

ABSTRACT

*People's lives have been enriched by the introduction of new media or new media since the advent of the internet. The presence of new media facilitates human-to-human communication. New media (new media) began to appear historically in line with the emergence of the internet era. At this time, people prefer to carry something at any time and in any place, such as cell phones. One of the content available and in high demand on YouTube at the moment is vlog content. Jerome Polin is someone known for his intelligence and a content creator. He also received a scholarship to continue his studies in Japan. Based on the explanation above, researchers will conduct research to determine whether Jerome Polin's YouTube content has met the entertainment needs of teenagers in the city of Bandung. This study has the title *The Influence of Jerome Polin's YouTube Content on Fulfilling the Entertainment Needs of Youth in the City of Bandung*. This research will use the uses and gratifications theory or what is called the uses and satisfactions theory. This study uses quantitative research methods with probability sampling techniques with simple random sampling. In this study, there was a significant influence between Jerome Polin's Youtube media content variables on meeting the needs of adolescents in the city of Bandung. By getting the results of the T test that has been carried out, obtaining a t count of 11,340 this means that the t count > t table ($11,340 > 1,653$), meaning that H_0 is rejected and H_a is accepted. From the results of the coefficient of determination test, it was found that Jerome Polin's Youtube media content influenced 39.4% in fulfilling the needs of adolescents in the city of Bandung, and the rest was influenced by variables that were not in this study.*

Keywords: Media Studies, Youtube, Entertainment needs, New Media