

ABSTRACT

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PENGARUH KONTEN VLOG YOUTUBE AKUN RIA SW TERHADAP PEMENUHAN KEBUTUHAN INFORMASI

Kata kunci : *Content Vlog, Ria SW, Fulfillment of Information Needs.*

(xiii – 79 – Appendices)

Content vlog is information or personal notes in the form of videos that are shown to the general public, nowadays many people are looking for information to meet their needs regarding food or culinary reviews on social media platforms such as YouTube. Ria SW's Youtube account provides information about culinary reviews to her followers or subscribers. This research was conducted to determine the effect of Ria SW's YouTube content vlog on Fulfillment of information needs. The theory used in this research is the theory of Uses and Gratification. The Uses and Gratification theory considers the media not all powerful, which has high strength, namely to its users. Media users have the choice of consuming media to meet their needs. This research uses a quantitative approach and positivism paradigm. The data collection technique was carried out by survey method using a questionnaire or a questionnaire to the research respondents with purposive sampling technique. Based on the results of research on 400 respondents, this study shows t arithmetic of 21.309 while t table 1.648, it can be concluded that the value of t arithmetic $>$ t table or $21.309 > 1.648$ the translation states that H_o is rejected and H_a is accepted, meaning that there is an influence between YouTube content vlog. Ria SW's account of the fulfillment of information needs with a correlation value of 0.730 which means that the relationship between the two variables is strong. With the coefficient of determination which indicates 53.3% of the fulfillment of information needs. While the remaining 46.7% is influenced by factors outside the study.

Bibliography (2004 – 2020)