

DIGITAL MEDIA COMMUNICATION

The Effect of *Glints Indonesia* Youtube Content to Fulfill the Information Needs of Subscribers

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Abstract

The existence of social media Youtube as a medium for seeking various information shows how influential Youtube is as information with various contents. Glint Indonesia's Youtube content is a means to find career development content, such as discussing content about the world of work and job hacks that job seekers usually need to be successful at the interview stage or when they have to adapt to the world of work. This study aimed to see the effect of Glints Indonesia Youtube content on fulfilling the information needs of subscribers. This research uses quantitative research methods and the positivism paradigm. The data collection technique was carried out using a survey method using a questionnaire with a sample of 400 respondents referring to the Slovin formula. The respondents in this study were subscribers of Glint Indonesia's Youtube channel. This study uses the Uses and Gratification Theory with the basic assumption that the audience is active and selective in sorting the media so that it raises the motive for using the media and satisfaction with that motive. The results of this study stated that exposure to Glints Youtube content is strong enough to fulfil the information needs of Glints Youtube channel subscribers with a percentage of 40.7%. It can be concluded that there is an effect of exposure to Glints Youtube content on the fulfilment of information needs of subscribers.

Keywords: Exposure; Information Needs; Glints Indonesia; Social Media; Youtube

Introduction

The presence of social media provides an interesting fact of how influential the power of the internet is for life in this modern era, especially with the growing number of users from time to time. The public widely uses social media to talk and get information because the more sophisticated social media provides the latest information. It is easily accessible by many people using smartphones and cheap media. The community currently uses various social media such as Instagram, WhatsApp, Youtube, and others. Youtube is one of the most visited sites by internet users worldwide, including in Indonesia. Referring to the report on the We Are Social website, around 2.56 billion social media users as of January 2022. Indonesia ranks third with 127 million Youtube social media users. Meanwhile, Youtube's market share in Indonesia reached 21.42% as of April 2022, the second highest after Facebook (Dataindonesia.id, 2022).

The increase in active users of Youtube media in Indonesia in recent years is related to the increasingly exciting content of Youtube. Seeing this opportunity, "Youtubers" as content creators on Youtube are trying to explore their creative ideas to become works that are useful for many people, especially for their subscribers. The account owner only needs to notify each subscriber one by one when publishing the latest content because the system will automatically inform the subscribers about new content. Likewise, on the subscriber side, the system will automatically notify them if there is new content.

The motive of someone expressing themselves through social media is to make other users feel amazed by him (Crystal, 2011). Youtube displays various videos ranging from video clips to movies, as well as videos created by Youtube users. Most Youtube users who view or watch videos they like are affected or exposed to information, thus making them try to create and upload their videos. The effect of exposure to Youtube content is obtained when the audience or viewers are exposed to communication messages contained in mass media through their senses.

The public can accept Youtube as meeting information needs with diverse content. Youtube also provide entertainment for video lovers as a medium that can provide a strong stimulus. A means for one of the Youtube account as a means of finding career development content. One of them is like Glints. Quoted from the official website, Glints is a recruitment platform in Southeast Asia that helps companies build successful teams with young talent. Recently, the company announced the launch of a career development platform for young people, especially for the Indonesian region. The hope is that the level of the youth spirit movement in Indonesia will decrease and contribute to career development.

