ABSTRACT

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The Effect of TikTok Content on Followers Public Speaking Skills (Case Study on @vmuliana's Content Creator)

Keywords: Content Creator, Public Speaking Skills, TikTok

Tiktok is an application that contains videos of short duration that are used to entertain, inspire, and add information for users who see them. With the increasing number of TikTok users, a Content Creator Vina Muliana provides educational content for users, especially followers to increase knowledge. With character and public speaking skills, @vmuliana managed to create very educational content for her followers. This study aims to determine the effect of @vmuliana's creator content on the public speaking skills of followers on the TikTok application. The method used in this research is a quantitative approach. The data sources used are primary and secondary data, the theoretical basis used is the uses and gratification theory. In the simple linear regression test, the value of a positive constant a is 5.297 which shows that there is a positive influence of the variable x content of @vmuliana creator and the regression of creator content of 0.428 indicates that there is a positive relationship between creator content and public speaking skills of followers in the Tiktok application. The results of the T test are to find out how far the independent variables used in this study are individually in explaining the dependent variable partially. The results of this test have followed the criteria and the results obtained are T count 8.943 > T table 1.661 with a significance value < 0.05 stating in this study that Ha is accepted, which means that there is an influence of @vmuliana creator content on the public speaking skills of followers on the TikTok application. The conclusion obtained from this study is that there is an effect of @vmuliana's creator content on public speaking skills that occur in followers on the TikTok application.

Bibliography (2001 - 2021)