

## **ABSTRACT**

**RIANISA SHAFIRA TYAGA. 10820668**

***THE INFLUENCE OF THE VARIETY SHOW 'GOING SEVENTEEN' AND  
CONTENT QUALITY ON FULFILLING THE ENTERTAINMENT NEEDS  
OF SEVENTEEN FANS***

*Keywords: Uses and Gratification, Variety Show, Content Quality, Going  
Seventeen, Entertainment Needs.*

(xiii + 102 + Appendice)

*This study aims to analyze the influence of the variety show 'Going Seventeen' and content quality on meeting the entertainment needs of Seventeen fans using a quantitative research method with a total of 400 respondents aged between 15 and 27 years. The study employs the Uses and Gratifications theory approach. Respondents were selected using a purposive sampling technique, focusing on individuals who actively follow the 'Going Seventeen' program. The results show that  $H_0$  is rejected, indicating a significant influence between the variety show 'Going Seventeen' and its content quality on meeting the entertainment needs of Seventeen fans.  $H_a3$  is accepted, reinforcing the conclusion that this program makes a meaningful contribution to fulfilling its fans' entertainment needs. These findings provide important insights for content managers in designing programs that can effectively meet the expectations and needs of fans.*

*Bibliography (2011 – 2024)*