The Impact of Tik Tok Application on the Lifestyle of STABN Raden Wijaya Wonogiri Students

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Abstract: The negative impact of using Tik Tok social media is that students lose time which should be used for productive activities and instead are used for laziness, causing students to behave consumptively in online shopping due to the influence of creator content in Tik Tok, as for the case that occurred in the 2019 batch of STABN Raden Wijaya students. Factors that influence student lifestyles include addiction to scrolling Tik Tok so that students are lazy and forget about their obligations, increasing online shopping culture, friendship environment, creator content that is watched when promoting goods. This research uses qualitative research methods, with a descriptive approach, data collection techniques are carried out through interviews, observation, and documentation. The results obtained in this study are STABN Raden Wijaya Wonogiri Class of 2019 students who often use Tik Tok social media, the content watched on the algorithm of six out of six students has an impact on student behavior and lifestyle. Tik Tok social media has an impact on (clothing) dressing style (finance) consumptive lifestyle and (leisure) wasting a lot of time using social media.

Abstrak: Dampak negatif dari penggunaan media sosial Tik Tok adalah pelajar kehilangan waktu yang seharusnya digunakan untuk kegiatan produktif dan malah digunakan untuk bermalas-malasan sehingga menyebabkan pelajar berperilaku konsumtif dalam berbelanja online karena pengaruh konten kreator yang ada di Tik Tok, adapun kasus yang terjadi pada mahasiswa STABN Raden Wijaya angkatan 2019. Faktor yang mempengaruhi gaya hidup pelajar antara lain kecanduan scrolling Tik Tok sehingga pelajar malas dan lupa akan kewajiban, meningkatnya budaya belanja online, lingkungan pertemanan, konten kreator yang ditonton saat mempromosikan barang. Penelitian ini menggunakan metode penelitian kualitatif, dengan pendekatan deskriptif, teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Hasil yang diperoleh dalam penelitian ini adalah siswa STABN Raden Wijaya Wonogiri angkatan 2019 yang sering menggunakan media sosial Tik Tok, konten yang ditonton pada algoritma enam dari enam siswa berdampak pada perilaku dan gaya hidup siswa. Media sosial Tik Tok berdampak pada gaya berpakaian (pakaian), keuangan, gaya hidup konsumtif, dan waktu luang yang banyak membuang waktu menggunakan media sosial.

INTRODUCTION

Real phenomena occur in students at STABN Raden Wijaya Wonogiri, starting from the style of dress that follows the Tik Tok trend. Playing Tik Tok knows no time and place, so researchers are interested in further research to find out and explore the case with the title "The Impact of Tik Tok Application on the Lifestyle of STABN Raden Wijaya Wonogiri". From the observations that have been made by the author, the author conducted interviews on June 3, 2023 with several students of STAB Negeri Raden Wijaya Wonogiri Central Java class of 2019 Tik Tok social media users. One of the students said that Tik Tok social media really keeps them entertained with videos, but makes them forget about time. As for six of the six students who actively use the Tik Tok application said that Tik Tok social media makes them more wasteful because they are influenced by influencers who promote advertised products, be it clothes, accessories or beauty products.

Based on observations made by researchers, the lives of students of the Raden Wijaya Wonogiri State Buddhist College, Central Java, in 2023 who actively use the Tik Tok application waste more time scrolling Tik Tok which is not important. This makes students lose track of time so that they are hampered to do everything. Some students said that using the Tik Tok application became lazy and disrupted activities. Students also follow everything that is viral or crowded in Tik Tok media, and fashion or dress that occurs in their environment. As well as the presence of various ecommerce, one of which is Tik Tok Shop, which can indirectly affect the lifestyle of students at Raden Wijaya Wonogiri State Buddhist College.

Approach and Type of Research In terms of the research approach used is qualitative research. The type of descriptive qualitative research used in this study aims to understand and describe the impact of the lifestyle of students in using the Tik Tok application. Place and Time of Research a. Location of Research This research was conducted at the STABN Raden Wijaya Wonogiri Campus, Central Java.

