

## **ABSTRACT**

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***The Effect of “Virtual Concert” Shows on Youtube on Audience Attitudes***

*Keywords : Impression Effect, Virtual Concert, Attitude*

*Music concerts are public musical events that are open to people of all ages. With the advancement of technology in Indonesia, the "Virtual Concert" was created, which music fans can watch online via the media platform Youtube. As a result, the goal of this research is to see how "virtual concert" shows on YouTube affect audience attitudes. The participants in this study are music fans aged 15 to 30 years old who had attended or frequently attended live concerts before the pandemic and have watched online concerts "Virtual Concert". The data was collected using a questionnaire with a Likert scale of 1-4, and the method of this research is quantitative with a descriptive approach. The socio-cultural theory and the S-O-R (Stimulus-Organism-Response) theory are the theories used in this study. According to the findings of this research, there is a beneficial association between virtual concert shows on YouTube and audience attitudes. The effect from the regression analysis of virtual concert shows on Youtube on audience attitudes is 0.542, indicating that virtual concert shows on Youtube have a significant impact on audience attitudes, while the coefficient of determination is 0.386, or 38.6%. This number shows the effect of virtual concert impressions on audience attitudes on Youtube, which is 38.6%.*

(Bibliography, 2003-2021)