

**AN ANALYSIS OF COMMUNICATION BEHAVIOR
OF TIKTOK SOCIAL MEDIA USERS**

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ABSTRACT

The rise of social media Tik Tok has become an important phenomenon in modern communication. Tik Tok allows users to quickly and easily create unique short videos to then share with friends and the world, making this application a new benchmark in creativity for online content creators, especially in Indonesia. This research aims to analyze the communication behavior of Tik Tok social media users, especially non-verbal communication behavior, especially among Communication Science students at the University of Dehasen Bengkulu. This research uses a qualitative approach with data collection techniques in the form of interviews and observations of active students of the Communication Science Study Program who use Tik Tok. This research uses the S-O-R theory, namely Stimulus, Organism and Response. The research results show that Communication Science students tend to dominate non-verbal communication behavior on Tik Tok. They often access videos based on interests and trends, creating content inspired by what they watch. Although the content varies, the main trends include travel, cooking, sales, news, vlogs, clothing thrifts and family drama. Participation was dominated by female students, with varying responses after using Tik Tok, including being entertained, inspired and wanting to exist through comments. Non-verbal student communication behavior includes facial expressions and body movements, clothing, visual effects, camera movements and editing, as well as reactions and interactions with other content. Students often use their creativity to attract attention, share ideas and engage in community interactions on Tik Tok.

Keywords: Communication Behavior, Tik Tok, Students

