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
Sarjana Ilmu Komunikasi (S.I.Kom)

By:

DANIEL MULJONO

009201900029

FACULTY OF HUMANITIES
COMMUNICATION SCIENCE STUDY PROGRAM
CIKARANG

JUNE, 2023

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The Panel of Examiners declare that the undergraduate thesis entitled **"THE EFFECT OF USING TIK-TOK ON DRESSING STYLE OF GENERATION Z STUDENTS IN BOGOR"** that was submitted by Daniel Muljono majoring in Communication Science from the Faculty of Humanities was assessed and approved to have passed the Oral Examination on June 22, 2023.

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Study Program   : Communication Science
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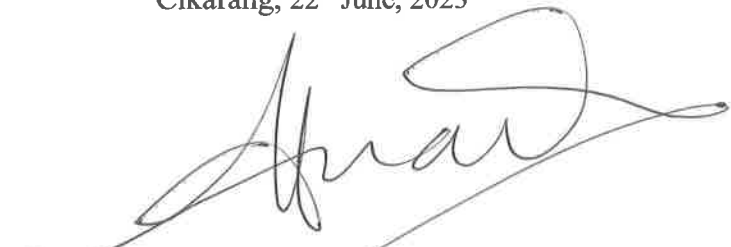
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The Effect of Using Tik-Tok on Dressing Style of

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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