ABSTRACT

This study discusses the effectiveness of Tel-U's Vlogcast content on fulfilling subscribers' information needs. The purpose of this study is to explain how effective the Tel-U Vlogcast content is in meeting the information needs of subscribers. This research uses quantitative research methods. In this study, the researchers made the students and students of Telkom University as the population, then a sample of 98 people was taken using purposive sampling technique. This type of research is descriptive quantitative research, which is a study conducted to determine several hypotheses to be tested. The survey method used is by distributing questionnaire links to Telkom University students and students who have become subscribers to the SMB Telkom University Youtube channel via direct messages. This study concludes that the effectiveness of Tel-U's Vlogcast content on fulfilling subscribers' information needs.

Keywords: Effectiveness, Information needs, YouTube