

TEENAGERS' PERCEPTION OF CITAYAM FASHION WEEK CONTENT ON TIKTOK ACCOUNT @ABDULSOFIALLAIL

Annisa Ayu Ridzki^{1*}, Muhammad Darwinsyah²

^{1,2} Sekolah Tinggi Ilmu Komunikasi Inter Studi, Jakarta

E-mail: ¹⁾ annisaayuridzki@gmail.com, ²⁾ emdarwinsyah@gmail.com

Abstract

Citayam Fashion Week content uploaded on the TikTok @abdulsofiallail feed, researches aim to find out the perceptions of teenagers and what make people interested in the simple fashion information content presented @abdulsofiallail and to find out the perception of teenage from @abdulsofiallail accounts, whether the information presented by TikTok accounts @abdulsofiallail be an up-to-date source and whether TikTok social media can be source of information. In this study, the method used is a qualitative method. Qualitative methods are used to research scientific objects, so the researcher is a key instrument. This study used triangulation acquisition techniques as data collection. This research is descriptive or utilizes qualitative data, this type of research is descriptive qualitative, used to analyze an event or situation socially. This study found 3 main categories based on qualitative coding. First, TikTok as a source of information known to various kinds of news and entertainment can be accessed on these social media. Second, the followers of TikTok accounts @abdulsofiallail cover all circles including teenagers. Thirdly, the disseminator of information is very entertaining with the content it creates. Social media is a medium that has many users and has access to any platform including TikTok and easily gets news and can spread the news, so that teenagers get information and entertainment quickly. As for the reason why the disseminator of information wants to entertain viewers virtually.

Keywords: Information, Perception, Teens, TikTok

INTRODUCTION

The continuous advancements in science and technology are significantly impacting the way people live. Over time, individuals have become increasingly reliant on technological innovations that streamline various aspects of daily life. A prime example of such progress that is currently shaping society and progressing rapidly is the realm of Information Communication and Technology (ICT). Indonesia stands as a nation actively participating in the evolution of information media and technology (Taopan et al., 2019).

One of the advantages of the internet is that there are almost no restrictions on space and time. The internet has a global nature, namely its ease of access and also the internet has advantages in terms of speed which allows information to develop and spread massively (Indrawan & Ilmar, 2020). Internet usage in Indonesia in January 2022 was 204.7 million users. Indonesia's internet usage rate reached 73.7% of the total population in early 2022,

which shows that internet users in Indonesia increased by 2.1 million (+1.0%) around 2021-2022 (Kemp, 2022).

Communication is taken from Latin “*communicatio*” which means the same meaning. Communication can be said to be successful if we know the components at the communication stage, namely the source (resource), message (message), channel (media) and receiver (receiver) or audience (Tambunan, 2018). The development of communication technology today is not only information communication between individuals who interact socially, but has expanded the scope between institutions, between regions to between countries and continents. The expanding scope of communication technology makes people from various circles experience changes from these developments (Yoga, 2019).

Developing technology changes humans to be more dynamic in patterns of interaction and communication, the existence of new media (digital media) for the benefit of information transactions (Hajar & Anshori, 2021). Information in any form can be accessed through new media such as websites, blogs, YouTube and the type of online media that is widely used today is social media. And social media presents a web forum that forms an online-based community (Harahap, 2018).

In recent years, Indonesia has been hit by the COVID-19 pandemic which has made people asked by the government to do activities indoors and reduce outdoor activities and maintain health protocols if doing outdoor activities to reduce virus transmission. This has made individuals from various walks of life look for ways to do various activities to relieve boredom when at home during the pandemic, various activities are carried out ranging from gardening, cooking, sports to accessing social media.

Along with the times, social media has become one of the main things in the lives of many people, not only parents, but also teenagers. The impact of lockdown, school is done online, making teenagers have a lot of free time at home so they entertain themselves by accessing social media. People think that social media users depend on their needs, whether they are looking for information or entertainment (Ramadhanty, 2021)

WHO defines adolescence as 10-19 years old. Adolescents are those aged 10-20 years who experience physical and mental growth and development, in terms of age adolescents are divided into Pre-adolescents (11-14 years), Early Adolescents (14-17 years), Advanced Adolescents (17-21 years) (Diananda, 2019). Usually, teenagers aged 15-21 years who have social media accounts. TikTok is a popular social media because it has a creative feature to create short videos up to 1 minute long, with many features such as adding filters, effects,

music, and many other features (Rahmawati et al., 2022). This application has become increasingly popular since the activities and mobility of the world community are limited due to the COVID-19 pandemic.

