

ABSTRACT

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The Influence of Tiktok Social Media Exposure and @Williesalim Account Content on Millennial Generation Consumptive Behaviour

Keywords: Exposure, Content, Consumptive Behavior

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This study aims to determine whether there is an Influence of Exposure & Content of the Tiktok Account @Williesalim on the Consumptive Behavior of the Millennial Generation. This researcher uses the Theory uses and effects (a theory that relates between users, media, audiences and the effects of the results). And the research method used is quantitative with data collection techniques using questionnaires. By using the Slovin formula, a sample of 100 respondents was obtained with a purposive sampling technique and data analysis using multiple linear regression analysis. The results of this study indicate that there is exposure and content of the Tiktok account @williesalim on Consumptive Behavior in the Millennial Generation. The content presented by the Tiktok account @williesalim is in the form of various unique and entertaining videos. Followers of the Tiktok account @williesalim feel influenced by their consumptive behavior with the indicators provided by the researcher. Through this study, the Tiktok account @williesalim is expected to be able to maintain the quality of the content it has so that it always entertains its followers.

Bibliography (2010-2024)