

ABSTRAK

PENGARUH MEDIA SOSIAL TIKTOK TERHADAP PERILAKU IMITASI *FASHION* REMAJA (STUDI PADA PELAJAR SMAN I PRINGSEWU)

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Penelitian ini bertujuan untuk menganalisa Pengaruh Media Sosial Tiktok terhadap Perilaku Imitasi *fashion* remaja pelajar SMAN 1 Pringsewu. Metode yang digunakan ialah metode penelitian kuantitatif. Sumber data penelitian yaitu data primer dan skunder. Populasi penelitian ini pelajar SMAN 1 Pringsewu, dengan sampel 91 responden. Dalam menentukan sampel peneliti menggunakan teknik *Probability sampling* dengan cara *Simple Random Sampling*. Teknik pengujian instrumen penelitian ini Uji Validasi dan Uji Reliabilitas. Uji Hipotesis dalam penelitian ini Uji Regresi Linier Sederhana dan Uji Kolerasi *Pearson Product Moment*.

Adapun hasil penelitian menunjukkan bahwa terdapat pengaruh dengan hasil Uji Regresi Sederhana berdasarkan nilai diperoleh nillah signifikansi sebesar $0,000 < 0,05$, maka dapat diketahui bahwa H_a diterima dan H_o ditolak, atau dalam kata lain terdapat hubungan yang positif dan signifikan antara media sosial Tiktok terhadap perilaku imitasi *fashion* Remaja SMAN 1 Pringsewu. Artinya jika semakin sering menggunakan media sosial Tiktok maka perilaku imitasi *fashion* meningkat. Berdasarkan nilai r hitung (*Pearson Correlation*), diketahui nilai r hitung untuk variabel media sosial tiktok (X) terhadap perilaku imitasi *fashion* remaja (Y) yaitu sebesar 0,730 maka bentuk hubungan variabel X dan Y adalah positif, yang artinya semakin tinggi tingkat penggunaan media sosial tiktok maka akan semakin tinggi pula perilaku imitasi *fashion* remaja. Latar belakang pelajar melakukan imitasi karena mendapatkan informasi dari penggunaan Tiktok, dan melihat role model baik dari kalangan artis ataupun *influencer*.

Kata Kunci : Tiktok, Imitasi, *Fashion*.

ABSTRACT

THE INFLUENCE OF TIKTOK SOCIAL MEDIA ON TEENAGERS' IMITATION FASHION BEHAVIOR (STUDY ON STUDENTS OF SMAN I PRINGSEWU)

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This study aims to analyze the Influence of Tiktok Social Media on the Fashion Imitation Behavior of teenagers of SMAN 1 Pringsewu students. The method used is quantitative research method. The sources of research data are primary data and skunder. The population of this study was students of SMAN 1 Pringsewu, with a sample of 91 respondents. In determining the sample, researchers use the *Probability sampling technique* by means of *Simple Random Sampling*. The testing technique of this research instrument is Validation Test and Reliability Test. Hypothesis Test in this study Simple Linear Regression Test and *Pearson Product Moment Correlation Test*.

The results showed that there was an influence with the results of the Simple Regression Test based on the value obtained by a significance value of $0.000 < 0.05$, it can be seen that H_a was accepted and H_o was rejected, or in other words there is a positive and significant relationship between Tiktok social media on the fashion imitation behavior of SMAN 1 Pringsewu teenagers. This means that if the more frequent Tiktok social media, the behavior of fashion imitation increases. Based on the calculated r value (*Pearson Correlation*), it is known that the calculated r value for the tiktok social media variable (X) against the behavior of youth fashion imitation (Y) is 0.730 , *the form of the relationship between X and Y variables is positive, which means that the higher the level of use of tiktok social media, the higher the fashion imitation behavior adolescent*. The background of students imitating because they get information from using Tiktok, and see role models both from artists and *influencers*.

Keywords: *Tiktok, Imitation, Fashion.*