

ABSTRACT

The phenomenon of content on social media, especially TikTok, is in the spotlight because of its potential to influence user perceptions and behavior, especially among students who tend to be consumptive. This research aims to find out how students' media literacy skills are based on TikTok content, with research subjects being Telkom University students. This research analysis uses James Potter's theory of media literacy abilities. This research uses descriptive qualitative methods and uses a post-positivist paradigm. Data was collected through in-depth interviews with Telkom University students who actively use TikTok. The results of this study show that students apply the stages of media literacy skills during the online shopping process, namely at the analysis, evaluation, grouping, induction, deduction, synthesis and abstraction stages, however, there are still limitations of students in applying media literacy skills at the evaluation and abstraction stages. deduction..

Keywords: *Consumptive Behavior, TikTok content, Media Literacy, Students.*