

ABSTRACT

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The Influence of Jerome Polin's Youtube Content on Viewers' Decisions to Subscribe

Keywords: Youtube content, Jerome Polin, Viewer's Decision to Subscribe.

(xi+55+Appendices)

This study aims to find out whether there is an influence of Jerome Polin's YouTube content on viewers' decisions to subscribe. This research uses a quantitative approach method, and a positivistic paradigm. The theory used in this research is Uses and Gratification. In collecting data, questionnaires were used as data collection instruments. The population in this study subscribes to Jerome Polin's YouTube content. The sampling technique uses a purposive sampling technique with a total sample of 100 respondents obtained from the results of calculations using the Rao Ancient formula. The results of this study indicate that the influence of Jerome Polin's YouTube content on viewers' decisions to subscribe is 67.7% and the rest is influenced by other factors outside of this study. The level of correlation between the Influence of Jerome Polin's Youtube Content on Viewers' Decisions to Subscribe is 82.3% which shows a very strong level of relationship, and the relationship between variables has a positive direction. This research also has the results that H_0 is rejected and H_a is accepted, which is interpreted as the influence of Jerome Polin's YouTube content on viewers' decisions to subscribe. For further research, it is expected to use other variables or aspects so that it can improve research, and obtain various results.

Bibliography (1974 – 2021)