ABSTRACT

Today, internet user data on the Youtube platform is ranked 1. Many youtube channels then display content, one of which is gaming content. In this case, YouTube content itself affects the fulfillment of information in various sectors.This study aims to analyze the impact of the content presented on the "Oura Gaming" YouTube channel on fulfilling the information needs of Mobile Legends game players. Through quantitative methods and a descriptive approach, this study uses a number of indicators to assess certain aspects of the content, such as context, communication, collaboration, and connection. The results of data analysis showed a significant positive influence of 52.7% between Oura Gaming's YouTube content and the level of fulfillment of Mobile Legends game information needs. In addition, linear regression analysis identified that the use of social media in Oura Gaming's YouTube content had a 33.1% influence on the game's information needs. These findings reinforce the conclusion that Oura Gaming's YouTube content makes a meaningful contribution in fulfilling the information needs of Mobile Legends players. This research provides insights into the potential of YouTube as an information platform that impacts players in the online gaming ecosystem.

Keywords Youtube Content; Oura Gaming; Mobile Legend; Information.