

ABSTRACT

The development of information and communication technology has driven the emergence of various digital platforms that have changed the way people access information. YouTube, as one of the most popular social media platforms, has become a space for content creators to share information in various fields, including culinary. One of the influential food vloggers is Ria SW, who consistently presents Korean culinary content through visual narratives and an engaging communication style. This study aims to analyze the impact of Ria SW's YouTube content on the culinary information needs of her subscribers. This research uses a quantitative approach with a survey method. Data were collected using a Likert scale-based questionnaire distributed to 100 respondents, who are active subscribers of Ria SW's YouTube channel. The variables studied include information load, content attractiveness, interactivity, and the content's ability to meet the specific needs of the audience. Data analysis was performed using multiple linear regression with the help of SPSS-25 software. The results show that Ria SW's YouTube content has a significant impact on the culinary information needs of her subscribers. The information load presented through the content is considered relevant and adequate by the audience, while the narrative used provides an authentic and interactive experience. Elements such as appealing visual presentation, the use of a casual yet informative communication style, and the ability to build interaction through comments are the main factors influencing the fulfillment of the audience's culinary information needs. This research provides theoretical contributions to the study of digital communication, particularly in the context of social media, as well as practical insights for content creators and players in the culinary industry to utilize digital media as an effective and creative communication tool.

Keywords: YouTube content, Food Vlogger, Culinary, Information Needs, Ria SW.