

ABSTRACT

Automotive Review Channel Autonetmagz is a video-based content service available on Youtube social media and can be accessed via <http://youtube.com>. Automotive Review Channel Autonetmagz aims to provide information about the advantages and disadvantages of a car technology, especially modern cars that exist in the Indonesian market today. Not only the car market in Indonesia, sometimes Reviewers from the Autonetmagz provide facilities to explore Japan to see the museum history of Sakura State's production car that will later Inform the details of the advantages and disadvantages to the audience through Automobile Channel Autonetmagz Review. In addition to watching, Subscribers can also comment on the comments field if you want to ask Autonetmagz to review the car in the desired by the audience.

The formulation of the problem in this study is how much influence the exposure of impressions Automotive Channel Autonetmagz Review Against Automotive Needs Information Needs Subscribers. Data analysis technique used in this research is quantitative with simple linear regression method. The population was taken from the number of Subscribers on the Autonetmagz Channel Automotive Review channel, totaling 46,971,381 Subscribers with a sample of 100 respondents. The independent variable is Impression Automotive Review Review Autonetmagz Channel consisting of three sub variables namely frequency, duration, attention. The dependent variable is Automotive Meter Requirement Information Requirement Subscribers Autonetmagz. The data collection is done by spreading the draft of the online questionnaire to Automotive Autometzagz Automotive Channel Subscribers Review.

By using simple linear regression method, the result of calculation on the fulfillment of information needs after getting exposure of information is in good category, it means that there can be a significant influence from the exposure of information to the fulfillment of information needs.

Keywords: Impression Impression, Information Needs Fulfillment, Autonetmagz