

## ***ABSTRACT***

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***The Influence Of Jagat Review Youtube Content On Fulfilling Informastion Needs On Subscriber.***

*Keywords: Content, Youtube, Information Needs*

*(xii + 108 + Attachment)*

*The purpose of this study is that researchers want to see whether or not there is an Influence of Jagat Review Youtube Content on Fulfilling Subscriber Information Needs. This study uses a quantitative method with data collection using a questionnaire method (via Google Form). The theory used in this study is the Uses and Effect Theory. The population in this study were 1.48 million subscribers of the Jagat Review YouTube account. The sampling technique in this study used a purposive sampling technique with a sample size of 100 respondents and used the Slovin formula sampling technique. The results of this study indicate that there is a positive and significant influence on the Influence of Jagat Review Youtube Content on Fulfilling Subscriber Information Needs.*

*Bibliography (2002-2024)*