ABSTRACT

Education is one of the most important factors in improving human resources and the standard of living of a nation. In the digital era, as now, information and communication technology provides many benefits, one of which is the Youtube platform. Youtube provides video references in various categories, one of which is the education category. In Indonesia, there have been a lot of Youtube education channels appearing, one of which is the Youtube channel "Kok Bisa?". The object of this research is the use of digital storytelling on the Youtube channel "Kok Bisa?". "Kok Bisa?" Is one of the pioneers of educational channels in Indonesia that uses animation as a delivery medium, this channel also has attention to literacy in Indonesia. Not only for online media, but "How can it be?" Also make offline or face-to-face classes directly, as "How Can Classes Are". In this class "Kok Bisa?" Direct teaching how to think scientifically, research using the internet, storytelling, to visualize ideas, these classes are made in schools throughout Indonesia with the aim of making learning experiences fun and interesting and effective for students. So from that the researcher wanted to know how effective the information was carried out by the channel "Kok Bisa?" In providing education about various kinds of questions that are difficult to explain and explain with animated media and digital storytelling on the Youtube channel. This study uses a quantitative method with a positivistic paradigm. Sampling is done by simple random sampling technique by spreading 100 respondents, namely Youtube channel subscriber "Kok Bisa?". the results of this study are simple linear regression of Y = -2.166 + 0.446 X. Furthermore the correlation analysis with a result of 0.683 is included in the strong category. In this study H0 was rejected and H1 was accepted because tcount (9,261)> t table (1,660) means that there is effectiveness in the use of digital storytelling in learning interest influences. And the use of digital storytelling has an effect of 46.6% on the desire of the audience to increase interest in learning. While the remaining 53.4% is influenced by other factors that were not examined in this study.

Keywords: Kok Bisa?, Digital Storytelling, New Media, and Interest in Learning