ABSTRACT

This study is entitled "The Dynamics of Exposure to TikTok-Based Communication Standards in the Communication Patterns of Generation Z Dating Couples." This research was motivated by the increasing amount of romantic relationship content on TikTok that presents various TikTok-based communication standards, which have the potential to influence the communication patterns of Generation Z in romantic relationships. The purpose of this study was to examine the dynamics of exposure to TikTok-based communication standards in the communication patterns of Generation Z dating couples. This study employed a descriptive qualitative method using a constructivist paradigm and the Social Construction of Reality Theory proposed by Peter L. Berger and Thomas Luckmann as its theoretical framework. Data were collected through in-depth interviews, observation, and documentation involving five key informants who were active TikTok users and had experience in romantic relationships. Data were analyzed through data reduction, data display, and conclusion drawing. The findings indicate that Generation Z adolescents are frequently exposed to romantic relationship and couple communication content through TikTok's For You Page (FYP). This exposure shapes TikTok-based communication standards, including regularly updating partners, spending quality time together, maintaining communication intensity, making video calls, and showing attention and affection. These standards influence the communication patterns of Generation Z by creating expectations toward their partners. However, each participant interpreted and applied these standards differently according to their personal experiences and relationship conditions. This study concludes that TikTok functions not only as an entertainment platform but also as a digital social space that shapes the understanding, expectations, and communication patterns of Generation Z in romantic relationships.

Keywords: TikTok, Generation Z, romantic relationships, partner communication, social construction.