

ABSTRACT

TikTok is a social media application for sharing and creating short videos with various themes of content that are 15-180 seconds long. In July 2020 this application had increase its active users to 800 million active users and managed to rank 7th among the other social media. The increase in active TikTok users also occurred in Indonesia, Sensor Tower stated that Indonesia was the 4th country as the country with the most population downloading TikTok in 2020 and there were 30.7 million active TikTok users in Indonesia. According to Sensor Tower data, TikTok is an application with the type of entertainment. Entertainment-themed content is the most popular content on the TikTok application. Entertainment itself is a public need that must be fulfillment by the media. Therefore, this study aims to determine the effect of using the TikTok application on fulfilling the entertainment needs of TikTok application users in Indonesia. The research method used is quantitative with the type of causality relationship. The data was collected by the researchers through the distribution of online questionnaires to 400 active users of the TikTok application in Indonesia. The sampling technique used is probability sampling with simple random sampling method. Researchers used simple linear regression analysis using IBM SPSS software version 25. Based on the results of data analysis conducted, there was a positive and significant effect between the use of the TikTok application with an effect of 50.8% on fulfilling the entertainment needs of TikTok application users, while the remaining 49,2% influenced by other factors outside this study.

Keywords : TikTok, Entertainment Needs, User, Social Media