory has the capacity to act as a stimulus (S) and produce a strong response (R). The results of the research on 100 respondents stated that Ho was rejected and Ha was accepted, which means that there is an effect of exposure to Nessie Judge's Youtube Content "NERROR" on Subscribers' Attitudes About Mysteries and Conspiracies which has a strong correlation. So the conclusion is, the better exposure to Nessie Judge's "NERROR" Youtube content, the more capable they will be to change subscribers' attitudes towards mystery and conspiracies.

Bibliography (2000 - 2021)