

ABSTRACT

Boba drinks are drinks that are being sold in the market, but these drinks contain high levels of sugar and calories which can cause several serious diseases, one of which is diabetes. So there is a need for health education to the public, one of which is through a social media platform, namely Tiktok. This study aims to determine the effect of tiktok content on diabetes @farhanzubedi on knowledge, knowledge on intention to stop boba consumption, tiktok content on diabetes @farhanzubedi on intention to stop boba consumption, and tiktok content on diabetes @farhanzubedi on intention to stop boba consumption of Indonesian students through knowledge. This study uses quantitative research methods by distributing questionnaires online to obtain data, the analysis technique used is path analysis assisted by the SPSS application as a test tool. The results showed that the effect of @farhanzubedi diabetes disease content on knowledge among Indonesian students was 17,256, knowledge on intention to stop boba consumption was 6,226, @farhanzubedi diabetes disease content on intention to stop consumption among Indonesian students was 0.836, and @farhanzubedi diabetes disease content on intention to stop boba consumption through knowledge among Indonesian students was 3,892.

Keywords: *TikTok Content; Knowledge; Intention to Stop; Boba Drinks.*