

ABSTRACT

PENGARUH TERPAAN KONTEN VIDEO EDUKASI DI AKUN TIKTOK @DRPRASADJA TERHADAP KESADARAN KESEHATAN TIDUR (Analisis Deskriptif Terpaan Konten Video di Akun TikTok @drprasadja

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Social Media TikTok is often used to share information that educates utu users. With data saying that there are still many Indonesian people who do not have health awareness related to sleep health, then with the existence of @drprasadja accounts on TikTok by creating content about sleep health in accordance with the purpose of this study, which wants to find out whether @drprasadja in its educational content can affect sleep health awareness for its followers. The method used in this study is quantitative with descriptive analysis by conducting data collection techniques with survey methods with questionnaire data collection. This research was studied by referring to the theory of Cultivation has variable X, namely the influence of exposure to educational video content, @drprasadja in the TikTok application, and variable Y, namely sleep health awareness. Based on analysis of data on 400 respondents, it shows the effect of exposure to educational content on sleep health awareness for followers of @drprasadja accounts, which is 0.713 which is classified as strong. With coefficient determination data of 50.83%, it can be said that exposure to educational content about sleep health has a positive and significant effect on the health awareness of followers from @drprasadja TikTok account.

Keywords: TikTok Content, Content Exposure, Health Awareness, Sleep Health

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