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Pengaruh iklan layanan masyarakat (ilm) bahaya merokok di youtube (dalam channel neuron) terhadap sikap remaja di jakarta selatan (Survey Pada remaja di Jakarta Selatan Bulan Agustus 2020 – Januari 2021)

Bibliografi : 5 Bab 105 Hal + Lampiran + 5 Jurnal + 39 Buku + 11 Internet

Abstrak

Kebutuhan informasi menjadi hal yang penting dengan demikian perkembangan informasi juga menjadi cepat, Media youtube juga berperan dalam menyediakan informasi, Channel youtube Neuron menggambarkan bahaya merokok pada media youtube yang dapat diakses dengan mudah jika terhubung dengan internet. Tujuan Penelitian ini adalah untuk mengetahui dan menjelaskan Pengaruh Iklan Layanan Masyarakat (ILM) bahaya Merokok di Youtube terhadap sikap remaja di Jakarta Selatan.

Metode penelitian yang digunakan oleh peneliti adalah metode penelitian Kuantitatif metode survei dengan menggunakan alat berupa kuesioner . dimana kuesioner dapat diisi melalui google form yang sudah disediakan. Pengaruh iklan layanan masyarakat (ilm) bahaya merokok di youtube (dalam channel neuron) (X) berpengaruh positif dan signifikan terhadap sikap remaja di jakarta selatan (Y). Yang dimaksud dengan Berpengaruh positif yakni jika Variabel X ditingkatkan maka variable Y juga akan meningkat. Berdasarkan hasil penelitian diperoleh hasil bahwa pengaruh iklan layanan masyarakat (ilm) bahaya merokok di youtube (dalam channel neuron) (X) memberikan pengaruh terhadap sikap remaja di jakarta selatan (Y) sebesar 27,7% sedangkan sebesar 72,3% sisanya dipengaruhi oleh faktor lain yang diteliti dalam penelitian tersebut.

Kata Kunci : Komunikasi, Iklan Layanan Masyarakat, Media Massa, Youtube, Sikap remaja



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The effect of public service advertisements (films) on the dangers of smoking on YouTube (in the neuron channel) on the attitudes of adolescents in South Jakarta (Survey on adolescents in South Jakarta, August 2020 – January 2021)
Bibliography : 5 Chapter 105 Pages + Appendix + 5 Journals + 39 Books + 11 Internet

Abstrack

The need for information is important, so the development of information also becomes fast, Youtube media also plays a role in providing information, the Neuron youtube channel describes the dangers of smoking on youtube media that can be accessed easily if connected to the internet. The purpose of this study is to find out and explain the influence of Public Service Advertisements (ILM) on the dangers of smoking on Youtube on the attitudes of teenagers in South Jakarta.

The research method used by the researcher is a Quantitative research method of survey methods using a tool in the form of a questionnaire. where the questionnaire can be filled out through the google form that has been provided. The influence of public service advertisements (ilm) the dangers of smoking on youtube (in neuron channels) (X) has a positive and significant effect on the attitudes of adolescents in south jakarta (Y). What is meant by Positive effect is that if Variable X is increased, variable Y will also increase. Based on the results of the study, the results were obtained that the influence of public service advertisements (ilm) the dangers of smoking on Youtube (in neuron channels) (X) had an influence on the attitudes of adolescents in south Jakarta (Y) by 27.7% while the remaining 72.3% was influenced by other factors studied in the study.

Keywords : Communication, Public Service Advertising, Media Massa, Youtube, Youth attitudes