

ABSTRACT

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Pengaruh Intensitas Dan Konten Youtube Agung Hapsah Terhadap Minat Editing Dikalangan Viewers

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Kata Kunci: Intensity, Content, Interests Editing

(vxi + 91 + lampiran)

This study aims to determine the effect of the intensity and content of Agung Hapsah's youtube on editing interest among viewers. The method used in this research is descriptive quantitative. The population in this study is the youtube viewer Agung Hapsah, the sample used in this study amounted to 100 people, the sampling technique used purposive sampling, the theory used was uses and gratification. The results showed that. There is an influence of intensity and youtube content on interest in editing among viewers, this can be seen from the intensity sig of 0.004 and the content sig of 0.000 < from 0.05, it can be interpreted that H_0 is rejected and H_a is accepted.

Bibliography (1965-2012)