

## **LIST OF FIGURES**

Figure 1.1 Internet Users in Indonesia (2023) .....	1
Figure 1.2 TikTok platform user data in the world .....	2
Figure 1.3 Akun TikTok @viviatal.....	4
Figure 1.4 TikTok account posts @viviatal.....	5
Figure 2.1 Framework of Thought.....	20
Figure 3.1 Data Analysis Method .....	25
Figure 4.1 Screenshot of the TikTok account @Viviatal.....	27
Figure 4.2 Screenshot of the TikTok account @Viviatal.....	28
Figure 4.3 Posts on the TikTok account @Viviatal .....	30
Figure 4.4 Posts on the TikTok account @Viviatal .....	31
Figure 4.5 Posts On the @Viviatal Instagram Account .....	32
Figure 4.6 Posts On the @Viviatal Instagram Account .....	33