

Abstract

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The Effectiveness of the Kompas TV YouTube Channel on Disseminating Information to Gunadarma University Students.

Youtube Kompas Tv is a YouTube channel that presents information in the form of news, this study aims to determine the effectiveness of the dissemination of information on the Kompas TV YouTube channel. This research method uses a quantitative approach with a positivistic paradigm with sampling using Probability sampling. with a sample of 100 respondents obtained from the Slovin calculation, the population in this study were undergraduate Gunadarma University students who subscribed to the Kompas TV YouTube channel. In this case, the researcher distributed questionnaires through Google Forms online which were then processed using SPSS software. This study uses the Uses and Gratification theory. The results of this study indicate that there is an effectiveness of the Kompas TV YouTube channel on the dissemination of information to Gunadarma University Students. This can be proven The better the effectiveness, the greater the dissemination of information. The results of this study are relevant to the Uses and Gratifications theory which shows that the Kompas TV YouTube channel is an effective medium in disseminating information to Gunadarma University Students.

Keywords: Effectiveness, Uses and Gratification, Youtube, Kompas TV, Quantitativ