



\*Corresponding author: Reni Nuraeni,  
Faculty of Communication and  
Business, Telkom University, Indonesia

E-mail:  
[Reninuraeni@telkomuniversity.ac.id](mailto:Reninuraeni@telkomuniversity.ac.id)

## RESEARCH ARTICLE

# The Effect of the Windah Basudara Youtube Channel on Fulfilling Game Information Needs

Julian Kristiantoro\* & Reni Nuraeni

Faculty of Communication and Business, Telkom University, Indonesia

**Abstract:** Social media is currently widely used by internet users in Indonesia as a means to find information needs. The social media platform that is most in demand by the public today is Youtube. Youtube provides various types of content that are presented independently by content creators or referred to as Youtubers. One of the content on Youtube is entertainment content in the form of game content. Apart from being entertainment content, game content can also make many Youtube users obtain information about games. Currently, there are many Youtubers who create this content, one of the big Youtubers names that is well known to the public is Windah Basudara. This study aims to determine whether Windah Basudara's Youtube channel has an effect on fulfilling game information needs. The research method used in this research is quantitative descriptive, the sample used is Youtube subscribers Windah Basudara as many as 100 respondents by carrying out a normality test, simple linear regression analysis, correlation coefficient test, coefficient of determination test, and hypothesis testing. This study found that Windah Basudara's Youtube channel variable has a positive and significant influence on fulfilling game information needs. The Windah Basudara Youtube Channel has an influence on fulfilling the game information needs of its subscribers with a percentage of 78.7%, and the remaining 21.3% is influenced by other factors not examined in this study.

**Keywords:** Youtube, Game Content, Gaming Information Needs

## 1. Introduction

At this time the development of digital media in Indonesia is experiencing very rapid growth. As a result of the development of digital media which is increasingly making many things more practical and fast, especially in communicating and accessing information. Digital media or online media refers to a type of communication media that allows users to interact and send and receive information via the internet or special applications. The main function of online media is as a means of communication that allows users to connect with other users remotely. As digital media grows so rapidly, of course it can have effects in various fields, such as conventional television and radio media which are currently starting to switch to online media (Wahdiyati & Putra, 2022).

Conventional media such as television and radio are now starting to switch to online media because people in Indonesia themselves are starting to use online media. According to Ivan (2022) regarding media that is often used by Indonesian citizens in 2022, as many as 55.3% of respondents choose the Internet as the media they use, while as many as 36.1% of respondents choose to use television. Digital media, especially social media, makes it easier for users to share, share, and create works that can be shared with other users or a wide audience.



According to Wulandari (2022) social media is currently used by internet users in Indonesia as a means to find information needs. It is possible that the reason internet users use social media to meet their information needs is because of the large amount of information that can be obtained from social media, starting from obtaining, creating and sharing information.

Based on the results of Hootsuite's 2022 survey, it is known that the social media platform that is most in demand by the public today is Youtube. Youtube itself is a web-based social media and video sharing platform that allows its users to watch, create and share videos uploaded by many people.



Figure 1. Websites Frequently Visited by Indonesians in 2022

Source: <https://datareportal.com/reports/digital-2022-indonesia> (Accessed on 10 January 2023 at 20:13)

Youtube is a social media or platform that has the most users or is most accessed by people in Indonesia through the website, this is stated by the data contained in the image above. Youtube is ranked the 2nd most visited website after Google with a total of 241 million users who have accessed YouTube with a unique audience of 37.6 million. With an average user visiting Youtube for 11 minutes 52 seconds. According to Kemp (2022), there are currently 139.0 million Youtube users in Indonesia in early 2022. With a total of 500 hours of new content every minute. Youtube users are on average 18 to 34 years old (Eribka et al., 2017). The average time for using social media in Indonesia is 3 hours (Syawitri, 2022).