Tik Tok is a social media platform that gives users a lot of freedom to create short videos where users can dance and style freely with this application, encouraging content creators to increase their imagination to increase creativity and free their expression. Tik Tok turns the user's phone into a walking studio. Lasting approximately 15 seconds, the app features interesting and easy-to-use special effects so that everyone can easily create a cool video. Special effects include shaking and shivering effects for videos with electronic music, changing hair color, 3D stickers, and other props. In addition, creators can further develop their talents without limits by simply entering Tik Tok's complete music library. Tik Tok allows users to quickly and easily create unique short videos to share with friends and the world. Empowering creative minds as a form of content revolution, making this application a new form of creative benchmark for online content creators around the world, especially Indonesia. The Tik Tok mobile app (English version) is now available on Google Play (Android) and the App Store. Tik Tok is powered by artificial intelligence technology company ByteDance. ByteDance's personalized recommendation algorithm allows Tik Tok to understand user preferences and increase engagement.

The role of students as agents of change and social control requires students to open their eyes and care about others (Fatmawati, 2020). The use of social media has a major impact on users' social lifestyles. Findings prove that the majority of responses agree that social media has

a negative impact on social lifestyle interactions (Kusuma, 2020). Lifestyle has an impact on consumptive and excessive students who do not think about the needs of life in everyday life (Manalu, 2017). With this diversity and students as social creatures who are always curious about technological advances such as the use of Tik Tok among students. The Tik Tok phenomenon among students, this should have been our concern. Especially at times like this, during a pandemic, surely students often forget their obligations just for Tik Tok content. Tik Tok is actually positive if used as a place to be creative, imagine, or expand the network of friends. Tik Tok was created to be a medium for the creativity of young people who want to be part of the content revolution. However, many young people also use Tik Tok for negative content. Many young people dress immodestly and even harass religious symbols.

The difference between the research conducted and the relevant research is in the title, location and several variables in the research to be carried out in the future. The title to be used in the study is the impact of Tik Tok social media on the lifestyle of STAB Negeri Raden Wijaya Wonogiri students in Central Java. The update of the research to be carried out with relevant research is that the research conducted aims to determine the impact of Tik Tok social media on the lifestyle of STAB Negeri Raden Wijaya Wonogiri students.

RESULTS AND DISCUSSION

1. **The Relationship between Lyfestyle and Social Media**

Social Media is defined as the social reality that every individual performs actions that contribute to society (Maya Arista, n.d.). This statement emphasizes that in reality, media and all software are "social" or in the sense that they are products of social processes. Social media is able to present and translate new ways of communicating with technology that is completely different from traditional social media. Social media is not only used as a tool to communicate and interact, but also as a tool for self-expression and self-branding (Clara Sari 2018).

Social media is used by people to be social, or to be social online by sharing content, news, information, photos and others with others, Varinder Taprial and Priya Kanwar (2012). Social media is a new set of communication and collaboration tools that enable various types of interactions that were previously unavailable to ordinary people, according to Chris Brogan (2010). Social media is a medium used by consumers to share text, images, sound, and video information with both other people and companies and vice versa, According to Philip Kotler and Kevin Lane Keller (2016). Social data is Internet-based data that allows users the opportunity to interact and present themselves, either immediately or delayed, with a wide audience or not, which drives the value of user-generated content and the perception of interaction with others, according to Caleb T. Carr and Rebecca A. Hayes (2015).

In a study stated, social media introverts are related to personality (Astuti1 and Andrini2 2021a). The more introverts try to be active on social media as a person's outlet, the more they will be. The rise of social media users among students has recently begun to emerge. With the more active a person is on social media, the more they are considered cool and slang. However, students who do not have social media are usually considered old-fashioned, outdated, and less sociable. In the end, this assumption will form the impression of

a self-existence crisis.

Lifestyle reflects the whole person who interacts with the environment. Therefore, it can be concluded that lifestyle is a person's life pattern expressed in his activities, interests and opinions in spending his money and how to allocate time. Lifestyle is the principle used to understand individual behavior. Each individual's behavior carries his own lifestyle, such as daydreaming, thinking, and acting in his own style. Lifestyle underlies individual characteristics and each person has their own lifestyle, even though they have the same goal of superiority. Tik Tok can be used as a lifestyle, for example, doing tasks that should be done more diligently. Tik Tok is even used by the current generation for approximately 8-10 hours per day just to create content or just look at other users' content (Febriyana Sari, Wafa, and Humaidi, n.d.).

