

## **Young People as a User of TikTok: Creative Works and Entertainment Connoisseurs**

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### **Abstract**

Social media has expanded since globalization and digitization. This causes social media to become a place for every generation to enjoy or create entertainment. Some social media currently available are Facebook, Instagram, TikTok, and others. These three social media have something in common, providing entertainment in the form of short videos. TikTok is one of the social media applications on the rise and invites application users to be creative when creating content in the form of videos. Someone previously unknown to many people in the TikTok application becomes an influencer or public figure if the audience of the TikTok application likes the videos or the work of the video maker. Researchers will use descriptive qualitative methods by interviewing three sources with different backgrounds. Using the theory of use and gratification, researchers will see that the TikTok application connoisseur and the creator of the uploading works have a pleasing effect when watching or seeing good feedback from the application's audience.

**Keywords:** social media, TikTok, public figure, video

### **Introduction**

Social media has been developing for a long time in Indonesia, especially in the era of globalization (Sfenrianto et al., 2017). Social media is often used to communicate remotely and make online calls via social media (Lai, 2019). The first media known was Six degrees in 1997. This site is used to spread profile photos and make friends with people in general, whether known or not (CNBC Indonesia, 2020).

Numerous social media platforms, including Facebook, Instagram, TikTok, and others, have quickly grown in popularity in Indonesia. Social media is also used for networking, promoting products, meeting new people, and providing entertainment services (Lin & Lu, 2011).

One of the most widely utilized social media platforms among Indonesians is TikTok. TikTok was established in September 2017 with Indonesia as its primary market due to the high levels of narcissism and creativity on social media, which led to the emergence of several community personalities (Berita Update , 2022). According to a report in We Are Social, Indonesia is ranked 2nd with active users and often spends their time on the TikTok application (We Are Social, 2022).

In the current era, teenagers, as the main characters of social media users, develop their creativity through TikTok, an internet technology without any distance or time limitations (Kennedy, 2020). Through TikTok, teenagers also spread creativity and increase ratings as they are judged by the wider community (Fauziah, 2019 ). This influence makes young people work to be known as artists and find a place to channel their work.

The TikTok application is also used to spread videos and go live, which can be watched by thousands of other users and increase the number of followers and likes on videos. In addition, as more followers and video enthusiasts are born celebrities, they will be able to affiliate and profit (Proborini, 201).

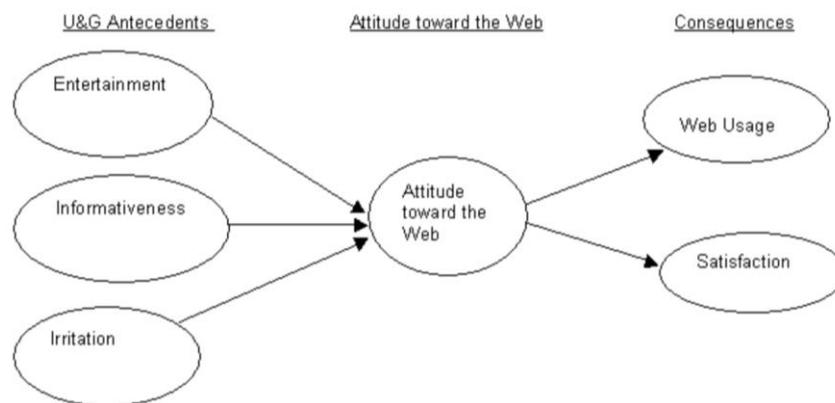
Due to this, there has been a phenomenon of increasing national work and use of social media, particularly TikTok, which can be a forum for teenagers to disseminate works and become connoisseurs of works, and even broaden friendship relationships through this internet application, namely TikTok. This occurrence, which can be helpful to marketers (Haenlein et al., 2020) or other studies, is something that researchers wish to talk about. This study solely examines the effects of using TikTok and future studies may build on this discussion.

## **Method**

The methodology used in this journal research is descriptive qualitative methodology. Descriptive qualitative is the term used for descriptive research to answer research questions related to who, what, where, and how an event or experience occurs and is studied in depth to find answers that arise in the event (Yuliani, 2018).

In qualitative research using interview techniques, three people will be asked: an ex-member of JKT48, namely Rona Anggreani (27 years), with the social media account TikTok rona\_ang and a total of 7,555 followers on TikTok; the second resource person, namely Verena Grisca, namely as a TikTok connoisseur and user; and the third person, namely the 27-year-old female gender. Moreover, the last source, Christopher, is a 27-year-old male connoisseur and user of TikTok. In this qualitative research, the writer uses the theory of Use and Gratification. This theory looks at the aspects of social media users, mainly social media TikTok, in terms of usability and satisfaction as users in using social media, namely TikTok (Shakeel Ahmad Khan, 2011).

