

## ABSTRACT

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### **PENGARUH KONTEN VLOG DI YOUTUBE TERHADAP PERILAKU IMITASI SUBSCRIBER CHANNEL YOUTUBE RACHEL GODDARD**

*Keywords: influence, vlog content, imitation behavior*

*(xiii-82-Appendices)*

*Vlog content on YouTube is a form of conveying messages through videos that are delivered attractively and can give an inspiring impression to the audience. At first, vlogs became a means of expressing opinions and expressing oneself. However, over time not all vlog content has a positive impact. Beauty vlogs are a popular type of vlog content. This study aims to determine whether there is an influence between vlog content and subscriber imitation behavior. This research takes vlog content on Rachel Goddard's YouTube channel because the number of beauty vloggers in Indonesia continues to increase every year and Rachel Goddard is one of the beauty vloggers from Indonesia who is in second place with the highest number of subscribers. This research was conducted to determine the effect of vlog content on YouTube on imitation behavior of Rachel Goddard's YouTube channel subscriber. The theory used in this research is SOR theory and Social Learning theory with indicators of attention, retention, motor reproduction, and motivation. This study uses a quantitative approach with a positivistic paradigm. The technique of collecting data with a survey method uses a questionnaire to the respondents and uses a purposive sampling technique. Based on the results obtained, it is said that  $H_0$  is rejected and  $H_a$  is accepted. This means that there is an influence between vlog content on YouTube on the imitation behavior of Rachel Goddard's YouTube channel subscriber with a strong enough relationship between the two variables. Based on the research results, it can be concluded that the relationship between the influence of vlog content on YouTube has a positive and significant effect on the imitation behavior of Rachel Goddard's YouTube channel subscriber.*

*Bibliography (2004-2020)*