

ABSTRAK

**DILEMA MEDIA DIGITAL DALAM PERSPEKTIF KONSUMEN: PENGARUH
PENGUNAAN TIKTOK TERHADAP KEPUTUSAN KONSUMSI COFFEE SHOP**

Studi Kasus di Kelurahan Caturtunggal, Kecamatan Depok, Kabupaten Sleman, Daerah
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Penelitian ini bertujuan untuk menganalisis pengaruh penggunaan TikTok dan dilema media digital terhadap keputusan konsumsi *coffee shop* di Kelurahan Caturtunggal, Kecamatan Depok, Kabupaten Sleman, Daerah Istimewa Yogyakarta. Penelitian ini dilatarbelakangi oleh pesatnya perkembangan TikTok sebagai media pemasaran digital yang berpotensi memengaruhi perilaku dan keputusan konsumsi generasi muda, serta munculnya fenomena dilema media digital berupa *Fear of Missing Out* (FoMO), *social media fatigue*, dan keraguan terhadap keaslian konten. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi penelitian adalah konsumen *coffee shop* di Kelurahan Caturtunggal yang menggunakan TikTok. Sampel penelitian berjumlah 120 responden yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linear berganda dengan bantuan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa penggunaan TikTok berpengaruh positif dan signifikan terhadap keputusan konsumsi *coffee shop*, sedangkan dilema media digital tidak berpengaruh signifikan terhadap keputusan konsumsi *coffee shop*. Kedua variabel tersebut berpengaruh simultan terhadap keputusan konsumsi *coffee shop*. Tidak signifikkannya pengaruh dilema media digital disebabkan oleh karakteristik keputusan konsumsi yang relatif berisiko rendah, serta kemampuan generasi muda dalam beradaptasi terhadap tekanan media sosial seperti *Fear of Missing Out* (FoMO), *social media fatigue*, dan keraguan terhadap keaslian konten. Selain itu, keputusan konsumsi lebih banyak dipengaruhi oleh faktor praktis seperti harga, lokasi, rasa, suasana, rekomendasi teman, dan citra *coffee shop*.

Kata Kunci: TikTok, Dilema Media Digital, Keputusan Konsumsi, *Coffee Shop*, Perilaku Konsumen

ABSTRACT

THE DILEMMA OF DIGITAL MEDIA IN A CONSUMER PERSPECTIVE: THE INFLUENCE OF TIKTOK USE ON COFFEE SHOP CONSUMPTION DECISIONS

Case Study in Caturtunggal Village, Depok District, Sleman Regency, Special Region of Yogyakarta (DIY)

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This study aims to analyze the influence of TikTok use and digital media dilemmas on coffee shop consumption decisions in Caturtunggal Village, Depok District, Sleman Regency, Special Region of Yogyakarta. This research is motivated by the rapid development of TikTok as a digital marketing medium that has the potential to influence the behavior and consumption decisions of the younger generation, as well as the emergence of the phenomenon of digital media dilemmas in the form of Fear of Missing Out (FoMO), social media fatigue, and doubts about the authenticity of content. This study uses a quantitative approach with a survey method. The research population is coffee shop consumers in Caturtunggal Village who use TikTok. The research sample amounted to 120 respondents who were selected using purposive sampling techniques. Data were collected through questionnaires and analyzed using multiple linear regression with the help of SPSS software. The results of the study showed that the use of TikTok had a positive and significant effect on coffee shop consumption decisions, while digital media dilemmas did not have a significant effect on coffee shop consumption decisions. These two variables have a simultaneous effect on coffee shop consumption decisions. The insignificance of the influence of the digital media dilemma is due to the characteristics of relatively low-risk consumption decisions, as well as the ability of the younger generation to adapt to social media pressures such as Fear of Missing Out (FoMO), social media fatigue, and doubts about the authenticity of content. In addition, consumption decisions are more influenced by practical factors such as price, location, taste, atmosphere, friend recommendations, and coffee shop image.

Keywords: *TikTok, Digital Media Dilemma, Consumption Decisions, Coffee Shop, Consumer Behavior*