

ABSTRACT

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***THE USES OF TIKTOK REPOST FEATURE AS SELF-EXPRESSION
MEDIA ON GEN-Z***

Keywords: TikTok Repost, Self Expression, Gen-Z

(xii+49+Appendices)

This study aims to determine audience perceptions of self-expression through the TikTok repost feature carried out by Gen-Z. The theory used is Self Disclosure theory which is a theory of self-disclosure. According to Joseph Luth and Harry Ingham, self-disclosure theory is a theory based on the human interaction model and focuses on the definition of the area by the Johari Window. Based on the results of the research conducted, the use of the TikTok repost feature is one way for Gen-Z to express or reveal information about themselves in terms of ideas, feelings, hobbies, and other uses, especially for individuals who tend to fall into the category of hidden areas or closed areas.

Bibliography (2008-2023)