Tiktok study about lifestyle in medan city

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ABSTRACT
Tiktok is an application where users can share short videos and music. Tiktok app is a social network and music video platform launched in september 2016 by a chinese developer. The Tiktok app was first launched by a Chinese company, ByteDance, named Douyin. Lifestyle is a person's behavior expressed in activities, interests and opinions, especially those related to self-image to reflect their social status. With lifestyle, you can learn how a person spends their time, their interests, and how they feel about themselves and the world around them. This study aims to find out what depends on tiktok users. Can be reviewed internally and externally. The lifestyle form of tiktok users can be seen from self-perpetuation, self-entertainment, self-confidence formation and others. The method used is the phenomenological research method of Alfred Schutz with qualitative and descriptive research type approach. This research can conclude that in Medan city, tiktok has become a way of life, as an artist, commercial (commercial) advertisement and latest information.

Keywords: tiktok, lifestyle, entertainment.

1 INTRODUCTION
The forms of entertainment that exist today, especially in Indonesia, especially in the city of Medan, have developed very rapidly. Rapid development has followed the times, both face-to-face (off line) and online (on line). Forms of entertainment that are face-to-face (off line) such as mountain climbing, camping, going to the mall, playing in the park, playing billiards, karaoke, restaurants, and others. Forms of entertainment in the network (on line) such as, face book, instagram, twitter, whats up (WA), tiktok and others. These forms of entertainment generally aim to please the hearts and minds of every person and circle.

The current form of entertainment, especially in the city of Medan, can be enjoyed or done by all people. Good for children, adults and even the elderly. The use of forms of entertainment, has its own charm, so that the audience can enjoy each. Entertainment can comfort sad and troubled hearts. For this reason, the entertainment is a form of relaxation for all circles, which makes the mind and heart fresh. For this reason, other forms of entertainment will make a person or group less stressed, difficult or lonely. In general, entertainment activities make the heart happy and cheerful, not stressed due to the burdens of life, fill spare time, can gather with family, relatives, and closest people.
With the development of forms of entertainment, the development of urban communities and lifestyles also develops. Moreover, the development of advanced technology tools that can keep up with the times. All forms, types of life, and lifestyle can be done. The various forms of lifestyle in urban communities that are visible today are the use of technology as a means of entertainment. Such as Instagram, what’s up (WA), face book, twitter, online games, youtube, tiktok and others.

The rapid development of technology tools today, has provided many benefits in life. Like the social field, is to communicate is very fast, easy, and practical. Along with the development of technological tools, it is easy to communicate for all circles of society. Both the educational, social, political, cultural, and other environments, have used the internet network, namely social media. The term social media refers to a variety of internet and mobile services that allow users to join online conversations, contribute to user-generated content, or join online communities. The development of social media has made people want to form a community through the internet, especially Facebook, YouTube, Twitter, Instagram, WhatsApp, online games, TikTok, and others. However, one of the most prominent social media today among the public is TikTok.

TikTok is an application where users can share videos, music, with short duration. Besides the name tiktok, it is also known as Douyin, a short vibrato video. TikTok is known and first launched in September 2016. At that time this application was immediately accepted in Indonesia. TikTok is a kind of lip-sync app. Tiktok is currently gaining popularity, partly because tiktok is a type of music video-based social media. Especially at this time his fame is very prominent in urban areas, especially the city of Medan. In general, the people of Medan City really like the TikTok application. The tiktok application, for the people of Medan City, is something special that is interesting, and fun. The tiktok application is also easy to use, so all people can make various types of videos and music. For this reason, the use of the TikTok application can make short, unique, fun videos, then send them to friends, colleagues, and the world.

In the city of Medan, tiktok social media really encourages people to have a lifestyle, for example, tiktok can meet the needs of communication tools that are different from others. The tiktok application is a social media that is currently a trend compared to other applications that have been used by the public. The tiktok application is very easy and sophisticated to operate. With the ease of use and affordable prices, all people can afford it. It's no longer surprising, even toddlers are already using the TikTok application. So, unconsciously the current tiktok application is a lifestyle.

The use of tiktok as a lifestyle in Medan City, in general, is for entertainment. In addition, tiktok users also have a self-concept meaning. That is, self-concept in the form of lifestyle and self-existence. Self-existence can be in the form of skills (skills) possessed, such as talents and special skills. The
performances are in the form of dance, singing, and freestyle, which eventually shape the lifestyle. It is called a lifestyle because there are a series of beliefs, perceptions, and values contained in tiktok.

According to Ardianto (2004), social media is one of the technological developments that has a big role in providing convenience for humans to communicate and socialize. The term social media consists of two words, namely "media" and "social". “Media” is defined as a means of communication (Laughey 2007, McQuail 2003). While the word "social" is defined as a social reality that every individual takes actions that contribute to society. This statement asserts that in reality, media and all software are "social" or in the sense that they are both products of social processes (Durkheim in Fuchs 2014). It can be concluded that social media makes it very easy to carry out various daily activities. Can make it easier to adapt and socialize with other people even if you don't know them. At this time, if you want to access tiktok you can do it easily. For example, it can be done anytime and anywhere, only using an Android phone that has the TikTok application.

