

ABSTRACT

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The Effect of Jagat Review Youtube Content on Technology Information Needs

Keywords: Influence of Jagat Review Content, Technology Information Needs, Youtube, Uses and Gratification Theory.

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The purpose of this study was to determine the content of Jagat Review on YouTube has an effect on technological information needs. This research uses a quantitative approach with a positivism paradigm. Data collection methods through distributing questionnaires. The sample in this study was taken through the calculation of the Slovin formula with purposive sampling technique which accumulated 400 respondents, namely Jagat Review Youtube subscribers. Uses and Gratification theory is used as the basis for analysis in discussing the research conducted. The results of this study indicate that variable X, namely Jagat Review Youtube content, has a significant effect on variable Y, namely Technology Information Needs. Based on the results of this study also prove that there is an influence of variable X, namely Jagat Review Youtube content on variable Y, namely Technology Information Needs, has a perfect correlation. It can be shown from the frequency of respondents' answers to this study, on variable X (Youtube), namely frequency is the indicator that has the most influence on technological information needs or variable Y.

Katz, E., Blumler, J. G., & Gurevitch, M. (1973-1974). Uses and gratifications research. Public Opinion Quarterly, 37(4), 509–523.