

ABSTRAK

Pada era globalisasi saat ini tentu membawa banyak perubahan di berbagai aspek kehidupan, salah satunya kebiasaan menonton televisi melalui perangkat konvensional berganti dengan penggunaan layanan streaming. Layanan tersebut disebut dengan layanan OTT. Salah satu layanan video OTT yang menyediakan berbagai opsi program bagi pengguna adalah Vidio. Vidio merupakan layanan video streaming pertama milik bangsa yang menyajikan 21 channel gratis, 32 channel radio dan ribuan konten menarik mulai dari "Vidio Sports" yang menyajikan acara-acara olahraga dari dalam dan luar negeri. Hal tersebut diasumsikan dapat membentuk minat berlangganan. Oleh karena itu, penelitian ini bertujuan untuk melihat ada atau tidaknya pengaruh layanan platform OTT Vidio terhadap minat berlangganan. Penelitian ini menggunakan pendekatan deskriptif kuantitatif dengan metode survei. Pengambilan sampel menggunakan rumus *Slovin* sehingga sampel penelitian ini sebanyak 90 mahasiswa Jurusan Ilmu Komunikasi di Universitas Pembangunan Nasional "Veteran" Yogyakarta yang pernah menggunakan layanan OTT Vidio. Hasil penelitian menunjukkan bahwa penggunaan layanan platform OTT Vidio melalui indikator *Perceived usefulness*, *Perceived Ease of Use*, dan *Perceived Price* mampu memberikan hubungan sebesar 44,9% dengan minat berlangganan. Hubungan kedua variabel bersifat positif dengan nilai koefisien korelasi sebesar 0,701. Kemudian berdasarkan uji t, didapatkan nilai signifikansi sebesar $< 0,001$ ($< 0,05$). Dengan dilandasi *Teori Uses and Gratification* dan *Technology Acceptance Model* menunjukkan bahwa penggunaan layanan platform OTT Vidio berpengaruh secara signifikan dengan minat berlangganan.

Kata kunci: Layanan Platform OTT, Vidio, Minat Berlangganan,

ABSTRACT

*In the current era of globalization, it certainly brings many changes in various aspects of life, one of which is the habit of watching television through conventional devices changing to the use of streaming services. These services are called OTT services. One of the OTT video services that provides various program options for users is Vidio. Vidio is the nation's first video streaming service that presents 21 free channels, 32 radio channels and thousands of interesting content ranging from "Vidio Sports" which presents sports events from within and outside the country. This is assumed to form subscription interest. Therefore, this study aims to see whether or not there is a relationship between OTT Vidio platform services and subscription interest. This study uses a quantitative descriptive approach with a survey method. Sampling used the Slovin formula so that the sample of this study was 90 students of the Department of Communication Science at the University of National Development "Veteran" Yogyakarta who had used the OTT Vidio service. The results showed that the use of the OTT Vidio platform service through the indicators of Perceived usefulness, Perceived Ease of Use, and Perceived Price was able to provide a 44.9% relationship with subscription interest. The relationship between the two variables is positive with a correlation coefficient of 0.701. Then based on the *t* test, obtained a significance value of < 0.001 (< 0.05). Based on the Uses and Gratification Theory and Technology Acceptance Model, it shows that the use of the OTT Vidio platform service has a significant effect on subscription interest.*

Keywords: OTT Platform Service, Vidio, Interest in Subscribes