

ABSTRACT

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THE IMPACT OF KOBO-KANAERU YOUTUBE CONTENT ON MEETING INFORMATIONAL NEEDS

Keyword: Kobo Kanaeru, a virtual YouTuber, exposure to impressions, exposure to material, impact exposure, satisfaction of demands, information needs.

(XI+67+Appendix)

Communication is one of the human activities that occur intentionally or unintentionally. In the massive digital era, every individual can connect and communicate with each other, with the presence of new media, the spread of entertainment content and other things quickly and accurately to the audience. One example is the Mantra Hujan - Kobo Kanaeru show on the YouTube application. The Kobo-Kaneru Ch.hololive.ID YouTube channel is one of the VTubers that provides entertainment to its subscribers, some of the content include playing games, chit chat, karaoke, learning languages, reviews, Friday nights, and ASMR. This research aims to examine the effect of exposure to Mantra Hujan - Kobo Kanaeru on the YouTube application on the fulfillment of information needs. The theory used is Uses and Effects. The approach in this research is quantitative. The method used is a survey through questionnaires distributed online using purposive sampling by distributing questionnaires to 400 respondents. The results showed that there is a significant, positive, and large influence between the exposure to Mantra Hujan - Kobo Kanaeru on the YouTube application and the fulfillment of information needs with an impact size of 12.8%. This shows that it has a low impact on subscribers who watch Mantra Hujan - Kobo Kanaeru on the YouTube application to meet their information needs.

Bibliography: (1992 – 2022)