Not only does it have interesting features, TikTok is also easy to use which makes teenagers like to use it. TikTok is the most widely used application to increase teenagers' self-popularity even though TikTok is a new application (Ramadhani, 2021). By the end of 2022, the number of TikTok users is expected to reach 1.8 billion. Demographically, most TikTok users are dominated by young people under the age of 30. In China, the number of TikTok users in 2021 reached 710 million. TikTok user trends in various regions of the world also show an increasing trend every year (Angelia, 2022).

In January 2022, 25 percent of TikTok users were women between the ages of 18-24, while men in the same age range were around 18 percent (Ceci, 2022). With its ease of access, the content of TikTok content is very diverse, ranging from dancing trends, ustad lectures, cooking and makeup tutorials to viral news.

Recently there have been several viral news on TikTok with the content of "Citayam Fashion Week", content containing a number of teenagers from Citayam, Bojonggede and other areas who accidentally gathered in the Sudirman Area, Central Jakarta right at Dukuh Atas to show fashionable and trendy clothing styles that act on the zebra crossing like being on a professional cat walk model.

One of the content creators who has a TikTok account with interesting content is @abdulsofiailail who is familiarly called Ale. Ale has several contents about "Citayam Fashion Week", one of which received 12.4 million views on his personal TikTok platform, Ale is also one of the pioneers of Citayam Fashion Week. Some people from various circles are interested in seeing Citayam Fashion Week in person or through the TikTok platform, the uniqueness of the event attracts various groups to artists who also end up creating content together in the Sudirman area.

The discussion content about Citayam Fashion Week uploaded on @abdulsofiailail's feeds has pros and cons, all of which are public perceptions, so researchers want to know how teenagers perceive the content of Citayam Fashion Week on @abdulsofiailail's account and also what makes people interested in the simple fashion information content presented by @abdulsofiailail's TikTok account. Which aims to find out the perception of teenage viewers or followers of the @abdulsofiailail account, whether the information presented

through the @abdulsofiailail TikTok account is an up-to-date source and whether TikTok social media can be a source of information.

With the benefits of its theoretical research to help further research as a reference, as well as provide thoughts about adolescents' perceptions of information provided by social media. And also provides practical benefits, namely for information disseminators on social media as well as for teenagers using social media.

LITERATURE REVIE

Previous Research

In this study, the results of previous studies are used as research references. The following research is a reference for researchers, some of which are: Previous research researched by Utami (2021), the formulation of the problem in this study is to find out the phenomenon of TikTok application users amid the Covid -19 pandemic, how the motives of TikTok application users, the actions of TikTok application users and how the meaning of using the TikTok application amid the Covid -19 pandemic which uses qualitative research methods (Utami, 2021).

In 2018, Nurhalima Tambunan (Tambunan, 2018) conducted a study titled "The Impact of Mass Communication on Audiences." The findings revealed that the wide range of mass communication technologies, particularly social media, has the power to influence both individuals and audiences.

In 2016, Wilga Secsio conducted a study titled "The Impact of Social Media on Adolescent Behavior" to investigate the effects of social media on adolescents and their behavior. The study utilized qualitative research methods to determine the influence of social media on adolescents and the resulting changes in their behavior (Putri et al., 2016). From some of the results of this previous study, it becomes a reference for researchers because the results of the research discussion show that content on social media including TikTok has an effect on adolescents.

Social Media

Social media is very familiar in Indonesia in cities and villages, because social media has become a consumption of people in this digital era. This social media includes Facebook, Twitter, Whatsapp, Instagram, Tiktok and many more. It is no longer the time to send letters to communicate with distant people but simply through social media alone can connect with our distant relatives even face to face even though not directly. We can also communicate

with people from various countries only through social media. This shows that technology is growing so that we can recognize and use social media (Lumatihunisa et al., 2021).

