

ABSTRACT

THE INFLUENCE OF INTENSITY OF WATCHING TIKTOK VIDEO CONTENT ON THE LEVEL OF KNOWLEDGE OF SEXUAL HEALTH

(Quantitative Study on Followers of the Tiktok@Vahlevialan account)

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TikTok is one of the right social media platforms to get information. This is because TikTok can provide information about something about health, lifestyle, fashion. So that this information can be obtained quickly and easily accessed by TikTok users. Currently there are various kinds of content creators, one of which is in the field of sexual health, namely @Vahlevialan. The @Vahlevialan account is an account that discusses the world of sexual health and other health information. This research is to see how the intensity of watching @Vahlevialan's TikTok content influences the increase in sexual health knowledge for their followers. The importance of this research is whether the community understands sexual knowledge because of the high cases of HIV, unwanted pregnancies and sexually transmitted diseases that are common in the community due to a lack of knowledge. This study used the Uses and Gratification theory to distribute questionnaires to 400 respondents according to the criteria. The results of this study show and answer the problem formulation of the intensity of watching the TikTok account @vahlevialan increasing the knowledge of its followers. From this research, it was found that from the results of the correlation analysis, it was found that the correlation between the intensity of watching TikTok video content and knowledge of sexual health was 0.509, which is a moderate value. That is also found the Coefficient of Determination of 0.260 or with 26% variable X influencing variable Y.

Keywords: *Uses and Gratification, Use of social media, Increased Knowledge, TikTok.*

Libraries : 37

Publication Years : 2014-2022