

## ABSTRACT

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**Analysis of Bekasi City Community Perceptions Against the Use of TikTok Applications as Media *Content Video Creative***

Keywords: Perception Analysis, Bekasi City Community, TikTok Applications

(xi + 53 + Attachment)

The phenomenon *TikTok*, which is very popular with the public, is not something strange. Because *TikTok* with its various features does offer different and interesting things when compared to *Instagram or Facebook*. *Instagram and Facebook* in their posts can offer many things that can be uploaded, such as photos, *text* or videos. The purpose of this study was to determine and analyze the Bekasi City Community Perceptions on the Use of TikTok Applications As a *Content Video Creative*.

The research method used in this study is a qualitative approach. This is based on the formulation that appears in this study requiring researchers to carry out various activities in order to explain and understand the focus of this research. The results of the research conducted show that TikTok is able to have a fairly influential effect on the lives of people who use this platform. This effect can be both positive and negative.

Conclusions that fit the research objectives. First, positive perceptions, having a mature mindset and being wise in attitude, being more aware of the environment, TikTok as a source of knowledge, TikTok is informative, TikTok is inspirational. Second, negative perceptions are content that spreads hoaxes, content that is not educative, content that contains verbal or nonverbal violence, content that contains pornographic elements, addiction while watching TikTok.

Bibliography (2003 – 2021)