Social media has special characteristics, one of which is that social media stems from an understanding of how the media (Nadin and Ikhtiono, n.d.) is used as a social tool in the virtual world. The characteristics of social media are:

a) Network

Social media users have a social network character. Social media that is formed in a social network or internet is built from social structures.

b) Information

Information is an important character in social media. Because unlike other information-media on the internet, producing content, and interacting based on information, social media users create representations of their identity.

c) Archive

Archive is a character that explains that information has been stored and can be accessed at any time and through any device, for social media users.

d) Interaction

At least in the form of commenting on each other or giving signs, such as thumbs up on Facebook or hearts on Instagram. This is simply the interaction that occurs on social media.

e) Social Simulation

As a medium for society to take place in the virtual world, social media has character. Social media also has rules and ethics for its users, like a country.

f) Content by users

This characteristic shows that the content in social media is also based entirely on users and account owners. Content by users indicates that social media not only produces their own content but also consumes content produced by other users.

g) Sharing

Sharing is another character of social media, or Dissemination. Sharing is a characteristic of social media that shows that audiences are actively spreading content developing it at once.

The benefits of social media today cannot be separated from everyday life. Nowadays, social media has become an inseparable part from the old, young, men, women, many already know about social media. Here are some of the benefits of social media seen from various

fields:
  a. Social Media for Socializing
  b. Social Media Replaces the Function of Diary Books
  c. Social Media to Find Friends
  d. Channeling Hobbies
  e. Social Media to Make Money
  f. Self-Popularization

2. Tik Tok Shapes the Lyfestyle of Teenagers

The Tik Tok app a Chinese social media network and music video platform launched by the company bytedence in September 2016 was created by Zhang Yiming. This application is used by users to upload their own videos which are then shared with other tiktok application users (Astuti1 and Andrini2 2021b). This application is a music application that is used by lip-syncing with a duration of only about 15 seconds. During the first quarter (Q1) of 2018, Tik Tok established itself as the most downloaded application at 485 million times (Deriyanto et al. 2018). This number beat other popular applications such as YouTube, WhatsApp, Facebook, Messenger, and Instagram. According to Bytedence, Indonesia alone has 10 million active users of the Tik Tok application every month. This is supported by a variety of Tik Tok applications such as khmer Tik Tok, full dj Tik Tok, duet Tik Tok para, dj Tik Tok remix, Tik Tok meme soundboard, hot video for Tik Tok, and others. All Tik Tok applications can be easily downloaded via Google Playstore (Khattab, n.d.).

The Tik Tok social media platform is a social media that gives its users a lot of freedom to be creative by creating short videos where users can dance and style freely with this application, encouraging content creators to be able to increase their imagination to increase creativity and free their expression. Students prefer to use Tik Tok social media because of features such as Tik Tok Shop, then finding trending news is very easy. Uploading content on Tik Tok is very quickly responded to by the masses. Here are some of the impacts of Tik Tok social media including:
  1. Positive Impact
     a) Get information widely.
     b) Platform for buying and selling goods online.
     c) From social media Tik Tok can advertise widely.
  2. Negative Impact
     a) Waste of time.
     b) Directs an anti-social personality.
     c) Directing someone to bully and harass.

3. Impacts of Social Media Use on Lifestyle

Lifestyle is an art that is cultivated by everyone. Lifestyle is a pattern of daily behavior of a group of people in society (Fatmawati 2020b). From an economic perspective, lifestyle is a person's behavior in spending his money and how to allocate his time. According to Plummer (1983: 131), lifestyle is an individual's way of life identified with how the person spends their time (activities), what they consider important in life (interests) and what they think about the world around them.

Every opportunity for one's activities, online shopping becomes a conversation by some students (Fitriyani, Widodo, and Fauziah 2013). They tend to have an interest in online shop products to maintain their appearance as a form of self-identity (Fatmawati 2020). This is because online shopping has its own benefits for consumers, namely saving time, money, and energy, and guaranteed quality of goods (Purwa and Suksmawati 2022). Lifestyle has an impact on consumptive and excessive students who do not think about the needs of life in everyday life.

1) Factors Affecting Lifestyle

According to Armstrong, a person's lifestyle can be seen from the behavior carried out by individuals such as activities to obtain or use goods and services. Furthermore (Febriyana Sari, Wafa, and Humaidi, n.d.) states that there are two factors that influence a person's lifestyle, namely internal and external factors.

a. Internal factors are attitude, experience and observation, personality, self-concept, motive, and perception.

b. The external factors are as follows:

   i. Reference groups Reference groups are groups that have a direct or indirect influence on a person's attitudes and behavior.

   ii. Social class Social class is a relatively homogeneous and long-lasting group in a society that is arranged in a sequence of levels and the members in each level have the same values, interests, and behaviors.

   iii. Culture Culture which includes knowledge, beliefs, arts, morals, laws, customs, and habits acquired by individuals as members of society.

