

## ABSTRACT

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**THE INFLUENCE OF VLOG RIA SW TOWARDS THE CULINARY  
INTEREST OF COMMUNICATION STUDENTS, GUNADARMA  
UNIVERSITY, DEPOK**

*Keywords: Mass communication, Vlog, Youtube*

*The development of YouTube is currently developing, one of which is trending is vlogging or vlogger. And currently the hits are content that contains culinary / food, on YouTube commonly called Food Vlogger. Food Vlogger is someone who makes a video upload with the theme of culinary / food with media containing youtube to make it available. This research takes YouTube as a social media that is often accessed by the people of Indonesia. This research was conducted to study the interaction of Ria Sw's Vlog shows on the culinary interests of communication science students at Gunadarma University, Depok. This research uses quantitative and positivism paradigms. The technique of collecting data is done by survey method using a questionnaire to research respondents with stratified random sampling technique. Based on the results of a study of 350 respondents, this study showed a tcount of 33.161 while a table of 1.64, so that conclusions can be drawn from the value of  $T_{hitung} > T_{tabel}$  or  $33.161 > 1.64$  scheduling as indicated by the  $H_0$  being rejected and  $H_a$  accepted, asked in accordance with the wishes / the relationship between Ria Sw's Vlog Impressions on Culinary Interest in Communication Science Students at Gunadarma University, Depok with a conversion value of 0.872, which means the relationship between the two variables is very strong. With the coefficient of determination which indicates 76.0% of the Culinary Interest of Communication Sciences Students, Gunadarma University, Depok. While the remaining 24.0% participation by factors through research*