

ABSTRACT

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Social Media Impact of Tiktok @nazwaadinda_02 On Student Consumer Lifestyles (Study on Students of the Faculty of Communication Sciences of the University of Gunadarma Region Karawaci Force 2021)

Keywords: Social Media, Tiktok, Consumer Lifestyle, Students

(X +65+ Appendix)

The development of social media was helped by the presence of the Internet. Tiktok is a video platform app from China that appeared and launched exactly last November 2016. The use of social media has made social media a trigger for lifestyle change, especially among teenagers. The lifestyle generated by social media produces a consumer lifestyle. The aim of this study is to find out how much impact social media use of TikTok @nazwaadinda_02 has on consumer lifestyle in students of the Faculty of Communications of the University of Gunadarma Karawaci Army 2021. This research uses descriptive quantitative methods, as well as the use and gratification theory proposed by Herbert Blumer and Elihu Katz. Sampling technique that uses purposive sampling techniques with specific criteria. It can be concluded that social media Tiktok @nazwaadinda_02 has an influence on consumer lifestyle changes of students of the Faculty of Communication Sciences of Gunadarma University Force 2021.

Bibliography (2010-2023)