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# Credibility and Exposure of Youtube Itechlife for Information Needs Regarding Gadgets on Subscribers

**Nuriyati Samatan[1], Ambia B. Boestam[2], Robingah[3], Bima Febrianto[4]**
[1]Universitas Nasional, Jakarta, Indonesia, nuriyatisamatan@gmail.com
[2]Universitas Nasional, Jakarta, Indonesia, ambia.bosetam@yahoo.com
[3]Universitas Gunadarma, Jakarta, Indonesia, robingah411@gmail.com
[4]Universitas Gunadarma, Jakarta, Indonesia, bima.febrian145@gmail.com

Corresponding Author: nuriyatisamatan@gmail.com[1]

**Abstract:** Research Objective: This research aims to determine the effect of credibility and exposure of Youtube iTechLife on the need for information about gadgets on subscribers. Research methodology: The research method used is quantitative research. The research paradigm is Positivism, sampling determination using probability sampling, through simple random sampling technique. The technique of determining the sample size using the Slovin Formula, with a margin of error of 0.5%, resulted in a sample of 400 respondents on YouTube social media platform users and subscribers to iTechLife. Findings: The results of this research explained that the Credibility and Exposure of Youtube iTechLife toward Information Needs about Gadgets on Subscribers. It can be explained from the results of the Credibility t test which shows t count 5.357> t table 1.965 and the results of the Exposure t test 8.474 >1.965. It can be concluded that Ho1 and Ho2 are rejected and Ha1 and Ha2 are accepted. This means that there is an influence between credibility and exposure to information needs. Also, the coefficient of determination test results showed that iTechLife Youtube Credibility and Exposure had an influence of 46.8% on the need for information about gadgets on subscribers.

**Keywords:** iTechLife, credibility, exposure, YouTube, information needs

## INTRODUCTION

Society needs technology in order to adjust human needs to get information and in the era of globalization like now, it is no longer limited to conventional types of media such as newspapers, television, and radio (Rusadi, 2014). As time goes by and technology develops, information can now be accessed through digital media.

The communication process that is often carried out to convey information to a wide audience is mass communication. In simple terms, mass communication can be interpreted as a communication process through the media. The study of mass communication is strongly influenced by the dynamics of the media and its use by audiences (Suprapto, 2006).

In delivering messages, communicators need media to provide explanations about the information provided to communicators (Cangara, 2010). New media or commonly called

new media is a term used for communication tools that are digital, and have wide availability for personal use (McQuail, 2011). People must follow the progress of the times in order to be able to get information or entertainment integrated in communication media, especially new media (Budi, 2014). The presence of new media provides convenience to the wider community in accessing and searching for information via internet.


**Figure 1. Number of Active Social Media Users in Indonesia**
Source: https://www.slideshare.net/DataReportal/digital-2023-indonesia-february-2023-v01

According to the We Are Social Survey, there were 212.9 million internet users in Indonesia in January 2023. Internet serves as an aspect of communication and information provider. It can also connect us with various parties around the world. Public interest in the use of the internet in daily life has become important. In the use of the internet, a person who shares information with a wide audience through a medium must also demonstrate his/her credibility so that his/her perception can be trusted by the public.

Credibility means a state or condition that can be trusted and can be accounted properly (Jamil, 2014). According to Rakhmat (2012), credibility is a perception of the party receiving the message or communicant whose characteristics are included in delivering the message to the communicator. Credibility can determine the effectiveness of a communication so that if the source of information is trusted, then the audience can receive information properly.

Media exposure is a person's behavior when using the media. Media exposure can be defined as a situation in which the audience is exposed to the content of media messages or how the media hits the audience (Rakhmat, 2012). In addition, media exposure can be measured through the frequency, duration, and attention of individuals who use a medium.

Social media that is increasingly emerging certainly gives various kinds of exposure to each user. Thoughts, attitudes and every action of the audience can be influenced by social media (Ardianto & Erdinaya, 2007), one of which is the impressions made by content creators that can make these social media users believe in the information shared. YouTube has also become a social media that is favored by the people of Indonesia.

