

ABSTRAK

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PEMENUHAN KEBUTUHAN DAN PEROLEHAN MANFAAT DARI PARA AUDIENCE ACARA *PODCAST SUCCESS BEFORE 30*

(xv + 85 halaman; 2 lampiran)

kata kunci : kebutuhan, manfaat, *subscriber*, *channel success before 30*, teori *uses and gratification*

Seiring berkembangnya teknologi dan semakin banyaknya pilihan media yang ada, pemenuhan kebutuhan menjadi elemen yang krusial. *Audience* akan memilih media dan konten yang paling dapat memenuhi kebutuhannya. *Channel Success Before 30* yang berhasil menarik perhatian banyak penonton merupakan *channel* yang memberikan edukasi bisnis dan finansial kepada anak muda.

Penelitian ini dilakukan untuk mengetahui kebutuhan dan manfaat yang diperoleh para *subscriber* yang menonton acara *channel Success Before 30*. Pada penelitian ini, peneliti menggunakan teori *Uses and Gratification* dan metode penelitian kualitatif deskriptif. Teknik pengumpulan data dengan wawancara secara mendalam, observasi serta dokumentasi.

Hasil dari penelitian ini adalah bahwa *subscriber* mempunyai kebutuhan kognitif, integratif personal dan integratif sosial dari *channel* ini. Kebutuhan kognitif *subscriber* seperti mendapatkan kiat sukses, literasi keuangan dan edukasi bisnis. Untuk kebutuhan *integratif personal* seperti pengembangan diri dan pembentukan *mindset*. Sedangkan kebutuhan integratif sosial seperti komunikasi bisnis dengan orang lain, memahami orang lain dan menciptakan relasi.

Manfaat yang diperoleh para *subscriber* setelah menonton *channel Success Before 30* adalah memperluas wawasan, meningkatkan motivasi diri, mendapatkan pengembangan diri, pembentukan *mindset* serta mendapatkan literasi keuangan.

Referensi 23 (2012 – 2022)

ABSTRACT

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MEET THE NEEDS AND OBTAIN BENEFITS FROM THE AUDIENCE OF THE PODCAST SUCCESS BEFORE 30 EVENT

(xv + 85 pages, 2 appendix)

keywords: needs, benefits, subscribers, channel success before 30, uses and gratification theory

Along with the development of technology and the increasing number of media choices available, fulfilling needs becomes a crucial element. Audiences will choose the media and content that best meet their needs. The Success Before 30 channel, which has managed to attract the attention of many viewers, is a channel that provides business and financial education to young people.

This research was conducted to find out the needs and benefits obtained by subscribers who watched the Success Before 30 channel. In this study, researchers used the Uses and Gratification Theory and descriptive qualitative research methods. Data collection techniques with in-depth interviews, observation and documentation.

The results of this study are that subscribers have cognitive, personal integrative and social integrative needs from this channel. Subscriber cognitive needs such as getting success tips, financial literacy and business education. For personal integrative needs such as self-development and mindset formation. While social integrative needs such as business communication with other people, understanding other people and creating relationships.

The benefits that subscribers get after watching the Success Before 30 channel are broadening horizons, increasing self-motivation, gaining self-development, forming a mindset and gaining financial literacy.

Referensi 23 (2012 – 2022)