

## **ABSTRACT**

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### ***The Effect of Jagat Review's Youtube Channel On Interest In Buying Smartphones By Gunadarma University Students***

**Keywords :** *YouTube, Jagat Review, Interest In Buying Smartphones*

*( x + 61 + attachment )*

*Youtube is a very popular social media at this time that can provide information and entertainment to it's users. This study was conducted to measure how much influence the Jagat Review Youtube Channel has on the buying interest of Gunadarma University Student's Smartphones. Gunadarma University Students were chosen as respondents because, basically Gunadarma University is engaged in the Technology Industry, so indirectly the Students also understand technology, especially smartphones. This study uses the theory of stimulus organism response (SOR) which means that every stimulus given to someone will cause a certain reaction. The approach in this research is quantitative. The method used is a questionnaire or questionnaire method. With data obtained through questionnaires distributed to 103 students, this study shows that there is an influence between Jagat Review's Youtube Channel Media Exposure To Gunadarma University Student Smartphones Purchase Interest, with a percentage of 60,9% which can be interpreted that this study is in accordance with the understanding of the stimulus organism response (SOR) theory with the understanding of the stimulus, namely the Youtube Channel Jagat Review, the organism, namely Gunadarma University Students, and response, namely the interest in buying a smartphone.*

*Bibliography ( 2004 – 2021 )*