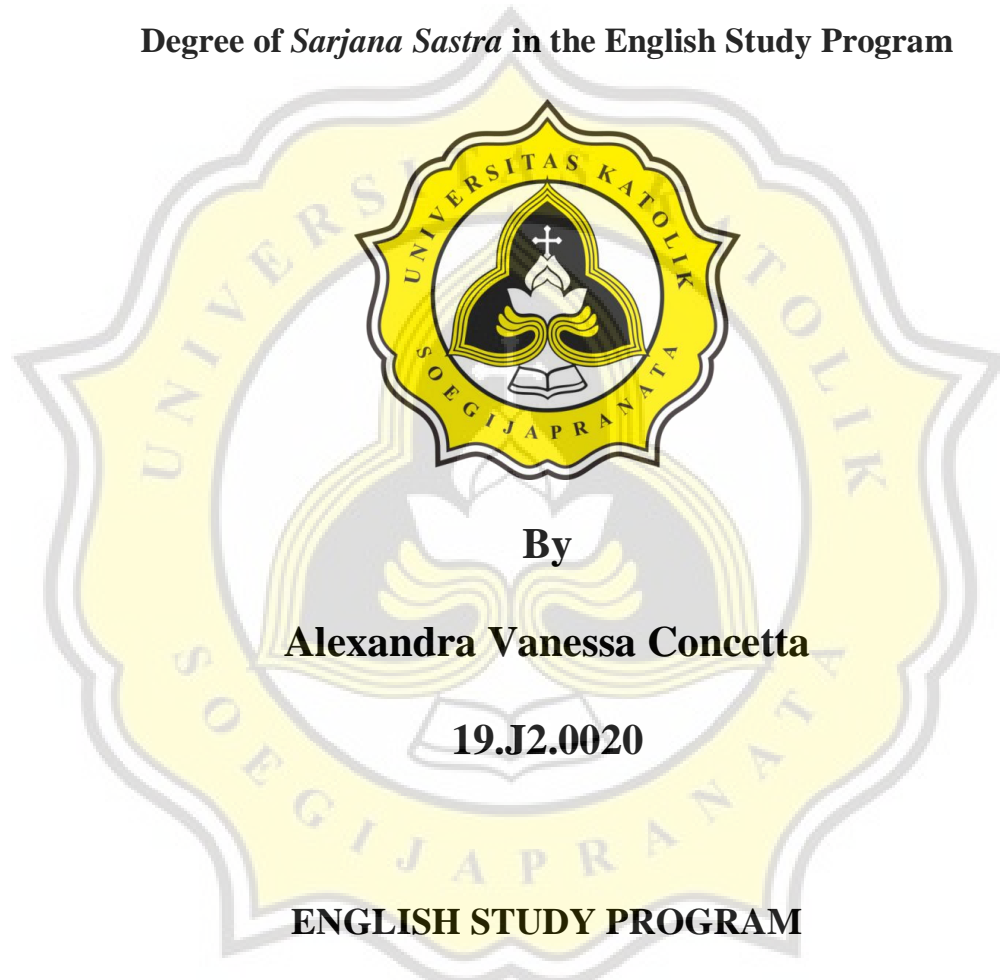


**STUDENTS' PERCEPTION ON THE USE OF TIKTOK
TO ADVERTISE RESTAURANTS IN SEMARANG**

**A Thesis Presented as a Partial Fulfillment for the Requirements for the
Degree of *Sarjana Sastra* in the English Study Program**