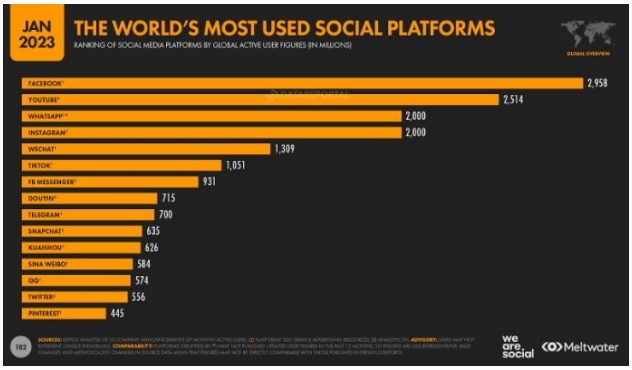


**Figure 2. Number of Youtube Users in 2023**

Source: https://datareportal.com/reports/digital-2023-global-overview-report

Based on data from We Are Social, this social media is the second most accessed social media platform worldwide in January 2023. There are about 2.514 billion active users who use the platform. YouTube is also a video sharing site where users can upload and download videos, and through the platform people can search for information without having to read articles. This media has become its own attraction for fans because there are so many people who want to start their careers as YouTubers or in other words, content creators on YouTube.

Itechlife is one of the device reviewer content creators who has 460 thousand subscribers with approximately 531 videos. This channel has joined YouTube social media since 2016. Indra Surya is the real name of the Itechlife channel owner. This account itself has video content that contains information in the form of gadgets, not only smartphones but also discusses such as macbooks, ipads, and also informs regarding the advantages, and disadvantages of a gadget product in Indonesia. In the videos uploaded by Indra, he conveys information clearly and is interspersed with his comedic remarks so that those watching the video are not getting bored.

Everyone's need for information is different, from the level of need, to the variety of information they need. Every society needs information to complete their knowledge of something. According to Lasa H.S (2009), information needs are also based on the urge to understand, master the environment, satisfy curiosity, and explore. One of the factors is curiosity, this is associated with the field of technology, namely gadgets.

Gadget is an object that was specially created in an advanced age with the aim of helping everything to be easier and more practical than previous technologies (Murtafiah, 2019). This communication tool is very popular and favored by the wider community in the present era. Being one of the information media that can benefit its users to add insight and knowledge is one of the benefits of gadgets. some examples of gadgets such as cellphones, laptops, iPads.

The researcher chose the subscriber of the channel as the object of research because they are loyal viewers and always look forward to the latest videos on the channel of the content creators he chose. Subscribers are very instrumental in the success of content creators on YouTube. If they activate the notification bell, they will be notified when the YouTuber announces a new video (Adi, at al., 2019).

## METHOD

The approach in this research uses a quantitative research approach. The paradigm used in this research is the positivism paradigm, a paradigm based on natural science and not related to metaphysics (Samatan, 2018). The data collection method in this research is the questionnaire method. The population in this research is subscribers of the iTechLife YouTube account with a total of 460,000 subscribers as of March 25, 2023. The sampling

technique used is non-probability sampling with Purpossive sampling technique, sampling with certain criteria (Samatan, 2017), namely having watched ItechLife YouTube shows about gadgets. The sample size was determined using the Slovin Formula, which requires that the population size is known (Samatan, 2018), with a margin of error of 0.5%, a sample of 400 respondents was obtained.

**Variable Operational Definition.**

1) The Operational Definition of Variables is the assignment of meaning to variables (Samatan, 2017), using procedures that allow mapping, grouping, and changing variables (Samatan, 2018). This research examines 2 X variables, consisting of X1 and X2, and one variable Y. The variables are:
2) Independent Variable (X1): credibility.
3) Independent Variable (X2): exposure.
4) Dependent Variable (Y): information needs.

