

## ABSTRACT

The use of internet in Indonesia is increasing rapidly that cannot be separated from a new culture of society such as social media. Through a social media, lots of people are able to make an innovation that aims to provide an ease of communication and to express themselves through a video application that has a special feature for a short video such as TikTok. Since the use of TikTok in Indonesia is growing, therefore TikTok management should understand the user's preferences in using TikTok to improve the service quality and performance. Since the success of TikTok apps in Indonesia, it is important to analyze the factor that influence people in using TikTok.

This paper is aims to find out the factor that influence people in using TikTok in Indonesia and identify the dominant factor of it. This research is a descriptive research uses a quantitative method. The sample in this study is a TikTok users in Indonesia as many as 476 respondents were randomly selected by using nonprobability sampling method. The analysis technique used in this paper is Factor Analysis, which uses 7 variable items from previous studies that has been conducted. The research result is using EFA and it carried out that there are 4 new factors formed that influence people in using TikTok in Indonesia, such as: the factor of product features, lifestyle, self-expressions, and social presence.

***Keywords : TikTok, Factor Analysis, Indonesia***