



Analysis of communication behavior of Tiktok social media users (case study on students of SMKN 1 Klaten)

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ABSTRACT

Keywords

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This research explores the phenomenon of TikTok social media user communication by focusing on the cognitive understanding of SMKN 1 Klaten students. This research provides valuable insight into the communication of TikTok users, particularly among students of SMKN 1 Klaten. The results can be used as a foundation for developing a more thoughtful approach to social media use, while contributing to the understanding of cognitive theory in the context of social media. The research method used is a qualitative method, with a cognitive theory approach, which allows a deeper understanding of students' perceptions and interactions with TikTok. The research involved in-depth interviews and participatory observation to collect data. The results of this study reveal the diversity of students' understanding of TikTok content and how this influences their preferences and behavior. Students use TikTok to communicate, gain entertainment, and express themselves, with cognitive understanding playing a key role in this process. The study also identified the positive and negative impacts of TikTok use, as well as students' complex understanding of how this social media influences their thoughts, emotions and behaviors.

1. Introduction

(Aprilian et al., 2019) In the development of technology today, one of the social media that is very prominent and popular among children and teenagers is Tiktok social media. Tiktok, which was originally known as an application used for lip-syncing, is currently the TikTok application that is being discussed and is at the peak of fame. The video-based Tiktok application with a music platform has received a lot of attention from the public, especially among teenagers.

(Rahmawati, 2018) TikTok is a social media that provides a platform for creating original music videos and Official Chinese social networks enliven the digital industry in all Indonesian cities. TikTok turns the user's cell phone into a walking studio. This social media presents interesting and easy-to-use special effects so that everyone can make interesting videos. The presence of TikTok social media is a new trend that facilitates its users, so every content in it cannot be denied its ability to influence its users, one of which is user communication behavior. This effect can also affect the environment, meaning that every TikTok user becomes one frequency in terms of communication behavior.

TikTok was created to be a medium for young people's creativity, TikTok allows all users to easily create interesting short videos to share with friends and the world. Creating more creative thinking as a form of content revolution, and used as a benchmark for creativity for content creators around the world.

In this case, teenagers behave following existing trends as a result of globalization. The presence of the TikTok application makes a new trend that provides convenience for its users, therefore for every content that appears on the slant layer then the video is busy called FYP (For You Page). So that the emergence of these contents appears a trend where the content makes the audience who sees it interested. So that TikTok users are competing to follow the videos they see. Not only following the trend of dancing videos but users also develop their creativity more. Things like that can make someone generate communication behavior.

The impact arising from the continuous use of social media is the culture of oversharing, which is excessive in sharing personal information related to daily activities in cyberspace. So that without us realizing the content created has exceeded the limits of his personal space. With the existence of social media applications, teenage users can upload video content and then tell the events they are experiencing. Basically, the video content only follows a trend that can be seen all over the world.

SMK Negeri 1 Klaten was chosen as the location of this research to find out how far to do communication behavior on their social media accounts, especially on TikTok users. SMK Negeri 1 Klaten is located in one of the cities in Central Java and is also one of the best vocational schools in Klaten Regency. SMK Negeri 1 Klaten is of course with the development of technology and the development of current trends. The subject of this research is SMK Negeri 1 Klaten especially in the Broadcasting expertise program.

2. Method

This research uses qualitative descriptive research methodology. The type of research applied is qualitative research that adopts a case study approach. Qualitative is research that describes and analyzes events, social activities, phenomena. Phenomenology does not assume that researchers know what things mean to the people they are studying (Moleong & Editions, 2004). The case study approach is an intensive detailed and in-depth approach to a phenomenon both individuals and groups for in-depth knowledge about the Analysis of Communication Behavior of Tiktok Social Media Users.

Cognitive social theory (observational) has a focus that depends on several things including the subject's ability to understand and remember what he sees. Identification is done through the mediation of characters, circumstances, and situations associated with behavioral imitation. Cognitive social theory is usually used to explain how people and their behavior. Cognitive social theory aims to understand human behavior and how people regulate their behavior through control. Cognitive-oriented theories emphasize aspects such as attitudes, ideas, expectations, and ideas in explaining behavior, different from psychoanalytic theories that study inner processes or behavioristic theories that focus on external behavior. The Cognitive Process, according to (Sarwono & Purwono, 2006) consists of:

1. Remembering is the ability to regain knowledge that has previously been obtained from human long-term memory.
2. Understanding is the ability to formulate the meaning of a message and then communicate it to others, orally or in writing.
3. Applying is the ability to use concept procedures to solve problems.
4. Analyzing is the ability to break down a problem from a whole and then disassemble it into parts. At this level a person will be able to analyze incoming information and divide it or connect it and distinguish all the factors in it.
5. Judging is the ability to make judgments, but based on certain criteria.
6. Creating is the ability to generalize a new idea, which is completely fresh. It means the ability to attach several elements into a continuous whole.

