

ABSTRACT

This study aims to measure the influence of User Generated Content (UGC) on fulfilling Pop Mart's information needs among Generation Z on the TikTok platform. The research method uses a quantitative approach with UGC variables including informing, co-communicating, co-creating, and pioneering, and information needs variables including current need approach, everyday need approach, exhaustive need approach, and catching up need approach. Data were obtained from 385 respondents through a Likert scale questionnaire distributed on TikTok, Instagram, X, Line, and WhatsApp. Data analysis was carried out using SPSS through normality tests, heteroscedasticity tests, correlation coefficients, coefficients of determination, hypothesis tests, descriptive analysis, and simple linear regression. The results show that UGC has a positive and significant effect on Gen Z's information needs related to Pop Mart, with a contribution of 42.6%, while 57.4% is influenced by other factors outside the study. In the descriptive analysis, the co-creating subvariable has the highest average value of 83.24% on UGC, while the catching up need approach obtained the highest value of 76.20% on information needs. These findings underscore the important role of UGC on TikTok as a source of information for Generation Z regarding Pop Mart.

Keywords: *User Generated Content, kebutuhan informasi, TikTok, Gen Z, Pop Mart.*