

**THE EFFECT OF TIKTOK'S VIRAL MARKETING ON FILM
WATCHING DECISION SORE: ISTRI DARI MASA DEPAN**

THESIS



By:

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**PROGRAM STUDI ILMU KOMUNIKASI
FAKULTAS ILMU SOSIAL, BUDAYA, DAN POLITIK
UNIVERSITAS PEMBANGUNAN NASIONAL VETERAN JAWA TIMUR
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PREFACE

Praise and gratitude are extended by the author to the presence of God for His blessings so that the author is able to finish the thesis entitled “THE EFFECT OF TIKTOK’S VIRAL MARKETING ON FILM WATCHING DECISION SORE: ISTRI DARI MASA DEPAN” properly. This thesis is prepared to fulfill one of the requirements to obtain a Bachelor’s degree in Communication Science at the Faculty of Social and Political Sciences, Universitas Pembangunan Nasional “Veteran” Jawa Timur.

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5. ***“Lived it, loved it. I will forever be grateful for being a madridista”***

The author realizes that in the preparation of this thesis there are still shortcomings, both in terms of content and presentation. The author warmly welcomes constructive feedback and suggestions to further improve and refine this scientific work in the future. It is the author's hope that this thesis can provide benefits, both as an academic reference for Communication Science students and as a consideration for marketing practitioners in the digital era.

Surabaya,

Destyo Byangga Avrilsyah

ABSTRAKSI

Penelitian ini menganalisis pengaruh *viral marketing* di TikTok terhadap keputusan menonton film dengan menggunakan Teori Perilaku Terencana (TPB). Pendekatan kuantitatif dengan analisis PLS-SEM diterapkan pada 117 responden di Indonesia. Hasil menunjukkan bahwa *viral marketing* berpengaruh signifikan terhadap *attitude* dan *subjective norms*, namun hanya *subjective norms* yang berpengaruh signifikan terhadap keputusan menonton, sementara *attitude* tidak. *Viral marketing* juga memiliki pengaruh langsung dan tidak langsung melalui *subjective norms*. Temuan ini menunjukkan bahwa pengaruh sosial lebih dominan dibandingkan evaluasi individu dalam lingkungan digital, sehingga strategi pemasaran berbasis dorongan sosial menjadi sangat penting.

Kata Kunci: *viral marketing*, TikTok, keputusan menonton, film

ABSTRACT

This study examines the effect of TikTok's viral marketing on film-watching decisions using the Theory of Planned Behavior (TPB). A quantitative approach with PLS-SEM analysis was applied to data from 117 respondents in Indonesia. The results show that viral marketing significantly affects attitude and subjective norms, but only subjective norms significantly affect watching decisions. Attitude does not have a significant effect. Viral marketing also directly and indirectly affects behavior through subjective norms. These findings indicate that social influence plays more dominant role than individual evaluation in digital environments, highlighting the importance of social-driven marketing strategies.

Keywords: viral marketing, TikTok, watching decision, film

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