

## **ABSTRACT**

*The number of Internet users in Indonesia increases significantly from a population of 277.7 million active users every year, which is about 57.9% of the total population of Indonesia. Indonesians are currently busy using many social media platforms when accessing the internet, but a survey conducted by Hootsuite and we are social shows that the most widely used social media globally is Youtube with 370.1 million people accessing it. This phenomenon has everyone scrambling to make content creators on Youtube. Rian is one of the content creators by creating video content that is not owned by other content creators, because rian wants to display something more interesting and has a very important meaning for people in this millennial era without realizing that around us there are mentally ill people who really need help and many people have a negative response. For this reason, this study aims to find out the influence of RianTV content on public concern for ODGJ. This research uses one of the quantitative methods. Sampling in this study used probability sampling. The data sources used in this study are primary data and secondary data. The analysis used in this study was a simple liner regression test. Based on the regression test results that have been obtained regarding significant results, it shows 0.000, so it can be said to be  $0.000 < 0.05$ . Therefore,  $H_1$  is accepted or there is an influence of video content (X1) on attitude change (Y1).*

**Keywords:** *content, mentally ill people, youtube*