

ABSTRACT

Exposure of Tirta PengPengPeng's YouTube Content to Interest in Buying Compass Shoes

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The emergence of content creators on YouTube with content reviewing a product. This content is used by the public to get information about product reviews. One of the creators on YouTube discussing local shoes is Tirta PengPengPeng. On his YouTube content, Tirta PengPengPeng uploads about local shoes, and many people want to request and recommend local shoes for him to review. One of the videos reviewed is Compass shoes. The existence of this video can provide information about Compass shoes. With the video review, there was an exposure from Tirta PengPengPeng's YouTube content and the emergence of interest in buying Compass shoes. This study aims to determine the effect of exposure to Tirta PengPengPeng's YouTube content on interest in buying Compass shoes. This study uses the theories and concepts of Marketing Communication, Social Media, YouTube, Consumer Behavior, Buying Interest, Media Exposure, and Theory of Planned Behavior. This study uses a quantitative method, by distributing it to 400 respondents who are viewers of the Tirta PengPengPeng show when reviewing Compass shoes until the video ends. The results of this study indicate that the Media Exposure variable (X) has an influence on the Purchase Interest variable (Y) of 0.726 which is quite strong. The conclusion in this study is that media exposure can affect buying interest.

Keywords: Exposure, Purchase Interest, and Theory of Planned Behavior

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