ABSTRACT

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THE EFFECT OF EXPOSURE TO GITA SAVITRI DEVI’S YOUTUBE CONTENT IN THE OPINION SEGMENT ON FULFILLING SUBSCRIBER INFORMATION NEEDS

Keywords : Content Exposure, Youtube, Information Needs
(xi + 94 + attachment )

The development of increasingly sophisticated technology brings its users to be more informative. In this technological era, information can be obtained from anywhere, one of them is from Youtube. The platform, which is a platform for video content creators, has become the most widely used social media in Indonesia, according to hootsuite.com as of January 2021. There are various types of content creators on YouTube, and in this study, a content creator chosen was Gita Savitri Devi, a YouTuber who often creates content about information that is happening or has been a problem for a long time, through a segment called an opinion. Therefore, this study aims to determine the exposure of Gita Savitri Devi’s youtube content in the opinion segment towards meeting the information needs of subscribers. This research is quantitative research with a survey method. The variables used are exposure and need for information by using the theory of Information Seeking Behavior. This study took a sample of 400 respondents who became Gita Savitri Devi’s subscribers, using a questionnaire technique. The sampling technique in this research is using the purposive sampling technique. The results of this study can be concluded that there is a positive and significant influence between exposure to Gita Savitri Devi’s youtube content in the opinion segment on the fulfillment of subscriber information needs.

Bibliography : 2002 – 2021