

ABSTRACT

The Effect of Exposure to Menstrual Cup Content on Interest in Usage (Correlation Study among Female Subscribers on the Titan Tyra YouTube Account)

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The Menstrual Cup is an alternative menstrual product used by women and is claimed to be an environmentally friendly product. The lack of knowledge among women in Indonesia regarding menstrual cup products has prompted influencer Titan Tyra to provide information regarding the use and convenience of using menstrual cup products as a beginner in the form of videos on his personal YouTube account. This research focuses on how exposure to menstrual cup content affects interest in using it among female subscribers on the Titan Tyra YouTube account with an age range of 20-31 years. This study was studied with reference to the theory of Planned Behavior by using a quantitative approach through survey methods by collecting questionnaire data. Based on an analysis of 400 respondents, it was shown that exposure to menstrual cup content had an effect on the interest in using it among female subscribers on the Titan Tyra YouTube account, which was 0.854 which was classified as very strong. Exposure to menstrual cup content information has a positive and significant effect on the interest in using female subscribers on the YouTube Titan Tyra account with an effect value of 72.9%. While the remaining 27.1% results are assumed to be in accordance with subjective norms related to the demographics of respondents that location, work, as well as education greatly influence a person's interest in using it.

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