

Study of Tiktok social media and consumptive culture of Ahmad Dahlan University Students Class of 2020

Hany Retno Widiya Sari^{1*}, Iman Sumarlan²

^{1,2} Faculty of Literature, Culture and Communication, Ahmad Dahlan University, Yogyakarta, 55191, Indonesia

*Corresponding author's email: Hany2000030027@webmail.uad.ac.id

ABSTRACT

Keywords

Consumptive Culture

Student

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This research aims to determine the influence of using TikTok on the consumer culture of students from the class of 2020 at Ahmad Dahlan University. The proliferation of TikTok and its potential impact on consumer behavior among students drives the need for in-depth exploration of this phenomenon. Using qualitative phenomenological research methods, this research seeks to understand the meaning behind students' experiences of using TikTok and their consumption practices. This research will be conducted at Ahmad Dahlan University with the research subjects being students from the class of 2020 who actively use TikTok and shop online. Data collection techniques include in-depth interviews, observation of TikTok activities, and documentation of related posts. Through data analysis, including data reduction, presentation of key informants, and interpretation based on relevant theories, the research aims to reveal the correlation between TikTok use, student consumer culture, and its impact on character development. Validity and reliability testing will involve triangulation of sources and theories, as well as discussions with relevant experts. The research findings highlight the important role TikTok plays in students' digital lives, but suggest that its impact on consumption patterns requires further attention. Even though advertising on TikTok doesn't really impact students' shopping habits, the platform still has great potential as an effective marketing tool. Apart from that, discounts can also play a big role in increasing consumer shopping interest if they are offered with the right strategy and according to the characteristics of the target market.

1. Introduction

The current development of the world, marked by the digital era, has brought about significant changes in all aspects of society, one of which is the advancement of the internet, which continues to evolve every year and facilitates life through various innovations. One of the innovations we have experienced in recent years is the smartphone, which is a mini version of a computer that is more mobile. These smartphones also provide opportunities for users to access various applications through social media with various functions for work, education, and even entertainment (Astuti et al., 2023). One of the functions of smartphones is as a device for using social media. According to Kaplan and Healin, social media is a collection of internet-based applications that use Web ideas and technology where users can interact, create, or exchange information with other users using these applications. In English, social media is a tool or means of communication for socialization or interaction among communities, social media can also be called a "social network," which is an online network and relationship formed through the internet, through the use of social media, users can easily receive information and have access to millions of other digital users, thus, social media has potential in terms of marketing (Vera, 2024).

In addition to being a place for social interaction and expanding social networks, social media has become an essential need in human life today. Many people may choose Instagram, Facebook, Twitter, or other platforms to market their businesses. However, in the past two years, an application

For expressing popular ideas among Generation Z has emerged. In this TikTok application, users can create videos that only last about 30 seconds, interact in the comment column or private chat by providing unique and interesting special effects, and have a lot of music support, allowing users to perform various styles or dances, etc., to encourage the creativity of users to become content creators (Nugroho & Azzahra, 2022). The potential of the e-commerce industry in Indonesia cannot be underestimated (Salista et al., 2023). From Ernst & Young's analysis data, it can be seen that the growth of the online business sales value in the country increases by 40 percent every year. There are around 93.4 million internet users and 71 million smartphone users in Indonesia, as quoted on the Ministry of Communication and Information Technology page (Lazuardy et al., 2021). Along with that, infrastructure development in the internet field is continuously encouraged by the government, with the allocation of development funds sourced from the state budget, the government has allocated funds of up to tens of trillions for the spread of the internet to villages so that internet access is reachable with 4G LTE, where the need for internet is very crucial for the sustainability of various transaction models to learning because of the massive amount of information that can be received by the public via the internet, making the internet one of the crucial needs that can drive the economy of the people in Indonesia (Dewi et al., 2023).

The emergence of consumerist behavior coincides with the explosion of advertisements appearing in public. The role of advertising has a significant influence on consumer consumption. Advertising is one of many marketing strategies created by producers to attract consumers to buy products in advertisements (Minanda et al., 2018). This online shopping culture allows people to have consumerist tendencies. Consumerism is the tendency to use and buy something excessively or to eliminate its priority scale and prioritize desires (Hartono et al., 2024).