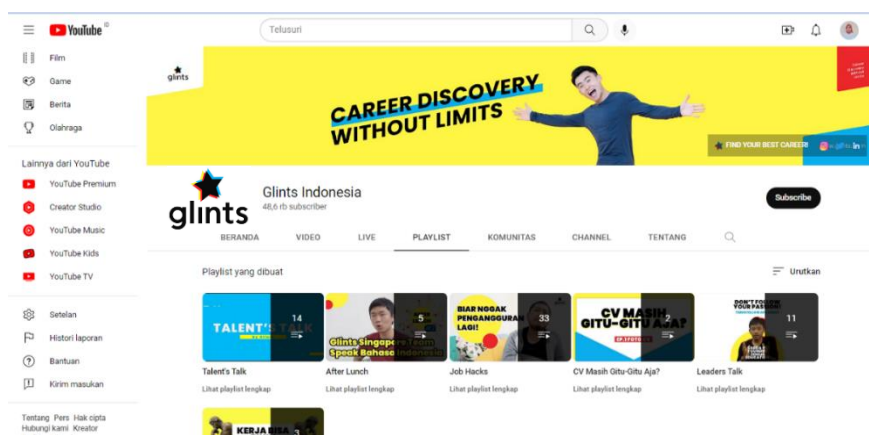


Figure 1. Glints Indonesia Youtube Channel Home Site
Source: Youtube

The Glints Youtube channel is a channel that discusses content about the world of work and job hacks that job seekers usually need to be successful at the interview stage or when they have to adapt to the world of work. On the Glints Youtube channel, various playlists related to work life, such as the "Leaders Talk" playlist, contain the motivations of start-up founders and business owners. The "Tips for making a more attractive CV" playlist, the "Job Hacks" playlist, which contains information about work life, and the "After Lunch" playlist. The content presented by Glints makes the Glints Indonesia Youtube channel have 38 thousand subscribers in 2021 as of April 10 in three years with an average of 1,937,337 views.

The previous research related to the influence of exposure to the fulfilment of information needs on subscribers, namely the research conducted by Adiyanto (2018), with the title "The Effect of Exposure to Automotive Reviews on Youtube Autonetmagz on Fulfilling Information Needs of Subscribers." The study's results indicate a strong influence of the exposure variable on the fulfilment of the information by 46.8%.

Theoretical Framework

YouTube as a Mass Communication Media

The emergence of the video upload site Youtube.com was born in 2005, founded by three employees of a company engaged in PayPal online finance in the United States. They, namely Chad Hurley, Steve Chen, and Jawed Karim. The origin of Youtube was inspired by the name of a pizza shop and Japanese restaurant in San Mateo, California. Currently, Youtube is one of the social media networks that provide visual and sound facilities to its users. Youtube is currently very popular with young people.

Youtube is a video-sharing web-based mass media that allows users to share their videos or only enjoy videos uploaded by various parties. There are various kinds of videos that can be uploaded on this site, such as music clips, short films, television films, movie trailers, educational videos, and many

more. This web-based mass media is also more in demand by the audience than television. Because on Youtube, we can choose whatever shows we want to enjoy.

YouTube provides a forum for people to connect with, inform, and inspire others worldwide and acts as a distribution platform for original content creators and advertisers, both large and small. More precisely, the term YouTube video site has begun to be known and used by people in big cities in Line with the development of Android-based mobile phones that use Google as a registration base. Along with the increase in the number of users of YouTube video sites in Indonesia. Existing video content is growing in variants and is also reviewed from the positive and negative sides (Cayari, 2011).

Youtube Glints Indonesia as a Career Development Medium

Glints Indonesia is a career development and recruitment platform in Indonesia. Glints Indonesia has an official platform on YouTube that focuses on career development, both the mindset and skills of young people and tips for dealing with the world of work that can be useful for young people who are just entering the workforce. This start-up focuses on helping fresh graduates and young people to find jobs according to their passions and skills (berkarir.id, 2022).

Based on the Glints Indonesia website (glints.com, 2022), many videos have been uploaded to the Glints Indonesia YouTube channel and divided into various playlists such as Job Hacks, Leader Talks, Talent's Talk, Thoughts Today, After Lunch, and CVs. -Just like that? Glints have several features that set them apart from other job-seeking service provider platforms. Some services they have are (1) Live Career Consultations, namely information about job vacancies, internship info, job interview questions, and tips on making an attractive CV. (2) Community, a question-and-answer forum about the world of work (3) Dynamic Career and Skills Path Explorer, a career explorer feature mapping one's interests and passions. Glints has a special algorithm developed so that companies can filter qualified workforce.

One of the contents contained in the Glints Indonesia youtube channel provides information about what sentences can make job seekers fail in their interviews. According to the researcher, this video is handy for job seekers, students, and fresh graduates to fulfil their information needs in preparing themselves before a job interview.

Media Exposure

Exposure is the intensity of the audience's condition where they are exposed to messages spread by media. According to Ardianto et al. (2014), exposure can be interpreted as hearing, seeing, and reading media messages or having experience and attention to these messages that can occur in individuals or groups. Media exposure is defined as the audience's exposure to message content. Media use consists of the amount of time spent in various media, the type of media content consumed, and the relationships between individual consumers and the content consumed or with the media as a whole.

