

ABSTRACT

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THE INFLUENCE OF YOUTUBE FOOD VLOGGER FARIDA NURHAN'S CONTENT ON THE CULINARY INTEREST OF AKMRTV JAKARTA STUDENTS

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Keywords : Youtube Content, Culinary Interests

(xiii + 91 + Appendices)

Social media, along with the internet, has changed the way people communicate. Of the many social media that are present, one of them is Youtube. This application is easy to use so that this application is used as a source for users to meet their interest needs. one of the channels on Youtube is Farida Nurhan. The purpose of this study is to determine the effect of Farida Nurhan's youtube food vlogger content on the culinary interests of AKMRTV Jakarta students. This study uses the theory of uses and gratification. This theory is acceptable because this theory emphasizes that media users play an active role in choosing and searching for media sources that best meet their needs. Based on the results of research data analysis, it shows that the influence of Farida Nurhan's youtube food vlogger content has a positive effect on the culinary interests of AKMRTV Jakarta students who subscribe to Farida Nurhan as evidenced by the results of the coefficient of determination test that the R square value is 0.474 or 47.4% which indicates that the influence of Youtube Content (X) on Culinary Interest (Y). While the remaining 53.6% is influenced by other factors outside the study.

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