

ABSTRACT

This research is entitled " *Tiktok Social Media Analysis of Communication Behavior of Journalism Study Program Students 2018 Faculty of Da'wah and Communication UIN Raden Fatah Palembang*". The problem studied in this thesis is about how the forms of communication behavior of Journalism Study Program students class 2018 towards the use of Tiktok social media and what factors influence the change in communication behavior. This type of research is a descriptive qualitative research. Data collection techniques were carried out by direct interviews with informants, documentation and observation. In this study, there were ten informants as data sources using a purposive *sampling technique* , namely students of the Faculty of Da'wah and Communication of the 2018 Journalism Study Program at UIN Raden Fatah Palembang who actively used Tiktok social media. This study uses the theory of SOR (Stimulus, Organism, Response). The results of the study show that the communication behavior of the 2018 journalism study program students is that they use TikTok social media because it is a trend nowadays. Various kinds of interesting features are found on TikTok social media so that it can eliminate the burden of thinking. Use a new language to communicate with those around you. TikTok social media is often used away from the crowd so that the perfection of video content on TikTok social media is very important. It is necessary to spend a lot of time using TikTok social media because they are very enthusiastic and use it regularly. Creating viral video content, educating TikTok social media users and channeling talent through TikTok social media, making TikTok social media as entertainment advice and a source of information. And the factors that influence the communication behavior are situational factors and personal factors.

Keywords: Tiktok Social Media, Communication Behavior

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