

ABSTRACT

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The Influence of Communicator Credibility and YouTube Content Quality of Ferry Irwandi on Political Literacy among Generation Z in Jabodetabek

Keywords: Communicator Credibility, Content Quality, Generation Z, Political Literacy, YouTube
(xv + 98 + Attachment)

This study aims to examine the influence of communicator credibility and content quality of Ferry Irwandi's YouTube channel on the political literacy of Generation Z in Jabodetabek. The background of this research is based on the issue of low political literacy among youth despite the increasing access to political information through social media, especially YouTube. This study uses a quantitative method with a survey approach and purposive sampling technique. A total of 384 respondents from Generation Z who have watched Ferry Irwandi's YouTube content participated in this research. The data were analyzed using multiple linear regression with the help of SPSS software. The results show that both communicator credibility and content quality have a positive and significant influence on political literacy when tested partially. Simultaneously, both variables contribute 37.6% to political literacy. These findings indicate that digital communicator credibility and content quality play a crucial role in enhancing the ability of young people to understand and engage with political issues.

Bibliography (1997-2025)