

ABSTRACT

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Analysis of Communication Behavior of Tiktok Social Media Users on the @Theoderick_ Account

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(xii + 70 + Appendix)

This research analyzes the communication behavior of TikTok users on the @Theoderick_ account, which focuses on business and financial content. Communication behavior on social media encompasses the way individuals deliver messages and interact with their audiences in an ever-evolving platform. The purpose of this study is to understand the communication behavior of users and the messages used and received by followers of the account. Using qualitative methods with a constructive paradigm and applying Media Equation Theory (Byron Reeves and Clifford Nass), this study found that informants found the content from @Theoderick_ relevant and practical, creating a personalized experience similar to live social interaction. The content influenced the informants' daily thinking and actions, with interactions such as likes and comments increasing emotional closeness. The results suggest that social media, such as TikTok, can create social relationships, albeit different from face-to-face communication.

Bibliography (2009-2023)