

ABSTRACT

The development of industry and the internet in the digital era has had a big influence in various fields, one of which is gaming. Community participation makes this field have a big influence with the sophistication of social media technology allowing game players or what are called content creators to work by interacting directly with fans and viewers. Where content creators have now become a promising profession for some people in Indonesia. A content creator needs abilities such as hard skills and soft skills to produce quality content of appropriate quality. These skills include researching content, brainstorming ideas, editing videos, and taking videos so that they can reach the target audience and increase engagement. However, it was reported by KPAI that there were still many video content creators who received warnings which were deemed to contain negative elements. These irresponsible creators have produced video content without following procedures that should be taken into account. The audience's acceptance of a creator is definitely related to the extent to which the source is considered credible. The higher the level of credibility of a source, the greater its impact on audience attitudes. This research aims to find out how much influence the credibility of creators on the Windah Basudara YouTube channel has on the attitudes of Generation Z subscribers. The research method used is a quantitative research method with a survey method distributing online questionnaires to a sample of 385 respondents. The results of this research show that there is an influence of the credibility of creators on the Windah Basudara YouTube channel on the attitudes of Generation Z subscribers by 56.1%, the remaining 43.9% is influenced by other variables not examined in this research.

Keywords: *Creator Content, Gaming Content, Credibility, Attitude, Generation Z Subscribers.*