

ABSTRACT

DINAR DESNIATI. 12816084

INFLUENCE OF RIA SW YOUTUBE FOOD TRAVEL CONTENT ON KOREAN CULINARY TOURISM INTEREST IN LATE TEENS

*Keyword : YouTube, Interest of Culinary Tourism, Uses and Gratification Theory
(xiv + 137 + Appendices)*

Youtube is one of social media that offers a communication system with various conveniences through the use of video features. Video blog at first became a means to express themselves and expressing an opinion to the public. Research aims determine the effect of Ria SW food travel content on Korean culinary tourism interests in adolescents. Population in this study is the subscribers of Ria SW especially adolescents. This study using the uses and gratification theory and the theory of individual differences by means of a quantitative approach , is a method of surveying the methods used .The sample collection purposive use sampling techniques , the sample of 384 respondent. Data collection techniques using a questionnaire that has been in the validity and reliabilitasnya .The result showed that there was a positive influence on Ria SW youtube content on Korean culinary tourism interest. It can be concluded that Ha was received and Ho rejected. This means that there is a relation or influence between Ria SW YouTube food travel content on Korean culinary tourism interests in adolescents with weak correlation results.