



The Impact of Tiktok Application Users in Social Life

Nadira Zuhra Rokan¹, Sori Monang²

^{1,2}Department of Social Sciences, Universitas Islam Negeri Sumatera Utara, Medan, Indonesia

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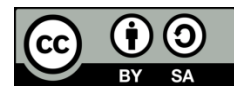
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ABSTRACT

Increasingly sophisticated technology never desires and even further encourages human curiosity. One of the influences of technology that cannot be separated from life is social media. When the COVID-19 pandemic occurred, the TikTok application was present in the midst of society to accompany people when people were forced to stay at home. Therefore, researchers want to find out how the influence of TikTok application users for the people of Pasar Merah Timur.

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Corresponding Author:

Nadira Zuhra Rokan,
Department of Social Sciences
Universitas Islam Negeri Sumatera Utara, Medan
Email: nadirazuchra15@gmail.com

1. INTRODUCTION

The Tiktok application is an application where users can share short and long videos, tiktok is also known as Douyin, referred to as vibrato short videos. Tiktok was known in Indonesia in 2016, but at that time not many people used it.

In 2019, a virus called Covid-19 was encountered in Indonesia where all community activities were carried out at home and at this time many began to know about the tiktok application which can be used to appreciate themselves and work through videos uploaded in the application until now the number of tiktok users is increasing. Of the many social media used, TikTok is the most popular and popular application in the world. TikTok is in great demand because of its varied content. Starting from cooking content, music content, dance content, sports content, and many other content. TikTok allows its users create videos that are 15 seconds to 3 minutes long, accompanied by music, filters, and several other creative features.

Reported on the page (Tekno.kompas.com, 2018). The TikTok application was blocked on July 3 2018, access to TikTok was blocked by the Indonesian government. The Ministry of Information and Technology has conducted monitoring, and found reports and complaints about videos on this application. As of July 3, 2018, more than 2,000 reports and complaints have been received. According to minister Rudiantara, a lot of negative content was found, especially for

children. However, with various considerations and new regulations, in August 2018 the TikTok application can be downloaded again.

The existence of this negative content can certainly harm the mental development of its users, who are on average teenagers under 18 years old because they are not yet stable in terms of their stance and thoughts. Some of these negative impacts can be controlled easily, but some are very difficult to control, and have even reached an alarming stage.

The negative impact that parents who have teenagers and children complain about the most is the large amount of pornographic content in the TikTok application. This application also has the feature of sending messages to certain users. Of all the users, most of them are dominated by women. But sometimes users appear to be dressed sexy and seen showing their private parts to the public. This is of course very unfortunate, considering that all levels of society of various ages can use TikTok. Users only need to use a telephone number, or another social media account to log in using this application. Therefore, there are no specific filters in this app that can be used to prevent teens and children from enjoying adult content.

Apart from the negative sides, TikTok also certainly has positive elements that make its users better. Among them, the TikTok application also helps government officials, medical professionals, and influencers to socialize messages in the form of appeals and how to use targeted content to be disseminated by the government, medical professionals, and influencers to the public.

Social Media

According to the *Big Indonesian Dictionary*, use determines the meaning of process, way of making something, or usage. Use is an activity in using or using something such as facilities or goods. According to Ardianto Elvinaro in a book entitled *Mass Communication*, the level of media use can be seen from the frequency and duration of media use.

Social media is a platform with information content, created by people utilizing publishing technology, that is highly accessible and intended to facilitate communication, influence and interaction with today's fellow general public.

Blog, Twitter, Facebook, Instagram, Path, Wikipedia and TikTok. Another definition of social media is a medium on the internet that allows users to present themselves and interact, work together, share, communicate with other users in forming social bonds virtually (Nasrullah (2015).

The nature of social media is very easy to access, become a public facilitator, and provide interaction space for the general public. Today, marketing practices through social media have developed and been selected as a marketing channel for brand promotion and branding of a company.

