Followers Motives For Accessing The TikTok Account @hey.tessss

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ABSTRACT

The emergence of social media makes it easier for people to interact virtually, learn new things, and become a place to express themselves. One of them is the TikTok application. Now the TikTok application is also used as an educational medium which is useful for increasing new knowledge such as. A TikTok account called @hey.tessss managed by Evangelina Tessia Pricilla is the account with the most followers, namely 3 million followers, which provides educational and entertainment information about self-development and mental health. This research was conducted to reveal the motives of a follower's experience in accessing the TikTok account @hey.tessss. Researchers used qualitative research methods with in-depth interview data collection techniques by 10 informants. The technique of taking informants uses techniques purposive sampling.Data analysis uses interactive analysis, with data validity testing using source triangulation. The theory used in this research is Herbert Blumer's motive theory which consists of information motives, diversion motives, and personal identity motives. The research results showed that for the information motive, 7 out of 10 informants sought guidance or solutions based on problems they had experienced through presenting content on the @hey.tessss account. Regarding the diversion motive, the majority of informants felt entertained when watching vlog content and tips and tricks regarding psychoeducation which were packaged with various topics. Meanwhile, for personal identity motives, the majority of informants often provide reviews on video posts on the @hey.tessss account such as comments, likes and saves.

1. Introduction

In the current 5.0 era, people can easily enjoy content from various sources, even ordinary people can participate in content on social media. The emergence of social media makes it easier for people to interact virtually, gain knowledge, learn new things, and become a place to express themselves, one of which is on the social media TikTok (Kevin, 2022). The TikTok application is a social media platform that is popular with people today. Content is a key message that has the advantage of changing someone's behavior and interests. Determining TikTok content makes the characteristics of an account different from other accounts. Apart from that, content determines what type of information will be conveyed and determines how much attention followers will pay.

According to (Gashya and Alamiyah, 2019) in their research, namely The Millennial Use of Mental Health Service Instagram Account, @riliv, In Surabaya, explained that currently many people have initiated mental health campaigns on social media because excessive use can trigger depression and affect mental health. As a result of the increase in cases, an account is needed that can motivate and provide followers with knowledge to care more about mental health. Mental health accounts can provide traction separately to be followed because it tends to be in accordance with the needs and conditions felt by the target market. One of the content creators from Indonesia who utilizes the

TikTok application as a medium for information is Evangelina Tessia Pricilla via the account @hey.tessss. The @Hey.tessss account is an educational account about self-development and mental health which is packaged through video content with interesting topics and methods of discussion. The aim of creating content regarding mental health issues is to make the @Hey.tessss account a 'home' for every TikTok user.

According to WHO, mental health is a condition where an individual realizes his or her ability to deal with stress or pressure. It cannot be denied that everyone has experienced stress, but each person's ability to deal with stress varies. In this context, each follower has a different motive when doing something. (Gerungan, 2004) explains that motive is an understanding that complements all the driving reasons or impulses within humans that cause them to do something (Ahmadi, 2009). In using Instagram social media, motive is a person's reason for following, reposting, liking and commenting on TikTok posts. The motif itself can vary because each person has a different background.

Previous research was conducted by (Sobari et al., 2023) with the title Communication Motives FollowersTwitter Account @RADENRAUF Using Hashtags#Lovestory.The research aims to highlight the novelty of hashtag use#LoveStoryas a new dating phenomenon in cyberspace. Qualitative methods are used to analyze this motivation by adding Alfred Schutz's phenomenological theory. The subjects used in this research were six informants. The results show that followers use hashtags for a variety of reasons, including entertainment, search for followers, work relationships, and continuing their lives from the past. Different from previous research, researchers want to describe the object of this research to reveal followers' motives when accessing the TikTok account @hey.tessss which discusses mental health and self-development issues.

2. Method

This qualitative descriptive research aims to investigate followers' motivations for accessing the TikTok account @hey.tessss. Researchers conducted this research to provide an in-depth description based on data and facts they obtained directly from the field. This case study allows the researcher to study the subject thoroughly. Researchers use this case study approach because it can explore the reasons why Muhammadiyah University Yogyakarta students follow the TikTok account @hey.tessss. Random sampling was used in the data collection method. Sugiyono (in Meidatuzzahra, 2019) said that accidental sampling is a sampling method that is based on chance; in this case, any person who coincidentally meets the researcher can be used as a sample if it is deemed that the individual who coincidentally meets is suitable to provide data.

In this research, data was collected through in-depth interview methods. The study conducted direct interviews with ten followers of the TikTok account @hey.tessss. Qualitative descriptive analysis was used (Kholili & Wijiharto Tunggali, 2023). Data reduction, data presentation, and drawing conclusions are the three steps in this method. Researchers used the source triangulation method to evaluate the validity of the research (B. Bachri, 2010). This method is used to compare the level of confidence of information obtained by checking it with different groups and in different populations. Triangulation combines information from quantitative and qualitative research, includes care and accuracy in processing data, and utilizes expert opinions.

