

ABSTRACT

This study was conducted to find out the results of the Effect of Cocomelon Youtube Content on Children's Education in the Golden Age Period (Research Location in the Greater Jakarta Area), in this study there is a phenomenon that accessing social media and the internet is very easy and free, it is feared that early childhood is wrong. and about choosing content to watch.

This study uses a non-probability sampling technique, namely purposive sampling. The technique that will be used in this research is purposive sampling, namely taking samples by determining specific characteristics that are in accordance with the research objectives so that they are expected to answer research problems. These special characteristics are 0-5 years old, living in one of these cities: Jakarta, Bogor, Depok, Tangerang, Bekasi, watching Cocomelon Youtube content. Based on these calculations, the sample obtained was 96.04 people, but the researchers rounded up and to simplify the calculations, the researchers would take a sample of 100 people.

The population selected by the researcher for review then becomes the limiter of the research results obtained. Based on the explanation above, it can be said that the population is all objects that have the privilege to be sampled. The population in this study is the number of golden age children in Jabodetabek, namely 610,538 children aged 0-5 years or early childhood (BPS, 2020). This study involved the parents of golden age children as respondents.

Based on the results of research on "The Effect of Cocomelon Youtube Content on Children's Education in the Golden Age Period (Research Location in the Greater Jakarta Area)", the regression coefficient was 1.135 with a significance of 0.000, which is smaller than 0.05. That is, Cocomelon Youtube Content has a positive and significant influence on Golden Age Childhood Education and this means that the hypothesis is accepted. Researchers also perform statistical calculations to test the coefficient of determination that is the result of the SPSS output, which is 74.5%, this figure is included in the category of high influence. This shows that Cocomelon Youtube Content has an influence of 74.5% on Golden Age Childhood Education, then the remaining 25.5% is influenced by other factors not examined in this study.

Keywords: *Social Media, Youtube Content, Golden Age Children*