# **ABSTRACT**

***This study entitled “Teenager Perceptions About Indonesian YouTubers”. YouTube is one of social media types that based video and started since 2005 ago. There are many various video contents can be accessed on YouTube, such as music, lifestyle, movie, news, gaming, sport, and vlog. Video contents on YouTube are creations of YouTube users itself that made based on what their desires, interests, also their skills are at mastering of their own thing that known as YouTuber.***

***This study has purpose to find out how is teenager perceptions, especially teenagers who are still studying in junior high school and senior high school as well about an exsistence of YouTuber in Indonesia as video creator on YouTube of giving a video content for theirs viewers.***

***This study uses qualitative method, so the data that has gained through direct observation and interview to seek the actual fact on the field. This study also uses perception theory in order to be able to find out what is teenager perceptions about Indonesian YouTubers looks like.***

***The result of this study, so the researcher found some of meanings and messages from each teenager perceptions who are still studying in junior high school and senior high school about Indonesian YouTubers of giving theirs video content on YouTube. The meaning and message has constructive suggestion and critic for Indonesian YouTubers of giving more better a video content for theirs viewers.***

***There is a critic from researcher for teenagers who are especially still studying in junior high school and senior high school as well that they have to be able to utilize and use a new sophisticated technology nowdays, especially online digital media as wise and smart person. And also for the Indonesian YouTuber, they have to be able to give more an inspirational and informative also educational video for theirs viewers, in order to they can be getting a good appreciation from people who will be watching their videos.***