

ABSTRACT

The presence of new media is one of the markers of determination of technological and internet developments in the midst of human life. The rapid development of communication and information technology makes almost everyone in the world depend on new media existence. One of the new media is Youtube, Youtube is a website that is used to share videos around the world. This research is intended to determine how the influence of Youtube video content on the Ria Ricis account to the audience's decision to subscribe. The method used in this research is descriptive quantitative research method. The sample in this study is the subscriber from the Ricis Official Youtube account. This study uses the AIDDA theory which is an acronym of Attention (attention), Interest (interest), Desire (desire), Decision (decision), Action (action). Based on the result of this study, it shows that video content on Ria Ricis's significantly affected the audience decision to subscribe, by obtaining $t_{count} 13.523 > t_{table} 1.984$, it means that the hypothesis H_0 is rejected and H_1 is accepted. The result of a simple regression analysis explain that the video content has a significant effect with positif direction of the audience decision to subscribe with total percentage of 65.1%.

Keywords : Social Media, Youtube, Quantitative, Subscriber Decision.