

ABSTRACT

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The Influence of Tiktok Content @fujiiian on Lifestyle Generation Z

Keywords: Content Influence, Lifestyle, Generation Z, Tiktok.

(xiii+ 68 + Attachment)

This study aims to determine and examine the influence of Tiktok content @fujiiian on the lifestyle of its followers. The research approach used is quantitative approach with survey method in the form of questionnaires. The data analysis technique used in this study is simple regression analysis technique. The research paradigm used is the positivistic paradigm. The population of this study is Generation Z from the Tiktok account @fujiiian who have followed, visited, or viewed the content of the Tiktok account @fujiiian with an age range of 14-29 years old, and the sampling technique used is non-probability sampling with a purposive sampling method approach. This study uses the Uses and Effect theory approach. The results of partial hypothesis testing show a positive relationship between media exposure variables and information needs fulfillment, as evidenced by the t value of $7.174 > 1.984$ t table. In the simple linear regression test, the consistent value of both dependent variables is 5.587. The coefficient value of the Tiktok content variable (X) on the lifestyle variable (Y) is positive at 0.344. It can be concluded that the Tiktok content variable (X) has a significant influence on the lifestyle (Y). A suggestion for further research is to incorporate or add other independent variables (X), such as social factors, personality, economic factors, and so on, to explore their impact on the lifestyle of Generation Z.

Bibliography (1994 – 2023)