Table 1: Variable Operasional Definition

| Variable | Indicator | Statements | Scale |
|---|---|---|---|
| Credibility (X1) | Trust | 1. I believe and agree with iTechLife Youtube account in eachpost regarding information about Gadgets.<br>2. The information about Gadgets submitted by the iTechLife Youtube account is objective.<br>3. The iTechLife Youtube account has been verified and has a large number of Subscribers so it is worth trusted. | Likert |
| | Expertise | 4. The iTechlife Youtube account is an experienced source in conveying information about gadgets.<br>5. iTechLife Youtube account has extensive knowledge and is responsible.<br>6. iTechLife Youtube account is skilled in conveying information about gadgets. | |
| | Attractiveness | 7. Video uploads on iTechLife Youtube account are interesting.<br>8. The caption on the iTechLife Youtube account post is interactive with the Subscriber.<br>9. The iTechLife Youtube account kindly responds to its Subscribers on Youtube. | |
| Media Exposure (X2) | Frequency | 10. I access YouTube more than once a day.<br>11. I have watched iTechLife YouTube content about gadgets more than once in a day.<br>12. I have watched iTechLife YouTube content about gadgets more than once in a week. | Likert |
| | Duration | 13. I could spend all day just watching iTechLife YouTube content.<br>14. I watch iTechLife YouTube videos from start to finish.<br>15. iTechLife's YouTube content about gadgets has a duration that is effective in conveying the message. | |
| | Attention | 16. I watch iTechLife YouTube content about gadgets without being distracted by other activities.<br>17. iTechLife YouTube content about gadgets uses language and words that are easy to understand.<br>18. iTechLife YouTube content presents videos about gadgets with HD quality so that it is comfortable | |

| | | | |
|---|---|---|---|
| | | when watched | |
| Information Needs (Y) | *Current Need Approach* | 19. I get the latest information about gadgets when I watch iTechLife YouTube content.<br>20. ItechLife YouTube content regularly and quickly updates me about gadgets.<br>21. I can clearly understand iTechLife's YouTube content about gadgets. | Likert |
| | *Everyday Need Approach* | 22. The iTechLife YouTube channel makes it easy for me to find videos about the gadgets I need.<br>23. I can quickly get information about gadgets on the iTechLife YouTube channel.<br>24. The iTechLife YouTube channel fulfills the need for regular information. | |
| | *Exhaustic Need Approach* | 25. The iTechLife YouTube channel makes it easy for me to find videos about the gadgets I need.<br>26. I can quickly get information about gadgets on the iTechLife YouTube channel.<br>27. The iTechLife YouTube channel fulfills the need for regular information. | |
| | *Catching-up Need Aproach* | 28. I can fulfill my information needs about gadgets just by watching iTechLife YouTube content.<br>29. I feel that the information provided by iTechLife YouTube content is clear enough.<br>30. I feel that Youtube iTechlife provides the information I need in an updated and concise manner. | |

Source: Results of Researcher Data Processing

## RESULT AND DISCUSSION

### Validity Test

Validity comes from the word validity which means the extent to which the accuracy and accuracy of a measuring instrument (test) in performing its measuring function (Samatan, 2017). The validity test is used to measure the validity of a questionnaire. In this research, the validity test was conducted on 30 respondents of YouTube iTechLife subscribers. In this study, to determine the results of the validity test, researchers used the SPSS 26 program with a significant level of 5%, the r table obtained was 0.361.

The level of validity can also be measured by comparing the calculated r value with the r table value.

1) If r count> r table, then the statement is declared valid.
2) If r count < r table, then the statement is invalid.

**Table 2. X1 Variable Validity Test Results (Credibility)**

| Statement | r Count | r Table | Description |
|---|---|---|---|
| 1. | 0,499 | 0,361 | Valid |
| 2. | 0,651 | 0,361 | Valid |
| 3. | 0,704 | 0,361 | Valid |
| 4. | 0,611 | 0,361 | Valid |
| 5. | 0,530 | 0,361 | Valid |
| 6. | 0,435 | 0,361 | Valid |
| 7. | 0,604 | 0,361 | Valid |

| | | | |
|---|---|---|---|
| 8. | 0,442 | 0,361 | Valid |
| 9 | 0,608 | 0,361 | Valid |

Source: Results of Researcher Data Processing

**Table 3. X2 Variable Validity Test Results (Exposure)**

| Statement | r Count | r Table | Description |
|---|---|---|---|
| 1. | 0,785 | 0,361 | Valid |
| 2. | 0,767 | 0,361 | Valid |
| 3. | 0,729 | 0,361 | Valid |
| 4. | 0,641 | 0,361 | Valid |
| 5. | 0,569 | 0,361 | Valid |
| 6. | 0,792 | 0,361 | Valid |
| 7. | 0,536 | 0,361 | Valid |
| 8. | 0,597 | 0,361 | Valid |
| 9. | 0,748 | 0,361 | Valid |

