

ABSTRACT

The need for health information has become increasingly important among the public to meet various interests. Along with the advancement of technology, the Internet has transformed the way people access health information. Health information can be easily accessed through the internet and social media platforms. @Tirtaaaaa is one of the popular TikTok accounts among the younger generation, serving as a digital information source that provides up-to-date health information. A distinctive feature of @Tirtaaaaa's content is the presentation of short videos delivered in Dr. Tirta's unique style. Therefore, this research discusses the Influence of @Tirtaaaaa's TikTok Content on the Fulfillment of Health Information Needs among Generation Z. The aim of this study is to determine the extent of the impact of @Tirtaaaaa's TikTok content on the fulfillment of health information needs for Generation Z. The method applied in this research is a quantitative approach with a descriptive research type. The sample was taken using purposive sampling techniques, involving 400 respondents. For data analysis, simple linear regression was used, and hypothesis testing was conducted through a T-test. This study employs a model based on social media usage theory and effects. The results indicate that there is an influence of @Tirtaaaaa's TikTok content on the health information needs of Generation Z amounting to 82.4%, with the sub-variables of communication and context having the most significant impact. The remaining 17.6% is influenced by other factors.

Keywords: *Social Media, TikTok Content, Health Information Need.*