

ABSTRACT

The presence of new media is a marker of determination of the development of communication technology and the internet in the midst of human life. The development of communication and information technology is rapidly making almost all people of the world dependent on existing new media. One of the new media is youtube, youtube is a website that is used to share videos with the whole world. This makes the Youtubers especially in Indonesia compete to win each other in order to reap both material benefits in the form of money and non-material benefits such as popularity. This research was conducted to determine whether there is an influence of video content “nyamar jadi orang miskin! cewe matre prank!” on youtube channel Atta Halilintar on the attitude audience to subscribe. This study uses two independent variables and one dependent variable, the first independent variable is video content (X1). The second independent variable is YouTube video (X2) and the dependent variable of this study is the attitude of the audience to subscribe (Y). This research uses descriptive quantitative methods and multiple linear regression. The sample of this study is Atta Halilintar's YouTube channel subscriber with non-probability sampling technique - 400 respondents. Based on the results of the T test, the variable video content (X1) and YouTube video (X2) partially significant effects on the attitude of the audience to subscribe. While based on the results of the F test and the coefficient of determination both variables significantly influence the attitude of the audience to subscribe by 80%.

Keywords: New Media, Social Media, Youtube, Video Content, Video Youtube and Attitude.