

ABSTRACT

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THE EFFECT OF MOTIVATIONAL CONTENT ON @YOURSUPPORTSYSTEM TIKTOK ACCOUNT SELF-HEALING PROCESS

Keyword: Motivational Content, TikTok, Self-Healing

(xiii + 66 + attachment)

Seeing the close relationship between motivational content on social media, especially TikTok, specifically the @yoursupportsystem account, and the healing process of its followers, who incidentally feel that they have mental health problems, as explained in the background, makes it interesting to study more deeply. In addition, there is not much literature that discusses specifically the effect of motivational content on the healing process of individuals with mental health disorders, so the authors try to study it in writing entitled "The Influence of Motivational Content on the Process of Self-Healing Followers of the TikTok Account "@yoursupportsystem"". By using the "theory of use and satisfaction" or Abraham Maslow theory touted as one of the most popular theories in the study of mass communication. The existence of this influence is in line with the Abraham Maslow Theory which explains that basically, audiences use mass media based on certain motives. The media is considered trying to fulfill the audience's motives.

Bibliography: 1975 - 202