Youtube provides various types of content that are presented independently by content creators or referred to as YouTubers. Content provided by Youtube includes entertainment, education, science, education, lifestyle, travel, education, games and so on. Of course, every YouTubers has their own uniqueness in every content they create, where content that is considered interesting by Youtube users will usually get the most viewers as well as increase the reputation of the YouTubers himself and get followers from Youtube users following the development of digital technology. fast. The large number of creator content on Youtube has various effects, can cause something positive or even have a negative influence on its users, especially if the content presented does not match the characteristics of its users.

Researchers are interested in one of the types of content found on Youtube, namely in the form of game content. According to Putri et al. (2022) game content is content that contains someone playing a game and narrating the game to the audience by using a speaking style that attracts the attention of their audience. Game content can be in the form of live streaming content, where the YouTubers displays game play while interacting directly with the audience or viewers in real time.

Game content is one of the content that is in great demand by the audience or viewers. This is based on a statement obtained from the head of Youtube Gaming Ryan Wyatt, users of the Youtube platform have shared and watched 100 billion hours of game content on the platform and of the 100 billion numbers, a total of 10 billion hours are via live streaming on Youtube

(Oktarini, 2020). According to Id CloudHost (2022) as many as 82% of Youtube users use the platform to find entertainment content, such as game content, which has the most viewers on Youtube. Apart from being entertainment content, game content can make many Youtube users obtain information about gaming. According to Fikri (2020) the rise of online games in Indonesia has resulted in a lot of game content appearing in several online media, which in turn has resulted in a large number of content game creators uploading various information about online games to the public, especially their followers.

Thus, it cannot be denied that game content is not only for entertainment for the audience, but can be a means to meet the information needs, especially about games for the audience. Among the many Youtubers and the many types of content, especially game content, Windah Basudara occupies the second place with the highest number of subscribers, as shown in the table below:

**Table 1.** Youtubers Gaming

No.	Channel Name	Number of Subscriber	Content Focus
1.	Jess No Limit	36,1 Million	Gaming & Personal Life
2.	Windah Basudara	11,2 Million	Gaming
3.	Oura Gaming	8,04 Million	Gaming
4.	Pandu Gaming	2,57 Million	Gaming

Source: Processed by Researchers, July 29 (2023)

Judging from table 1 above, it can be seen that Youtubers Windah Basudara has a total of 11,2 million subscribers as of July 29 2023, Windah Basudara is in second place with the most number of subscribers after Youtubers Jess No Limit. Even though Youtubers Jess No Limit has a greater number of subscribers than Windah Basudara, the game content presented by Youtubers Jess No Limit is currently starting to decrease a bit and turn into content about his personal life with his wife, Sisca Kohl. So that researchers will focus more on discussing Windah Basudara because the Youtubers as a whole presents a variety of game content on his Youtube channel. In addition, Windah Basudara was also selected as the Most Favorite Gaming Content Creator at the 2022 Indonesian Esports Awards (Rizqa, 2022). According to StreamsCharts (2023) Windah Basudara also occupies the third position as the most popular gaming Youtubers in 2023 with the most number of viewers of 150,000 with a total viewing of game content for 223 hours and 30 minutes on Youtube, after Youtubers from the United States, namely IshowSpeed and Pekora from Japan. Not only that, Windah Basudara himself also has a unique calling to his followers and viewers by calling him "Bocil of death". Thus, this made researchers interested in selecting Youtubers Windah Basudara to examine how much influence the Youtube channel Windah Basudara has in meeting the game information needs of its subscribers.

Based on the description of the background explanation that has been presented above, the researcher decided to examine this problem because the phenomenon that occurred with Youtubers Windah Basudara entered the realm of Mass Communication, especially in New Media to fulfill game information needs. This study entitled "The Effect of the Windah Basudara Youtube Channel on Fulfilling Game Information Needs" is expected to be a bridge to solving problems in the study of public communication, especially New Media through the Windah Basudara Youtubers phenomenon. For example, does the Windah Basudara Youtube channel have an impact on fulfilling the information needs of its subscribers about games.

