

ABSTRACT

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Analysis of Daunnet Films Youtube Account – Anjas Maradita in the Millennial Generation.

Keyword : Cinematography, Youtube, Millennial Generation

(xi + 40 + ATTACHMENT)

In the current era of the industrial revolution 4.0, developments in information technology ranging from smartphones to social media have changed people's lifestyles to the most fundamental point. Industrial developments and the emergence of the 4th Industrial Revolution have emerged and opened up new competitive digital spaces, one of which is in the field of cinematography. The digital world is predicted to be a crucial point for all human activities, including business and tourism activities. This study aims to find out how the analysis of Daunnet Films' youtube accounts improves understanding of millennial generation cinematography. This study used a qualitative approach with the uses and gratification theory method. In collecting data used in-depth interviews as data collection instruments. The informants in this study were students of the Faculty of Communication Sciences, Gunadarma University Class of 2018 who are Youtube subscribers of Daunnet Films. Based on the analysis, it can be concluded that there is a significant increase in understanding. This is evidenced by the cognitive, affective and behavioral values that informants get when watching shows from the Daunnet Films YouTube account.

Bibliography (2006-2020)