Source: Results of Researcher Data Processing

**Table 4. Result of Validity Test of Variable Y (Information Needs)**

| Statement | r Count | r Table | Description |
|---|---|---|---|
| 1. | 0,744 | 0,361 | Valid |
| 2. | 0,455 | 0,361 | Valid |
| 3. | 0,660 | 0,361 | Valid |
| 4. | 0,634 | 0,361 | Valid |
| 5. | 0,661 | 0,361 | Valid |
| 6. | 0,806 | 0,361 | Valid |
| 7. | 0,408 | 0,361 | Valid |
| 8. | 0,670 | 0,361 | Valid |
| 9. | 0,732 | 0,361 | Valid |
| 10. | 0,803 | 0,361 | Valid |
| 11. | 0,543 | 0,361 | Valid |
| 12. | 0,805 | 0,361 | Valid |

Source: Results of Researcher Data Processing

Based on Tables 2, 3, and 4, it is known that the results of the validity test of all statements from the Credibility (X1), Exposure (X2), and Information Needs (Y) variables are declared valid because the calculated r value on each statement is positive and greater than the r table value of 0.361.

**Reliability Test Results**

Reliability comes from the word reliability, which means the extent to which the results of a measurement can be trusted. A measurement result is reliable if in several times the implementation of measurements on the same group of subjects, fairly similar measurement results are obtained, as long as the aspects measured in the subject remain. 15 Reliability tests were carried out with the assistance of SPSS, which is a facility for measuring reliability with the Cronbach alpha statistical test> 0.60, which means that the statement items in all variables are reliable.

**Table 5. Reliability Test Results**

| Variable | Cronbach's Alpha | Coefficient Reliability | N of items | Description |
|---|---|---|---|---|
| X1 (Credibility) | 0,718 | 0,60 | 9 | Reliable |
| X2 (Exposure) | 0,859 | 0,60 | 9 | Reliable |
| Y (Information Needs | 0,884 | 0,60 | 12 | Reliable |

Source: Results of Researcher Data Processing

Based on Table 5, it can be seen that the reliability test results in this research are declared reliable because the Cronbach's Alpha values of the three variables are greater than 0.60.

## Classical Assumption Test Results Normality Test

The normality test is carried out to determine whether the data under study is normally distributed or not, parametric statistics (Sugiyono, 2019). Researchers use the SPSS version 26 program in calculations with the One Sample Kolmogorov Smirnov Test, the basis for decision making in this test is as follows:

1) If the test results have a probability value> 0.5 then the data is declared normally distributed.
2) If the test results have a probability value <0.5 then the data is declared not distributed normally.

The normality test in this research was conducted on 400 respondents of iTechLife YouTube subscribers.

3)

**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|---|---|---|
| N | | 400 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 3.33764933 |
| Most Extreme Differences | Absolute | .030 |
| | Positive | .026 |
| | Negative | -.030 |
| Test Statistic | | .030 |
| 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.

ıg

Based on Figure 3, it can be seen that the significance value is 0.200, meaning that the value is greater than 0.05. It can be concluded that the data that has been tested is normally distributed.

## Heteroscedasticity Test Results

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. To determine the presence or absence of heteroscedasticity, it can be done using the Glejser Test. The Glejser test aims to regress the absolute residual value on the independent variable (Ghozali, 2018).
This method is used to make decisions about heteroscedasticity using the Glejser test, such as:
1) If the significance value> 0.05 then the conclusion is that there is no heteroscedasticity.
2) If the significance value <0.05 then the conclusion is that heteroscedasticity occurs.
The following are the results of processing heteroscedasticity test data using SPSS version 26:

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | .239 | .063 | | 3.808 | .000 |
| | Kredibilitas | -.001 | .003 | -.037 | -.515 | .607 |
| | Terpaan | -.004 | .003 | -.106 | -1.468 | .143 |

a. Dependent Variable: ABS_RES

**Figure 4. Heteroscedasticity Test Results**
(Source: Results of Researcher Data Processing, 2023)

Based on Figure 4, the results of the heteroscedasticity test using the SPSS version 26 program, the Glejser test method on variable X1 (Credibility) get a Sig value. 0.607, while the X2 variable (Exposure) gets a Sig value. 0,143. So it can be concluded that the regression model is free from symptoms of heteroscedasticity, because the Sig. value is more than 0.05.

