ABSTRACT

Increased internet use and technological advances in the midst of people's lives have made the scope of communication access wider. Social media is an online channel dominated by UGC (user generated content). In the development of social media, TikTok is a new social media that provides space for its users to be able to express themselves through video content. UGC provides businesses with opportunities to reach new audiences, so many companies leverage user-generated content for a variety of advertising and promotional purposes. There are many fashion brands that use TikTok social media to introduce products to the public, this raises the need for public information about fashion products. Therefore, this study has an urgency to contribute to increasing understanding of the factors of information needs that influence consumer decisions in purchasing fashion products. The purpose of this study is to determine the magnitude of the influence of TikTok's social media UGC on meeting the information needs of purchasing fashion products among Telkom University students. This study used quantitative research methods by distributing questionnaires through personal contact and Instagram stories. This study used data analysis which included descriptive analysis, normality test, heterokedasticity test, simple linear regression test, correlation coefficient, determination coefficient, and hypothesis test t. based on the test results, variable X which is UGC has a strong relationship and has a positive effect of 68.5% on variable Y, namely meeting the needs of purchase information, while the remaining 31.5% are factors that were not studied in this study.

Keyword: User Generated Content, TikTok, Information Needs, Fashion Product