Students are technology-savvy individuals and are very close to the internet world, so the online shop phenomenon is very close to them. Moreover, students are one of the potential active users of social networking sites. Consumption patterns have increased lately. High consumption patterns tend to be consumerist. Therefore, the increasing consumption of products currently results in increased online shopping, which means the existence of online shops among society, especially young Indonesians, is growing (Miranda & Lubis, 2017).

Pusvitasari (2022) shows that the consumer behavior of students when accessing the TikTok Shop feature with moderate intensity is based on various motives. These motives include informational motives, social interaction motives, personal identity motives, entertainment motives, opinions from influencers, persuasion from influencers, as well as personal decisions and adaptation to the environment. Moreover, the involvement generated when students access the TikTok Shop feature will lead them to make impulsive purchases, irrational purchases, and excessive and wasteful purchases. However, there are also other connections such as efficiency and effectiveness when shopping through the TikTok Shop feature.

Fadhillah and Ediyono (2023) found that selling through live broadcasts provides new appeal and the consumerist behavior of netizens can be seen from the numerous viral non-essential items sold. From these results, it is concluded that the concept of consumer society is relevant to today's life, where people tend to buy products out of desire rather than necessity.

Kartini et al. (2023) state that consumerist behavior begins with habits and a tendency to continue shopping online on various online shopping platforms. From the three informants, it can be observed that there are informants who enjoy shopping on Shopee, online shop accounts on social media, and even shopping on the bustling TikTok Shop.

In relation to assisting the understanding and preparation of this research, a study of scientific references was conducted on previous research relevant to the title of the research to be conducted. Several previous studies relevant to this research include: These studies provide useful perspectives for researchers to design this research, especially in determining the literature review, conceptual framework, and research variables. The purpose of this research is to determine the influence of the TikTok social media on the consumerist nature of students.

2. Theoretical Framework

The Media Convergence Theory is an important framework for understanding the changes in modern media and their impact on society. This theory refers to the phenomenon where information and communication technology (ICT), especially in the form of the internet, blur the boundaries between different media, such as television, radio, newspapers, and social media platforms. Media convergence results in integration, interactivity, and the exchange of content across platforms, creating an increasingly complex and interconnected media environment (Jokhanan, 2022).

One of the key concepts in media convergence theory is the shift from separate and segmented media models to interconnected media ecosystems. Before media convergence, each media platform operated independently with unique content and different audiences. However, with the emergence of the internet and other ICT, these boundaries began to fade. For example, a television program could have an official website providing additional content, or a newspaper article could be turned into a video to be shared via social media. This creates a seamless flow of content across these platforms (Asari et al., 2023).

In addition to content integration, media convergence also fosters greater interactivity between content creators and consumers. Social media platforms such as YouTube, Instagram, and TikTok allow users to actively participate in creating and sharing their own content. This means that users are not only consuming content but also contributing to shaping narratives and trends. For example, viral videos on TikTok can influence the cultural landscape widely, from fashion trends to slang language (Milandy, 2022).

Furthermore, media convergence enables the exchange of content across platforms, meaning the same content can be accessed through various media. For instance, a television show can be streamed live via the internet, or a newspaper article published in print can be shared via social media. This creates opportunities to expand the reach and impact of content but also raises questions about ownership, regulation, and data security (Khumairoh, 2021).

In the context of the convergent media ecosystem, social media platforms play a key role in connecting and disseminating content. TikTok, as one of the most popular social media platforms today, plays a crucial role in shaping popular culture and trends. With its short video format and smart algorithm, TikTok allows users to quickly discover and share content relevant to their interests. This creates a dynamic environment where trends can emerge and spread rapidly, influencing how we perceive the world and ourselves (Zainuddin, 2024).

However, with this power also comes great responsibility. Media convergence raises concerns about privacy, security, and media influence on society. As the boundaries between online and offline life become increasingly blurred, it becomes important to consider the ethical and social implications of media convergence. This includes protecting personal data, combating misinformation, and addressing the psychological impact of excessive social media use (Swastiwi, 2024).

