

ABSTRACT

VIDEO CONTENT PACKAGING CLARIFICATION OF TIKTOK PUBLIC FIGURE AS A MEDIUM REDUCE NEGATIVE SENTIMEN

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The popularity of social media TikTok, which continues to increase, makes this media the media with the most average users every day. TikTok is increasingly in demand because it can reach an audience in a short time through videos. Seeing this, currently, TikTok's clarifying video content is rife, which is used as a tool to convey facts and repair reputations affected by negative rumours. TikTok's broad and global reach makes information dissemination even more effective. This research aims to find out how to package public figure TikTok clarification video content as a medium to reduce negative sentiment. The main theory in this study is the theory of technological determinism with the concept of communication conflict, because this research raises issues among public figures. The method used is qualitative content analysis with post positivism paradigm. The results of this study indicate that the informants in this study were individual informants, because the research focus was on the clarification content of public figures. The most widely used content theme is the theme of correcting untrusted or erroneous sources, because this theme is useful in correcting mistakes and misunderstandings due to hoax news or inaccurate information. The most widely used function is responding to public or community concerns, because this function is very effective in providing answers to public curiosity and anxiety due to rumors circulating. Clarification content is more dominant in getting a positive response from the audience compared to a negative response.

Keywords: Clarifying Video Content, TikTok, Communication Conflicts, Public Figures

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