

ABSTRACT

Name : Muhammad Chalid Arridho
Title : Motives and Satisfaction Watching Yudist Ardhana's Vlog on Youtube for Class XII Science Students/I SMA STATE 11 DEPOK
Supervisor : Ikbal Rachmat, ST, M, T
Number of Pages : 74 Pages, 2 Images, 1 Chart, 47 Tables
Keywords : Motive, Satisfaction, Yudist Ardhana's Vlog, Youtube.
Bibliography : 16 Books

This research was conducted to find out the motives and satisfaction of watching Yudist Ardhana's Vlog on YouTube for Class XII Science Students at SMA NEGRI 11 DEPOK. The research was conducted on Yudist Ardhana because currently @yudistardhana has reached 10.7 million Subscribers or Followers. He became a Youtuber or Content Creator at the end of 2015 and January 2016 Yudist started to build a YouTube channel and continues to be active until now. Initially, Yudist Ardhana's Vlog was a Prank Youtuber and now he has turned to Experiments, entertainment, reviews, and other fun. Becoming a Youtuber provides many extraordinary new experiences that have never been experienced before. He had the opportunity to travel to many cities throughout Indonesia, filling in various locations to campuses, collaborating with many well-known brands, companies, and famous people. The researcher uses the Uses and Gratification theory with four indicators, namely Entertainment, Interpersonal Relations, Seeking Information, and Friendship. The method in this research is an online survey, with the type of quantitative research using Validity, Reliability, Descriptive, and crosstab tests. The conclusion of the research is that Yudist Ardhana's vlog has a high motive from the knowledge dimension, while the escape dimension tends to be low. Meanwhile, for satisfaction, it is known that the dimensions of information satisfaction, personal identity satisfaction and entertainment satisfaction have high scores and from integration satisfaction, and social interaction satisfaction tends to be low.