The term social media is divided into two words, namely, "Media" and "Social". The word "Media" means a tool (means) of communication and "Social" means relating to society in terms of communication (KBBI, 2022). Social media has several characteristics, namely, 1. Messages are conveyed not only to individuals but to many people through short messages (SMS) or the internet, 2. Messages are free without the need to go through gatekeepers, 3. Messages conveyed through social media are faster to convey than other media, 4. The speed of the message to the recipient determines the interaction (Darwinsyah, 2018).

Agenda Setting Theory

This study uses the agenda setting theory of Mc Combs and Shaw (1972). Agenda setting theory is a media that gives an emphasis in the form of events. For this reason, the media wants the public to respond that the phenomenon is important in the community. In this theory, the media has a strong effect to influence assumptions in the community, so what is considered important for the media is also important for the community (Ritonga, 2018). Based on this theory, some people will have their own perceptions about the events they watch, for example by watching movies that have similarities with the media that have the effect of influencing events in people's lives.

Before being developed by Mc Combs and Shaw (1972), agenda setting theory was created by Walter Lippmann in 1922 who was a well-known journalist in the United States. Walter Lippman's curiosity about a major function of the mass media affects circumstances such as certain images or images in people's minds. For this reason, Lippman shows that the mass media has a strong role in setting a certain agenda that can influence public opinion. Furthermore, the function of the first agenda setting theory is that the media agenda must prioritize the issues to be discussed in the media and the second is that the public agenda is the media that influences or interacts with what is in the public mind (Kurniawan & Irwansyah, 2021).

Perception

According to experts, Robbins (2015) Perception is a process in individuals who have a personality to organize impressions in order to provide good and clear meaning for the environment around them. Furthermore, it is strengthened by Wirawan (2013), saying that perception is interpreting, organizing, identifying information captured by the five senses to be understood. Perception is related to someone who receives information or adjusts their

environment. For this reason, perception can be referred to as understanding information that can increase knowledge for the individual who receives it (Sutrisman, 2019).

Perception is a process of entering information or messages by individuals which are then integrated through the thoughts, feelings, and experiences of these individuals. For this reason, social learning theory assumes that if an individual's behavior is not merely a reflex, the automatic reaction that arises will result in an interaction between the environment and the schema of the individual himself. In the book *Organization and Behavior Management* Gibson, et al (1989) reveal that perception is a cognitive process that can be used by individuals to understand the world around them. In the book Gibson explains another understanding of perception, namely as a process of conveying meaning to the environment. For this reason, each individual gives different meanings to the same object (R. F. Akbar, 2015).

An understanding of perception can lead to the conclusion that perception is an event that a person captures after watching a TikTok show. This includes the perception or perspective of teenagers after seeing @abdulsofiailail's TikTok show. With the perception of teenagers watching @abdulsofiailail content, it can have an impact on teenagers both negatively and positively. Because perception is categorized into information that can increase individual knowledge or understanding of the view of TikTok content on the surrounding environment.

TikTok

In early September 2016, Zhang Yiming, an entrepreneur who is the founder of ByteDance, a technology-based company in China, launched an application called Douyin, which is a short video application. As the Douyin application became more popular, the company tried to introduce this application outside of China under the new name "TikTok" This application went viral in Indonesia in 2018 and was blocked by the Ministry of Communication and Information Technology (Kominfo) on July 3, 2018, because it was considered not educational, but not long after the blocking, this application could be downloaded again (Winarso, 2021).

Media Content

Content according to KBBI is "information available through media or electronic products". Another meaning is that content is a term to distinguish genres of information that facilitate its creation so that it has added value, which contains entertaining information (Alfi, 2020). Media Content is all forms of communication media content in the world of

technology such as blogs, chats, tweets, podcasting, advertisements formed by users of online services through social media sites. Some types of media content in the context of journalism are news, articles, and features. In terms of format, it is composed of writing (text), images, sound (audio) and video (M. F. Akbar et al., 2021).

Teens

The term adolescence is derived from the Latin word "adolescere" which means growing into adulthood, ranging in age from 10-19 years characterized by changes in physical, intellectual, psychological and emotional aspects as well as puberty in other words the maturation of human reproductive organs. Adolescence is a transitional period from childhood to adulthood which is associated with risky behavior and emotional adolescence causing social changes, especially spending a lot of time with peers rather than with parents (Buanasari, 2021).

