

ABSTRACT

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Keywords : Tik Tok App; Changes in Social Behavior; College Student

(viii + 43 + Attachment)

The aim of this research is to determine the impact of using the Tik-Tok application on changes in students' social behavior at the Faculty of Communication Sciences, Gunadarma University. This research uses qualitative research with a phenomenological approach. The results of the research show that changes in students' social behavior are due to the impact of using the Tik-Tok application, namely, first, they are less social; second, they are more present with the times; third Addiction; fourth: Increasing consumer culture; and fifth, reduced rest time.

Bibliography : 2000 – 2020