Researchers use the object of research on tiktok, because all people in the city of Medan are already using android phones with the tiktok application. In addition, due to the continuity of the community, the Tiktok application has become a lifestyle. Sophistication and modernity of technological tools that currently concentrate on tiktok. Making tiktok as a lifestyle reference for everyday life, and even creating a new aura for all circles of society. Based on the background, the formulation of the problem is What causes people to become dependent on tiktok users, and What is the lifestyle of using tiktok.

2 METHOD

This research is using the phenomenological research method of Alfred Schutz (1972), with a qualitative approach and descriptive type. Researchers using data collection techniques are literature study; reference books, scientific papers, internet searching and field studies; non-participant observation, interviews, documentation, and discussions with the people of Medan City. The essence of Schutz's phenomenology is to view that understanding of action, speech, and interaction is a prerequisite for any social existence. Mulyana (2001). Schutz (in (Creswell 1998) explains that phenomenology examines how community members describe their daily world, especially how individuals consciously construct meaning from the results of interactions with other individuals. The main data collection technique is by means of in-depth interviews with informants to uncover the flow of consciousness. In the process of During the interview, the questions asked were unstructured, and in a fluid or relaxed atmosphere, although they could be deepened by using other techniques such as observation, participatory, and others.
DISCUSSION

Tiktok is an application that creates interesting and unique special effects that users can use to create short videos. Videos are made in a unique, interesting, funny, in order to have the attention of many people. The tiktok app, is a social network and music video platform launched in September 2016 by a developer from China. The Tiktok application, was first launched by a company from China, ByteDance, China called Douyin. In just 1 year, it already has a very wide popularity which is named Tiktok. The Tiktok application was able to achieve the above position under the Facebook application, and the 2nd place was won by the Kusuma Whatsapp application (2020). Tiktok is one application that is very popular, especially in the city of Medan. Tiktok, in its use is to create videos of approximately 15 seconds in length accompanied by music, filters, and other creative features.

In Indonesia, the tiktok application was inaugurated in 2018. Then the tiktok application is the best application on the play store owned by google. Tiktok, being the most fun application because it has elements of music, and videos. In the city of Medan, the tiktok application is very popular with all people, from children to adults. Many people make videos accompanied by music, and then post them on various social media platforms. According to the researcher's observations, there are several things that underlie the use of tiktok in the city of Medan, namely; (1) within the individual (internal). According to Ahmadi (2002) feelings are a spiritual state or psychological event that is experienced with pleasure or displeasure in relation to the event of knowing, and is subjective. So this is in line with Ahmadi (2002) that internal factors greatly affect the use of tiktok. The reason is, if the feeling is happy or not happy, likes or dislikes the use of tiktok, then the individual uses or will not use it. Internally, this is a factor that greatly influences the use of tiktok. With the reason, the use of tiktok can be done with the process of self-study easily. Does not require special learning, and it takes a long time to use tiktok. Even if someone doesn't understand technology and English, they can use the tiktok app, (2) from outside the individual (external). This means that if you want to understand the use of tiktok, you start by getting information in the form of videos about something happening (such as natural events), then the incident is informed to others. This is in line with Nasrullah (2017) stating that information becomes the identity of social media, because social media creates representations of its identity, produces content, and interacts based on information. Therefore, that information greatly affects the tiktok application. This means that by observing/understanding the news, an understanding is formed to use an application (tiktok). If someone does not know about an information, then it will not be possible to know the use of tiktok as a user.

With news information, someone can be influenced by their knowledge of tiktok social media. Some things underpin the use of tiktok as a way of life; (1) can realize self-existence. By using tiktok, people can show one's existence, one's abilities, and one's self-concept. Both in the form of a compilation of photos, videos, songs, and more. In addition, self-existence is trying to get more followers (fans) and
is favored by tiktok users, (2) it doesn't take long. If people have very short free time, ± 30 seconds, they can use tiktok to create unique and interesting special effects. Diverse music support makes the appearance of dance creativity, singing into content creation (content creator), (3) to fill in spare time. The people of Medan City have many activities or work intensity. For this reason, if there is free time and the influence of Work From Home (WFH), people use Tiktok. Tiktok is used to connect with the outside world, and establish intimacy with colleagues. In line with Thorstein Veblen (1857-1929), conspicuous consumption is used to show the things we buy or use to others to emphasize our prestige, status, and lifestyle in our spare time. This means that the tiktok users of the Medan City community can show a prestige, status, and lifestyle, as well as their use in their spare time, (4) tiktok is for entertainment and release boredom or fatigue. By uploading videos, photo compilations, statements, and funny, unique songs, people will be entertained, happy, relieve stress, and have new enthusiasm. This is like Baudrillard (1970 The Consumer Society Myth and Structures) consumption behavior is no longer done to meet needs, but is based on motivation to get a challenge, a sense, joy, socialization, relieve stress, add new knowledge and become a trend. This means that the people of Medan City who consume tiktok can be said to be a sense, joy, socialization, relieve stress, and provide new knowledge, (5) build self-confidence. By making a compilation of photos, videos, songs, and others, the people of Medan will have self-confidence. With the reason, by making a delivery (post) typing, then individuals will start to know themselves, self-quality, beautify themselves, so that they are better known to the public through social media.

