

ABSTRACT

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The Influence of Ria SW's YouTube Show on the "South Korea" Episode on Subscribers' Culinary Interests

Keywords: Korea-Indonesia, Korean Wave, YouTube Content Influence, Culinary Interest

(xiii + 67 + Appendix)

Ria SW's YouTube content is one of YouTube's content that discusses culinary and culinary places both at home and abroad. This study aims to see how Ria SW's YouTube content on the episode 'South Korea' affects subscribers' culinary interests. This study uses a quantitative approach and positivism paradigm. The variables used in this research are exposure to culinary shows and interest using the uses and gratification theory. The population in this study is the YouTube channel subscribers "Ria SW". In data collection, questionnaires were used as data collection instruments with purposive sampling techniques. This study took 100 sample respondents who are subscribers to the YouTube channel "Ria SW". The results of this study indicate that there is a positive and significant influence between exposure to YouTube shows "Ria SW" on subscribers' culinary interests.

Bibliography (1991 – 2021)