

ABSTRACT

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The Influence of Media Exposure and Content Quality on TikTok @Nashani.dindra on Her Followers' Perception.

Keywords: Media Exposure, Content Quality, Perception, Attachment.

(xiv + 120 + Lampiran)

This research aims to determine the effects and relationships between media exposure and the quality of content on TikTok @Nashani.dindra in relation to its followers' perceptions. The research approach used is a quantitative approach with a survey method in the form of a questionnaire as the data collection technique. The research paradigm applied is positivism. The data analysis technique also utilizes multiple linear regression tests. The population of this study includes TikTok followers of @Nashani.dindra aged 18-34 years, using purposive sampling with a total of 400 respondents. The theory employed for this research is Social Cognitive Theory. The findings of this study indicate that partially, there is a positive influence between media exposure and the followers' perceptions, and between content quality and the followers' perceptions. Simultaneously, there is a positive influence between media exposure and content quality regarding the followers' perceptions of the intricacies of marriage. It can be concluded that media exposure and the quality of content influence perceptions of the concept of marriage, including education on household financial management and building healthy marital relationships. This means the findings are relevant to Social Cognitive Theory. Future research is expected to incorporate other independent variables such as the credibility of social media influencers.