

ABSTRACT

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THE EFFECT OF EXPOSURE AND COMMUNICATION STYLE OF REVIEW FILM ON YOUTUBE CINE CRIB ON INTEREST IN WATCHING NGERI-NGERI SEDAP MOVIE.

Keyword: Exposure, Communication Style, Interest, Cine Crib, Ngeri-Ngeri Sedap Movie.

(xiii + 101 + Attachment)

The growth of Indonesian films shows increasing and significant results. Apart from promotion, the increasing public interest in watching Indonesian films is due to film reviews spreading on social media. The purpose of this research is to find out whether there is an influence of exposure and communication style of film review on the YouTube Cine Crib channel on the interest in watched Ngeri-Ngeri Sedap movie. By uses a quantitative approach through a questionnaire survey distributed to respondents. Population in this study were audiences who had watched the Ngeri-Ngeri Sedap film review on the Cine Crib Youtube channel. The sampling technique used was purposive sampling methods, with a total sample 100 respondents obtained from the results of calculations used Slovin formula. The theories used in this research are Stimulus Organism Response Theory (S-O-R) and Participatory Culture Theory. The results showed that there was an influence of exposure and communication style of film review Cine Crib Youtube channel on the interest in watching the Ngeri-Ngeri Sedap movie, with a correlation level of exposure and communication style with interest in watching having an medium level of relationship and having a positive relationship between variables. This research also has the results that accepted which is interpreted as the existence of the influence of exposure and the style of communication of film reviews partially and simultaneously on the interest.

Bibliography (2003-2021)