**ABSTRACT**

***Natalia / 61140528 / 2019 / The Effect of Radlog Dika's Vlog Impression "Paranormal Experience: Jogja's Scariest House" in Youtube Against the Satisfaction Level of Student Viewers of the Institute of Business and Information Kwik Kian Gie Generation 2017 / Advisor: Siti Meisyaroh, S.Sos., M.Soc.Sc.***

*The phenomenon of the emergence of vloggers then spread to many young people in Indonesia to roll out various interesting videos. Earlier this year, YouTube announced its users around the world spent 1 billion hours each day watching videos. This research examines the vlog of Raditya Dika "paranormal experience: house is scattered in Jogja" because this vlog attracts many people's attention and has become trending topics on Youtube.*

*This study uses the uses and gratifications theory. Use the quantitative method, using student samples from the Kwik Kian Gie Institute of Business and Informatics, 2017.*

*Data collection techniques were taken through distributing questionnaires to 236 respondents. Data processing was done with descriptive statistics using the SPSS 23. The researcher conducted a validity test, reliability to get the results of this study.*

*According to the results of the distribution and analysis of questionnaire data, the results of hypothesis testing show that the effect of exposure to vlog impressions on the level of satisfaction of viewers is the test value of determination obtained (R²) which is 0.743. This means that the exposure of Raditya Dika's content display "paranormal experience: Jogja's most scattered house" on Youtube to the viewers' satisfaction level of the 2017 Kwik Kian Gie Institute of Business and Informatics is a big influence because it gets 0.743 results.*

***Keywords: vlog, exposure to vlog impressions, satisfaction level of viewers, Youtube, online media.***