



The Influence Of Tiktok Applications On The Consumption Behavior Of Adolescents In Online Shopping

Nurfan Erizal

Department of Social Science, Universitas Islam Negeri Sumatera Utara Medan

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ABSTRACT

In this day and age, social media has become one of the most widely used things by people, especially teenagers, social media is online media that contains social interaction. Social media uses web-based technology that turns communication into interactive. Some of the most popular social media sites today include: Blogs, Twitter, Facebook, Instagram and the current trend is Tiktok. In the current pandemic, there are a lot of users of the tiktok application, ranging from those who only watch to become tiktok creators. Tiktok social media is an audio-visual media. This media is in the form of videos and photos made by juxtaposing various music. This media is a medium that disseminates the creativity and uniqueness of each user. Tik tok social media is a social media that provides unique and interesting special effects that can be used by its users. This social media can make users feel happy, because the videos they make with various music. By using this media, each user cannot only do it once or twice because they are so happy to use Tik Tok social media. Tiktok can also influence its users to shop online consumptively and unconsciously.

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Corresponding Author:

Nurfan Erizal,
Department of Social Science
Universitas Islam Negeri Sumatera Utara Medan
Email: nurfanerizal4457@gmail.com

1. INTRODUCTION

The development of technology in this day and age is very sophisticated and rapid. This can be proven by the many innovations of today, with the simple and horrendous world. Technology has existed since ancient times, namely ancient roman times. Technological developments have developed drastically and continue to evolve until now which is increasingly sophisticated and worldwide.

Current technological developments are increasingly advanced, in the past, cellphones were only used for calls and SMS to ask for news, now cellphones are not only used for calls and SMS, but now can access internet social media such as Instagram, Twitter, WhatsApp, YouTube and others. another with smartphones. In this modern and sophisticated era, humans

cannot be separated from the technologies used to simplify and help human work more effectively and efficiently. People no longer want something difficult and prefer something instant, fast and practical. With today's modern technology, there are good and bad impacts for humans, namely human dependence on technology, which assumes that technology can be a source of solving problems. It is also undeniable that technology also has a lot of positive impacts on life.

Social media is an online media that supports social interaction. Social media uses web-based technologies that turn communication into interactive dialogue. Some of the most popular social media sites today include: Blog, Twitter, Facebook, Path, Instagram and Wikipedia. Social media is a means to interact, communicate, and share with each other using the help of the internet. The presence of social media changes and shifts all aspects of people's lives who use social media. Currently, society is in a very rapid flow of change due to social media. Social media is a channel or means of socializing online in cyberspace (internet).

As a medium of communication, social media is in great demand by the public, from children to adults and the elderly because of its convenience and the features it offers. Now social media is growing very rapidly as evidenced by the presence of various kinds of social media such as Facebook, Twitter, Path, Instagram, Line and the most recent one is TikTok. During a pandemic like now, one of the social media that is widely used by teenagers today is tiktok. Tiktok is a medium in the form of audio-visual, which can be seen and heard. Lots of tiktok users today are teenagers, teenagers nowadays like to use tiktok because to fill their free time or entertain themselves, there are lots of tiktok videos ranging from entertainment, clothing and skincare so that users are influenced to buy these items even online. redundant online.

2. RESEARCH METHODE

This scientific paper or journal research uses a qualitative method based on literature with an analytical descriptive approach, namely by giving a general explanation about the effect of the tiktok application on the consumptive behavior of teenagers in online shopping. As an important factor in the research process, it is certainly necessary to obtain data that the authors get from two types of data, primary and secondary data, primary data is the data that the authors obtain in the form of original publications of social media and communication. While secondary data is supporting data taken from various sources such as books, journals, newspapers or other sources related to research.

3. RESULT AND ANALYSIS

Human life will look empty if there is no communication. Because without communication, interaction between humans, whether individually, in groups, or in organizations, is impossible. Communication is also one of the functions of human life. Through communication, a person conveys what is in his thoughts or feelings to others, either directly or indirectly. Epistemologically, the term communication or communication in English comes from the Latin, namely *communis* which means "the same".

Communication will take place if there are similarities between the people involved about something that is being communicated. If someone understands something that is conveyed by another person to him, then communication occurs. In other words, the relationship between them is communicative (Effendy, 2004)

Communication basically can occur in various contexts of life. Communication events can take place not only in human life, but also in the life of animals, plants and other living

creatures. However, the object of observation in communication science is focused on communication events in the context of human relations or communication between humans. Through communication a person can make himself not isolated or isolated from the surrounding environment. Through communication, a person can know and learn about other people and various events that occur in their environment, both near and far. Through communication, a person can also try to persuade or force others to think, behave, and behave as expected by that person (Harun, 2011).

William J. Sella provides a definition of communication as follows: communication is a process by which verbal and non-verbal symbols are sent, received, and given meaning. From this definition it seems simple, namely sending and receiving messages, but actually communication is a complex and difficult phenomenon to understand without knowing the important principles and components of the communication (Idrus, 2007).