Thus, the Media Convergence Theory provides an important framework for understanding the changes in modern media and their impact on society. With integration, interactivity, and the exchange of content across platforms, media convergence creates a more complex and interconnected media ecosystem. Through platforms like TikTok, users have the opportunity to participate in content creation and influence popular culture widely. However, we must also consider the ethical and social implications of media convergence and find ways to manage its impact positively for society (Milva, 2023). Consumerist behavior refers to the act of purchasing goods not to meet needs but to fulfill desires, often excessively, resulting in wastefulness and cost inefficiency. The term "consumerist" implies extravagance, consuming goods and services excessively (Lestarina et al., 2017).

3. Method

This research will use qualitative phenomenological research methods to understand the meaning of the experience of using TikTok social media and consumption practices carried out by students in depth. The research location will be carried out at Ahmad Dahlan University. The research subjects were students from the class of 2020 who actively used TikTok and often shopped with 15-20 people.

This research uses research subjects where the research subjects are data sources whose information is requested in accordance with the research problem. What is meant by data source in research is the subject from which the data was obtained (Suharsimi Arikunto, 2002). To get the right data, it is necessary to determine informants who have competence and are in accordance with the data requirements (purposive). This research aims to determine and analyze consumer behavior in online shopping that occurs among students. Informants as research subjects are informants who have been determined using certain criteria that have been determined by the research team.

Data collection techniques that will be used include in-depth interviews, observation of the subject's TikTok activities and social media accounts, as well as documentation of relevant posts. The data collection instruments were structured interview guidelines, a checklist for the subject's TikTok and social media content, as well as guidelines for recording field observation results. Data analysis uses data reduction from interviews and observations, presentation of key informants and important quotes, as well as interpretation of meaning based on relevant theories. Testing the validity and reliability of the data includes triangulation of sources and theories, checking meaning back to informants, as well as discussions with relevant experts. Meanwhile, the ethical aspects that are guaranteed are participant consent, data confidentiality, and research benefits for informants and universities.

With this method, it is hoped that we can reveal the correlation between TikTok use, student consumer culture, and its impact on student character development. It is hoped that the research results will be useful for further understanding of the social phenomena that occur. It is hoped that this research can reveal the correlation between TikTok, student consumer culture, and its impact on character development.

4. Result and Discussion

4.1. Presenting the Results

Based on the results of interviews by researchers with 17 sources, it shows that the use of TikTok has a significant influence, especially through viral audio, but this interaction has not directly influenced their shopping habits. Even though advertising on TikTok uses hard selling techniques, the influence is only limited to interest and has not yet reached a purchase. The discounts offered also only increase shopping interest without contributing significantly to purchases. Overall, shopping via TikTok has not been effective in shaping students' self-image or identity, even though it has quite a large influence on the identity of young people as a whole. The following is a table of research data findings obtained from the 17 sources.

Table 1. Summary of interview results

Source person	Use of TikTok	Influence on shopping habits	Effect of discounts
1	Active	Interested but didn't make a purchase	Increase shopping interest
2	Active	Interested but didn't make a purchase	Increase shopping interest
3	Active	Interested but didn't make a purchase	Increase shopping interest
4	Active	Interested and sometimes make a purchase	Contribute to purchases
5	Not active	No effect	Not significant
6	Active	Interested but didn't make a purchase	Increase shopping interest
7	Active	Interested and sometimes make a purchase	Contribute to purchases
8	Not active	No effect	Not significant
9	Not active	No effect	Not significant
10	Active	Interested and sometimes make a purchase	Contribute to purchases
11	Not active	No effect	Not significant
12	Active	Interested and sometimes make a purchase	Contribute to purchases
13	Active	Interested but didn't make a purchase	Increase shopping interest

14	Active	Interested and sometimes make a purchase	Contribute to purchases
15	Not active	No effect	Not significant
16	Active	Interested but didn't make a purchase	Increase shopping interest
17	Active	Interested and sometimes make a purchase	Contribute to purchases

Source: Processed by researchers (2024)

4.2. Discussion

The use of TikTok has become a significant phenomenon among university students, with the majority of them actively utilizing this platform to consume engaging content. TikTok offers various creative features that allow users to create and share short videos with diverse themes, ranging from dance, lip-sync, to tutorials. The impact of TikTok usage on students' consumption is evident in the form of increased exposure to promotional content and advertisements. This platform enables companies to target audiences in a more interactive and entertaining manner, thus attracting students to become more actively involved in the marketing process.

