

ABSTRACT

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The Influence of Reizuka Ari's Vlog Content "A Day In My Life" on Tiktok on Followers' Confidence

Keywords: Vlog Content, Tiktok, Confidence

(xii + 70 + appendices)

The development of information and communication technology has changed the way individuals interact with other individuals. Nowadays, people tend to share some of their information through social media, for example Tiktok. Like a Tiktok content creator named Reizuka Ari who often shares information in the form of "A Day In My Life" vlog content as a way for him to represent himself. The formulation of the problem in this study is to find out how much influence Reizuka Ari's vlog content on Tiktok has on the confidence of his followers. The data analysis technique used in this study is quantitative with a simple linear regression method. The communication theory used in this study is the S-O-R theory, the S-O-R theory is used to determine the effect that arises from a reaction to a given stimulus. The sampling technique used is simple random sampling using the slovin formula (10%). The population in this study were people who followed Reizuka Ari's Tiktok account, which totaled 2.9 million. Based on the results obtained using the IBM SPSS version 25 statistical test, this study shows that there are positive results between the effect of vlog content on self-confidence as seen from the simple linear regression test, the resulting R Square value is 0.323 or it can be interpreted that the influence of Reizuka Ari's vlog content "A Day In My Life" on Tiktok has an effect on the confidence of its followers by 32.3%, and the accepted hypothesis is that H_a is accepted and H_o is rejected.

Bibliography (2004-2022)