According to this study, social media's entertainment features are what alter makers' and connoisseurs' behavior to provide them with more social media satisfaction (Luo, 2002) ; (Shang et al., 2017). Additionally, demonstrating the existence of entertainment or



*Gambar 1 model attitude use and gratification*

work offers users and connoisseurs satisfaction through behavioral adjustments.

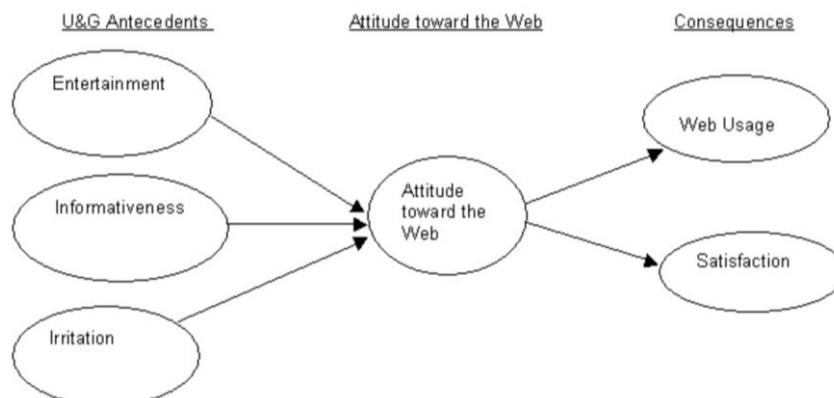
## **Discussion**

TikTok is a social media for video distribution and can also do Live and distribute works in videos to increase followers and be enjoyed by TikTok social media users. In an interview conducted by the author with Rona, with a total of 7,555 followers, once the video was distributed, it received at least 1,138 and the most up to 66,000 and above, and got at least 214 video likes, and the most up to 10,000 and above.

Furthermore, Speaker 1 uses TikTok to provide entertainment videos for fans to enjoy, singing videos, life journey videos, and daily life content. She was, moreover, using TikTok as a place to work while doing it in a relaxed and fun way. TikTok has also become a platform for her by promoting single songs sung by Rona and has become a place and platform for spreading her work to her audience and fans.

According to her, getting lots of viewers and likers makes his heart happy and satisfied because he can entertain the audience, both her big fans, while at JKT48 or attract new targets who might be entertained by the content she makes.

Additionally, resource persons 2 and 3 are experts in both the male and female sexes as connoisseurs. Female informants utilize the TikTok application as connoisseurs, conducting live purchasing and viewing intriguing content like amusing, animated, and A Day in My Life films that show on FYP. She also asserts that films and live broadcasts on TikTok give users personal joy and surprise them with the variety of creative works they contain. They are also amusing, primarily when used to pass the time and the hours.



*Gambar 2 model attitude use and gratification*

Meanwhile, the third male source is a TikTok connoisseur and user who is usually used to following accounts he likes, with the results of videos spread on FYP. According to him, videos on TikTok are also very creative and satisfy him as a connoisseur.

The use and gratification theory shows that creators of works and connoisseurs of the TikTok application or users get satisfaction for each individual and provide a satisfaction effect after using the TikTok application and provide changes in behavior by frequently using the application to enjoy or make works.

This theory focuses on the audience as consumers or media users because, generally, people are engaged and have a purpose when using media. One such example is the new social media platform Tiktok, which typically has objectives that must be met, necessitating the use of people as users to locate and utilize media. as an additional source of fulfillment to accomplish specific objectives and motives (Oktaviani , Komsiah , & Syaifuddin, 2022).

As a result, this idea may help researchers who are authoring this research. The first source identifies a TikTok user disseminating videos intending to encourage users to like and follow his account to accomplish his objectives, feel satisfied, and inspire the development of new videos.

However, the second and third resource persons are TikTok users who are avid video watchers. This notion can be related to employing TikTok as a self-satisfaction entertainment medium(Du et al., 2022) and using this media as a place to view to remove boredom.

## Conclusion

According to this study, the TikTok program serves as a workplace and gives TikTok users—both content creators and content consumers—satisfaction. Additionally, the TikTok software offers satisfaction to each user. The limitation of this study is that it only conducts online interviews with three sources and examines one social media platform out of the many available in Indonesia.

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