

ABSTRACT

The fulfillment of information needs is an inseparable aspect of daily life, and to this day, social media platforms like TikTok have become a reliable source of information. This study aims to determine the extent to which the content of the TikTok account influences the fulfillment of product information needs among Generation Z followers of @skintific_id. This research uses a quantitative method with a causal approach. Data were collected through an online questionnaire from 400 respondents selected using purposive sampling from the population of @skintific_id's TikTok followers, which totaled 3.2 million as of November 2024. Data were analyzed using simple linear regression with IBM SPSS 20 software. The results show a correlation coefficient value of 0.596, indicating a moderate relationship between the TikTok account content variable—analyzed using the Message Design Logic theory—and the fulfillment of information needs. The content of the TikTok account (X), based on the Message Design Logic theory, has a significant and positive influence of 35.6% on the fulfillment of information needs (Y) among Gen Z followers of @skintific_id, while the remaining 64.4% is influenced by other variables not examined in this study.

Keywords: *Generation Z; Information Needs; Message Design Logic; TikTok.*