Based on the observations of researchers, the things that underlie people using TikTok are that the TikTok application is very popular with the community, both children and adults. The use of the Tiktok application has become a routine for the people of Medan City. People are able to share about all activities, creativity, feeling happy or happy, then upload, and send. The tiktok application can also be used for sharing, such as videos, music, photos and more. In terms of needs, the Tiktok application is able to meet the needs of the community, one of which is a communication tool that is indeed different from other applications. This will give rise to a form of lifestyle in the field of community communication.

In addition to tiktok as a video application, the people of Medan have also implemented tiktok as a lifestyle medium. This means that tiktok social media has the latest features that can please users, and make it a lifestyle. Tiktok as a lifestyle for the fulfillment of individual satisfaction, it can also generate fame and even coffers of dollars or rupiah. That is, tiktok can increase income or income to improve people's welfare. Such as, making forms of learning, advertising, trading, information, and others to be traded to the people of Medan City.

Tiktok as a lifestyle, can also be seen from the behavior of people who are very fond of using tiktok, without thinking about the impact on society. The tiktok lifestyle is seen as a pattern of behavior
and something that surrounds it. The tiktok lifestyle has meaning and response in the lives of the people of Medan City in everyday life. In fact, it has become a habitual behavior, and a tool to make life easier. Lifestyle is also understood by some individuals in adapting to social conditions to meet needs and socialize with others, and lifestyle can distinguish social status (Adlin 2006:36-37).

According to (Malinowski in Ihromi (1996:59-60) patterns of cultural behavior to maintain human habits in everyday life which are beliefs and attitudes of culture, as well as the function of a cultural element for basic needs, namely the secondary needs of society. Malinowski believes that functional approach has an important practical value. Practical value is that habits vary from one to another. Such as the needs of the community that are identified in thinking about how to continue living. From the theory above, the use of tiktok in Medan City has become a habit in everyday life -day, a belief and attitude from culture and has a function in the secondary needs of the community. That is, the use of tiktok in the people of Medan City is already a function of the necessities of life, both formal and informal, habits in the life side, and an attitude of belief/belief that tiktok is something a must-have because there are elements to make self-confidence and lifestyle.

The theoretical perspective in anthropological functionalism which thinks of a system of organisms whose various parts and parts are not interconnected but behave fairly in maintaining stability and survival (Kaplan and Manners 1999:77). If this theory is associated with the people of Medan City, the majority of all people already have or have the habit of using tiktok in everyday life. That is, tiktok can form stability and survival in the form of entertaining oneself, pleasing the heart, relieving stress, because of the many activities, demands of life, the burden of life. To get rid of boredom, fatigue, boredom, and dizziness, City people use tiktok to overcome them. This is a form of stability and survival. Taking time and money to use tiktok is a habit in everyday life. Tiktok as a platform because tiktok is a form of entertainment that does not require a very expensive and time-consuming process. Without thinking about it, the people of Medan City are very happy to use tiktok, especially as entertainment and a lifestyle.

4 CONCLUSION

From the results of the study, the researchers concluded that tiktok in Medan is a lifestyle. Good for children to adults. By using tiktok, the people of Medan City can relieve stress, boredom, fatigue, and boredom. By using tiktok, tiktok can be a lifestyle. Spending time, money, singing, taking pictures individually and together, is something that is fun and entertaining itself and a lifestyle. There are many forms of activities to entertain oneself and have fun, which require very large costs, and take a long time. However, with tiktok, people no longer need very expensive fees and days to entertain themselves and have fun. By using tiktok, you can feel happy, cheerful face, new spirit, and fresh mind. Apart from that,
tiktok can also carry out sales transactions, learning processes, promotions/advertising, sending photos, videos, and others in a practical and efficient manner. Therefore, the researcher can conclude that the use of tiktok in the city of Medan has become a lifestyle in life. After the researcher conducted the research analysis, the conclusions were; (1) The intensity of the people of Medan City to use tiktok is, to express themselves in self-existence, make entertainment and release fatigue/boring, add a network of friends, and make advertisements as a business arena, (2) forming a motive to build self-confidence because it has been able to form interesting short videos, fill spare time and increase knowledge in the use of technological tools, (3) become a lifestyle for the people of Medan City for all circles. This means that by forming self-existence, forming entertainment, self-confidence, and increasing knowledge in the use of technological tools, it is increasingly evident that the use of tiktok in Medan has become a lifestyle. In this study, researchers have suggestions, namely, must be able to control themselves so as not to be lulled by negative things, and forget about other things, thereby eliminating identity, and related parties (stakeholders) must monitor the use of using an account. others, and negative things happen to society.
REFERENCES