## 2. Literature Review

### 2.1. Public Communications

Public communication is a process of conveying messages, invitations, ideas or ideas to the public or society as a whole without knowing the individual recipients of the message. According to DeVito (1982) defines public communication as communication addressed to everyone who sees and reads it or information conveyed to the wider community through

audio and visual transmitters. According to Moke in Wahyu (2018) states that public communication is a strategy or communication activity that aims to provide information and increase awareness and influence the attitudes of the general public. Thus, it can be concluded that public communication is a type of communication in which the communicator conveys messages to the communicant in front of the general public, both in face-to-face and virtual situations. With the explanation above, public communication has an important role in this research. Because communication is a strategy or communication activity that aims to provide information and increase awareness and influence the attitude of the general public. Using public communication can help Windah Basudara provide information about games and make it easier for his followers to search for information about games

### 2.2. *New Media*

According to McQuail (2011) new media refers to a variety of communication technology devices with overlapping features that have undergone digitalization and are widely available for use by people as a form of communication. Some examples of new media such as the internet, mobile phones and digital media have had a major impact on the way we communicate and interact with each other. (McQuail, 2011). New media has an important role in this research. Due to the existence of new media technology, namely the internet, it can help Windah Basudara's Youtube channel in providing information about games and making it easier for his followers to search for information about games.

### 2.3. *Social Media*

Social media is a media platform that pays attention to the existence of users and assists them in carrying out activities or collaboration, so that it can be considered as an online tool that facilitates and strengthens social relations between users (Nasrullah, 2015). Not only that, social media is also a type of interactive media that allows users to communicate in two directions and get responses or feedback. (Purba et al., 2020). According to Chris Heuer's explanation of Solis (2010), there are four key components referred to as the 4C to using social media. 1. The context "how we frame our stories" refers to a strategy of communicating with audiences that includes discussing how a message or story presents information, such as the message's meaning, its use of language, and its substance.. Communication 'the practice of sharing our sharing stories as well as listening, responding and growing', namely distributing messages to audiences, such as how to convey information including the ability to listen, provide responses, or clarify understanding by adding illustrations or presenting messages that make it easier for the recipient of the message to understand. understand it conveniently and effectively. Collaboration 'working together to make things better and more efficient and effective', namely collaboration between accounts or companies and social media users in conveying messages so that the messages conveyed can be more effective. Connection 'the relationship we forget and maintain', namely interactions that are structured to collaborate between the sender of the message and the recipient of the message, such as taking ongoing actions, so that the recipient of the message feels more connected to the owner of the account giving the message. Thus, it can be seen that social media provides a forum for its users to interact and exchange information online. Therefore, apart from being created to entertain, the Windah Basudara Youtube channel is also created to provide the latest information about games for its followers.

### 2.4. *Youtube*

Youtube is a type of web-based mass media and video streaming, where user can watch, create, and share videos uploaded by other people. Youtube was first launched in May 2005 and was created by several people, namely Chad Hurley, Steve Chen, and Jawed Karim in February 2005. According to Budiargo (2015) Youtube is an online media platform for watching, sharing and searching for videos from around the world, which can be accessed via the website. The presence of Youtube has a big impact on society, especially for those engaged in film, video production, documentaries and video bloggers (Fajar, 2023). Users can easily access Youtube by simply connecting the device to the internet. According to Faqiah in Fajar (2023)

there are several characteristics possessed by Youtube to make it easier for users to use Youtube. According to Fajar (2023) many users use Youtube as a means of obtaining information regarding something that is trending and a trending topic on social media, obtain information about computer and cellphone software, and carry out various other activities. Thus, it can be concluded that Youtube is one of the social media that plays a role in spreading information by presenting several features that make it easier for users to obtain information or create information content.

