ABSTRACT

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The Effect of Exposure to Reda Gaudiamo's TikTok Content on Imitation Behavior to Motivate Followers

Keywords : Reda Gaudiamo's Tiktok Account, Self-Motivation, Imitation Behavior, Content Exposure.
(xii + 86 + Lampiran)

 The purpose of this research is to find out how much influence exposure to Reda Gaudiamo's TikTok content has on imitation behavior to motivate followers. The method used in this research uses a quantitative method by carrying out survey techniques by distributing questionnaires to respondents. The data analysis technique in this research uses simple linear regression analysis. The respondents in this study were Followers on Reda Gaudiamo's Tiktok account. The total number of samples calculated using the Taro Yamane formula resulted in 100 respondents. The theory used in this research is the Uses and Effect theory. This is because continuous exposure to the content provided on Reda Gaudiamo's TikTok account by paying attention to frequency, duration and attention will have an effect in the form of imitation behavior on followers of Reda Gaudiamo's TikTok account in motivating themselves. The research results stated that Ho was rejected and Ha was accepted, which means that there is a strong influence between exposure to Reda Gaudiamo's Tiktok content on imitation behavior to motivate followers with a percentage of 69%.

Bibliography (2017 – 2024)