

## **ABSTRACT**

*This research was conducted to find out how much the effect of Nihongo Mantappu's youtube channel content towards audience decision in subscribing. This study uses independent variables youtube content with subtitles, captions, video, audio, comments. With dependent variables Attention, Interest, Desire, Choice, Decision, Action. This study uses quantitative methods with descriptive analysis techniques, normality tests, correlation analysis, simple linear regression tests, determination coefficients, hypothesis tests, by performing data processing using SPSS Statistic 24. The population in this study is youtube subscriber Nihongo Mantappu. The sample in this study used 400 respondents and used non probability sampling techniques. The results of this study were tested t or hypothesis test that has been obtained calculated value at thitung 14,678 ttabel 1971. Therefore H0 is rejected so that there is an the effect of Nihongo Mantappu's youtube channel content as variable X on audience decision in subscribing. While the results of a simple linear regression test have a significance value of 0.000 0.05, so Nihongo Mantappu variable youtube content (X) affects audience decisions in subscribing variables (Y). And in the determination coefficient, 65,6 and the remaining 34,4 were influenced by other factors not studied in the study.*

*Keywords: New Media, Social Media, AIDDA, Decision, Audience, Youtube and Youtube Content, Content Creator dan Subscriber.*