

ABSTRACT

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The Influence of Exposure to National Insight Test (Twk) Content on Narasi's YouTube Channel on Achievement Motivation Among Gunadarma University Students

Keywords: YouTube Channel, Exposure, Content, Achievement Motivation, Uses and Gratifications Theory

(xiii + 75 + Attachment)

This study aims to determine whether or not there is an influence of National Insight Test content on achievement motivation, and to assess the extent of the influence of National Insight Test content on achievement motivation using the Uses and Gratifications theory. The method used in this research is a quantitative approach by distributing questionnaires to respondents with predetermined criteria. The study involved 100 respondents, selected based on population calculations using the Slovin formula for sampling. The data collected from this research show that H0 is rejected and H1 is accepted, meaning that there is a significant influence of exposure to National Insight Test content on the achievement motivation of Gunadarma University students. This study reveals a relationship between the variables with a score of 71%.

References (2005 - 2023)