### 2.5. *Game Content*

Content is information that exists on social media platforms and has a very important and inseparable role in social media, because social media cannot exist without content in it. In fact, social media without content will only be an empty vessel. According to Nasrullah (2015), content refers to goods produced and consumed by the public on social media platforms which include writing, images, video, audio, and other elements disseminated through social media. According to Dwi et al. (2022) informative content is content in which there is an informative message. According to Henry (2010) online game is a type of game that uses the network to allow interaction between players with one another with the aim of achieving targets, completing missions, and achieving the highest score in the virtual world. Therefore, game content is information or commodities found on social media with the aim of providing education and a more detailed understanding of the important elements in the game. Thus, viewers can increase their understanding and feel entertained by the content presented.

## 3. **Research Methods and Materials**

The method used in this study is using descriptive quantitative research methods, namely research with data collection in the form of numbers and data analysis using statistical techniques. In this study, the researcher wanted to know and explain in depth the influence of the Windah Basudara Youtube channel in meeting the information needs of its subscribers.

The method for gathering data in this study was to use an online questionnaire in the form of a list of questions through the Google form to obtain information from the respondents who were sampled in this study. The data obtained from the online questionnaire will be analyzed in the form of statistical data. The distribution of this questionnaire was carried out in order to strengthen research data and obtain the information needed to solve research problems.

The research data used in this study consisted of primary data and secondary data. Primary data was obtained through online questionnaires, while secondary data was obtained from other sources, namely in the form of journal literature, articles, theoretical books, and previous research literature. According to Sugiyono (2019) defines secondary data as a source of data obtained by researchers indirectly, but comes from other sources or documents.

In this study, the Likert scale is used as a tool for measuring attitudes, opinions, and ideas of individuals or groups of people towards social phenomena. In this study, the Likert scale used has four levels in the assessment of the instrument, namely in the form of strongly disagree, disagree, agree, and strongly agree. The four assessment scores were carried out with the aim of avoiding answers that deviate from each instrument, by not using answers with a neutral and hesitant level so that respondents can more clearly choose an answer. In this study, the primary data used is through an online questionnaire which will be distributed to all samples in this study, namely subscribers on the Windah Basudara Youtube channel. In this study, secondary data was obtained from various sources such as books, previous research journals and other relevant information such as articles and official internet sites.

In this study, the research object used as a population was all subscribers on the Windah Basudara Youtube channel, totaling 11.2 million as of July 29, 2023, where this data was obtained by researchers from the number of subscribers available on the Windah Basudara Youtube channel. During 2022 to July 29, 2023 Windah Basudara uploaded 310 video game content, out of a total of 3100 videos uploaded on the Windah Basudara Youtube channel,

researchers took one of the video playlists with the highest number of viewers. One of the video playlists entitled 'I am Fish' gets the most views in each video episode, namely an average of 1 million views as of July 29, 2023. In this study, a nonprobability sampling technique was used to determine a sample from the selected population. The sample criteria in this study were subscribers to the Windah Basudara Youtube channel with the following conditions:

1. Respondents know Windah Basudara
2. Respondents have watched one of the game content in the video playlist

Windah Basudara Youtube channel with the title 'I am Fish'.

In this study, researchers used the Slovin sample calculation method in determining how many samples to use to represent the population. The following below is the Slovin formula used as a research sample:

$$n = \frac{N}{1 + Ne^2}$$

Information:

n = Number of Samples

N = Total Population

e = Fault Tolerance Limit

Based on the calculation results using Rusus Slovin which has been done above, the result is 99.998, so the researchers rounded up the number of samples in this study to 100 samples which will be taken from subscribers on the Windah Basudara Youtube Channel as respondents in this study.

