

ABSTRACT

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The Influence of Message Content and Credibility of Maudy Ayunda's YouTube Channel Sources in the “Booklist” Playlist on Subscribers' Reading Interests.

Keywords : Message Contents, Credibility, Maudy Ayunda, Interest in Reading

(xiv + 108 + Attachments)

Interest in reading is a desire that encourages someone to be interested in, pay attention to, and feel happy in reading activities so that someone wants to do reading activities on their own accord. In Indonesia, interest in reading in Indonesia is very low. One of the efforts that can be made to increase reading interest is to access special social media platforms/accounts for those who like to read books. One social media platform that likes to provide information about reading books is Maudy Ayunda's YouTube channel, especially on the "Booklist" playlist. This study aims to determine the Effect of Message Content and Source Credibility of Maudy Ayunda's YouTube Channel in the “Booklist” Playlist on Subscribers' Reading Interests. The research method used is a quantitative method with a positivism paradigm and conducts a survey through questionnaires to the respondents. Respondents in this study were Subscribers from Maudy Ayunda's YouTube Channel who had watched the videos in the "Booklist" Playlist with the total number of samples that had been calculated using the Taro Yamene formula, namely 400 respondents. The theory used is the Uses and Gratification Theory. The results of a study of 400 respondents showed that Message Content and Source Credibility of Maudy Ayunda's YouTube Channel in the Playlist "Booklist" had a strong influence on Subscribers' reading interest with a percentage of 65.6%.

Bibliography : 2003 - 2022