TikTok Account @abdulsofiailail



Figure 1. Number of Followers @abdulsofiailail July 27, 2022

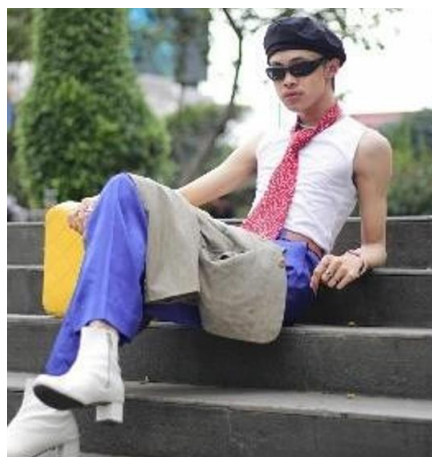


Figure 2. Ale's Profile Photo

The TikTok account owned by @abdulsofiailail is his own account without any other interference. Abdul is a Content creator, Brand Ambassador, as well as a Model who has the real name Abdul Sofi Alla'il or often called Ale, 19 years old, Ale from a middle class family, Ale also works as a Digital Marketing, now Ale has graduated from SMK and has many creative ideas with the trends he is currently following, namely Androgynous following the style of Harry Style, a singer from England who unites feminine and masculine styles with a masculine bearing.

Ale is the pioneer of CFW (Citayam Fashion Week), which started as a whim to walk on the zebra crossing, and then many people followed his trend so that it became big and was discussed on many social media platforms. Before she emerged as the pioneer of Citayam Fashion Week, Ale had often created content on her TikTok account, such as modeling content, fashion styling, and many other things that cover modeling and fashion. Ale describes herself as a song because she can make people sad, happy, excited, and creative. Ale has been creating content in Dukuh Atas since the beginning of the pandemic in 2019, an era when not many people gathered like today, after Ale's TikTok content appeared on TikTok's FYP (For You Page), many people began to be interested in seeing Ale modeling at the zebra crossing, which attracted the attention of other teenagers from various cities and even various countries. This research was conducted on July 18, 2022. Now Ale's TikTok account or with the TikTok username @abdulsofiailail already has 65.3K followers and 5.6M likes for his content.

RESEARCH METHOD

Research Approach

In this study, the method used is the Qualitative method. Qualitative method is a method for interpreting teenagers with "Teenagers' perceptions of Citayam Fashion Week content on @abdulsofiailail's TikTok account". Qualitative methods are used to examine scientific objects, so researchers are key instruments. Furthermore, this study uses the Trigulation Acquisition Technique as data collection. This research is descriptive or utilizes qualitative data. This type of research is Descriptive Qualitative so it is used to analyze an event or social situation. Descriptive Qualitative research produces data that is what it is. The purpose of descriptive research is to see an accurate picture of a group and provide a complete picture in either verbal or numerical form (Gunawan & Junaidi, 2020).

Data Analysis in Qualitative Research

This research will interview 5 people who are 1 key informant, namely Dukuh Atas teenagers as people who model in @abdulsofiail's content, and 4 informants, namely teenage followers of @abdulsofiail's TikTok account. This study uses the Triangulation Technique to examine data such as the stages of open coding, axial coding, and selective coding or what is known as verbatim. Qualitative data analysis in this study is characterized by a natural setting so that the disclosure of existing meanings from the point of view of the research subject cannot be isolated. For this reason, the data cannot be separated from its context, and the researcher is the main instrument. Qualitative data is described through the natural relationship that occurs between researchers and informants. Furthermore, the selected sample is based on research objectives (purposive sampling) (Mahpur, 2017).

Research Instruments

In this study, the researcher will conduct interviews to obtain information for research purposes. The interview process is conducted with in-depth questions and answers. For this reason, the Triangulation Technique is used as a way of checking data. This method is done by collecting data from a variety of different sources but using the same method. Then the researcher will conduct observations, interviews, and documentation as data sources. Data collection is done systematically (Anggito & Setiawan, 2018).

RESULT AND DISCUSSION

Interview Results

This interview was conducted based on 5 sources who follow the @abdulsofiail account and always follow the content created by @abdulsofiail consisting of source 1 key informant, namely Vano (VN), an 18-year-old teenager, said that he was entertained and interested in the content created by @abdulsofiail because he had an interest in creating the same content on his personal TikTok account. Interviewee 2, Kristin (KR), a 16-year-old teenager, Kristin stated that she was very entertained by the content created by @abdulsofiail but it is a pity that the account has content using the opposite sex (female) clothing. Interviewee 3 Hana (HN), an 18-year-old teenager, said that @abdulsofiail's account is very motivating for teenagers who have the same hobby in fashion.

