



**THE EFFECT OF USING TIK-TOK ON DRESSING STYLE OF GENERATION Z
STUDENTS IN BOGOR**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
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The Effect of Using Tik-Tok on Dressing Style of

Generation Z Students in Bogor: Journal of Communication Studies

Abstract

In Indonesia, most people use social media to get the latest information, one of which is TikTok where Generation Z is the most familiar with this social media. In line with these conditions, this research examines the influence of TikTok on changes in the dressing style of Generation Z students in Bogor. This research uses quantitative methods with primary data from purposive sampling questionnaires using the structural equation model SEM. The questionnaire was distributed via Google Form and the results were processed using the Partial Least Square (PLS) method through SmartPLS software. The results show that there is an influence between variable X on Y with a coefficient above 0.1, and at a T statistic value > 1.96, and at P values < 0.05, which means that Tiktok has an influence on the dressing style of Generation Z students in Bogor.

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