ABSTRACT

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THE EFFECT OF MEDIA EXPOSURE TO TIKTOK CONTENT IRA MIRAWATI (@BUIRAMIRA) ON FOLLOWERS' INFORMATION NEEDS

This study aims to determine the effect of exposure to TikTok content on Ira Mirawati's account (@buiramira) on followers' information needs. The theory used in this study is the theory of Uses and Gratifications. The research method used is the quantitative. The data analysis technique of this research uses simple linear regression analysis with SPSS version 25 software. Respondents in the study were TikTok users and followers of the TikTok account Ira Mirawati @buiramira with a total of 400 respondents needed and determined using a purposive sampling technique with the Slovin formula. Based on the research conducted, the results of hypothesis testing are obtained the H_o is rejected and H_a is accepted, which means that there is an effect of exposure to TikTok content on followers' information needs. The results of the study also show that the relationship between variables is at the level of the relationship "Strong Enough", this is known though the interval value of the coefficient of determination od 54,6%.

Bibliography (2002 – 2022)