According to Gunelius, social media is the online publishing and communication tools, sites, and goals of Web 2.0 rooted in conversation, engagement, and participation. According to Wikipedia, the definition of social media is a participatory online media that publishes news, photos, videos announced through social media sites. Usually accompanied by a voting process to make the media item popular.

The definition of social media is expanded to say that social media is the democratization of information, changing people from content readers to content publishers. This is a shift away from broadcast mechanisms rooted in conversations between writers, people, and peers. Based on this definition, it is known that the fundamental elements of social media are;

1. Social media involves different social channels and online being the main channel.
2. Social media changes from time to time, meaning that social media continues to grow.
3. Social media is a participatory "audience" is considered creative so that it can provide comments

Social media can take many forms, including internet forums, message boards, weblogs, wikis, podcasts, images and videos. Technologies such as blogs, image sharing, wall posting, e-mail, instant messaging, music sharing, group creation. Some types of social media applications are Bookmarking, Content Sharing, Wiki, Flickr, Connecting, Creatingopinion, Blog (Puntoadi, 2011).

Tik tok is an application that provides unique and interesting special effects that users of this application can use easily to create cool short videos that can attract the attention of many people who see it. The tik tok application is a social network and Chinese music video platform that was launched in September 2016. This application is a short video creation application supported by music, which is very popular with many people including adults and minors.

This tik tok application is an application that can also view short videos with various expressions of each maker. And users of this application can also imitate videos from other users, such as making videos with two-finger rocking music which many people also make. And the videos are also made by underage children, namely students who do not really understand the meaning of the videos. Tik Tok social media indicators can be classified as follows:

- a. In the tik tok social media application, there are many various video content that they want to make easily. Not only seeing and imitating, they can also make videos in their own way. They can put creative videos according to their ideas. Not only about interesting videos, dancing, lipsync, etc., they can also take part in challenges made by other users.
- b. The tik tok application is one application that makes its users entertained. This application can be said is an entertainment application. Some users say that this

application is an application that can make the user entertained. In this application users can see the various creativity of each other user on the homepage. This tik tok application can also make the user known or famous. Known or famous for the videos they make, there are videos that are famous for their creativity, some are famous for their funny videos, some are famous for the uniqueness of the videos they make. All according to the views of each audience or other users.

Consumptive Behaviour

Consumptive behavior can be interpreted as an act of buying goods that are less or not needed so that their nature becomes excessive. It can be said that someone who is consumptive will be more concerned with the desire factor than the need. Dahlan added that this phenomenon arises because people tend to be materialistic and have a great desire to own things without paying attention to needs.

Consumptivism as an adjective relates to consumptive behavior. Consumptive behavior is the behavior of a person who is controlled by a desire to fulfill the desire for worldly pleasures solely. John C Mowen explains that consumer behavior acts emotionally without planning and need but only because of a satisfaction, fulfillment of a desire for a product that is considered attractive, then make purchases without considering the financial side. People who buy something because of their desire, then that person is classified as acting irrationally and will become consumptive behavior.

In other words, rational consumer behavior is buying behavior that is not based on emotions but ratios. For example, people buy goods not based on their desires, but at that time the goods are indeed needed and must be purchased immediately.

Characteristics of Consumptive Behavior describes the characteristics of a person's consumptive behavior as follows:

- a. Individual desire to buy goods that are less needed.
- b. Individual desire to buy things that are not needed.
- c. Dissatisfied individual feeling to always have things that are not owned.
- d. The attitude of individuals spree in buying goods.
- e. Individual pleasure in buying goods at high prices that are not in accordance with the value & benefits. (Basu Swasta, 2000)

Swasta and Handoko explain aspects of a person's consumptive behavior, namely the pattern of life with the desire to buy things that are not needed and feelings of dissatisfaction always accompany when the desired goods are not owned by someone.

Consumptive behavior is shown when someone has a consumption pattern of an item that is not actually needed. The higher the purchase of an item that is not needed, the more consumptive behavior. Feelings of dissatisfaction also indicate a person's consumptive behavior. (Rismiati, 2001)

From this description, it can be concluded that consumptive behavior can be seen from three types of elements, namely:

- a. Impulsive Buying, excessive buying behavior. Excessive consumer behavior is characterized by an attitude of spree in buying goods, wasting money to buy luxury goods that are less useful in shopping.
- b. Non-Rational Buying, irrational buying behavior. Consumers who behave non-rationally have the characteristics of buying goods at unreasonable prices with the value of the benefits of the goods.

- c. Wasteful Buying, buying behavior that is wasteful. Purchasing behavior that is wasteful is characterized by the purchase of goods by consumers that are not adjusted to the needs that must be met by consumers.

4. CONCLUSION

Communication is a process by which verbal and non-verbal symbols are sent, received, and given meaning. From this definition it seems simple, namely sending and receiving messages, but actually communication is a complex and difficult phenomenon to understand without knowing the principles and important components of the communication.

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