

## ABSTRACT

*The aim of this research is to know the influence of Zenius Education channel in Youtube to the understanding of school lesson among students. This research is using the quantitative method by giving questionnaire to students at SMA Negeri 3 Bandung. The theory on which to base this research is Computer Mediated Communication (CMC). Population in this research is students at SMA Negeri 3 Bandung with 92 samples. This research using Simple linear regression analysis, correlation test, Coefficient of determination, and hypothesis testing. The results of this research shows a significant influence from uses of Zenius Education channel in YouTube to the understanding of school lessons among students at SMA Negeri 3 Bandung. Proven by the results from partial test obtained a value for  $t_{hitung}$  in the amount of  $13,633 > 1,985$  with a level of significance in the amount of  $0,000$  shows that  $H_0$  is rejected and  $H_1$  is accepted. From the Coefficient analysis obtained a results of  $0,821$ . So, the uses of Zenius Education channel in YouTube is affecting 67,4% to understanding od school lessongs among student at SMA Negeri 3 Bandung, while 32,6% is affected by other things outside this research. The conclusion of this research is, the uses of Zenius Education channel in Youtube and the understanding of school lesson among students at SMA Negeri 3 Bandung is already good because it is have a strong category and a whole indicator from the uses of Zenius Education channel in YouTube is having a positive and significant effect among students at SMA Negeri 3 Bandung.*

*Keywords: YouTube, Zenius Education, lesson understanding, Computer Mediated Communication*