

ABSTRACT

Improvement in technology are unavoidable because along with the time, technology is also growing. At this time everything is able to become faster and more efficient, especially in daily human activities. There have been a lot of technological innovations that were born due to technological advances in today's era, one of which is currently being rapidly developed is social media.

TikTok can help everyone to gain knowledge to achieve sustainable development. Therefore, *TikTok* can play a big role in behavior change *communication*. *TikTok* campaigns on environmental pollution, climate change, violence against women, substance abuse, child labour, early and forced marriage, gender equality, etc. It can help increase awareness and change mindsets.

This study uses quantitative methods with descriptive analysis. The technique of collecting data is by distributing questionnaires to three hundred and eighty-five respondents and collecting primary data by using a sampling technique. The respondents involved were users of the *TikTok* application who knew the *hashtag* #samamabelajar.

The results of this study indicate that the use of social media *TikTok* through the *hashtag* #samamabelajar has a benefit on Information Needs in people in West Java.

It is hoped that further research will be able to develop this research by adding other variables that are considered to have something to do with the object under study such as adolescent behavior or web quality, so that it can explain other things from the object under study.

Keywords : *Social Media, Hashtag, Kebutuhan Informasi.*