

ABSTRACT

Along with the rapid development of social media various types of platforms have continued to emerge to meet users' needs. Surveys showed that TikTok became one of the most widely used platforms by Indonesian society, with 157.6 million users. This application was able to fulfill users' needs through diverse and engaging content while also creating trends, one of which was the Labubu doll phenomenon. This study aimed to determine the influence of TikTok usage motivation on users' online behavior in following the trend. The independent variable in this study was social media usage motivation, which referred to the Uses and Gratifications theory and included four dimensions: entertainment, integration and social interaction, personal identity, and information. Meanwhile, the dependent variable, online behavior, was measured using the COBRA (Consumer's Online Brand-Related Activities) concept, which consisted of three dimensions: consuming, contributing, and creating. This study used a quantitative approach with purposive sampling techniques and involved 385 TikTok users who followed the Labubu trend. Data were collected through an online questionnaire using Google Forms. The results of the analysis showed that the motivation for using TikTok had a positive and significant influence on online behavior by 59.2%, while the remaining 40.8% was influenced by other factors outside the variables studied. These findings showed how motivation in using social media could encourage users' active participation in digital phenomena.

Keywords: *Uses and Gratifications, COBRA (Consumer's Online Brand Activities), Social Media, TikTok, Labubu Doll*