

ABSTRACT

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THE INFLUENCE OF TIKTOK SPILL OUTFIT CONTENT ON GENERATION Z LIFESTYLE

Keywords : TikTok Content, Generation Z Lifestyle

The purpose of this study was to determine the influence Spill Outfit of Tiktok content on Generation Z's lifestyle at Gunadarma University. This research uses media dependency theory (Dependency Theory). The research method used is quantitative by distributing questionnaire statements and distributing them to Generation Z Communication Science Students, Gunadarma University, Depok, Class of 2020, active users of Tiktok social media. The sample in this study was 88 respondents, but the researchers rounded it up to 100 respondents. The data analysis technique used in this research is SPSS version 25. The research results showed that the content of the Tiktok spill outfit has an influence on the lifestyle of generation Z on the Gunadarma University campus. The mass communication via TikTok in the video really influences the behavior and clothing style of Generation Z students of the Depok Region Communication Sciences Class of 2020.

Bibliography (1972-2022)