By

Alexandra Vanessa Concetta

19.J2.0020

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

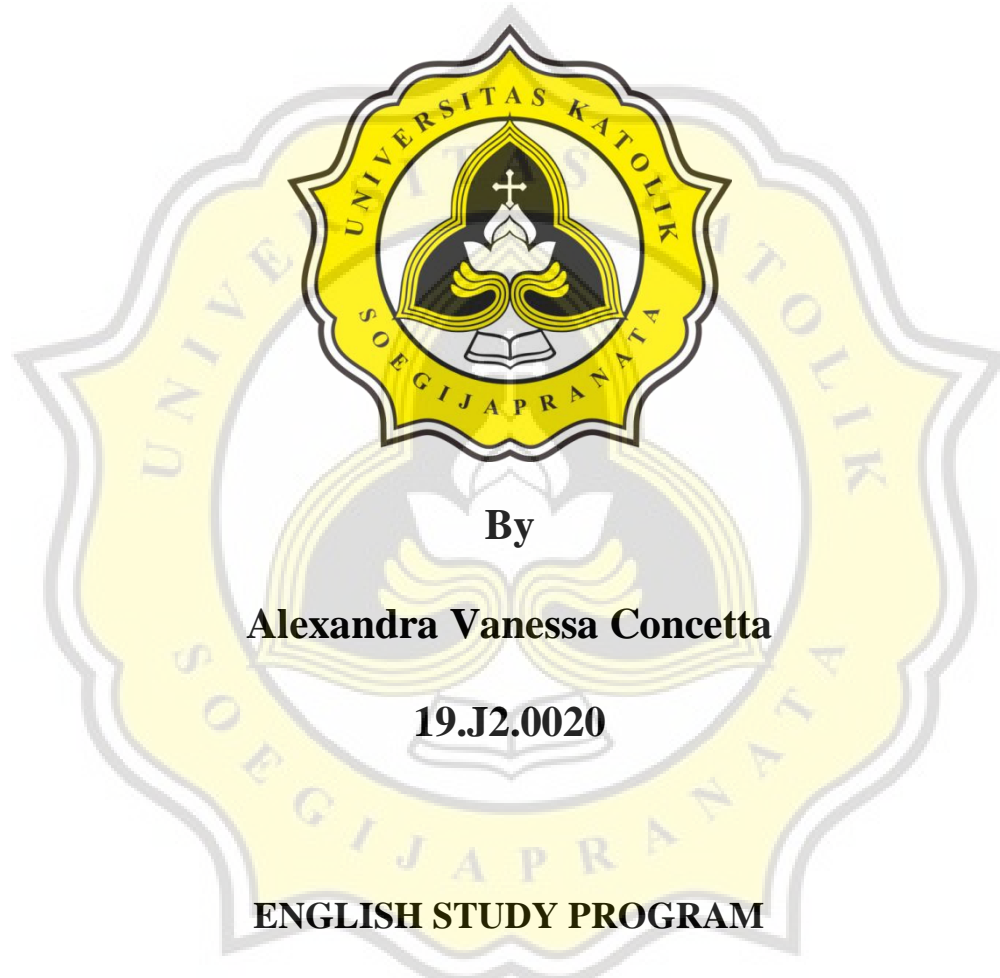
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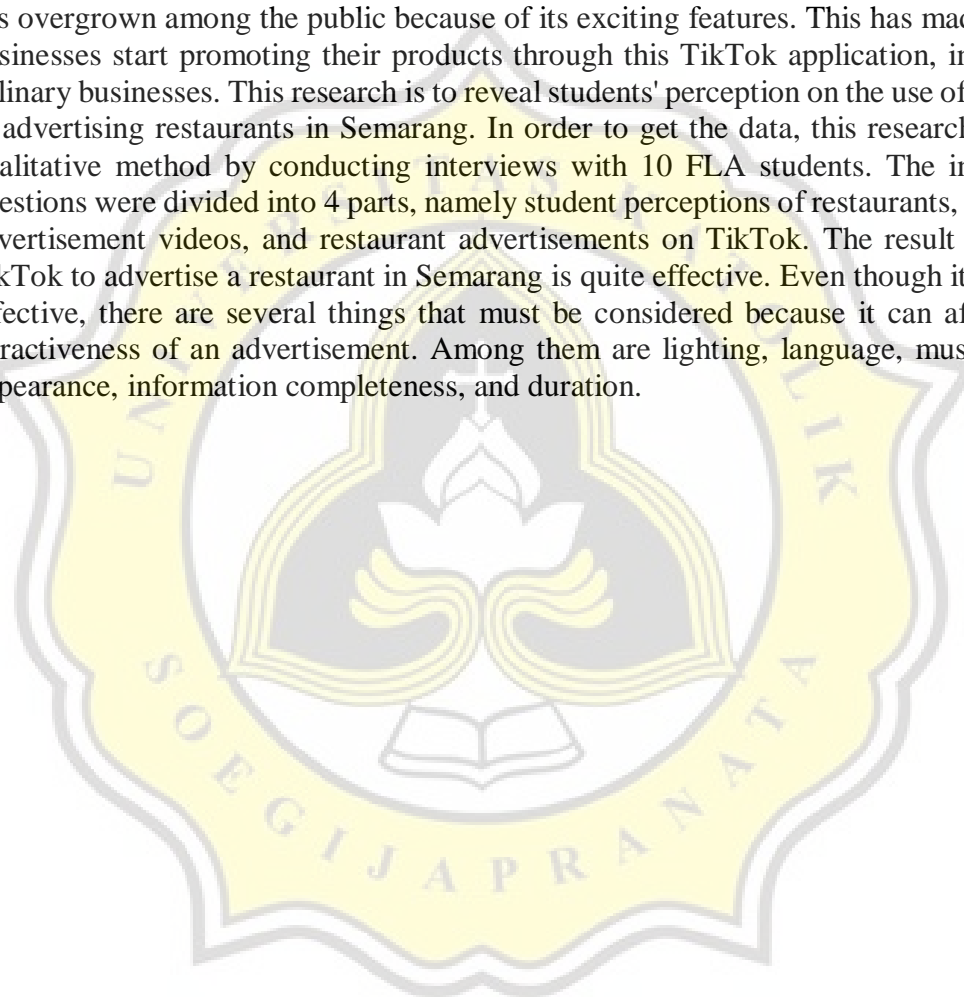
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ABSTRACT