3. Result and Discussion

Researchers found that the condition of informants required a platform to express their complaints when they did not get it in their environment because they had problems such as trauma, problems with family members, not having friends, victims of bullying, and the like. Therefore, we need media that is considered credible, such as @hey.tessss account to help followers get a safe place to tell stories through the 'safe your place' community available on the Telegram application. In this case, the role of social media makes it easier for individuals to communicate. The existence of intensive communication between individuals shows strong social relations. Strong relationship ties between individuals are based on a sense of community. According to McMillan and Chavis (in Townley, et al., 2011, p. 72) define a sense of community as a feeling of membership (a sense of belonging) that strengthens ties between individuals, so that these individuals influence each other. (Cendrawan & RP Ajisuksmo, 2020) in theory, sense of community has a significant influence on behavioral intention

to use social media. The greater the sense of community, the greater the behavioral intention to use social media.

Uniquely, the followers of the @hey.tessss account are dominated by young people aged 12-20 years, showing that awareness of mental health problems, especially among children, is still very low in Indonesia. According to 2018 Basic Health Research (Riskesdas) data, more than 19 million Indonesians aged 15 years and over experience emotional mental illness and depression. Depression is often found in adolescents aged 15-24 years, with a prevalence of 6.2% and increasing with age: 8.9% at age 75 years, 8.0% at age 65-74 years, and 6.5% at the age of 55-64 years. Therefore, this account shares a lot of information about tips for always thinking positively, facts about mental health, and knowledge or terms in mental health. This information is displayed in the form of images and videos on the TikTok feed and on Instastory.

Table 1. Information Motive

Informant	Information Motive
JJ, TR, ZS, AA, NM, ED, AN	Informants tend to have problems with family or friends. The account upload @hey.tessss provides more information aboutmental health education so that informants are interested in increasing their knowledge about it as 'guidance/solution' for them.
AT, RA, AS	The informant only wanted to satisfy his curiosity about uploads fromthe @hey.tessss account

Table 2. Diversion Motive

Informant	Diversion Motive
JJ, TR, ZS, AA,NM, ED	As a diversion from personal problems and overcoming negative emotionsthrough content that is appropriate to the circumstances experienced as well as for self-development. Examples of content with the themes 'POV, 'self-reminder', and 'free traphy'
AN, AT, RA, AS	Informants access this account when they are relaxing or overcoming boredom, by gaining mental and aesthetic pleasurethrough vlog content and knowledge about psychology.

Table 3. Personal Identity Motive

Informant	Personal Identity Motive
ED, AN, NM,	Make new friends through the community'*safe your place*'And
ZS, TR, JJ, RA,AS, AA, AT	understand yourself, such as being able to manage emotions, carryout positive and productive activities. Apart from that, the informant gave likes, shares and comments on uploaded content @hey.tessss.

Source: 2023 Researcher Interview Results

In presenting the data obtained by researchers using existing theories, three motives were found in followers of the TikTok account @hey.tessss. The first motive is the information motive. According to Adinda Meidina Lubis (2013), the information motive is a motive that influences someone to seek information about things they don't know or to help them do certain things. According to Devita (in

Stadler, 2010) found that there is a relationship between parenting patterns and mental health and behavior in children in Germany, such as relationship problems with peers due to a lack of education and counseling regarding mental health. Based on the results of the interview, information regarding mental health and motivation for self-development is needed on the TikTok account @hey.tessss. They explained that it was based on conditions or experiences they had experienced, such as in family and friendship environments. Therefore, they use this information as a first step in finding solutions to overcome conflicts and stress that arise from the surrounding environment and know what steps they need to take to make themselves feel better.

The next motif is the Diversion motif. On this account, the followers' entertainment motive is entertainment in the context of peace of mind and relaxation. Through this content, individuals can obtain enjoyable entertainment such as inspiration, motivation, and understanding of knowledge about various aspects of life. Edy Sofyan in his writing said that internet media is used by the public to fill their free time so that when they do activities they become more enthusiastic. This is what the informant did by gaining mental and aesthetic pleasure through vlog content and knowledge about psychology on the @hey.tessss account.

The third motive is the personal identity motive. According to Little John (in Angkari, 2013) explains that self-identity is the main link between one individual and another individual and communication is a means for this relationship to occur. Research from Reski (2020) states that interaction in cyberspace occurs because the ease of access obtained via the internet makes individuals develop interaction patterns with other people who are equally able to choose the focus of topics they like. Research (Maulana, 2022) explains that teenagers can be very intense in using social media, they can spend hours just scrolling, liking and sharing content. In this research, it was found that the activities of informants often shared some of their experiences in the comments column and gave positive responses such as expressions of thanks or emoticons(selected emoji reaction expressions according to what they are watching and feeling). Apart from that, joining a community gives informants a place to express their opinions, tell stories, and increase friendships or relationships even if it is only done online.

4. Conclusion

The conclusion of this research is that there is public awareness, especially millennials, of the importance of mental health and self-development. This is also supported by the development of information technology which has led to ease of communication and rapid social change. So with the TikTok account @hey.tessss, it provides educational information through interesting content in a language style that is easy to understand and provides entertainment for its users. Individual motivation largely originates from the individual's tendency to socialize and the willingness to seek new experiences with other people to fulfill their needs in cyberspace. Apart from that, the author also recommends that further research be conducted regarding Followers' Motives in accessing the TikTok account @hey.tessss more specifically using quantitative research. This is due to a lack of sources research that examines the motives on the @hey.tessss account at a university and to find out more specifically which motives are the most dominant.

5. Acknowledgement

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