

ABSTRACT

In this digital era, people use the internet as a medium for exchanging information and communication. One of the social media that has experienced a rapid increase in 2020 is TikTok. The social media TikTok provides short music video content creation, viral video challenges, and other content. This is shown through research from Firamadhina and Krisnani (2020) that TikTok is an informal educational medium for general knowledge according to content creators. One of the content creators who utilizes TikTok social media in disseminating informal knowledge is GurukuMrD. GurukuMrD is a social media account belonging to Mr. Dennis, a foreign teacher at an English education institution in Indonesia.

The purpose of this study was to find out how effective the TikTok social media used by Mr. D in creating video content related to information about the English language. The research method used in this research is quantitative method with descriptive technique. Data collection techniques used through primary data with a questionnaire. The samples taken in this study were 400 respondents from 347,2 thousand followers of the TikTok account @GurukuMrD.

This study uses a quantitative descriptive method. The sampling technique in this study used non-probability sampling type of simple purposive sampling. Data analysis techniques used in this study are: Normality Test, Heteroscedasticity Test, Coefficient Correlation Test, Determination Coefficient Test, Simple Linear Regression, and Hypothesis Testing using T-Test. Based on the results of the study, it showed that there was a positive effect of social media on the tikok @gurukumrd account on meeting needs, namely 74%, while the remaining 26% was influenced by other variables not discussed in this study.

Keywords: Effectiveness, Information Need Fulfillment, English, TikTok.