

ABSTRACT

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The Effect of Exposure to Nihongo Mantappu's YouTube Content on Interest in Learning Japanese at MA Al-Imaroh

*Keywords: YouTube, Nihongo Mantappu, Interest in Learning
(xiii + 78 + Appendices)*

Technological developments are increasingly advanced with the existence of a new media that is emerging today, such as YouTube social media which is one of the needs for those who use it. The purpose of this study was to determine whether exposure to Nihongo Mantappu's YouTube content had an effect on interest in learning Japanese at MA Al-Imaroh. The respondents of this research were students of MA Al-Imaroh because students of MA Al-Imaroh have a Japanese curriculum and the age of the respondents is included in the age category of using YouTube social media in Indonesia 15-18 years. The method used in this study uses a descriptive quantitative approach. This study uses the S-O-R theory (Stimulus, Organism, Response) where the stimulus is Nihongo Mantappu's YouTube content, the organism is the MA Al-Imaroh student, and the response is interest in learning Japanese. The results obtained are that there is an influence on interest in learning Japanese at MA Al-Imaroh, and the results of hypothesis testing state that H_0 is rejected and H_a is accepted, which means that there is an influence between Nihongo Mantappu's YouTube content on interest in learning Japanese at MA Al-Imaroh.

Bibliography (2000 - 2021)