

## **ABSTRACT**

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***The Effect of Exposure and Effectiveness of #SUARATIRTA Content on Doctor Tirta's Youtube Channel on Fulfilling Subscribers' Health Information Needs***

*Keywords: exposure, effectiveness, Youtube, Youtube Channel, fulfillment of information needs, health*

*(xiv + 101 + Appendix)*

*The purpose of this study was to determine whether there was an effect of Exposure (X1) and Effectiveness (X2) of #SUARATIRTA content on Doctor Tirta's Youtube Channel on Fulfilling the Health Information Needs of Subscribers (Y). This study uses a quantitative approach using a survey method, namely by distributing questionnaires using a Likert scale to subscribers from the Youtube Channel of Doctor Tirta. The sampling technique was determined by the Slovin formula with a total sample of 400 respondents. The theory in this study uses the Uses and Gratification theory. Based on the results of research analysis, (1) the exposure variable has a significant effect on the fulfillment of subscribers health information needs, (2) the effectiveness variable has a significant effect on the fulfillment of the subscribers health information needs, and (3) the exposure and effectiveness variables are significant on the fulfillment of information needs subscribers health. By providing education and information about health provided by Doctor Tirta and following health developments to date, subscribers are interested in choosing #SUARATIRTA content on Doctor Tirta's Youtube Channel to meet their information needs regarding health.*

*(Bibliography, 1986-2022)*