

ABSTRACT

Social media such as the TikTok platform has become a primary need for humans in modern times. The function of TikTok social media has begun to shift towards a negative direction where the use of language on the platform has developed with the rise of abusive language in a content. This study aims to measure how much influence the TikTok content of @imeyhou account has on teenagers' communication ethics. Researchers present S-O-R theory, Social Cognitive theory and Media theory, the integration of the three theories provides an in-depth understanding of the influence of TikTok content @imeyhou account on teenagers' communication ethics. This research uses descriptive quantitative methods with non-probability sampling techniques to 400 respondents. The results showed that TikTok content @imeyhou account has a negative and significant influence on teenagers' communication ethics with a calculated t value of $16.311 > t$ table value of 1.965 . So it can be concluded that H_0 is rejected and H_1 is accepted. The amount of influence of TikTok content on the determination coefficient test contributed 40.1% and 59.9% was influenced by other factors outside the research variables.

Keywords: *Social Media, TikTok Content, Coarse Language, Communication Ethics.*