

Abstract

TikTok is an app loved by people all over the world. There are currently over 30 million TikTok users in Indonesia, who can spend more than 50 minutes a day. The problem encountered in this application is addiction in its users, this is clearly a problem that must be overcome because addiction can cause stress, anxiety and even depression. This research is entitled "Identification Of Addiction Factors In Tiktok Application And Recommendations For Renewal Of Tiktok Application". The purpose of this study is to identify the addictive factors of the TikTok application in the 2019 and 2020 University of Telkom student cohorts and recommend a redesign of the application. To test the effectiveness of the redesign, observations will be made to the User by calculating the duration and intensity of application usage. The results of data collection state that the highest factors of TikTok application addiction are intensity of use and content. From the two highest factors, this research produces two features, namely Addiction Filtering and Intensity Drainer which after passing the observation, the two features succeeded in reducing the amount of intensity and duration of using the TikTok application by 20%.

Keywords: TikTok application, social media, addiction, Renewal, Observation.