TikTok Application

TikTok's parent company, ByteDance, has acquired Musical.ly in 2018 and merged with other apps to launch TikTok. This application has shown significant growth and development of application users since its launch, as an alternative entertainment when a pandemic hit the world, this application reaped phenomenal user growth. During the first quarter of 2020, the TikTok application recorded a record of 315 million download installations via mobile phones. TikTok provides space for people who have to stay at home during the pandemic to express themselves creatively through socialization. Until 2019 ByteDance earned revenue of USD 17 billion from the previous year of around USD 7.4 billion (Dwi A, 2020).

TikTok is an application that provides unique and interesting special effects that users of this application can easily use to create cool short videos that can attract the attention of many people who see them. The TikTok application is a Chinese social network and music video platform launched in September 2016. This application is known through short videos supported by music, which are very popular with many people, including adults and even children under age.

TikTok is an audio-visual-based application in the form of music videos. The TikTok application and social network originate from China which was made by ByteDance which is now the most downloaded application worldwide. The TikTok application provides a service that allows users to make music videos accompanied by songs, create lyrics video then upload it. It is also possible, users just use this application. At least there are several benefits of TikTok, first as a media for displaying unique and specific user reactivity showcases from both professional social media creators and ordinary people. Second, TikTok as a social media for talent scouts and creators or creators. Third, as a place to seek popularity.

This search for popularity can motivate many teenagers to get the number of video views, because the number of video views is of course the standard of popularity in the TikTok community. The more number of video views and likes, it indirectly illustrates to the public that the owner of the account is someone. popular. The priority to gain popularity is what causes the positive and negative sides that befall society. The process of creating content that only considers the number of views and likes may not consider aspects of norms and ethics that can lead society to making content that is not of high quality and tends to lead to bad content.

The spread of users of this application has raised concerns for some parties, both users and just connoisseurs. One of these concerns arises because of the popularity aspect of TikTok, both among children, teenagers and adults. This is considered quite troubling. First, creative content or simply plagiarizing or reposting repeat. TikTok creates a bubble feature for every type of video it watches. As a result, there is a tendency for TikTok users to imitate. Another tendency is that users can make videos just to seek popularity. Second, many people just follow trends without understanding the content uploaded or enjoyed. Third, bubbles occur in today's young generation, bubbles mean bubbles, but in this context it makes meaning a habit that overflows uncontrollably. The bubble effect causes addiction to TikTok and addiction to TikTok content as if it keeps people away from the real world. Users will lose hours socializing with the environment because their time could be spent making TikTok videos.

In the TikTok application, there are lots of various video content that its users can easily create. Not only watching and imitating, but users can also create ideas in their own way according to their respective creativity. They can also take on challenges created by others.

Apart from that TikTok has a positive side, TikTok also has a negative side that is generated by the TikTok users themselves, this has a big impact on its users as well. Among them are habits that are built based on pleasure but are not substantial, judging from Ben Agger's terms, that our society sometimes places this popular culture above unnatural norms, on the pretext of being bored at work all day long, many individuals or groups do erotic rocking, which is indecent from the habits of our society.

2. RESEARCH METHODE

The research method used by researchers is a qualitative descriptive research with a phenomenological approach. The phenomenological approach is a method that studies the

structure of experiences, feelings, and consciousness. Furthermore, the researcher describes the results of the observations, observations, and phenomenology into writing (Kuswano, 2009).

The research location is located in the East Red Market area, Medan City, North Sumatra. This study uses interview and observation data collection techniques.

Sources of data used in this study are primary data and secondary data. Primary data is data obtained directly from informants through the interview stage and is the main information that is directly related to the subject matter of the research. The informants that the researchers chose as respondents were adults and adolescents who lived in the East Red Market area, Medan City.

Secondary data is data obtained by researchers from several existing sources. This secondary data can be obtained from sources such as books, journals, research reports and others.