Interviewee 4 Bryan (BR), an 18-year-old teenager, said that @abdulsofiail's content on his TikTok account is different from others because it is more interesting and unique, making @abdulsofiail's account different from other content creators and showing the other side of the catwalk in a different way. Interviewee 5 Nabila (NB), an 18-year-old

teenager, said that the content created by @abdulsofiailail is fun, unique, even though it looks simply and makes the content different from other content creators in general, which makes people who watch it get a motivation or inspiration in the same field of interest in fashion styling and modeling.

Because by understanding the purpose of this research, taking some sample characteristics into consideration. From the results of this interview, it is known that the TikTok @abdulsofiailail account is well managed and packaged by itself so that it attracts the attention of teenagers, and the followers of the TikTok @abdulsofiailail account are dominantly aged 16-19 years. The majority of sources are dominated by female teenagers compared to men. In uploading TikTok content @abdulsofiailail has its own characteristics. Interviews with sources were conducted directly at the Citayam Fashion Week location on August 20, 2022 at 20.00 WIB.

Discussion

This research is about teenagers' perceptions of Citayam fashion week content on @abdulsofiailail's TikTok account which is conducted in depth to study the circumstances and interactions that occur. With constant continuous media exposure, it can make someone form a perception of the content impressions. TikTok social media has a lot of information, for example, the content uploaded by @abdulsofiailail can be received attached and form an assessment so that a reputation is formed and signaled back to the disseminator of information, namely the TikTok account @abdulsofiailail (Mustika & Anggraini, 2019). Data collection that occurs simultaneously, the TikTok @abdulsofiailail account is classified as a content creator that attracts teenagers. This is because @abdulsofiailail's TikTok account inspires other content creators to follow the content created by @abdulsofiailail. Although followers have perceptions of the pros and cons of @abdulsofiailail's posts, the content creator who is familiarly called Ale continues to post interesting and unique content.

This analysis technique includes the results of in-depth interviews, then researchers can draw conclusions. From the results of interviews and observations, researchers conducted interviews with 5 informants, namely @abdulsofiailail followers. The interview technique was carried out for approximately 5-10 minutes. The results of interview and observation data collection have been processed in the form of interview transcripts and qualitative coding. Based on the research conducted, there are 3 selective coding, namely, followers @abdulsofiailail, teenagers, and entertained.

Photo with Informant



Figure 3. Photo with Kristin, a follower of @abdulsofiailail's TikTok Account

Table 1. Interview Results

No	Informant	Source	All circles	Entertaining
1	KR	YA	YA	YA
2	HN	YA	YA	YA
3	VN	YA	YA	YA
4	BR	YA	YA	YA
5	NB	YA	YA	YA

TikTok as a Source of Information

a. Content, Information

Content as information or topics disseminated through TikTok social media, with many TikTok users responding to the information. Several interviewees who followed @abdulsofiailail's TikTok account said that they felt entertained and this was known from informant (KR) who said: "I am entertained by the content because it has up-to-date content at this time" (Informant KR: August 20, 2022). In addition, Informant (HN) stated: "TikTok is one of the contemporary social media favored by millennials, because it contains viral content" (Informant HN: August 20, 2022), then Informant (VN) said: "the content of @abdulsofiailail is very interesting because we have the same interests so that the content is very entertaining and motivates me" (Informant VN: August 20, 2022). Informant (BR) said: "exciting and current content for young people and has its own characteristics" (Informant BR: August 20, 2022). While Informant (NB): "the content is very unique, exciting and also inspiring, making the audience interested in seeing directly not only from TikTok social media" (Informant NB: August 20, 2022).

b. Followers of @abdulsofiailail Account

All TikTok social media users have different ages and different genders, TikTok teenage users can certainly choose what information or content they want to see. Some informants, especially in this pandemic era where all people from various circles are looking for entertainment on social media, especially on TikTok. According to informant (KR) "the content attracts attention, especially among millennials". In informant (HN) "inspirational content, especially in the field of fashion". In informant (VN) "a different type of entertainment and refreshing in the midst of content creators who only make dancing content". In informant (BR) "one of the content creators who has talent and makes content with what is his hobby makes me interested in following". With the dissemination of entertainment information, many TikTok users choose entertainment that matches their interests with the content creator. And then according to the informant (NB) "following because it's fun and there are a lot of inspirational mix and match clothes and also the carrier is confident and fun".

