ABSTRACT

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The Effect of Exposure to Tasya Farasya YouTube Beauty Content on Subscribers Imitation Behaviour

Keywords: Content Exposure, YouTube, Imitation Behaviour

This study aims to determine the Effect of Exposure to Tasya Farasya YouTube Beauty Content on Subscribers Information Imitation Behavior. In this research, the method used is a quantitative research based on the positivistic paradigm with a distributing questionnaires to a sample of 400 respondents. In this research using a Stimulus - Organism - Response theory (S-O-R). The technique used are Non-Probability Sampling that is Purposive Sampling with a technical analysis simple linear regression analysis. The results of research on 400 respondents showed that exposure to Tasya Farasya YouTube beauty content had a strong influence on the Imitation Behavior of Tasya Farasya YouTube channel subscriber with a percentage of 57.6%. Therefore, it can be concluded that there is an effect of exposure to Tasya Farasya YouTube beauty content on subscriber imitation behavior.

Bibliography: 2003-2021