The success of data collection techniques in research is determined by the ability of researchers to appreciate the situation that is the focus of research. In this study, researchers carried out data collection techniques using observation and interview techniques. The data obtained will lead to good and correct conclusions (Hardani, 2020).

3. RESULT AND ANALYSIS

Overview of East Red Market Community TikTok Users

The results of survey data conducted by the population census at the end of 2021, the population of Pasar Merah Timur is 12,866 people. The results of this data can be an illustration that the Pasar Merah Timur area is densely populated.

Communities in the Red Market environment are multicultural communities who live in harmony side by side. Especially for teenagers who live in this environment, most of them upload the TikTok application on their cellphones. Some of them even actively use TikTok for things like sales promotions, expressing themselves through make-up content, entertainment, dancing, and so on.

Based on the results of the interviews, teenagers are interested in using the TikTok application because the content is swaying or dancing, which they think is cool, so it's fun to enjoy. After observing the video content, some of them were inspired to follow the wobbles of the video as an effort to seek popularity. There are also some teenagers who are interested in using this application because the different features don't even exist in other applications, so it will be cooler for them to use the filter directly.

Data Findings and Analysis

Based on the information the researchers got, that in the East Red Market environment, the TikTok application is much loved by teenagers. Based on the results of the interviews, the researchers found various reasons why people use the TikTok application. Among them, for adults using the TikTok application as a medium of entertainment for children and themselves, it is used for shopping, looking for news information, watching movies and so on. Meanwhile, teenagers use the TikTok application to view gaming content, selling, personal entertainment, media for channeling expressions, seeking information, creating through personal content, and so on.

Social media provides easy and broad things, so many users like it so this can have positive and negative effects. This is also realized by users of the TikTok application, in the results of interviews researchers found negative impacts from its users. These negative impacts include:

- 1) Potential for bullying cases to occur.
- 2) More transparent access to pornography because the tiktok application does not yet have filters in selecting content properly.

- 3) The potential for delaying work is higher, because the shows and content are packaged very attractively.
- 4) Negligence in the use of time.
- 5) Causing a sense of addiction to the user or users.
- 6) More ignorant and less sensitive to the environment.

On the other hand, most respondents stated that they did not agree that the tiktok application could make people more creative. Most of their opinions were expressed because the initial view of the tiktok application was dominated by dancing content which lacked an educational element in it.

Whereas in response 4 other respondents stated that they agreed because by creating content in the TikTok application, people can practice to improve their skills and creativity in editing videos. In the results of other interviews, the informant also suggested avoiding using the TikTok application by uninstalling the application, finding other activities and keeping oneself busy with something else that is much more useful. Other respondents responded that it is necessary to see the dominant direction in what kind of behavior? If the addictive behavior is displayed in a positive form, then it is part of the learning process.

Based on the results of this study it was concluded that the tiktok application had 2 impacts on the people of Medan's East Red Market, namely a positive impact and a negative impact. The positive impact is that the people of Medan's East Red Market, especially teenagers and children can use the tiktok application as a source of their learning, such as learning to create content, learning to edit videos, and can be used for selling and shopping. The negative impact is that the people of Pasar Merah Timur Medan, are more often procrastinating on time and work, causing a feeling of addiction, the content is dominated by dancing shows and it is not uncommon for shows with pornographic visuals to appear without any age filter at all.

4. CONCLUSION

Based on the results of this study, it was concluded that the tiktok application had 2 impacts on the Pasar Merah Timur Medan community, namely a positive impact and a negative impact.

The positive impact is that the people of Pasar Merah Timur Medan, especially teenagers and children can use the tiktok application as a source of their learning, such as learning to create content, learning to edit videos, and can be used for selling and shopping.

The negative impact is that the people of Pasar Merah Timur Medan, are more often procrastinating on time and work, causing a feeling of addiction, the content is dominated by dancing shows and it is not uncommon for shows with pornographic visuals to appear without any age filter at all.

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