

ABSTRACT

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The Influence of the Display of Close The Door Podcast Content on Deddy Corbuzier's Youtube Channel Subscription Interest.

Keywords: Media Translation, Interest, Youtube, Deddy Corbuzier, Podcast.

(xii+64+Appendices)

This research aims to find out the impact of the exposure of Close The Door podcast content on Deddy Corbuzier's YouTube channel subscription interest. This study used quantitative approach methods, and positivism paradigms. The theory used in this study is Media Dependency theory. In collecting data the use of questionnaires as a data retrieval instrument. The study's population was YouTube channel subscriber Deddy Corbuzier. The sampling technique uses a purposive sampling technique with a sample number of 100 respondents obtained from the results of the calculation using Slovin's formula. The results of this study showed that the influence of Close The Door podcast content exposure on Deddy Corbuzier's YouTube channel subscription interest was 48.8% and the rest was influenced by other factors outside the study. The correlation rate between the influence of Close The Door podcast content exposure on Deddy Corbuzier's YouTube channel subscription interest was 69.8% which showed a strong degree of relationship, and the relationship between variables had a positive direction. This study also had Ha's results accepted and Ho was rejected meaning that the exposure of Close The Door podcast content had a partial impact on Deddy Corbuzier's YouTube channel subscription interest. For further research, it is expected to use variables or other aspects so that they can refine the research, and obtain diverse results.

Bibliography (2002 – 2024)