

ABSTRACT

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The Influence of Trio Kurnia's Audio Content on the Noice Application on Subscribers' Listening Interests

Keywords: Influence, Trio Kurnia, Interest in Listening

(xiii + 62 + 19)

Trio kurnia is one of the creators of content on the noice application which is packed with the delivery of casual chats and interesting jokes for listeners. Noice is a platform where content providers are given a place to provide audio content. This study aims to find out whether Trio Kurnia's Audio Content in the Noice Application Has an Effect on Subscriber's Listening Interest with the uses and gratification theory The uses and gratification theory explains the nature of audiences who are active in receiving media so that they can choose media messages that aim to meet audience needs. . The selection of media by the audience is one way of fulfilling their needs in receiving information. This study uses a quantitative approach using a questionnaire as a data collection instrument, where the sampling technique is determined by the Slovin formula whose population is known. The population in this study is as a subscriber of trio kurnia's audio content, totaling 249,000 subscribers with a total sample taken by researchers of 100 samples or subscribers. Based on the results of the table above, it is found that the value of Adjusted R Square (Coefficient of Determination) is 0.485. The results of this study indicate that there is an influence between the audio content variables of the trio kurnia in the noice application on listening interest with a determination coefficient of 48.5% indicating that interest in listening is influenced by the variable trio kurnia audio content, while the remaining 51.5% is influenced by factors not examined in this study. Given that this research is still very simple, this research can be a reference for further research with innovative developments from further research and this research is also not the final result. The limitations of this study can be used as reference material for further

researchBibliography (1991– 2002)