According to Garfin (2020), measuring media exposure can be seen from three indicators, namely:

1. *Frequency* can be measured based on how often communicants from the media see, read, and listen to the media. The higher the frequency, the more the message sticks in the minds of consumers and attracts the audience's attention.
2. *Attention* is a person's mental process when listening to media messages. Includes viewing, reading, and listening to media without doing other activities. It determines the interest and focus of the audience when listening to the content of the message.
3. *Duration*, namely how long the media is seen, listened to and read by the audience.

Media exposure tries to find audience data about media use, both types of media, frequency of use, and duration of use. The use of media types includes audio media, audiovisual, print media, and online media.

Information Needs

According to Pendit (2008), "*Information needs are information that a person wants for work, research, spiritual satisfaction, education, and others*". According to Line (in Laloo, 2002), the need for information is something that a person should have in carrying out his work, research, education, and entertainment. Information is needed to find facts or to prove the truth and clarify things whose truth is still in doubt because the information is a message or data that has been processed so that it has benefits or uses for the person who receives it.

There are other opinions regarding the needs approach to information. According to Guha in Dewi et al. (2016), the indicators for meeting information needs are:

1. Users interact with information systems in a very general way to increase their knowledge. This approach requires constant interaction between the user and the information system.
2. The information needed by the user is informed the user routinely faces that.
3. A thorough need approach is an approach to user needs for in-depth information. Information users have a high dependence on required and relevant information.
4. *Catching-up needs approach* is an approach to the user for concise but complete information, especially regarding the latest development of a required subject.

Information needs are considered as gaps in understanding when someone is in a situation where they have to make decisions, answer questions, locate facts, solve problems and understand things.

Uses and Gratifications Theory

This Uses and Gratification theory explains the character of audiences actively consuming media so that they can be selective in sorting out media messages that aim to meet the audience's needs. The selection of media that the audience tries is one method of meeting their needs in receiving data. Audience consumption of media is driven by certain motives to meet their needs.

This theory focuses on using media to obtain gratification for one's needs. The assessment of the cultural meaning of the mass media must be deferred before the audience orientation is first examined (Ardianto et al., 2014). The core of the uses and gratification theory is the selection of media in the audience based on satisfaction, willingness, need, or motive. This theory assumes that the audience is active and selective in selecting media, thus creating motives for using media and satisfaction with these motives.

Elihu Katz, Jay G. Blumler, and Michael Gurevitch outline five basic assumptions of the Uses and Gratification theory: (1) The audience is active, and the use of media is goal-oriented. (2) The initiative that links between need satisfaction and the choice of specific media lies in the hands of the audience (3) The media competes with other sources to satisfy the needs of the audience. (4) People have sufficient self-awareness regarding the use of media, their interests, and motivations, proving to the researcher the accurate picture of that use. (5) Value judgments around audience needs regarding specific media or content must be established (McQuail, 1997). Therefore, this theory is suitable to be used as the basis of this research.

Material and Methodology

The researcher chose to use a quantitative approach with a questionnaire technique. Quantitative research uses many numbers, starting from data collection, interpretation of the data, and the appearance of the results, as well as research conclusions that will be better if accompanied by pictures, tables, graphs, or others (Siyoto & Sodik, 2015).

The subjects in this study are Glints YouTube channel subscribers who actively watch the Youtube channel. At the same time, the object of this study focuses on the effect of exposure to social media content on fulfilling subscriber information needs. The independent variable in this study is the exposure variable (X), while the dependent variable is the fulfilment of information needs (Y). The population in this study were all followers or subscribers on the Glints YouTube account, which amounted to 48.6 thousand followers or subscribers.

This study's type of sampling technique is a non-probability sampling technique, namely purposive sampling. According to Sugiyono (2017), the purposive sampling technique is a technique with specific considerations. Researchers used the Slovin formula to make this research more accessible. This study uses an error tolerance limit of 0.05%, and the results of the total population obtained are 400 respondents from members of the population. Data processing techniques with the help of the SPSS version 25 program with windows 10.

Result and Discussion

The researcher used a purposive sampling technique, namely taking samples with predetermined criteria and the Slovin arithmetic formula in determining the sample so that the sample obtained was 399 and rounded up to 400. Respondent identification is presented based on the gender and age of the respondent.