c. Information Disseminator

The information disseminator in this study is @abdulsofiailail. TikTok account @abdulsofiailail as a pioneer of Citayam Fashion Week disseminates all information through its TikTok social media platform, as a pioneer and as a disseminator of information @abdulsofiailail account has its own characteristic delivery style and fashion style. According to informant (KR) "the delivery style is unique because it uses the creative features available in the TikTok application." In informant (HN) "the content displayed by @abdulsofiailail makes the audience want to follow his fashionable fashion style." In informant (VN) "he is very confident even though not a few blaspheme the way he dresses" In informant (BR) "actually @abdulsofiailail has talent and one way to develop it in this Citayam Fashion Week content, so not only for yourself but also can motivate other young people to work" And according to informant (NB) "since following @abdulsofiailail's account, we have become involved in mix and match clothes because we are inspired". The type of content and the presentation of information disseminators are very influential on TikTok social media users.

CONCLUSION

The results of this study are teenagers' perceptions of Citayam Fashion Week content on the @abdulsofiailail TikTok account. The five informants know that the TikTok @abdulsofiailail account is a disseminator of entertainment content related to Citayam

Fashion Week. This study found 3 main categories based on qualitative coding. First, TikTok as a source of information that is known to be a variety of news and entertainment can be accessed on social media. Second, followers of @abdulsofiailail's TikTok account cover all groups including teenagers. Third, information disseminators are very entertaining with the content they create. Social media is a medium that has many users and has access to any platform including TikTok and easily gets news and can spread news, so that people including teenagers get information and entertainment quickly. The reason for disseminating information is to entertain viewers virtually.

Further research on Internet usage is recommended to find out the relationship between respondents' demographics such as: age, education, gender, occupation, etc. and also satisfaction with the use of the Internet itself. In addition, future research is suggested to deepen a certain sense of satisfaction through a method, such as by using a qualitative method in the form of a case study. The above study also did not test respondents' satisfaction with using a particular medium. Further research is recommended on the basic preposition that exists in interpretive theory, namely the relationship between satisfaction sought and satisfaction obtained. The demographics above tend to be and are dominated by virtual or online audiences.

REFERENCES

- Akbar, M. F., Evadianti, Y., & Asniar, I. (2021). *Public Relations. Ikatan Guru Indonesia*.
<https://www.google.co.id/books/edit> ion/Public_Relations/hLIjEAAAQB
AJ?hl=id&gbpv=1&dq=konten+adalah&pg=PA160&printsec=frontcover
- Akbar, R. F. (2015). Analisis Persepsi Pelajar Tingkat Menengah Pada Sekolah Tinggi Agama Islam Negeri Kudus. *Edukasia: Jurnal Penelitian Pendidikan Islam*, 10(1).
- Alfi. (2020). *Pengertian dan Perannya dalam Marketing*. 11 Juni.
<https://kursusbahasainggris.or.id/konten-adalah/>.
- Angelia, D. (2022). *Rajai Jumlah unduhan terbanyak, Bagaimana Statistik TikTok?* 27 Juli.
<https://goodstats.id/article/rajai-jumlah-unduh-an-terbanyak-bagaimana-statistik-tiktok-ASDfx>
- Anggito, A., & Setiawan, J. (2018). *Metodologi penelitian kualitatif*. CV Jejak (Jejak Publisher).
- Buanasari, A. (2021). *Asuhan keperawatan sebat jiwa pada kelompok usia remaja*. Tohar Media.
- Ceci, L. (2022). TikTok-Statistics & Facts. *Statista*, [S. L.], 23.
- Darwinsyah, M. (2018). Analisa Pengaruh Strategi Komunikasi CSR Melalui Media Sosial Terhadap Reputasi Perusahaan (Studi Kasus pada Perusahaan Consumer Goods di

