

ABSTRACT

With the rapid development of technology, especially smartphones and internet access around the world, most people are now using technology and social media to communicate with each other remotely. The mobile phone transition has become more advanced with the advent of the internet and the use of social media. One of the most popular social media today is Instagram and Tiktok. Social media is considered to be able to influence the form of activity and communication that uses it. This study aims to determine the effect of social media Instagram and Tiktok on the formation of the "Alone Together" culture with a case study on Telkom University students. This study uses descriptive quantitative research methods, research data collection uses questionnaires distributed via google form to facilitate access during the pandemic using purposive sampling technique. This research was processed and analyzed using the IBM SPSS version 24.0 program. This study uses multiple regression analysis to test simultaneously and partially the variables X1 (Instagram social media) and X2 (Tiktok social media) on the formation of a culture Alone Together (Y). The results of data processing using descriptive statistical analysis, the X1 social media Instagram variable obtained a result of 75.98%. The X2 variable of Tiktok social media gets 69.98%. Variable Y formation of culture alone 62.24%. The results of the T test prove that the X1 variable partially has no effect on Y with a percentage value of 2,008%, while the T test results prove that the X2 variable partially affects Y with a percentage value of 10,0254% and the F test proves that it has a partial effect. and simultaneous to variable Y with a coefficient of determination of 12% while the remaining 88% is influenced by other factors.

Keywords : Social Media, Instagram, Tiktok, Multiple Regression, Alone Together