**ABSTRACT**

**Brian Rityalouis / 68150150 / Year 2018 / *The Influence of Smartphone Review by Youtube Channel GadgetIn on Smartphone Purchase Intention in SMAS Budi Mulia Students* / Advisor: Rizal Yusacc, S.Sos., M.Si.**

*Throughout times, the development of communication technology is getting more sophisticated, making people easier to get any kinds of information they needed. One of many medias used to find information was Youtube. The existence of Youtube in modern era brings result in growing number of content creators, who contributed in sharing useful information posted in the particular media. One of them was GadgetIn who usually gives reviews and discusses about smartphone thoroughly in Bahasa Indonesia. Such videos are moderately on demand nowadays because of the need to acquire complete information and details about latest smartphones in the market. This study aims in finding out how big GadgetIn Youtube Channel’s smartphone review videos affect the cognition interest, affection interest, and also the conation of purchasing smartphones among SMAS Budi Mulia Students.*

*This study used Stimulus-Organism-Response (SOR) theory as its main foundation. This theory said that ‘effect’ is the reaction of specific situation. This theory also shows the concepts of interest, those were cognition, affection, and conation. While the concepts of program content of GadgetIn Youtube Channel were the presenter, themes, gears and equipment, back sounds, segment, and the production team itself.*

*Based on the problem before, the researcher used quantitative methods in order to collect information for this study. Probability Sampling method is used to collect samples along with Cluster Sampling technique, which was done by distributing questionnaire to 85 respondents.*

*Based on the data tabulation, this study obtained high average results on GadgetIn Youtube Channel smartphone review videos dimension and also on interest dimension. This study concluded that GadgetIn Youtube Channel smartphone review videos affect the interest of smartphone purchase over the circle of SMAS Budi Mulia Students, considered by simple linear regression results of 0,557 (55,7 %)*

*The conclusion of the study is, from 85 respondents, both variables have positive relation and agreed that there is an influence from GadgetIn Youtube Channel’s smartphone review videos towards the interest of purchasing smartphones among SMAS Budi Mulia Students.*

***Keywords : Smartphone Review Video, GadgetIn, S-O-R Theory, Purchasing Interest, Youtube***