

ABSTRACT

The Influence of Google Public Service Advertisement on Youtube #YukPahami Information About Covid 19 Vaccination on Depok City People's Decisions for Vaccines

Keywords : Public Service Advertisement, Vaccines, Community Decisions

(xiii + 82 + attachments)

Google Public Service Advertisement that are displayed on Youtube related to get information about vaccination. This study aims to determine the influence relationship and Public Service Advertisement on people's decisions to take vaccination. The method used in this paper is Quantitative, collecting data in this study is by distributing questionnaires to 400 respondents, using a google form. This study used the Use And Gratification Data theory that was processed using SPSS version 26 software. The results of this study are known that the t-count was 15,433 > t table 1,966 and that of the significant value X is 0.000 < 0.05. There was an effect of Public Service Advertisement "#Let's Understand Information About Covid-19 Vaccination at Google" on the decision of the Depok city people's to vaccines.

Bibliograph (2005-2021)