

## **ABSTRACT**

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***Impact of Exposure to Tiktok Content Dr. Ayman Alatas Regarding the Need for Information on Maintaining Body Health on Followers***

***Keywords: TikTok content, Dr. Ayman Alatas, Information needs.***

(xii+62+Appendices)

*This study aims to determine the effect of exposure to Dr. Tiktok content. Ayman Alatas Regarding the Need for Information on Maintaining Body Health on Followers. This research uses a quantitative approach method, and a positivistic paradigm. The theory used in this research is Uses and Gratification. In collecting data, questionnaires were used as data collection instruments. The population in this study are Dr. Tiktok Followers. Ayman Alatas. The sampling technique used purposive sampling technique with a total sample of 400 respondents obtained from the results of calculations using the Slovin formula. The results of this study indicate that the Effect of Exposure to Tiktok Content by Dr. Ayman Alatas regarding the need for information on maintaining body health for followers is 29% and the rest is influenced by other factors outside of this study. The degree of correlation between the Influence of Exposure to Tiktok Content Dr. Ayman Alatas Regarding the Need for Information on Maintaining Body Health for Followers of 53.8% which indicates a sufficient level of relationship, and the relationship between variables has a positive direction.*

*Bibliography (2011 – 2023)*