In this study, descriptive analysis aims to explain the characteristics of the population or phenomenon studied through descriptive analysis. In conducting descriptive analysis, the data that has been collected will be analyzed and described in detail. Researchers used descriptive analysis to obtain results from the variable Effect of the Windah Basudara Youtube Channel on Fulfilling the Information Needs About the Game of Its Subscribers. In this study, descriptive analysis was used to obtain the percentage of respondents' assessment of the use of social media and to determine the characteristics of respondents in terms of gender, age, occupation, and so on. Questionnaires were used by researchers to collect data containing questions with answers in the form of ordinal data and a Likert scale. The measurement scale is symbolized in the form of words such as Strongly Disagree (STS) with a score of 1, Disagree (IS) with a score of 2, Agree (S) with a score of 3, and Strongly Agree (SS) with a score of 4. The author can describes the assessment criteria for each statement item with the steps that have been completed based on the answers from the questionnaire that has been filled in by the respondent.

## 4. Results and Discussion

### 4.1. Results

#### 4.1.1. Descriptive Analysis of Social Media Research Results (Variable X)



Figure 2. Context Dimension Continuum Line (in Indonesia)

Based on Figure 2 above which contains the results of respondents' answers in this study on the context dimension, it shows that the total score on the context dimension in the social media variable (X) is 1,300 or 81.3% of the ideal score, which is 1,600. These results indicate values that are in the very high category based on the continuum line above. This very high category, 81.3%, means that as much as 81.3% of the total 100 respondents stated that they strongly agree with each statement item regarding Windah Basudara's social media in the context dimension.

4.1.2. *Normality test*

The purpose of the normality test was to determine whether or not the data from the distributed questionnaire was normally distributed, allowing the data to be checked before moving on to the next test. Normality testing in this study used IBM SPSS Version 26 software with the Kolmogrov-Smirnov test, as follows:

**Table 2.** Normality Test Results  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		110
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	5292.3519767
Most Extreme Differences	Absolute	.067
	Positive	.067
	Negative	-.044
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: IBM SPSS Version 26, Processed by Researchers (2023)

In table 2 above the Kolmogrov-Smirnov test results show a significance value of 0.200. The normality test criteria uses the Kolmogrov-Smirnov test, namely with a significance of > 0.05 the data will be declared normal. However, if the significance is <0.05 then the data is declared abnormal. So based on these criteria the significance value in this study was 0.200 > 0.05 so that the data can be declared normally distributed.

4.1.3. *Heteroscedasticity Test*

Unbalanced variation of the residuals for all observations in the linear regression model. In this study using the Glejser method which is considered the most accurate method. Following are the results of the heteroscedasticity test using IBM SPSS Version 26 software as follows:

**Table 3** Heteroscedasticity Test Results  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1966.974	1184.905		1.660	.100
	X	-.004	.027	-.014	-.147	.883

a. Dependent Variable: RES2

Source: IBM SPSS Version 26, Processed by Researchers (2023)

In the heteroscedasticity test there are calculation criteria if the test results are significant > 0.05, then there is no symptom of heteroscedasticity and good research is if there is no heteroscedasticity. In this study using the Glejser method and producing a significant value of



0.883 the result is  $> 0.05$ . So the data in this study are considered not experiencing heteroscedasticity problems so that it can be continued to other parametric statistical tests.

#### 4.1.4. Simple Linear Regression Test

A simple linear regression test was carried out to determine the causal relationship or causality of the independent variable (X) and the dependent variable (Y). Simple linear regression in this study uses IBM SPSS version 26 software, the test results are as follows:

**Table 4** Simple Linear Regression Test Results

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4422.932	1620.525		2.729	.007
	X	.749	.038	.887	19.948	.000

a. Dependent Variable: Y

Source: IBM SPSS Version 26, Processed by Researchers (2023)

From the equation above, the constant value (a) is 4422.932, meaning that if the Youtube channel variable Windah Basudara (X) has a value of 0, then the variable fulfilling the needs of game information (Y) means 4422.932 units. The regression coefficient (b) is 0.749, which means that if each variable of Windah Basudara's Youtube channel (X) increases by one unit, then the game information needs fulfillment variable (Y) increases by 0.749. Then it can also be seen in the table that the significance value of the regression coefficient is  $0.000 < 0.05$ , so it can be concluded that the Windah Basudara Youtube channel has a significant effect on fulfilling game information needs.