**Multicollinearity Test**

The Multicollinearity test aims to determine whether there is a strong relationship or correlation between the independent variables in the regression model. To determine the presence or absence of multicollinearity, it is determined based on the Variance Inflation Factor (VIF) test, to measure how much the variance of the regression coefficient of an independent variable is inflated due to correlation with other independent variables.
As for determining the presence or absence of multicollinearity, the following decision-making basis is determined:

1) If the VIF value < 10.00 and tolerance> 0.10, it can be interpreted that there is no multicollinearity in the study.
2) If the VIF value> 10.00 and tolerance <0.10, it can be interpreted that there is multicollinearity in the study.

The following are the results of processing multicollinearity test data using SPSS version 26:

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. | Collinearity Statistics Tolerance | Collinearity Statistics VIF |
|---|---|---|---|---|---|---|---|---|
| 1 | (Constant) | 9.972 | 1.640 | | 6.082 | .000 | | |
| | Kredibilitas | .391 | .073 | .284 | 5.357 | .000 | .476 | 2.101 |
| | Terpaan | .576 | .068 | .450 | 8.474 | .000 | .476 | 2.101 |

a. Dependent Variable: Kebutuhan Informasi

**Figure 5. Multicollinearity Test Result**
Source: Results of Researcher Data Processing, 2023

Based on Figure 5, it can be seen that the Tolerance on the credibility variable (X1) and exposure (X2) is 0.476 which means it is greater than 0.10, and the VIF value is 2.101 which means it is smaller than 10.00. This result indicates that there are no symptoms of multicollinearity from the regression model.

**Determination Coefficient Test Results**

According to Siregar (2013), the coefficient of determination test is used to determine the presentation of the influence that occurs from the independent variable on the independent variable, if the R2 value is low, it means that the explanatory ability of the independent variable (free) on the dependent variable (bound) is limited, otherwise if the R2

value is close to one, it means that the independent variable (free) provides almost all the information needed to predict the variation in the dependent variable (bound).

The following are the results of data processing for the coefficient of determination test using SPSS version 26:

**Figure 6. Determination Coefficient Test Results**

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .684[a] | .468 | .465 | 3.346 |

a. Predictors: (Constant), Terpaan, Kredibilitas

b. Dependent Variable: Kebutuhan Informasi

Source: Results of Researcher Data Processing

Based on Figure 6, it can be seen that the R Square value is 0.468, which when percented becomes 46.8%. This indicates that the relationship between credibility and exposure to YouTube iTechLife has an impact or influence of 46.8% on the information needs of subscribers, while the remaining 53.2% is influenced by other research outside of this research.

**Multiple Linear Regression Analysis Test Results**

Multiple linear regression analysis aims to determine the direction of the relationship between the dependent variable and the independent variable, this analysis is also used to determine whether each independent variable has increased or decreased and the data used is usually interval or ratio scale (Ghozali, 2019).

The equation form for multiple regression is as follows:

$Y= \alpha+ \beta1X1+ \beta2X2+e$

Description:

Y = Information Needs a = Konstanta

b1 = Regression Coefficient of Credibility Variable b2 = Regression Coefficient of Exposure Variable

X1 = Kredibility

X2 = Exposure

e = Standard Error used

The following are the results of multiple linear regression tests using the SPSS 26 program:

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 9.972 | 1.640 | | 6.082 | .000 |
| | Kredibilitas | .391 | .073 | .284 | 5.357 | .000 |
| | Terpaan | .576 | .068 | .450 | 8.474 | .000 |

a. Dependent Variable: Kebutuhan Informasi

**Figure 7. Multiple Linear Regression Analysis Test Results**

Source: Results of Researcher Data Processing

Based on the calculation of the regression equation in Figure 7, the following results are obtained :

$$Y = a + b1X1 + b2X2 + e$$
$$Y = 9{,}972 + 0{,}391X1 + 0{,}576X2 + e$$

The conclusion from the results of the above equation, namely:

1) The value of the constant (a) is 9.972, which means that the credibility (X1) and exposure (X2) of YouTube iTechLife have positive effects because there is an influence on the need for information about gadgets on subscribers (Y).
2) The value of the credibility regression coefficient (b1) has a value of 0.391, which means that the credibility (X1) of YouTube iTechLife has increased the need for information about gadgets on subscribers (Y) by 0.391.
3) The exposure regression coefficient value (b2) has a value of 0.576, which means that exposure (X2) YouTube iTechLife has increased the need for information about gadgets on subscribers (Y) by 0.576.

**Hypothesis Test**

**T Test Results (Partial)**

The T test (partial) is basically to test how far the influence of an explanatory or independent variable individually in explaining the dependent variable (Sugiyono, 2019).

