

ABSTRACT

Andre Gunawan, 10820088

***THE INFLUENCE OF EXPOSURE AND CONTENT OF TIKTOK
ACCOUNTS @SAGEDENIMOFFICIAL ON THE INTEREST IN BUYING
DENIM PRODUCTS FOR FOLLOWERS***

Keywords : Exposure, Content, Tiktok, Buying Interest

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The purpose of this study is to find out whether there is an influence of exposure and content of @Sagedenimofficial Tiktok accounts on interest in buying denim products among followers. This study uses the S-O-R (Stimulus – Organism – Response) Theory, which explains that external stimuli such as exposure and media content will be processed internally by the individual, such as through perception and judgment, and then produce a response or reaction, in this case in the form of buying interest. The method used in this study is a quantitative method with a survey approach, through the distribution of questionnaires to the followers of the Tiktok @Sagedenimofficial account. The number of samples was determined using the Slovin formula and obtained as many as 100 respondents. The data analysis technique used is multiple regression analysis to measure the influence of media and content exposure on buying interest. The results of the study showed that exposure to @Sagedenimofficial Tiktok account had a significant influence on the interest in buying denim products with a calculated t value of 5.051 exceeding the t table of 1.984. In addition, the content presented was also proven to affect buying interest with a calculated t value of 7,269. This shows that both the intensity of exposure and the quality of content on Tiktok's social media contribute significantly to shaping followers' buying interest in denim products.

Bibliography (2003-2024)