

ABSTRACT

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The Influence of Media Exposure and Media Use Motives on YouTube Live Streaming of "Windah Basudara" on Subscriber Satisfaction.

Key Words: Media Exposure, Motivation for Media Use, Satisfaction, YouTube (xii+101+lampiran)

Social media comes in various types and is widely popular, including platforms such as Facebook, Instagram, Twitter, TikTok, YouTube, LinkedIn, Snapchat, Pinterest, Reddit, and Tumblr. Many successful Indonesian content creators have emerged on YouTube, one of whom is Brando Franco Windah, known for his channel, Windah Basudara. The Windah Basudara YouTube channel often features live streaming content, particularly gaming live streams, which are consistently infused with dramatic elements towards the end, making them highly engaging and entertaining to watch. The purpose of this research is to determine and analyze the simultaneous influence of media exposure and media use motives on the satisfaction of subscribers to the YouTuber Windah Basudara. This research employs a quantitative method within a positivist paradigm. To collect data, the study uses a questionnaire with a series of statements posed to respondents. The data analysis technique employed is multiple linear regression analysis. The respondents of this study are subscribers to the Windah Basudara YouTube channel, with a total sample size of 400, using a purposive sampling technique. The theoretical framework used in this research is the uses and gratifications theory. The results of the study indicate that media exposure and media use motives both partially and simultaneously have a positive effect on the satisfaction of Windah Basudara's subscribers.

Bibliografy: (2005 - 2024)