

ABSTRACT

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The Influence of the Communication Style of Youtuber MiawAug On The Viewer's Interest of 'MiawAug' Channel

Keywords: Communication Style, Interest, Youtuber

(xiii + 73 + attachments)

Youtube is a social media platform that is used for watched videos with a variety of content in it, such as the tutorial, prank, podcast, vlog, film, video clips, music, and games. Youtube gave freedom to the users to select and watch the video that suits their taste and gave the opportunity for the youtuber or a content creator to be creative in it. Any of the content that is much interested on youtube was the game. Most youtubers nowadays, especially youtubers with gaming content, many of which did things as well as greeting the bad in order to get more viewers and subscribers. There were a youtuber game that had many subscribers and the viewers, without ever did something or said bad words, he was Reggie Prabowo, commonly known as MiawAug. Currently MiawAug already had a subscriber as much as 16 million people. The purpose of this research was to determine how the influence of the communication style of youtuber MiawAug on the viewer's interest of 'MiawAug' channel. The theory used is the theory of S-O-R (Stimulus Organism Response). The research method used is quantitative method by way of sampling is purposive sampling. Data collection techniques used is questionnaire by distributed questionnaires to the respondents. Based on the results of the t test performed, the results obtained the value of t count was bigger than t table which made the null hypothesis (H_0) is rejected and alternative hypothesis (H_a) is accepted. The conclusion from this research was that there was the influence of the communication style of youtuber MiawAug on the viewer's interest of 'MiawAug' channel and influence of the communication style on the viewer's interest had positive correlations.