#### 4.1.5. Correlation Coefficient Analysis

The Correlation Coefficient Test is used to determine the degree of closeness of the relationship between the Independent variable (X) and the dependent variable (Y). The correlation coefficient test in this study used IBM SPSS Version 26 software with the Pearson Product Moment method. The results obtained are as follows:

**Table 5** Correlation Coefficient Test Results

		X	Y
X	Pearson Correlation	1	.887**
	Sig. (2-tailed)		.000
	N	110	110
Y	Pearson Correlation	.887**	1
	Sig. (2-tailed)	.000	
	N	110	110

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: IBM SPSS Version 26, Processed by Researchers (2023)

Through the guidelines for interpreting the correlation coefficient in the table above, it can be seen that 0.887 is included in the level of a very strong relationship. It can also be seen in table 5 that the significance value is 0.000, which is less than 0.05, which means that the Windah Basudara Youtube channel variable (X) has a significant relationship with fulfilling game information needs (Y).

#### 4.1.6. Hypothesis testing

Hypothesis testing is done to determine the level of importance of the relationship between the independent variable (X) and the dependent variable (Y). Hypothesis testing in research was assisted by using IBM SPSS Version 26 software. The following are the results:

**Table 6** Hypothesis Test Results

Model	Coefficients <sup>a</sup>			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1	(Constant)	4422.932	1620.525	2.729	.007
	X	.749	.038	.887	.000

a. Dependent Variable: Y

Source: IBM SPSS Version 26, Processed by Researchers (2023)

The results of the t test in table 6 above show that the t value for the variable Windah Basudara (X) Youtube channel is 19,948. The results of this research hypothesis test:

H0: On the Windah Basudara (X) Youtube channel, it has no effect on fulfilling the information needs about games for its subscribers (Y).

H1: On the Windah Basudara Youtube channel (X) it influences the fulfillment of information needs about games for its subscribers (Y).

The calculated t value obtained will be adjusted to the T-test criteria of this study as follows:

- If  $t_{count} > t_{table}$ , then H0 is rejected and H1 is accepted, which means that the Windah Basudara (X) Youtube channel has a significant effect on fulfilling the information needs about games for its subscribers (Y).
- If  $t_{count} < t_{table}$  then, H0 is accepted and H1 is rejected which on Windah Basudara's Youtube channel (X) has no significant effect on fulfilling the information needs about games of its subscribers (Y).

It is known that the t table for the number of samples (N) is 100 respondents with a significance level of 0.05% is 1.660. In accordance with the table above, the significance value of the Windah Basudara Youtube channel for fulfilling the information needs about games for its subscribers is  $0.000 < 0.05$  and the t count (19,948)  $> t_{table}$  (1,660), then H0 is rejected and H1 is accepted. This means that there is significant influence on the Windah Basudara (X) Youtube channel on fulfilling the information needs about the game of its subscribers (Y) significantly.

#### 4.2. Discussion

This study aims to look at the influence exerted on the Windah Basudara Youtube channel on fulfilling the game information needs of its subscribers. Respondents who are the target of this research are the subscribers of the Windah Basudara Youtube channel. Based on the results of data processing that has been carried out by researchers in the previous sub-chapter, it can be found that Windah Basudara game content has an influence on fulfilling the game information needs of its subscribers. The results of the data processing were obtained through questionnaires which were distributed to 100 people who were sampled as respondents in this study, namely Windah Basudara subscribers. Based on the dimensions of this research variable, namely social media variables (X) and information needs (Y). In the social media variable (X) there are 4C components namely context, communication, collaboration, and connection (Chris Heuer in Solis, 2010). Meanwhile, the information needs variable (Y) has 4 dimensions, namely the current need approach, everyday need approach, exhaustive need approach, and catching up need approach (Guha in Wandari et al. 2014).

