

**THE EFFECTIVENESS OF TIKTOK SOSIAL MEDIA ON ADOLOSCENT  
REPRODUCTIVE HEALTH KNOWLEDGE IN THE VILLAGE OF  
GUNUNG MERAKSA BARU**

**ABSSTRACT**

**Background** : Many people entering adolescence tend to be unstable and susceptible to stress. Parents often have difficulty directing them to adopt a healthy lifestyle and there are still many people who have traditional thinking and consider sex education to be related to sexual relations. even though sex education is very important and needed by everyone. By looking at the current development situation, social media has become the main access to information. not only used as entertainment, but also as educational, informative and inspirational media if used properly. Currently, the social media that is popular and has attracted great attention from all circles is the TikTok application. **Objective** : to find out how effective TikTok social media is on knowledge of reproductive health among teenagers in the village of Gunung Meraksa Baru. **Method** : This research used a pre-experimental one-group pretest posttest design which was carried out on 30 samples, with data collection using a questionnaire which was distributed to respondents online via Google form before and after being given media in the form of content on the TikTok application. Data analysis used the Wilcoxon test. **Results** : The results of this study showed that before being given media in the form of content on the TikTok application, knowledge was good as many as (9) respondents (30.0%) and after being given media in the form of content on the TikTok application, the level of knowledge of respondents increased to (20) respondents. (56.6%). Analysis using the Wilcoxon test resulted in  $p = 0.001 < 0.05$ . So  $H_0$  is rejected and  $H_a$  is accepted. **Conclusion** : TikTok social media is effective for adolescent reproductive health knowledge in Gunung Meraksa Baru village. **Keywords** : Reproductive health, TikTok social media, teenagers, knowledge