

ABSTRACT

NANDA PANCA MUSTAQIM. 14819674

The Effect of The Film Trailer of Spider-Man: No Way Home at YouTube on Watching Interest in The Students of Communications University of Gunadarma Class 2019.

Keywords: New Media, Social Media, YouTube, Media Exposure, Interest to Watch, Trailer

(xii + 94 + Appendices)

This study aims to determine whether there is an effect of the Spider-Man: No Way Home movie trailer at YouTube on the interest in watching students of the Faculty of Communication Sciences, Gunadarma University, Class of 2019 using a quantitative approach, and a positivistic paradigm. The theory used in this research is the Stimulus Organism Response (S-O-R) theory. In collecting data, a questionnaire was used as a data collection instrument. The population in this study were students of the Faculty of Communication Sciences, Gunadarma University Class of 2019 who had watched the Spider-Man: No Way Home movie trailer. The sampling technique used purposive sampling technique with a total sample of 90 respondents obtained from the results of calculations using the Slovin formula. The results of this study indicate that the effect of the Spider-Man: No Way Home movie trailer on viewing interest for students is 25.6% and the rest is influenced by other factors outside of this study. This study also shows that H_0 is rejected and H_a is accepted, which means that there is an influence on the movie trailer on students' interest in watching the full Spider-Man: No Way Home movie in their favorite cinema. For further research, it is hoped that other variables or aspects can be used so that they can complete the research, and obtain various results.

Bibliography (2001-2021)