Although TikTok usage can increase awareness of products and brands among students, its impact on their consumption patterns remains limited. Most students acknowledge that they are more inclined to be interested in the displayed content rather than making purchases of advertised products. This indicates that while TikTok successfully creates a fun and engaging environment for users, it has not directly influenced students' purchasing decisions. Users tend to enjoy content passively without proceeding to the purchase process (Oktaviani et al., 2022).

One factor influencing the low conversion rate from interest to purchase is the dominance of advertisements using hard selling techniques. Although ads can capture users' attention, aggressive promotional styles often make users feel uncomfortable continuing the purchase process (Darullah & Tanamal, 2023). Additionally, students' purchasing decisions are influenced by other factors outside of TikTok, such as personal preferences, product availability, and pricing policies. TikTok usage is just one aspect among many factors shaping students' consumption behavior overall.

However, it is important to acknowledge that TikTok still has great potential as an effective marketing tool if used with the right strategy. By understanding users' characteristics and preferences, companies can optimize this platform's potential to increase conversion from interest to real purchases. Students' shopping habits have undergone significant changes with the development of technology, especially with the penetration of social media platforms like TikTok. Students are one of the most active segments in using this platform, both for entertainment and seeking information related to products and services.

TikTok offers attractive and interactive advertising features, allowing companies to reach audiences in a more creative and dynamic manner. With integrated ads into popular content on the platform, companies can attract users' attention more effectively. However, the influence of ads on TikTok has not significantly affected students' shopping habits. Although many students are interested in advertised products, the number of them actually making purchases is relatively low. One factor affecting the low conversion rate from interest to purchase is the aggressive promotion style used in TikTok ads.

Furthermore, students' purchasing decisions are influenced by factors such as personal preferences, product availability, and pricing policies. The influence of social environments and personal references also plays a crucial role in the purchasing decision-making process. Despite this, TikTok still holds great potential as an effective marketing tool if used with the right strategy. Companies need to pay attention to more subtle and enjoyable promotion styles, which can increase user engagement without causing discomfort. The use of creative and relevant content can also help companies build stronger relationships with potential consumers, thus increasing the chances of conversion from interest to real purchases.

Discounts are a common marketing strategy used to increase consumer shopping interest, including on social media platforms like TikTok. The discounts offered can take the form of price reductions, buy one get one promotions, or free gifts with certain purchases. From the interview results, it is apparent that the majority of students acknowledged that discounts can increase their shopping interest.

Discounts provide additional incentives for consumers to purchase products, especially if the discounts are significant or perceived as beneficial. However, the influence of discounts on shopping interest cannot always be measured by the success of conversion into actual purchases. Most students admit that although they are interested in the discounts offered, they may not necessarily make purchases (Sa'adah & Aulia, 2022).

Other factors such as product availability, personal preferences, or financial conditions also influence consumers' purchasing decisions. Discounts are just one consideration in the purchase decision-making process. Additionally, the quality of the discounts offered should also be considered. Discounts that are too small or insignificant may not be enough to increase consumer shopping interest, while discounts that are too large may make consumers doubt the quality of the products (Novilia, 2023). Therefore, companies need to pay attention to the right discount strategy, which can increase consumer shopping interest without sacrificing their profitability. Discounts should be tailored to the product's value and still provide benefits to the company.

5. Conclusion

Based on the results of research conducted by students from the class of 2020 at Ahmad Dahlan University, it shows that the use of TikTok has become an important part of students' digital lives, but its impact on consumption patterns still needs further attention. Companies need to continue to innovate in presenting promotional content that is interesting and relevant to users, while paying attention to the balance between product promotion and a pleasant user experience. The influence of advertising on TikTok has not significantly influenced students' shopping habits, but this platform still has great potential as an effective marketing tool. By understanding user characteristics and preferences, companies can optimize TikTok's potential to increase conversions from purchase intent to actual purchase. Discounts can also make a significant contribution in increasing consumer shopping interest, especially if the discount is offered with the right strategy and in accordance with the characteristics of the target market.

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