

ABSTRACT

In the era of globalization as now communication has undergone many developments. This study aims to determine whether there is an influence between the message on audience response and how much influence the video message on Bayu Skak's Youtube channel has on the response of the audience. This study uses independent variables, namely messages with sub-variables verbal messages and nonverbal messages and the dependent variable is the audience response with sub variables cognitive response, affective response and behavioral response. The type of research used is descriptive with a quantitative approach. The population in this study were audiences who had watched the video "Aku Wong Jowo" with a sample of 100 respondents with incidental sampling techniques. The analysis technique used in this study is descriptive analysis, normality test, simple linear regression analysis, coefficient of determination and Pearson correlation analysis. The results of hypothesis testing result in a value of t count of 10.678 due to t count (10.678) > t table (1.660), then H₀ is rejected which means that there is the effect of video messages on Youtube Channel Bayu Skak on the response of audiences. The determination coefficient value is 53.8% which indicates that the video message "I Wong Jowo" has an influence of 53.8% on the audience response and the remaining 46.2% is influenced by other factors not examined.

Keywords: Message, Audience Response, Video, Youtube