

ABSTRACT

This study aims to analyze the magnitude of the influence of the Atap Negeri content on Fiersa Besari's YouTube on fulfilling the need for information on mountain climbing. Fiersa Besari is one of the content creators of climbing vlogs and musicians in Indonesia who uses the YouTube platform as a medium to share his content. This study uses the theory of new media and information needs and applies a quantitative method with a descriptive approach and applies a non-probability sampling technique through a purposive sampling approach. The results of the data analysis showed a positive influence with a significance of 36.9% between the atap negeri content on Fiersa Besari's YouTube on the level of fulfilling the need for information on mountain climbing, and the other 63.1% was influenced by other factors not covered in this study. In addition, linear regression analysis identified that the use of social media in the atap negeri content on Fiersa Besari's YouTube had an influence of 0.528 on the need for information on the game. This finding strengthens the conclusion that the atap negeri content on Fiersa Besari's YouTube makes a significant contribution to fulfilling the need for information on mountain climbing for climbers.

Keywords: *Fiersa Besari, YouTube Content, Nature Climbing.*