

ABSTRACT

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THE INFLUENCE OF MEDIA EXPOSURE AND CLIMBING CONTENT ON THE FIERSA BESARI YOUTUBE CHANNEL ON THE INTEREST IN CLIMBING VIEWERS

Keywords: Climbing Content, Climbing Interest, Media Exposure, Viewers

(xiii + 78 + Appendices)

This study aims to determine whether there is an effect of media exposure and climbing content of Fiersa Besari's YouTube channel on viewers' climbing interest using a quantitative approach method, and a positivistic paradigm. The theory used in this research is the theory of uses and effects. The population in this study were viewers of Fiersa Besari's YouTube channel. The sampling technique used purposive sampling technique with a sample size of 400 respondents obtained from the calculation using the rao purba formula. The results of this study indicate that the media exposure variable (X1) has a significant influence on the interest in climbing viewers on the Fiersa Besari YouTube channel, on the climbing content variable (X2) there is a significant influence on the interest in climbing viewers on the Fiersa Besari YouTube channel. Then, the variables of media exposure and climbing content simultaneously have a significant effect on the interest in climbing viewers on Fiersa Besari's YouTube channel.

Bibliography (2014-2023)