

ABSTRACT

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Analysis of Communication Behavior of TikTok Social Media Users

On the @iben_ma account

Keywords: Communication Behavior, Social Media, TikTok, Iben_ma

(xi + 79 + Attachment)

One of the advantages of rapid technological progress at this time is the ease and speed of interacting with each other. Communication between adolescents in the social and learning spheres now understands Internet-based technology, namely social media. Technology is currently experiencing a lot of development, of course, replacing something old with the emergence of something new, it's the same with the media, now people have replaced old media with new media. New media is a different communication device with the same characteristics. Another new media product is social media. Social media is online media, where users can easily participate, share and create content such as blogs, wikis, forums and other social networks. Social media is an efficient and functional way to convey information to others. TikTok is an example of social media. The TikTok application is currently at the peak of its popularity. The public, especially the younger generation, are very fond of this video-based social media platform. The purpose of this study is to find out how to analyze the communication behavior of TikTok social media users on the @iben_ma account and to find out the messages received by followers of the TikTok account @iben_ma. The theory used in this research is the Media Equation Theory. This study uses qualitative methods and a constructivist paradigm. Data collection techniques in this study are observation, interviews and documentation. The results of this study state that the form of communication behavior found on the TikTok @iben_ma social media account is communication behavior that occurs in 2 directions. Followers of the TikTok account @iben_ma also actively communicate through the comments column, the communication behavior that exists on the TikTok @iben_ma account occurs through comments and replying to comments (reply). If we look at the speech communication behavior that occurs in the @iben_ma TikTok account, the @iben_ma TikTok account has good speech communication behavior.

Bibliography (2005 – 2022)