

ABSTRACT

This research aims to determine the use of the language translation feature in the Tiktok application with the satisfaction of deaf people in the Gerkatin Community in Bandung City. The research method used is qualitative with a case study approach with qualitative data analysis modeled by Miles dan Huberman. In this research, the data collection techniques used were observation and in-depth interviews. The emergence of language translation as a new feature in the Tiktok application has impacts on users, including deaf people. The results of this study show that deaf people are satisfied with the language translation feature on the Tiktok application, this is based on the ability to absorb information which increases when there is a language translation feature on content in the form of videos which is assessed based on the New Media Literacy Theory in the Critical Consuming section. However, there are several feature deficiencies that are expected to be considered and improved; such as size, type, position and duration of the text.

Keywords: *Language Translation Features, Deaf People, Tiktok, Communication*