

## **ABSTRACT**

*The development of the times along with technological advances is quite rapid. These advances are closely related to the internet, the internet has globalized including the country of Indonesia. Various groups in Indonesia are already quite adept at using the internet, children aged 5-12 years rank fourth out of five age categories with a percentage of 62.43%. The use of the internet by children is expected to remain with parental supervision. The age of 5-12 years is included in the category of early childhood education and basic education, in this category children imitate the behavior of what children like. With the use of the internet by children, children can also imitate the behavior of the content on their favorite YouTube. The purpose of this study was to determine the imitation behavior of Youtube content by children. this research uses a qualitative case study method. The results of the research obtained are that children can imitate their favorite YouTube content by experiencing four stages. These stages are known as the stages of the observational learning process which consists of: The process of attention (attention), the process of remembering (retention), the process of motor reproduction (motor reproduction) and the process of reinforcement and motivational. These stages are related to Albert Bandura's Social Learning Theory.*

**Keywords:** *Children, YouTube, Stages of observational learning process, Social Learning Theory*