

**PENGARUH *PERSONAL BRANDING* TASYI ATHASYIA TERHADAP  
KEPUTUSAN MENJADI *SUBSCRIBERS CHANNEL* YOUTUBE TASYI  
ATHASYIA**

**(Survei pada *followers* akun Instagram @tasyiiathasyia)**

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**Abstrak**

YouTube merupakan platform berbagi video yang saat ini paling digemari di dunia. Tasyi Athasyia merupakan salah satu *content creator* YouTube Indonesia yang terjun ke kategori *food and cooking*. Jumlah *subscribers* dalam sebuah *channel* YouTube menentukan seberapa sukses *channel* tersebut. Tujuan dalam penelitian ini adalah untuk menguji pengaruh *personal branding* Tasyi Athasyia terhadap keputusan menjadi *subscribers* di *channel* YouTube Tasyi Athasyia. **Pendekatan** yang digunakan adalah pendekatan **kuantitatif**. **Teori** yang digunakan pada penelitian ini adalah ***Theory of Reasoned Action***. Survei dilakukan pada 100 *followers* akun Instagram @tasyiiathasyia. **Berdasarkan hasil uji koefisien determinasi**, *personal branding* Tasyi Athasyia mempengaruhi keputusan menjadi *subscribers channel* YouTube Tasyi Athasyia sebanyak 62,2%, dan sisanya sejumlah 37,8% ditentukan oleh faktor lain yang tidak diteliti. **Berdasarkan hasil perhitungan uji signifikansi**, dapat disimpulkan bahwa  $t_{hitung} > t_{tabel}$  ( $5.105 > 1,9844$ ), yang artinya  $H_0$  ditolak dan  $H_a$  diterima. Artinya adalah terdapat pengaruh antara *personal branding* Tasyi Athasyia terhadap keputusan menjadi *subscribers* di *channel* YouTube Tasyi Athasyia.

**Kata Kunci:** *Personal Branding*, Media Sosial, YouTube, Keputusan

**THE INFLUENCE OF TASYI ATHASYIA'S PERSONAL BRANDING ON  
DECISIONS TO BECOME SUBSCRIBERS ON TASYI ATHASYIA'S  
YOUTUBE CHANNEL**

**(Survey on @tasyiiathasyia's followers on Instagram)**

**Marissa Dhyantirahma**

***Abstract***

*YouTube is a video sharing platform that is currently the most popular in the world. Tasyi Athasyia is one of Indonesian Youtubers who joined into the food and cooking category. The number of subscribers in a YouTube channel determines how successful the channel is. The purpose of this research is to examine the influence of Tasyi Athasyia's personal branding on the decision to become subscribers on Tasyi Athasyia's YouTube channel. The approach used is a quantitative approach. The theory used in this research is Theory of Reasoned Action. The survey was conducted on 100 followers of Instagram account @tasyiiathasyia. Based on the test results of the coefficient of determination, Tasyi Athasyia's personal branding affected the decision to become Tasyi Athasyia's YouTube channel subscribers by 62.2%, and the remaining 37.8% was determined by other factors not examined. Based on the calculation results of the significance test, it can be concluded that  $t_{arithmetic} > t_{table}$  ( $5.105 > 1.9844$ ), which means that  $H_0$  is rejected and  $H_a$  is accepted. This means that there is an influence between Tasyi Athasyia's personal branding on the decision to become subscribers on Tasyi Athasyia's YouTube channel.*

***Keywords: Personal Branding, Social Media, YouTube, Decisions***