The basic decision making used in the T test is as follows:

1. Based on the t-count and t-table values
    1) If the t-count value> t-table then the independent variable affects the dependent variable.
    2) If the t-count value < t-table then the independent variable has no effect on the dependent variable.
2. Based on the significance value
    1) If the sig value. <0.05 then the independent variable has a significant effect on the dependent variable.
    2) If the sig value. >0.05 then the independent variable has no significant effect on the dependent variable.
    3)

Partial test results found the following results:

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | 9.972 | 1.640 | | 6.082 | .000 |
| | Kredibilitas | .391 | .073 | .284 | 5.357 | .000 |
| | Terpaan | .576 | .068 | .450 | 8.474 | .000 |

a. Dependent Variable: Kebutuhan Informasi

**Figure 8. T Test Results (Partial)**

Source: Results of Researcher Data Processing

Based on Figure 8, the t-test results can be concluded as follows:

1) Credibility (X1) on information needs (Y) is known to have a t value of 5.357> t table value of 1.965, and a sig value of 0.000 <0.05. So with this Ho1 is rejected Ha1 is accepted. It can be concluded that the influence of YouTube iTechLife credibility (X1) has a positive effect on the need for information about gadgets on subscribers (Y).
2) Exposure (X2) to information needs (Y) is known to have a t value of 8.474> 1.965 and a sig value of 0.000 <0.05. So with this Ho2 is rejected and Ha2 is accepted. It can be

concluded that exposure to YouTube iTechLife (X2) has a positive effect on the need for information about gadgets on subscribers (Y).

**F Test Results (Simultaneous)**

The F test basically shows whether all independent variables or independent variables included in the model have a joint influence on the dependent or dependent variable (Ghozali, 2018).

To test the F statistical hypothesis with the following decision-making criteria:

1) If the Sig value. <0.05 or F count> F table, then there is a simultaneous influence of variable X on variable Y.
2) If the Sig value. > 0.05 or F count < F table, then there is no simultaneous influence of variable X on variable Y. 2) If Sig value.

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 3909.116 | 2 | 1954.558 | 174.576 | .000[b] |
| | Residual | 4444.821 | 397 | 11.196 | | |
| | Total | 8353.938 | 399 | | | |

a. Dependent Variable: Kebutuhan Informasi

b. Predictors: (Constant), Terpaan, Kredibilitas

**Figure 9. F Test Results (Simultaneous)**

(Source: Results of Researcher Data Processing, 2023)

Based on Figure 9, the results of the F test show that the results of the calculated F test value for the Credibility (X1) and Exposure (X2) variables are 174.576> 3.018 and the sig value. 0.000 < 0.05. So that Ho3 is rejected and Ha3 is accepted. It means that the variables of credibility and exposure to YouTube iTechLife simultaneously affect the need for information about gadgets in subscribers.

Based on the results of the T test, both variables obtained a significance value of 0.000 <0.05. The credibility variable (X1) has a t value of 5.357> t table value 1.965. While the exposure variable (X2) has a t value of 8.474> t table value of 1.965. It means that YouTube iTechLife's credibility and exposure affect the need for information about gadgets for its subscribers and Ha1 and Ha2 are accepted.

Based on the results of the F test, the significance value obtained is 0.000 while the significance level used is 0.05 or 5% so it can be concluded that the significance value in this study is 0.000 <0.05. In addition, the calculated F value of 174.576> f table 3.018 is obtained, which means that H03 is rejected and Ha3 is accepted so that there is an influence on the credibility and exposure of YouTube iTechLife on the need for information about gadgets on its subscribers.

Based on the results of the T test and F test, it is known that Ha1, Ha2, Ha3 are accepted. It is also supported by the results of the coefficient of determination test which results in an R square value of 0.468 which is percented to 46.8% which proves that the influence of the X1 variable and the X2 variable has an influence of 46.8% on the Y variable.

## CONCLUSION

Based on the results of the analysis and the discussions that have been described, it can be concluded:

1) There is an influence of the credibility of Youtube Itechlife partially on the need for information about gadgets on subscribers.

2) There is an influence of Itechlife Youtube exposure partially on the need for information about gadgets on subscribers.
3) There is an influence of the credibility and exposure of Youtube Itechlife simultaneously on the need for information about gadgets on subscribers.

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