Table 1. Respondent's gender

| NO | Gender | Frequency | Percentage |
|----|--------|-----------|------------|
| 1. | Man | 176 | 44% |
| 2. | Woman | 224 | 56% |
| | Amount | 400 | 100% |

Source: Data processed by researchers

Based on the table, men respondents are 176 respondents, or 44%, while women respondents are 224 or 56%.

Table 2. Age of respondents

| NO | Age | Frequency | Percentage |
|----|----------|-----------|------------|
| 1 | 16 Years | 2 | 0,5 |
| 2 | 17 Years | 8 | 2 |
| 3 | 18 Years | 2 | 0,5 |
| 4 | 19 Years | 4 | 1 |
| 5 | 20 Years | 14 | 3,5 |
| 6 | 21 Years | 66 | 16,5 |
| 7 | 22 Years | 44 | 11 |
| 8 | 23 Years | 55 | 13,8 |
| 9 | 24 Years | 70 | 17,5 |
| 10 | 25 Years | 30 | 7,5 |
| 11 | 26 Years | 30 | 7,5 |
| 12 | 27 Years | 36 | 9 |
| 13 | 28 Years | 16 | 4 |
| 14 | 29 Years | 16 | 4 |
| | amount | 400 | 100% |

Source: Data processed by researchers

The respondents who became the research object were 16-36 years old. Respondents aged 24 years ranked first, with a percentage of 17.5%. Respondents aged 21 years with a percentage of 16.5%, then respondents aged 23 years with a percentage of 13.8%, respondents aged 22 years with a percentage of 11%, followed by respondents aged 27, 26, 25, 28, 29, 20, 17, 19, 30, 18, 16, 31, 32, and 36 years with the percentage of respondents namely 9%, 7.5%, 7.5%, 4%, 4%, 3.5%, 2%, 1%, 1%, 0.5%, 0.5%, 0.3%, 0, 3%, and 0.3%.

Validity Test and Reliability Test

A validity test is a measurement technique on the index whose function is to indicate whether the measuring instrument used measures what is intended to be measured in the study. It is crucial to measure the validity of the test to ensure that the statements in the questionnaire can produce valid and valid data and do not deviate from the description of the variables studied. The measurement results of this variable are significant in the research conducted. The validity test was carried out on 30 respondents at the beginning to measure how accurately the statement items of each variable were tested.

Table 3. Test the validity of the variable X

| Statement | R Count | R Table | Description |
|-----------|---------|---------|-------------|
|-----------|---------|---------|-------------|

| | Curated Item Total Correlation | Alpha= 0,05 | |
|----|---------------------------------------|--------------------|-------|
| 1 | 0,446 | 0,361 | Valid |
| 2 | 0,427 | 0,361 | Valid |
| 3 | 0,550 | 0,361 | Valid |
| 4 | 0,394 | 0,361 | Valid |
| 5 | 0,746 | 0,361 | Valid |
| 6 | 0,552 | 0,361 | Valid |
| 7 | 0,628 | 0,361 | Valid |
| 8 | 0,589 | 0,361 | Valid |
| 9 | 0,618 | 0,361 | Valid |
| 10 | 0,508 | 0,361 | Valid |

Source: Research processed data

The results of the validity test carried out on 10 statement items on the X variable are valid because the calculated r-value of each statement is greater than the r table value ($r_{\text{count}} > r_{\text{table}}$ 0.361) with a significance level of 0.05 (5%).

Table 4. Test the validity of the variable Y

| Statement | R Count | R Table | Description |
|-----------|---------------------------------------|--------------------|-------------|
| | Curated Item Total Correlation | Alpha= 0,05 | |
| 1 | 0,724 | 0,361 | Valid |
| 2 | 0,686 | 0,361 | Valid |
| 3 | 0,719 | 0,361 | Valid |
| 4 | 0,671 | 0,361 | Valid |
| 5 | 0,672 | 0,361 | Valid |
| 6 | 0,513 | 0,361 | Valid |
| 7 | 0,703 | 0,361 | Valid |
| 8 | 0,450 | 0,361 | Valid |
| 9 | 0,550 | 0,361 | Valid |
| 10 | 0,565 | 0,361 | Valid |
| 11 | 0,465 | 0,361 | Valid |

Source: Research processed data

Based on the table above, it can be concluded that the results of the validity tests carried out on 11 items of statements on the Y variable (Fulfillment of Information Needs) are valid. The calculated r-value of each statement on the Y variable (Information Needs Fulfillment) is greater than the value of r table ($r_{\text{count}} > r_{\text{table}}$ 0.361) with a significance level of 0.05 (5%).

