

ABSTRACT

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THE INFLUENCE OF EXPOSURE TO IMPRESSIONS NCT LIFE ON THE YOUTUBE APPLICATION TOWARDS THE FULFILLMENT OF ENTERTAINMENT NEEDS

Keyword : Exposure to Impression, NCT Life, YouTube Application, Fulfillment of Entertainment Needs.

(xiii + 108 + Appendices)

In the digital era now, the development of technology can quickly personalize a new media that can present entertainment and other quickly and appropriately to a audience. An example of this is the reality show on the YouTube application. NCT Life presents the concept of 'NCT's life elsewhere', this content also deliberately created as a form of entertainment intended for their fans. This research aims to find out the influence of exposure to impression NCT Life on the YouTube application towards the fulfillment of entertainment needs. The theory used is Uses And Gratification. The approach in this study is quantitative. The method used is a survey through questionnaires distributed online with purposive sampling techniques by distributing questionnaires to 400 respondents. The result showed that there was a significant, positive, and large influence between the exposure to impression NCT Life towards the fulfillment of entertainment needs with a magnitude of influence of 59,6%. This shows that there is a high influence for subscriber who watch NCT Life on the YouTube application towards the fulfillment of entertainment needs.

Bibliography (1992 - 2021)