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**USES AND GRATIFICATION OF TIKTOK USERS:  
THE CASE OF NIKITA MIRZANI'S TIKTOK FOLLOWERS**

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I propose to the Advisors and to the Committee Members a study of the  
aforementioned topic to be carried out in partial fulfilment of the requirements  
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**STATEMENT BY THE AUTHOR**

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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**ABSTRACT****USES AND GRATIFICATION OF TIKTOK USERS: THE CASE OF NIKITA MIRZANI'S TIKTOK FOLLOWERS**

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This study aims to analyze TikTok usage by followers of Nikita Mirzani's account through the lens of the Uses and Gratification Theory (UGT). The research focuses on five psychological need categories: cognitive, affective, personal integrative, social integrative, and tension release, and how each correlates with user gratification. Using a quantitative method with 472 respondents, data were collected through online questionnaires and analyzed using descriptive statistics, correlation tests, homogeneity of variance, linearity tests, and paired sample analysis. The results show that the majority of followers are women aged 26–35 years, who access TikTok daily and spend over 30 minutes per day on the platform. Entertainment and personal life content are the most appealing elements of Nikita Mirzani's TikTok. The study reveals a strong and significant correlation between user needs and gratification, both before and after content consumption. These findings contribute to a better understanding of how TikTok serves as a platform for fulfilling various psychological needs among its users, particularly followers of Nikita Mirzani. By identifying the specific categories of needs that drive engagement, such as cognitive, stimulation, emotional connection, personal identity reinforcement, social interaction, and stress relief. The study highlights the multifaceted role of social media in contemporary life

Keywords: Needs, Gratification, Tiktok, Nikita Mirzani

### **DEDICATION**

This thesis is dedicated with deepest love and gratitude to my late father, my beloved mother, my dear sister and brother, my unwavering pillars of strength, encouragement, and inspiration. Your constant love, sacrifices, and belief in me have profoundly shaped my journey and who I am today. Thank you for lifting me up, especially in moments when I struggled to believe in myself. Every challenge overcome and every success achieved along this path belongs to you as much as it does to me. I hope this accomplishment brings pride to all of you.



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