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Pengaruh Terpaan Tayangan Youtube Yusuf Mahardika Terhadap Minat Belajar Menggunakan Kamera Analog (Survey Terhadap *Subscriber* Yusuf Mahardika)

ABSTRAK

Youtube populer terutama di kalangan generasi muda karena menyajikan berbagai jenis konten informatif, edukatif, dan hiburan seperti musik, film, berita, olahraga, gaya hidup, permainan, vlog, dan tutorial. Salah satu kanal yang menonjol adalah Yusuf Mahardika yang mengajarkan penggunaan kamera analog. Penelitian ini fokus pada dampak tayangan YouTube Yusuf Mahardika terhadap minat belajar kamera analog.

Menggunakan teori Stimulus-Organisme-Respons (S-O-R), penelitian ini mengeksplorasi korelasi antara tayangan YouTube dan minat belajar kamera analog. Metode analisis kuantitatif digunakan melalui survei dengan mengirimkan kuesioner Google Form kepada 100 pelanggan aktif Yusuf Mahardika di YouTube.

Hasilnya mengungkapkan korelasi yang signifikan antara tayangan YouTube Yusuf Mahardika dan minat belajar kamera analog, dengan koefisien korelasi 0.816. Lebih dari setengah variasi minat (66.58%) dapat dijelaskan oleh tayangan tersebut.

Pentingnya dimensi perhatian dalam paparan tayangan terungkap, dengan dimensi ketertarikan dan motivasi menjadi kunci dalam minat belajar. Minat ini muncul dari ketertarikan pada hobi dan dorongan untuk eksplorasi lebih lanjut.

Secara keseluruhan, hasil penelitian ini menegaskan bahwa tayangan YouTube Yusuf Mahardika memengaruhi secara signifikan minat belajar kamera analog, dengan dimensi perhatian dan motivasi memegang peranan penting. Tayangan ini memainkan peran penting dalam membentuk minat dan pengenalan terhadap topik penggunaan kamera analog.

Kata Kunci : Terpaan media, Youtube, Minat Belajar Menggunakan Kamera Analog.



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The Influence of YouTube Content Exposure by Yusuf Mahardika on the Interest in Learning to Use Analog Cameras Counsellor

ABSTRACT

YouTube is popular, especially among the younger generation, due to its diverse range of informative, educational, and entertaining content such as music, movies, news, sports, lifestyle, gaming, vlogs, and tutorials. One prominent channel is Yusuf Mahardika, who teaches how to use analog cameras. This research focuses on the impact of Yusuf Mahardika's YouTube content on the interest in learning to use analog cameras.

Using the Stimulus-Organism-Response (S-O-R) theory, this study explores the correlation between YouTube content and the interest in learning analog camera usage. A quantitative analysis method was employed through a survey by distributing Google Form questionnaires to 100 active subscribers of Yusuf Mahardika's YouTube channel.

The results reveal a significant correlation between Yusuf Mahardika's YouTube content and the interest in learning analog camera usage, with a correlation coefficient of 0.816. More than half of the variance in interest (66.58%) can be explained by this content exposure.

The significance of the attention dimension in content exposure is evident, with the dimensions of interest and motivation being key factors in the interest to learn. This interest arises from a passion for the hobby and the drive for further exploration.

Overall, this research reaffirms that Yusuf Mahardika's YouTube content significantly influences the interest in learning analog camera usage, with the attention and motivation dimensions playing crucial roles. This content plays a significant role in shaping interest and introducing the topic of analog camera usage.

Keywords: Media exposure, YouTube, Interest in Learning Analog Camera Usage.