

ABSTRACT

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ANALYSIS OF COMMUNICATION BEHAVIOR OF SOCIAL MEDIA ACCOUNTS TIKTOK @MURSID241

KEYWORDS: *Communication Behavior, TikTok*

(xii + 52 + Appendices)

The user of the TikTok @mursid241 account has many fans from various groups of users. So unique is the behavior and communication in the content uploaded by the TikTok social media account @mursid241 that many fans watch and also imitate the characteristic behavior and style of communication. This study aims to determine the communication behavior of the social media account TikTok @mursid241. This type of research uses the S-O-R theory which was initiated by Hovland, Janis and Kelly in 1953. The method used in this research is a qualitative method. Data obtained through interviews with followers of the TikTok account @mursid241. In the results of this study, it can be concluded that the use of TikTok social media can shape the behavior of the creator. The communication behavior displayed by Mursid on his TikTok social media account has conveyed his message well and received positive responses from followers and non-followers. Even though sometimes the Mursid uses contemporary language, it is still considered good language. By using the S-O-R theory of @mursid241's communication behavior, it can be well known how he conveys his message in his own language style, and the communicant receives the message that is conveyed well, so the end result of a well-received message is a positive response from followers.

Bibiliography: (2003 – 2023)