

ABSTRACT

TikTok observes the patterns of social media usage in today's society to promote business activities and marketing. In 2020, the popularity of Somethinc as a local beauty brand successfully propelled it into the top 50 brands in Indonesia. The phenomenon of influencers uploading content in the form of product reviews on TikTok accounts encourages the audience to make unplanned purchases (impulsive buying). A quantitative correlational research method was chosen to describe the relationship between TikTok content @somethincofficial and impulsive buying behavior among female college students by distributing questionnaires to Somethinc product users in the Jabodetabek area. Based on the research results from 400 respondents, it can be stated that the Influence of TikTok Content @somethincofficial on the Impulsive Buying Behavior of College Students in Jabodetabek is 1.5% or 0.015. This is due to several supporting factors, including relevance, accuracy, ease of finding, ease of understanding, value, and consistency in the content uploaded on TikTok.

Keywords: *Impulsive Buying, Content, TikTok.*