

ABSTRACT

The objective of this study was to determine how the effectiveness of information delivery by Raditya Dika in his YouTube channel on the video how to make the film scenario and evaluate the response of Communication Science student program broadcasting major toward information provided by Raditya Dika. YouTube is a popular video provider website that provides a variety of information for those who want to search information in the video and watch it instantly.

The method used in this research is quantitative approach with descriptive methods. The data collection is done by distributing questionnaires to 70 respondents which is student class of 2013 Telkom University Communication Science Program majoring in Broadcasting.

Data analysis shows that stimulus response variable gives result with an average total score from 16 questionnaires statement is 87.28%. The result means that the respondents strongly agree with the information presented on Radityadika channel about how to make the film scenario is effective.

Keywords: Stimulus Response, Effectiveness of Information Delivery, Film Scenario.