

ABSTRACT

ALDO MARCO LAMHOT HASIN TONGAN SILITONG. 10819443. THE EFFECT OF DR. TIRTA CONTENT ON SOCIAL MEDIA TIKTOK ON AWARENESS ABOUT COVID-19 IN GENERATION Z IN CIPARIGI KELURAHAN, BOGOR CITY

Keyword : Content Effect Dr. Tirta, Tikok Social Media, Awareness About Covid, Generation Z

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Tiktok social media is one of the media that spreads a lot of information about Covid-19, Influencers have the power that is believed to be able to influence a person's decisions and judgments and can invite followers to participate in forming attitudes and beliefs to fight the Covid-19 virus together. The purpose of this study was to determine the effect of Dr. Content. Tirta on Tiktok Social Media on Awareness About Covid-19 Among Generation Z in Ciparigi Village, Bogor City. The method used in this research is the quantitative method. The theory used in this study is the theory of Uses and Effects. In collecting data, the instrument used is a questionnaire distributed through Google Form. The population in this study were residents of Ciparigi Village, North Bogor District, Bogor City, West Java. The sampling technique uses a non-probability technique. The results of this study indicate that the influence of Dr. Tirta's content on Tiktok social media has an impact on awareness about Covid-19 among Generation Z in the Ciparigi village, Bogor City. The level of correlation between the social media accounts of tiktok dr.tirta on self-awareness is a strong correlation level, this is associated with the uses and effects theory which means discussing the use of a media and also on the effects of using the media such as it can affect a person's self-awareness.

Bibliography (1999 – 2020)