

## ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui motivasi dan kepuasan menonton siswa kelas X Jurusan Teknik Produksi Siaran Program Televisi dalam menyaksikan *Vlog Nerror Nessie Judge* di Channel YouTube. Penelitian ini menggunakan Teori *Uses and Gratification*. Objek penelitian penulis adalah *Vlog Nerror Nessie Judge*. Jenis pendekatan yang digunakan pada penelitian ini adalah pendekatan kuantitatif dan menggunakan alat pengumpulan data melalui kuisioner. Penentuan sampel dalam penelitian ini menggunakan *teknik non probability sampling*, dengan jenis sampling jenuh (sensus) sampel yang akan di ambil adalah seluruh siswa kelas X SMK Negeri 4 Kota Bekasi Jurusan Teknik Produksi Siaran Program Televisi yang berjumlah 66 orang. Hasil penelitian ada korelasi yang signifikan (0.414) antara motivasi dan kepuasan menonton tayangan *Vlog Nerror Nessie Judge* di channel YouTube, 0,414 menunjukkan bahwa terdapat hubungan yang cukup kuat antara motivasi dan kepuasan menonton tayangan *vlog Nerror Nessie Judge* di YouTube.

Kata Kunci : Motivasi, Kepuasan, *Vlog Nerror Nessie Judge*, YouTube.

## ABSTRACT

*The purpose of this study was to determine the motivation and satisfaction of watching class X students of the Production Engineering Broadcast Television Program in watching the Nerlog Nessie Judge Vlog on the YouTube Channel. This research uses the Theory of Uses and Gratification. The author's research object is Vlog Nerror Nessie Judge. The type of approach used in this study is a quantitative approach and uses data collection tools through questionnaires. Determination of the sample in this study using non-probability sampling techniques, with the type of saturated sampling (census) samples to be taken are all students of class X SMK Negeri 4 Bekasi, Department of Production Engineering Broadcast Television Program Classes, amounting to 66 people. The results of the study showed a significant correlation (0.414) between motivation and satisfaction watching Nerlog Nessie Judge's Vlog shows on YouTube channel, 0,414 shows that there is a strong relationship between motivation and satisfaction watching the Nerror Nessie Judge vlog on YouTube.*

*Keywords: Motivation, Satisfaction, Nerror Nessie Judge Vlog, YouTube*