## **ABSTRACT**

Social media such as the TikTok platform has become a primary need for humans in modern times. The function of TikTok social media has begun to shift towards a negative direction where the use of language on the platform has developed with the rise of abusive language in a content. This study aims to measure how much influence the TikTok content of @imeyhou account has on teenagers' communication ethics. Researchers present S-O-R theory, Social Cognitive theory and Media theory, the integration of the three theories provides an in-depth understanding of the influence of TikTok content @imeyhou account on teenagers' communication ethics. This research uses descriptive quantitative methods with non-probability sampling techniques to 400 respondents. The results showed that TikTok content @imeyhou account has a negative and significant influence on teenagers' communication ethics with a calculated t value of 16.311> t table value of 1.965. So it can be concluded that H0 is rejected and H1 is accepted. The amount of influence of TikTok content on the determination coefficient test contributed 40.1% and 59.9% was influenced by other factors outside the research variables.

Keywords: Social Media, TikTok Content, Coarse Language, Communication Ethics.