

Abstract

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***THE INFLUENCE OF GADGETIN YOUTUBE CHANNEL IMPRESSIONS ON
THE NEED FOR INFORMATION ABOUT GADGETS AND INTEREST IN
THE PURCHASE OF GADGETS***

(STUDY ON SUBSCRIBER FROM GADGETIN YOUTUBE CHANNEL)

*Keywords: Impressions, Youtube, Gadgetin, Information Needs, Purchase
Interest, Gadget*

(XIII+ 108 + Attachment)

The development of communication and information technology at this time is quite rapid, one example is the development of social media that has reached all aspects of people's lives, which makes it easy for people to access information quickly. Youtube is a social media based on video sharing and streaming services, Gadgetin is one of the channels on Youtube that shares information about the Gadgets that can help people to find their information needs for the development of the gadget. The purpose of this study is to find out if there is an influence of Gadgetin Youtube Channel Impressions on the need for information about Gadgets and interest in the purchase of Gadgets for public, especially on subscribers or subscribers from Gadgetin Youtube channel. In this study used a quantitative approach using the survey method to 400 people as a sample of this study that has been determined through purposive sampling techniques. The results in this study are that there is a positive relationship between watching shows on Gadgetin Youtube channel to fulfill information about the world of gadgets and affect the interest in buying from gadgets. Test the hypothesis in this study that the hypothesis of this study is acceptable, which can be concluded that there is an influence from the exposure of Gadgetin Youtube channel on meeting the needs of information about the world of Gadgets and buying interest in Gadgets.

Bibliography (2001-2021)