Table 5. Test the reliability of the variable X (Media Youtube Exposure)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,743 | 10 |

Source: Research processed data

The table shows that Cronbach's Alpha value of the X variable reliability test is 0.743. In other words, the results of the reliability test of the X variable (Youtube Content Exposure), which consists of 10 statement items, are declared reliable because the Cronbach Alpha value is $0.743 > 0.60$, and the level of reliability based on the Alpha value is reliable, according to the reliable class $> 0.60 - 0.80$.

Table 6. Test the reliability of the Y variable (Information Needs Fulfillment)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| ,832 | 11 |

Source: Research processed data

The results of the reliability test for the Y variable (Information Needs Fulfillment) consisting of 11 statement items were declared reliable based on Cronbach's Alpha value $> 0.80-1.00$ and the level of reliability based on the Alpha value was very reliable. The Cronbach's Alpha value of 0.832 is included in the very reliable class, $> 0.80-1.00$.

Normality Test and Linearity Test

The normality test was used to determine whether the test score data in the control and experimental groups were normally distributed. The output of the normality test with Kolmogorov-Smirnov is the criterion if sig is more significant than 0.05. Then the results of the normality test in this study are described in the table below:

Table 7. Normality test
One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 400 |
| Normal Parameters ^{a,b} | Mean | ,0000000 |
| | Std. Deviation | 2,18983223 |
| Most Extreme Differences | Absolute | ,037 |
| | Positive | ,036 |
| | Negative | -,037 |
| Test Statistic | | ,037 |
| Asymp. Sig. (2-tailed) | | ,200 ^{c,d} |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: Research processed data

Based on the table, the normality test results using the Kolmogorov Smirnov Test show the Asymp Sig value. (2-tailed) of 0.200, where the value is greater than the significance value of 0.05, so it can be concluded that the tested data is usually distributed.

Coefficient of Determination

The coefficient of determination test is used to determine the effect of the independent variable (YouTube content exposure) on the dependent variable (fulfilment of information needs). The correlation coefficient of determination in this study was conducted on 400 Glints YouTube channel subscribers. The results of processing the coefficient of determination data using the SPSS 25 program can be seen in the following table:

Table 9. Test the coefficient of determination

| Model Summary | | | | |
|----------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,638 ^a | ,407 | ,406 | 1,692 |

a. Predictors: (Constant), TERPAAN KONTEN YOUTUBE

Source: Research processed data

Based on the table, it can be seen that the R-value (correlation coefficient) is 0.638. It means that the effect of exposure to YouTube Glints content on the fulfilment of information needs on subscribers is stated to be interconnected by 0.638, or if the percentage is 63.8%, the relationship between the two variables has a strong relationship in the range of 0.60 - 0.799 with a strong relationship level between variables. The value of R square is 0.407, or if it is a percentage, it becomes 40.7%. It shows that exposure to YouTube Glints content impacts 40.7% of meeting the information needs of subscribers. The remaining 59.3% (100% - 40.7%) is influenced by other factors not examined in this study.

Adjust the R square of 0.406 or if the percentage becomes 40.6%. It shows that the factor of meeting the information needs of Glints YouTube channel subscribers can be influenced by exposure to Glints YouTube content. In contrast, the rest can be influenced by factors outside the study. Standard Error Estimated is used to measure the variation of the predicted value. The Standard Error Estimated can also be referred to as the standard deviation. The value of the Standard Error Estimated in this study is 1,692. The smaller the standard deviation obtained means the better the model.

Simple Linear Regression Analysis

The simple linear regression analysis test in this study was carried out on 400 respondents who subscribed to the Glints YouTube channel, namely:

Table 10. Simple linear regression analysis
Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
|-------|-----------------------------|------------|---------------------------|------|--------|------|
| | B | Std. Error | Beta | | | |
| 1 | (Constant) | 16,648 | 1,314 | | 12,665 | ,000 |
| | TERPAAN KONTEN YOUTUBE | ,640 | ,039 | ,638 | 16,531 | ,000 |

a. Dependent Variable: PEMENUHAN KEBUTUHAN INFORMASI

Source: Research processed data

Based on table 10, it is known that the value of constant (a) is 16.648, and the regression coefficient value of the YouTube Glints content exposure variable (X) is 0.640. Based on these data, the regression equation is $Y=a+bX$. So based on this equation, Constant (a) of 16.648 means that if the influence of exposure to YouTube Glints content (X) is 0, then the fulfilment of subscriber information needs (Y) has a value of 16.648 which means the value of fulfilling subscriber information needs is positive.

