

ABSTRACT

Social media is currently one of the prima donnas for people to disseminate information they have with various contents. One of the available content is content about financial education. Not many well-known YouTubers create this type of content, but one big name that is well known to the public is Felicia Putri Tjiasaka with the same YouTube channel as her name. This study aims to determine whether educational content has an effect on fulfilling the information needs of Felicia Putri Tjiasaka's Youtube subscribers. The method used in this research is quantitative descriptive, the sample used is Felicia Putri Tjiasaka's Youtube subscribers as many as 100 respondents. This study obtained the result that there was a significant effect of financial education content on fulfilling customer information needs with the acquisition of a tcount of 13,187 with a significance of 0,000. Where ttable is used with a probability of 5% and $df = 100 - 2 = 98$, so that a ttable of 1,660 is obtained. The results of $t_{count} > t_{table}$ are $13.187 > 1.660$ and a significance of $0.000 < 0.05$, then H_0 is rejected and H_1 is accepted. While the value of the coefficient of determination obtained is 63.6%. So it can be concluded that the contribution of the influence of the Youtube social media variable (X) on fulfilling the information needs (Y) of Felicia Putri Tjiasaka's Youtube subscribers is 63.6%. While the remaining 36.4% is another contributing factor that was not examined in this study.

Keywords: *Youtube, Financial Education, Information Needs*