ABSTRACT

The emergence of various new social media facilities causes dependence and worry for users. TikTok, as a new social media, is currently one of the platforms that is loved by users. This research investigates the transition of users from the TikTok application to a new application.The method used in this research applies a quantitative approach with a descriptive research type. The population used in this research is TikTok social media users in Indonesia with a sample size of 385 respondents. The sampling used in this research was accidental sampling.

Based on the results of research using descriptive analysis with the help of IBM SPSS 25 for Windows software, it shows that social media dependency and information privacy concerns have a significant simultaneous and partial effect on switching behavior.

Keywords: TikTok, Social Media Dependency, Information Privacy Concern, Switching Behavior