ABSTRACT

Tiktok is a medium that functions not only to connect one user to other users but also has a distributor content function. The presence of Tiktok, advertisers, especially companies engaged in online travel agents (OTA) take advantage of more effective delivery of information about their products. The research method used is quantitative with content analysis techniques on post content from the official Tiktok Tiket.com and Traveloka accounts in the period October 2020, After the data is collected it is then processed and calculated using the chi-square test to see the difference in message content between the two accounts, namely, is there a significant difference in message content based on the analysis category that has been determined, there are three categories, namely the advertising function is used to see the function of advertising content that often appears in the two official Tiktok accounts. Ad appeal to see the appeal of what messages are often used in content posted by both accounts. The results obtained are that there is a significant difference in message content between Tiket.com and Traveloka accounts in the category of advertising function with a chi-square value of 13.58, respectively, while there is no significant difference in message content. Althought Tiket.com and Traveloka accounts in the advertising attractiveness category with a chi-square value of 2.34.

Keywords: *Socialmedia, Tiktok, Advertising*