

ABSTRACT

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THE EFFECT OF EXPOSURE TO DK ID YOUTUBE CONTENT ON VIEWERS INFORMATION NEEDS (STUDY ON DK ID YOUTUBE CHANNEL SUBSCRIBERS)

Keywords: Exposure, Content, Youtube, DK ID, Information Needs, Audience

(ix + 88 + Attachments)

The development of communication and information technology is currently quite rapid, one example is the development of social media which has reached all aspects of people's lives, making it easy for people to access information quickly. YouTube is a social media based on video sharing and streaming services, DK ID is one of the channels on YouTube that shares information about the world of Gadgets which can help the public to fulfill their information needs regarding the development of the world of Gadgets. This research aims to find out whether there is an influence of exposure from the DK ID YouTube Channel on fulfilling the information needs of viewers. This research method uses a quantitative method by conducting a survey, distributing questionnaires to respondents. The respondents of this research are DK ID YouTube Channel Subscribers. Using a purposive sampling technique using the Slovin formula, there are 100 respondents as the specified sample and will be processed using SPSS version 22. The theory used is the Uses and Gratification Theory. With the results of this research, it is concluded that exposure to DK ID YouTube Channel content has an influence on fulfilling audience information needs such as user needs (Current Need Approach), Routine Information Needs (Everyday Need Approach), In-depth Information Needs (Exhaust Need Approach), and Needs. Information at a Glance (Catching-Up Need Approach) so that followers don't miss out on current news or information. And for further research, it is hoped that this research can be used as comparison and reference material for research to be carried out, by expanding the sample or developing existing variables so that they can be taken into consideration for further deepening further research.

Bibliography (2002 - 2022)