ABSTRACT

Aurely Ankita Setiono, NPM 11817069. Scientific Research. The Influence of Jerome Polin’s Youtube Content Exposure and Source Credibility on Japanese Mathematics and Literature Learning Interest. Advisor: Dr. Siti Masitoh

YouTube is the most popular video sharing channel in the world, it can even be said that YouTube is the video channel that is most frequently and most visited by internet users. This study was conducted to measure the influence of Jerome Polin’s YouTube content exposure and resource credibility on the interest in learning Japanese mathematics and literature. To measure this effect, the questionnaire researchers who had or frequently watched Jerome Polin’s video content were done to measure whatever syringe they access Youtube, as well as view Youtube to get information and education. This study uses the Use and Gratification Theory. This research uses quantitative, as well as quantitative descriptive methods. With the data obtained through a questionnaire distributed to 100 respondents. This research shows the effect of X1 (Effect of Exposure) on Y (Interest in Learning) is \( t_{\text{count}} 5,262 > 2,000 \) \( t_{\text{table}} \), and for X2 (Source Credibility) and Y (Interest in Learning) is \( t_{\text{count}} 4,629 > 2,000 \) \( t_{\text{table}} \). Explanation declare \( H_0 \) rejected and \( H_a \) received. This means that there is an influence of exposure related to Jerome Polin’s Youtube content and the credibility sources on interest in learning Japanese mathematics and literature. With the coefficient of determination adjusted \( r^2 \) square, which indicates that 55% of viewers interest in learning can be influenced by exposure and source credibility, and the other 45% can be explained due to other factors.

Keywords: Youtube, Media Exposure, Source Credibility, Learning Interest