The pandemic era has made everyone turn to the digital era, especially teenagers. The digital era also means marketing can be done in various ways, one of which is by using social media, such as TikTok. In recent years, TikTok application has overgrown among the public because of its exciting features. This has made many businesses start promoting their products through this TikTok application, including culinary businesses. This research is to reveal students' perception on the use of TikTok in advertising restaurants in Semarang. In order to get the data, this research used a qualitative method by conducting interviews with 10 FLA students. The interview questions were divided into 4 parts, namely student perceptions of restaurants, TikTok, advertisement videos, and restaurant advertisements on TikTok. The result is using TikTok to advertise a restaurant in Semarang is quite effective. Even though it is quite effective, there are several things that must be considered because it can affect the attractiveness of an advertisement. Among them are lighting, language, music, food appearance, information completeness, and duration.



ABSTRAK

Era pandemi membuat semua orang beralih ke era digital, khususnya remaja. Era digital juga membuat pemasaran dapat dilakukan dengan berbagai cara, salah satunya dengan menggunakan media sosial seperti TikTok. Beberapa tahun terakhir, aplikasi TikTok semakin berkembang di kalangan masyarakat karena fitur-fiturnya yang menarik. Hal tersebut membuat banyak pelaku usaha mulai mempromosikan produknya melalui aplikasi TikTok, termasuk usaha kuliner. Penelitian ini bertujuan untuk mengungkap persepsi mahasiswa tentang penggunaan TikTok pada iklan restoran di Semarang. Untuk mendapatkan data, penelitian ini menggunakan metode kualitatif dengan melakukan wawancara kepada 10 mahasiswa FLA. Pertanyaan wawancara dibagi menjadi 4 bagian yaitu persepsi mahasiswa terhadap restoran, TikTok, video iklan, dan iklan restoran di TikTok. Hasilnya adalah menggunakan TikTok untuk mengiklankan restoran di Semarang cukup efektif. Meskipun cukup efektif, ada beberapa hal yang harus diperhatikan karena dapat mempengaruhi daya tarik sebuah iklan. Diantaranya pencahayaan, bahasa, musik, tampilan makanan, kelengkapan informasi dan durasi.

