

ABSTRACT

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***THE INFLUENCE OF THE KIMBAB FAMILY'S YOUTUBE CHANNEL CONTENT
AND IMITATION BEHAVIOR ON THE IMITATION BEHAVIOR***

Keywords: culture, communication, social media, kimbab family

In this study, the researchers aimed to find out how the influence of exposure and the content of the Kimbab Family youtube channel on the imitation behavior of the audience. This research uses the Quantitative Method which in the research proposal, process, hypothesis, going to the field, data analysis and data conclusions until the writing uses aspects of measurement, calculation, formula and certainty of numerical data. The subjects in this study were subscribers of the Kimbab Family Youtube channel. While the object of this research is social media Youtube. The results of this study can be concluded that Exposure and Content on the Kimbab Family YouTube Channel greatly influences the imitation behavior of the audience. Based on the research that has been done by researchers, it can be concluded that there is a very strong / strong / weak influence on the audience's interest and imitation actions. Kimbab Family lifestyle is high