

## ABSTRAK

Perkembangan media digital telah mengubah pola konsumsi masyarakat, salah satunya melalui TikTokShop sebagai platform belanja berbasis media sosial. Namun demikian, proses pencarian informasi netizen sebelum melakukan pembelian masih jarang diteliti secara mendalam. Penelitian ini bertujuan untuk menganalisis bagaimana netizen sebagai calon konsumen memilah informasi produk dan non-produk, serta bagaimana mereka menilai kredibilitas informasi dalam konteks TikTokShop. Metode yang digunakan adalah penelitian kualitatif dengan teknik wawancara mendalam terhadap delapan informan perempuan pengguna TikTokShop. Data diperkuat melalui triangulasi visual berupa tangkapan layar fitur TikTokShop. Hasil penelitian menunjukkan bahwa netizen menemukan produk melalui video *For You Page*, siaran langsung (*live streaming*), afiliasi, maupun promo tanggal kembar. Dalam menilai informasi, netizen lebih percaya pada *review* bergambar atau video dari pembeli lain, jumlah barang terjual, rating, serta jaminan dari *official store*. Proses pencarian informasi juga dipengaruhi faktor afektif, seperti rasa ragu, cemas, hingga keyakinan setelah melihat bukti kredibel. Ciri khas dari informan perempuan tampak pada dominasi pencarian produk skincare dan kosmetik, serta sikap yang lebih hati-hati karena berkaitan dengan kesehatan dan kecantikan. Penelitian ini menyimpulkan bahwa perilaku pencarian informasi netizen di TikTokShop bersifat aktif, selektif, berbasis prinsip kredibilitas, serta dipengaruhi konteks sosial, budaya, dan ekonomi digital Indonesia. Temuan ini memberikan kontribusi bagi pengembangan kajian perilaku pencarian informasi dalam media digital.

**Kata kunci** : Tiktokshop, Perilaku Pencarian Informasi, Kredibilitas Informasi, Afektif, Netizen perempuan

## ABSTRACT

The development of digital media has changed people's consumption patterns, one of which is through TikTokShop as a social media-based shopping platform. However, netizens' information search process before making a purchase has rarely been studied in depth. This study aims to analyze how netizens sort product and non-product information, and how they assess the credibility of information in the context of TikTokShop. The method used was qualitative research with in-depth interviews with eight female informants who use TikTokShop. Data was strengthened through visual triangulation in the form of screenshots of the TikTokShop feature. The results showed that netizens discovered products through For You Page videos, live streaming, affiliates, and double-date promotions. In assessing information, netizens placed greater trust in pictorial or video reviews from other buyers, the number of items sold, ratings, and guarantees from official stores. The information search process was also influenced by affective factors, such as doubt, anxiety, and confidence after seeing credible evidence. Characteristics of female informants were evident in the dominance of searches for skincare and cosmetic products, as well as a more cautious attitude due to their association with health and beauty. This study concludes that netizens' information-seeking behavior on TikTokShop is active, selective, credibility-based, and influenced by Indonesia's social, cultural, and digital economic contexts. These findings contribute to the development of information-seeking behavior studies in digital media.

**Keywords:** *TikTok Shop, Information Search Behavior, Information Credibility, Affective, Female netizens*