

ABSTRACT

This study aims to analyze the influence of TikTok content from @alljokezaside_ on communication satisfaction and relationship satisfaction among premarital couples. TikTok has become a significant social media platform in shaping communication patterns among young generations through entertaining and educational content. The account @alljokezaside_ provides premarital content that affects interpersonal communication and relationships among young couples. This research adopts a quantitative approach with a survey method using questionnaires. The sampling technique used is non-probability sampling with purposive sampling involving 180 respondents who follow the @alljokezaside_ TikTok account. The results show that content dimensions such as clear, concise, concrete, correct, coherent, complete, and courteous have a positive influence on communication satisfaction, which subsequently enhances relationship satisfaction. Based on the hypothesis test (t-test), social media content has a 62% influence on communication and relationship satisfaction, while the remaining 38% is affected by other factors not examined in this study. These findings are expected to serve as a reference for digital communication practitioners in developing content strategies that can improve communication satisfaction and interpersonal relationships.

Keywords: *Communication satisfaction, Relationship satisfaction, Social media content, TikTok*