- Indonesia). *Inter Komunika*, 3(1), 59–72.
- Diananda, A. (2019). Psikologi remaja dan permasalahannya. *ISTIGHNA: Jurnal Pendidikan Dan Pemikiran Islam*, 1(1), 116–133.
- Gunawan, E. B., & Junaidi, A. (2020). Representasi pendidikan seks dalam film dua garis biru (analisis semiotika Roland Barthes). *Koneksi*, 4(1), 155–162.
- Hajar, S. A., & Anshori, M. S. (2021). Strategi Komunikasi Persuasif Farah Qoonita Dalam Menyampaikan Dakwah Melalui New Media. *Aksiologi: Jurnal Pendidikan Dan Ilmu Sosial*, 1(2), 62–66.
- Harahap, H. S. (2018). Whatsapp sebagai media strategi komunikasi ustadzah dalam menyampaikan dakwah (studi deskriptif kualitatif komunitas “belajar Islam seru”). *Dynamic Media, Communications, and Culture: Conference Proceedings*, 1, 131–150.
- Indrawan, J., & Ilmar, A. (2020). Kehadiran media baru (new media) dalam proses komunikasi politik. *Medium*, 8(1), 1–17.
- Kurniawan, E. P., & Irwansyah, I. (2021). Agenda Setting Dalam Isu-Isu Kontemporer Di Seluruh Dunia. *Jurnal Teknologi Dan Sistem Informasi Bisnis*, 3(1), 105–119.
- Mahpur, M. (2017). *Memantapkan analisis data kualitatif melalui tahapan koding*.
- Mustika, T., & Anggraini, R. (2019). Pengaruh Terpaan Media Terhadap Reputasi Lembaga Pemerintah. *Inter Script: Journal of Creative Communication*, 1(1).
- Putri, W. S. R., Nurwati, N., & Santoso, M. B. (2016). Pengaruh media sosial terhadap perilaku remaja. *Prosiding Penelitian Dan Pengabdian Kepada Masyarakat*, 3(1).
- Rahmawati, I. I., Sitika, A. J., & Fauziah, D. N. (2022). Persepsi Pengguna Media Sosial Desa Ciruluk terhadap Penyebaran Konten Homoseksual pada Aplikasi Tiktok. *AS-SABIQUN*, 4(3), 617–628.
- Ramadhani, J. (2021). Gambaran Persepsi Remaja Terhadap Aplikasi Tiktok: Sebuah Studi Fenomenologi Interpretatif. *Happiness: Journal of Psychology and Islamic Science*, 5(1), 31–40.
- Ramadhanty, K. A. (2021). Persepsi masyarakat terhadap informasi covid-19 yang di sajikan melalui akun instagram. <https://doi.org/http://dx.doi.org/10.29313/v8i1.31723>.
- Ritonga, E. Y. (2018). Teori agenda setting dalam ilmu komunikasi. *JURNAL SIMBOLIKA Research and Learning in Communication Study*, 4(1), 32–41.
- Sutrisman, D. (2019). *Pendidikan Politik, Persepsi, Kepemimpinan, dan Mahasiswa*. Guepedia.
- Tambunan, N. (2018). Pengaruh komunikasi massa terhadap audiens. *JURNAL SIMBOLIKA Research and Learning in Communication Study*, 4(1), 24–31.
- Taopan, Y. F., Oedjoe, M. R., & Sogen, A. N. (2019). Dampak perkembangan teknologi

- informasi dan komunikasi terhadap perilaku moral remaja di SMA negeri 3 kota Kupang. *Jurnal Kependidikan: Jurnal Hasil Penelitian Dan Kajian Kepustakaan Di Bidang Pendidikan, Pengajaran Dan Pembelajaran*, 5(1), 61–74.
- Utami, A. D. V. (2021). Aplikasi tiktok Menjadi media hiburan bagi masyarakat Dan Memunculkan Dampak Ditengah pandemi covid-19. *MEDIALOG: Jurnal Ilmu Komunikasi*, 4(1), 40–47.
- Winarso, B. (2021). *Apa itu TikTok dan Apa saja Fitur-fiturnya?* 8 June. <https://dailysocial.id/post/apa-itu-tik-tok>.
- Yoga, S. (2019). Perubahan sosial budaya masyarakat indonesia dan perkembangan teknologi komunikasi. *Jurnal Al-Bayan: Media Kajian Dan Pengembangan Ilmu Dakwah*, 24(1).