ABSTRACT

TikTok is a social media that invites users to create content in the form of short 15 second videos equipped with music, filters, and other features. This study aims to determine how much influence The Connell Twins' Sensuality Content Variable on TikTok towards adolescent attitude. To obtain these results, this study uses an independent variable (X) which consists of five sub-variables Nudity/Dress, Sexual Behavior, Physical Attractiveness, Sexual Referents, and Sexual Embeds. The dependent variable (Y) consists of three sub-variables Affective, Cognitive, and Behavioral. This research uses descriptive quantitative method. Meanwhile, the sampling in this study used the Nonprobability technique with a sample size of 400 respondents who were followers of The Connell Twins on TikTok. The results of the coefficient of determination in this study show that the R Square value of the influence of The Connell Twins' sensuality content on TikTok towards adolescent attitude is 18.7% so that the remaining 81.3% is influenced by other factors. The hypothesis test obtained a significance value of 0.000 <0.05. Meanwhile, based on the t-count value is 9.556 > ttable 1.96, the sensuality content of The Connell Twins on TikTok affects towards adolescent attitude.

Keywords: TikTok, Sensual Content, Adolescent Attitude