There are several impacts of social media use on lifestyle in general:

a. Student Attire

Spending time using social media, and their interest is in items or products that are trending on social media. "I follow the way people dress on social media, because I like the way they dress". Teenagers follow the way people dress on social media because they think it is good, and they like the way they dress on social media. "I rarely follow trends on social media, because I think it's sometimes a waste of money. Not to mention the price of the goods is expensive, usually what I buy is because I need the item, not because I follow everything on social media.

According to her, following trends on social media sometimes wastes money, not to mention that products and goods are expensive. Buy goods or products if you really need them. From the results of the interview, it is not proven that all students follow the dressing style on social media. the results while observing the dressing style of students, it is evident that the dressing style of students mostly follows the trends on social media.

b. Finance

Spending time on social media, going to shopping centers, malls, supermarkets, cafes, etc. Their interest is to buy goods or products that are trending on social media. "Usually I buy shoes and clothes because the models and quality are good. And

sometimes I go to the cafe with my friends to hang out together." Buying goods is certainly seen from the model, and the quality of an item. With the quality and model of goods can attract students to buy. Yes, I usually buy shoes, clothes, and recently I bought a cellphone, because I think the quality is good, and I also like to take photos.

Good quality is the most important thing, because that is what makes it interesting for teenagers to have that item. The results of interviews and results during observations of student finances, it is evident that many of the finances owned by students are used to buy necessities, and there are also those who use their money to just hang out in cafes, buy goods in malls, travel, Most teenagers spend time, and their money (wasteful) for things that they think are interesting and not too important.

2) Efforts to Overcome the Negative Impact of Social Media Use on Student Lifestyle

The times are changing and getting faster in the field of technology. Unlike in the past, which still used mail media, which had to wait for days or even months, but now with social media everything is easier (Zhang et al. 2023). Social media is an online media, where users can easily access various kinds of information, share news with distant relatives. It can be said that using social media can be beneficial to its users, but there are also those who can have an unfavorable impact on the use of social media. So that the negative impact of social media cannot be controlled if the user is very addicted to using social media as a fulfillment of daily needs and work (Emmanuel et al. 2022). Especially among teenagers now that no day without social media feels empty. There are several efforts to prevent the negative impact on the lifestyle of adolescents in social media, although these efforts do not spontaneously overcome the entire negative impact, namely:

a. Conduct discussions in your spare time As a parent whose role is to supervise, it is mandatory to conduct discussions with teenagers. Not only for parents but with friends, teachers or acquaintances can be. Discussions in leisure time can also be useful because it does not give that time wasted. Discuss about anything whether it is about knowledge, business, and others as long as what is discussed is beneficial. As a result of observations, it turns out that students use their free time to discuss with their friends, read, and share opinions.

b. Quality Time with family Time with family is a good thing to avoid teenagers using social media, it could be that activities carried out with family provide new things such as exercising together, eating together, and traveling with family. The results of the interview of STABN Raden Wijaya Wonogiri students used quality time to sit down to discuss with the family, take a walk with the family.

c. Provide additional education When today's teenagers have an interest in science or activities that sharpen their brains, parents must support by providing additional activities such as course activities, giving time to attend seminars, organizations, and discussions.

d. Controlling the use of social media Controlling the use of social media is sometimes very difficult to do, because teenagers or anyone who uses social media already considers that it has become their lifestyle or needs. But if the urge

within oneself is strong to try to control the use of social media then it will be possible.

CONCLUSION

Based on the focus and research questions, it can be concluded that every student in using social media is very diverse. Factors that influence student lifestyles include addiction, the increasing culture of excessive online shopping, the friendship environment, the content of the creators being watched. The negative impact of using Tik Tok social media is that students lose time that should be used for productive activities and instead are used for laziness, causing students to behave consumptively online shopping due to the influence of creator content in Tik Tok. As for the positive impact of Tik Tok social media, students are more present following the times, can get information quickly, can advertise widely, make Tik Tok social media a buying and selling platform.

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