

ABSTRAK

Maraknya konten horor misteri di YouTube sebagai platform dengan pengguna terbanyak menjadikannya sarana media penyebaran utama dari kreator kepada audiens. Penelitian ini bertujuan untuk menganalisis peran Nessie Judge sebagai *opinion leader* penyebaran informasi horor misteri populer melalui konten NERROR di YouTube. Penelitian ini menggunakan metode deskriptif kualitatif dengan Teori *Two-Step Flow* sebagai landasan utama. Teknik pengumpulan data dilakukan melalui observasi dan analisis terhadap 10 video NERROR dengan jumlah penonton tertinggi, wawancara dengan penonton dan pengikut konten NERROR Nessie Judge, dokumentasi, dan studi pustaka. Hasil penelitian menunjukkan bahwa Nessie Judge berperan sebagai *opinion leader* digital yang menyaring dan mengemas informasi kompleks dari berbagai sumber di media massa menjadi narasi informatif, menarik, dan mudah dipahami. Audiens juga menunjukkan keterlibatan aktif melalui komentar, diskusi, dan refleksi terhadap cerita yang disampaikan. Kemampuan Nessie Judge dalam *storytelling*, penyusunan narasi, penggunaan visual, serta penggunaan campuran 2 bahasa Indonesia-Inggris turut memperkuat kredibilitas dan pengaruhnya. Penelitian ini menunjukkan aliran informasi tidak bersifat satu arah, namun membentuk lingkaran komunikasi yang selaras dengan perkembangan model komunikasi *two-step flow* di era digital saat ini.

Kata kunci: *Opinion leader*, YouTube, Nessie Judge, NERROR, Aliran informasi.

ABSTRACT

The rise of mystery horror content on YouTube as the platform with the most users has made it the main medium of dissemination from creators to audiences. This study aims to analyze the role of Nessie Judge as an opinion leader in the dissemination of popular mystery horror information through NERROR content on YouTube. This study employs a qualitative descriptive method, with the Two-Step Flow Theory serving as its primary foundation. Data collection techniques were used through observation and analysis of 10 NERROR videos with the highest number of viewers, as well as interviews with viewers and followers of Nessie Judge's NERROR content, documentation, and a literature review. The results of the study indicate that Nessie Judge acts as a digital opinion leader, filtering and packaging complex information from various media sources into informative, engaging, and easy-to-understand narratives. The audience also demonstrated active engagement through comments, discussions, and thoughtful reflections on the presented stories. Nessie Judge's storytelling skills, narrative structure, use of visuals, and the use of a mix of Indonesian and English further strengthen her credibility and influence. This study shows that the flow of information is not one-way, but rather forms a communication circle aligned with the development of the Two-Step Flow communication model in the current digital era.

Keywords: Opinion leader, YouTube, Nessie Judge, NERROR, Information flow.