ABSTRACT

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The Effect of Exposure to Vina Muliana's TikTok Content on Fulfilling Information Needs on Vina Muliana's TikTok Account Followers

Keywords: Exposure, TikTok, Information Needs

Background of the Problem: The development of social media is currently very fast, just like the TikTok platform. TikTok is a social media known as Douyin in their home country (China) which was legalized in September 2016. TikTok is a ranking platform of top mobile apps by download in 2021. A TikTok account with content providing information about tips when applying for jobs that have and The number of followers is TikTok Vina Muliana with 2.9 million followers. Impressions of Vina Muliana's TikTok content attracted the attention of TikTok users, especially her followers, to watch the content she created. Research Objectives: This study aims to determine the effect of Vina Muliana's TikTok exposure on the information needs of her followers. Theory: This study uses the uses and gratification theory. Research Methods: This study uses a quantitative approach, including a survey using a questionnaire distributed to 400 people as a sample determined by purposive sampling technique using the Slovin formula and processed using the SPSS version 25 program application. Research Results: The results of this study indicate that there is a significant effect There is a low correlation between Vina Muliana's TikTok content and the information needs of her followers, this can be seen from the large value of the determination coefficient interval category which shows a low influence of 22.5%. Hypothesis testing conducted in this study shows the hypothesis is accepted, namely H0 is rejected and Ha is accepted. Conclusion: It can be concluded that there is a positive influence between Vina Muliana's TikTok content on the information needs of her followers.