Based on the results of this study, the results obtained were that there was an influence of the Windah Basudara Youtube channel on fulfilling game information needs. From the results of hypothesis testing with the T-test to find out the results of whether or not the influence of variable X on variable Y, the results obtained are  $t_{count} 19,948 > t_{table} 1.660$ , with a significance value of  $0.000 < 0.05$ . Based on the results of these two data it can be concluded that H0 is rejected and H1 is accepted. These results indicate that the Windah Basudara

Youtube channel variable (X) has a significant effect on the game information needs fulfillment variable (Y).

Researchers also conducted a correlation test to find out the relationship between the variables being studied, and the results obtained a significance value of  $0.000 < 0.05$ , which means there is a relationship between variables. While the value of the correlation coefficient ( $r$ ) obtained is 0.749 which can be interpreted on an interval scale of 0.40 - 0.599 with moderate predicate. These results explain that there is a strong relationship between the variables studied. Besides that, the coefficient of determination test was also carried out by researchers to find out how much influence the variable Windah Basudara Youtube channel had (X) and the variable fulfilling game information needs (Y). The results obtained are the coefficient of determination of 0.787.

These results indicate that the Windah Basudara Youtube channel variable (X) influences the game information needs fulfillment variable (Y) by 78.7%, then for the remaining 21.3% it is influenced by other factors not examined in this study. Not only that, the researchers also tested a simple linear regression analysis to find out the cause and effect relationship or the causality of the independent variable (X) and the dependent variable (Y). It was found that the constant value ( $a$ ) was 4422.932, meaning that if the Windah Basudara Youtube channel variable (X) had a value of 0, then the game information needs fulfillment variable (Y) meant 4422.932 units. The regression coefficient ( $b$ ) is 0.749, which means that if each variable of the Windah Basudara Youtube channel (X) increases by one unit, then the game information needs fulfillment variable (Y) increases by 0.749. Then it can also be seen in the table that the significance value of the regression coefficient is  $0.000 < 0.05$ , so it can be concluded that the Windah Brothers Youtube Channel has a significant effect on Fulfilling Game Information Needs. ( Abbie Speed, Alycia Burnett, Tom Robinson II. (2023)

In the research that has been done, the results show that there is an influence from the Windah Basudara Youtube channel on fulfilling the game information needs in accordance with the accepted hypothesis. These results are in line with Fajar's opinion (2023) which states that users use Youtube as a means of finding or obtaining various information through content on Youtube, where in this case Windah Basudara's respondents or subscribers have obtained the game information needed through Windah's Youtube channel. Basudara. New media theory is used in this study because Youtube is a form of new media which is a form of development from conventional media, namely television and radio which contain various kinds of video and audio content. In addition, the characteristics of new media owned by McQuail (2011) are indicators in measuring Windah Basudara's Youtube channel variables with the aim that researchers know the differences with old media. The main characteristics of new media according to McQuail (2011) are access to audiences as both recipients and senders of messages, their use as open containers and their nature, namely they are found everywhere. ( Arantxa Vizcaíno-Verdú, Paloma Contreras-Pulido, María-Dolores Guzmán-Franco. (2021)

In this case, the Windah Basudara Youtube channel has fulfilled these characteristics because it is based on answers to statements from the majority of respondents who agree that the Windah Basudara Youtube channel has fulfilled the need for good game information for its subscribers. This is also in line with the opinion of Tawaf et al., (2012), which states that the need for information arises when individuals realize that their knowledge is insufficient to solve problems on a particular subject or topic. Based on the uses and gratification theory put forward by Blumer and Katz in Humaiza (2018) considers that media users are active parties in the communication process compared to the media itself because these users can play an active role in filtering and using the media. Thus, it can be concluded that this theory assumes that even though the media influences many things, audiences or users are considered responsible for themselves and any information received. This is consistent with this study where although the game content shared by Windah Basudara tends to be positive, useful, and has an impact on fulfilling game information needs, for users or audiences who cannot feel that, these users or audiences can filter the information obtained. and even looking for other game content creators who feel useful for him. In addition, this is also in line with the

