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The Effect of Using Social Media TikTok @ekidarehanf on Kesadaran Kesehatan of Mercu Buana Jakarta Students.

Bibliography: 5 Chapters 139 pages + Attachments + 35 books + 8 Journals.

ABSTRACT

TikTok is one of the platforms currently available that is widely used by entertainers as a promotional, informational and media medium to form their own personal branding. TikTok is one of the right media to become a public medium as a medium of communication in sharing various kinds of information that can be accepted by the whole community, either to be used as entertaining or informative.

The conceptual approach used in this research is using the 4C theory from Chris Heuer explaining what components must be present in every use of social media so that it is easy to use and fulfills the goals of the user, and the AISAS theory which explains changes in individual behavior that occur, especially those related to advances in internet technology.

With a quantitative research approach, the population in this study were Public Relations students at Mercu Buana University Jakarta batch 2018, 2019 and 2020. The data collection technique used a survey method by distributing questionnaires. The results of this study indicate that there is an influence between the use of social media TikTok @ekidarehanf on the Kesadaran Kesehatan of Public Relations Students at Mercu Buana University Jakarta. Based on the regression test that has been done, the R square value is 0.090. Thus, it can be concluded that the use of social media TikTok @ekidarehanf on Kesadaran Kesehatan of Public Relations Students at Mercu Buana University Jakarta has an effect of 9%.

Keyword: *Use of TikTok, Health, Health Awareness.*