

ABSTRACT

ILYASA, 10821417

THE INFLUENCE OF EXPOSURE TO NIHONGO MANTAPPU YOUTUBE CONTENT ON SUBSCRIBERS' INTEREST IN STUDYING ABROAD.

Keywords: Influence, Content Exposure, YouTube Content, Interest in Studying Abroad, College, Nihongo Mantappu, Jerome Polin, Subscriber

(xiii + 77 + Attachments)

This research aims to determine the influence of Jerome Polin's Nihongo Mantappu YouTube content on subscribers' interest in studying abroad. This research method uses a quantitative method by conducting a survey, distributing questionnaires to respondents. The respondents in this research were subscribers from the Nihongo Mantappu YouTube channel aged 16-35 years with the total sample size calculated using the Slovin formula, namely 100 respondents. The theory used is Uses and gratification. The results of research on 100 Nihongo Mantappu Subscriber respondents' desire to study abroad was 63.5%, so it can be concluded that there is an influence of Jerome Polin's Nihongo Mantappu YouTube content on Subscribers' interest in studying abroad.

Bibliography: (2000 – 2023)