opinion of Wibisino (2022) which states that the need for information today is one of the most important things for individuals, if the information needs are not met, it will cause problems. Therefore, every individual needs information to meet their various needs, such as increasing knowledge, getting satisfaction, and improving skills. ( Barnes, M.L., Mbaru, E., & Muthiga, N. (2019)

The future of digital media is bound only by the needs of its users and the development of media imagination will be very different as people need game information today and tomorrow. The media not only plays a role in supporting the values of society as a whole, but also supports various groups in society in various ways. This is one of fulfilling one's information needs in using new media when watching Youtube. The variety of game information that is present is one of the fulfillment of game information needs, especially for subscribers, especially on the Windah Basudara Youtube channel.

The novelty of this study is that this research shows that there is a significant influence from the Windah Basudara Youtube Channel on fulfilling the information needs of customers who are interested in video games (games). In this case, 78.7% of respondents stated this positive influence. The results of the analysis show that the dimension with the highest influence on the social media variable (X) is connection. This indicates that the content delivered by Windah Basudara is able to build an emotional and mental connection with subscribers. The content of the game "I am Fish" shared by Windah Basudara on the Youtube Channel was successfully conveyed in an easy-to-understand way. This illustrates that easily accessible content is able to meet the information needs of customers. This study found that the daily need approach (everyday need approach) has a significant impact on the fulfillment of information needs. Subscribers regularly receive information about the game "I am Fish" through the channel, indicating that everyday information needs can be met through consistent content. Variable Windah Basudara Youtube Channel is proven to have a positive and significant impact on meeting the information needs in the game world. This confirms that the channel is successful in influencing and fulfilling the information needs of customers. This study identifies potential for further research in the future. In-depth studies can explore other types of content that may also influence customer information needs, thus providing broader insights. The potential for direct interaction with customers through comments or live streaming content is an interesting research focus. Further analysis of how these factors can strengthen the channel's influence on meeting information needs can provide valuable insights. This research emphasizes the importance of continuing to develop understanding of the relationship between digital platforms such as Youtube and the fulfillment of information needs. The results of this research can provide valuable insights for the world of digital content and information strategy in the future. Overall, this study not only provides insight into the influence of Youtube channels on information needs in the context of video games, but also proposes potential for further research and expansion of understanding in this domain.

## 5. Conclusion

This research reveals that the Windah Basudara Youtube Channel has an impact on fulfilling the information needs of customers who are interested in video games (games). With a percentage of 78.7%, this finding is based on the responses from the respondents involved in this study. The analysis shows that the dimension with the highest influence on the social media variable (X) is connection. The game content "I am Fish" shared by Windah Basudara was successfully conveyed in an easy-to-understand way, allowing customers to feel closer to Windah Basudara. On the other hand, the dimension that has a significant impact on the information needs variable (Y) is the everyday need approach. Subscribers of the Windah Basudara Youtube Channel regularly receive information about the game "I am Fish" through the channel. Furthermore, the variables of Windah Basudara's Youtube Channel are proven to have a positive and significant influence on fulfilling the need for information in the game world, especially through the connection dimension and the everyday need approach. This confirms that the channel has succeeded in positively influencing and fulfilling the information needs of customers regarding games.



However, there is potential for further research in the future. In-depth studies can dig deeper into other types of content that may also influence customer information needs. In addition, further analysis of how other factors, such as direct interaction with customers through comments or live streaming content, can strengthen the influence of channels on fulfilling information needs can also be an interesting area of research. By continuing to develop understanding of the relationship between digital platforms such as Youtube and satisfying information needs, this research can provide valuable insights for the future world of digital content and information strategy.

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