

ABSTRACT

Yulia Baltschun is one of the most active diet influencers on Youtube with channel account name “Yulia Baltschun”. Yulia Baltschun is one of the diet influencers who eradicate dietary myths that are rife in Indonesian society. The purpose of this research to determine how Yulia Baltschun channel influence the viewer who needs for healthy diet information. This research used quantitative method by distributing questionnaires to 100 respondents through online media which is determined through nonprobability sampling. The population in this research is Yulia Baltschun’s YouTube viewers. The analysis techniques used in this research is descriptive analysis and simple linear regression analysis. The results of this research indicate that Yulia Baltschun's Youtube Channel (X) has a positive and significant effect on Information Needs (Y). Based on the results of the coefficient of determination test, the results showed that Yulia Baltschun's YouTube channel contributed 58.2% to the information needs of a healthy diet, and the remaining 41.8% was the contribution of the influence of other variables not examined in this research.

Keywords: Youtube, Healthy Diet, Healthy Lifestyle, Information Needs.