

ABSTRACT

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THE INFLUENCE OF MOTIVATIONAL VIDEO CONTENT ON ABDI SUARDIN'S YOUTUBE CHANNEL ON POSITIVE MINDSETS IN SOCIETY

Keywords : Abdi Suardin, Motivational Video Content, Positive Mindsets

(xv + 94 + attachment)

This study aims to determine whether there is an influence on the motivational video content of the YouTube channel Abdi Suardin in influencing positive mindsets in society, the theory used in this study is the uses and effects theory. This study uses a quantitative approach with a positivistic paradigm. The sample in this study was Abdi Suardin's YouTube channel subscribers, with a total of 400 respondents. Data collection techniques were carried out using a survey method through the distribution of questionnaires. The sampling technique in this study used the purposive sampling technique and the Taro Yamane formula. The results of this study can be seen from the correlation value (R value) of 0.833 in the range of 0.80 - 1,000 which can be interpreted as having a very strong level of relationship between motivational video content and positive mindsets in society. then the variable x Motivation Video Content has an influence of 69.4% on Positive Mindsets in society, while the rest with a percentage of 30.6% (100% - 69.4%) is influenced by other factors outside of this study. and the hypothesis test obtained shows the t-count value of 30.035 > t-table 1.649 which means the t-count value is greater than t-table and the significance value (Sig.) 0.00 <0.05. So it can be concluded that the motivational video content on Abdi Suardin's YouTube channel has a significant influence, and has a very strong relationship with positive mindsets in society.

Bibliography (1960 – 2021)