

ABSTRACT

Roudotul Jannah, 10821848

THE INFLUENCE OF YOUTUBE ACCOUNT CREDIBILITY ON TANBOY KUN'S CHANNEL AS A FOOD VLOGGER ON SUBSCRIBERS' INTEREST IN VISITING MAMA NARA'S SEBLAK RESTAURANT

Keywords: Credibility, Interest in Visiting, Youtube Tanboy Kun, Subscribers.

(xii + 79 + Appendix)

This study aims to determine the effect of the credibility of Tanboy Kun's Youtube account as a food vlogger on the interest in visiting the Seblak Mama Nara restaurant on its subscribers using a descriptive quantitative approach. The theory used in this research is S-O-R Theory (Stimulus-Organism-Response). The population in this study were Subscribers of Tanboy Kun's youtube channel account, totaling 18.1 million (as of November 2023) with a sample of 100 respondents using the Slovin formula. Data collection by distributing questionnaires via Google Forms. Then the results showed that the credibility of the YouTube account on the Tanboy Kun channel as a food vlogger has a positive and significant effect on the interest in visiting restaurants in subscribers.

Bibliography (2006 - 2023)