

ABSTRACT

The phenomenon of a shift in information consumption among the younger generation is the background to research on the influence of Gadgetin's YouTube channel content on fulfilling the need for information about gadgets (a survey on Generation Z subscribers of Gadgetin's YouTube channel). This shift in consumption patterns has given rise to digital content creators, especially on the YouTube channel which produces various types of content. One of the creators' content that has caught the attention of researchers is the Gadgetin YouTube channel. Having the highest number of subscribers and views with the theme "gadget" attracted researchers' interest in researching Gadgetin's YouTube channel. This study aims to see how much influence the content of the Gadgetin YouTube Channel has on fulfilling the information needs about gadgets for Generation Z subscribers of the Gadgetin YouTube channel. This study uses a descriptive quantitative method with data collection techniques through distributing questionnaires. The findings in this study are the influence of Gadgetin's YouTube channel content on fulfilling the information needs about gadgets for subscribers, especially Generation Z.

Keywords: Content, Gadgetin, Fulfillment of information needs, Generation z