The variable regression coefficient (b) is 0.640, so it can be interpreted that the coefficient is positive, which means that there is a positive relationship between the influence of exposure to YouTube Glints content and meeting the information needs of subscribers. YouTube Glints.

Based on the analysis above, it can be concluded that the influence of exposure to YouTube Glints content on meeting the information needs of subscribers has a positive effect, it can be seen from the equation, namely, $Y = 16.648 + 0.640X$. It means that if the quality of exposure to Glints YouTube content increases, the fulfilment of information needs for Glints YouTube channel subscribers will also increase, and vice versa. Suppose the quality of exposure to Glints YouTube content decreases. In that

case, the fulfilment of information needs of Glints YouTube channel subscribers will also decrease. It can be concluded that Exposure to Glints YouTube content has a positive and significant effect on meeting the information needs of Glints YouTube channel subscribers.

Hypothesis Testing

Hypothesis testing statistically can be measured through the value of the coefficient of determination of a test of the statistical value f, as well as the statistical value of t from a study under study (Adiningsih, Kamal, 2012). Hypothesis testing is done by comparing the magnitude of the significance level (sig.) in the study with a significance value of 0.05 or 5%. Tests were carried out using significant figures with the following conditions:

If the research significance value < 0.05 , then H_0 is accepted

If the research significance number is > 0.05 , then H_a is accepted

So based on this, the results of hypothesis testing in this study will be explained in the table below:

Table 11. Hypothesis Test

| | | Coefficients^a | | | | |
|-------|------------------------|---------------------------------|------------|---------------------------|--------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 16,648 | 1,314 | | 12,665 | ,000 |
| | TERPAAN KONTEN YOUTUBE | ,640 | ,039 | ,638 | 16,531 | ,000 |

a. Dependent Variable: PEMENUHAN KEBUTUHAN INFORMASI

Source: Research processed data

Based on the table above, it can be seen that the Sig value or research significance figure is 0.000, while the significance level used in this study is 0.05 or 5%. So it can be concluded that the research significance number $<$ significance level, i.e. $0.000 < 0.05$, then H_0 is rejected and H_a is accepted, which indicates that exposure to Glints YouTube content significantly affects the fulfilment of information needs on Glints YouTube channel subscribers.

Discussion

The results of the analysis and discussion described by the researcher indicate a positive and significant influence between exposure to Glints YouTube content and the fulfilment of subscriber information needs. The effect of exposure to YouTube Glints content on the fulfilment of information needs of subscribers is 40.7% on the fulfilment of information needs of subscribers. This influence is in line with the theories used by researchers, namely the Uses and Gratification theory and the theory of information-seeking behaviour. Blumer and Katz state that people or audiences can use the media in various ways and for their reasons. The uses and gratification theory in this study focuses on using media for specific purposes, such as obtaining gratification for one's needs. It explains that users or subscribers use YouTube media, especially watching the Glints YouTube channel, to meet the need for information about the world of work. The media exposure raised in this study is divided into several indicators referring to Elvinaro, namely frequency, attention, and duration. The results of this study show that Glints Indonesia YouTube channel subscribers access Glints YouTube content more than 10 times a month with a percentage of 85%.

Conclusions

Based on the results of research and data analysis that has been carried out as a whole regarding " The Effect of Glints Indonesia Youtube Content to Fulfill the Information Needs on Subscriber ", the researchers can draw several conclusions. Namely, the results of linear regression calculations show positive results where if exposure to Glints YouTube content. If it is improved, the fulfilment of subscriber information needs will increase, so it can be concluded that exposure to Glints YouTube

content has a positive and significant effect on meeting the information needs of Glints YouTube channel subscribers. The relationship between the influence of Glints' YouTube content exposure to the fulfilment of information needs on Glints' YouTube Subscriber Channel has a strong correlation. The results of hypothesis testing state that H_0 is rejected and H_a is accepted, which means that there is an Influence of Exposure to Glints YouTube Content on Fulfilling Information Needs on the Glints YouTube Subscriber Channel.

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