3. Result and Discussion

The results of this research conducted on students of SMKN 1 Klaten, especially TikTok users, there is a research focus on communication behavior. Researchers will analyze based on the indicators described one by one as follows:

It is known that apart from using it as entertainment they also use the TikTok application as a development of knowledge as one of the media that is easy to remember. The use of TikTok has also become a routine that students will never miss. Remembering is one of the most basic cognitive processes. The ability to remember has an important role as a basis for meaningful learning and for solving more complex problems, because this remembered knowledge is used in more in-depth tasks. Communication behavior among SMKN 1 Klaten students at this stage is that by watching TikTok content once or twice, they have been able to store the movements in their memory.

The design of the evaluation for the category of understand is the cognitive process of interpreting, giving examples, classifying, concluding, comparing and then explaining. the results of observations found that in order to understand, it is necessary to first recognize or recall. Students understand when they connect new knowledge and their old knowledge. More precisely, the newly entered knowledge is combined with existing schemes and cognitive frameworks. At this stage, based on the results of the interviews, the three informants often exchanged Tik Tok content references. This shows that at this stage, SMKN 1 Klaten students have communication behavior to understand by comparing, concluding and then explaining to each other.

Applying The evaluation of this design is through three processes, namely ability, doing and applying. the results of observations show that as users of the Tiktok application, students of SMKN 1 Klaten get many positive things from this application, one of which can entertain and can be a field of information for its users. For example, such as videos about cooking, initially those who could not cook became able to because they followed the video, did not become insecure anymore and learned to be more grateful for the current situation, and made new friends in the Tik Tok application. From the interview, it is also known that at this stage of applying, communication behavior occurs with the two informants in creating Tiktok content, applying existing concepts by following the concepts they have seen before, namely Tiktok content which is already viral and has certain movements.

Analyzing is an ability to break down a problem from a unit, at this level a person will be able to analyze incoming information and divide it or connect it and distinguish all the factors in it. the results of observations show that behavioral changes occur because of the impact they get in using the TikTok application, this behavior change can have a negative impact that makes students bad and positive behavior changes that make students better. The results of the interviews of the two informants in this case analyzed the Tik-Tok content created by studying each existing movement, as well as how to edit the video, and the captions and hastags used to get a large number of views.

Judging at this stage is the category of judging from checking and criticizing. the results of observations show that the perfection of video content on Tiktok social media is very important, such as sufficient internet quota, content ideas, and facial makeup are the main preparations before creating content on Tiktok social media. Not to forget lighting, camera settings and much more that must be prepared. Therefore, giving enough time to use Tiktok social media is essential, considering that the process of taking videos and editing often requires significant time. At this stage, the communication behavior that occurs is that SMKN 1 Klaten students give each other feedback on each of the content they create, usually using the personal chat feature so that the message arrives directly and does not cause misunderstanding.

The creative design at this stage has three processes, namely: The results of the observation show that the process of creating (creative) can be divided into three stages: the first is describing the problem in which students try to understand the task and find a solution, the second is planning a solution in which students examine the possibilities and make plans that can be done, the third is executing the solution in which students succeed in planning the plan well. At this stage, based on the results of interviews obtained, SMKN 1 Klaten students combine Tiktok backsound, which already has its own movement template, with their own movement creations. But also tried to create a new FYP trend but succeeded.

4.1. Create a Discussion

The presence of the Tiktok application as an impact of the development of information and communication technology using expressions is extraordinary. With a variety of services that can be used, the Tik Tok application has changed the way of communicating in society. The presence of the Tik Tok application even has an impact on the way of communicating in all fields, the presence of the Tiktok application turns out to have an impact on changing the way of communicating from conventional to modern and all-digital, but also causes the communication that takes place to be more effective. With the tik tok application, communication becomes easier and faster and more transparent in conveying information through communication expressions (Cahyono, 2016).

The use of Tiktok social media has become a routine for students at this time. Through Tiktok social media, students are able to share all their activities, creativity, and happiness which they then upload. Tiktok social media users can also use this social media to share something such as photos, videos, and others. Many causes are caused by the effects of social media which encourage people to have certain communication behaviors, one of which is the use of Tik Tok social media which is a social media application that can meet the needs of its users and is a communication tool that is different from other social media. This will lead to a pattern of communication behavior using the media as a manifestation of a high motive to use it.

1. Remember

Remembering is retrieving the knowledge needed from long-term memory. Strengthened according to Majid (2015) remembering is an effort to regain knowledge from memory or memory that has been in the past, both recently obtained and long ago obtained. According to (Sudjana, 2010) there are several ways to be able to remember and store in memory, namely reading repeatedly using memory techniques (memo techniques), donkey bridges, sorting, and making meaningful abbreviations.

Specification of cognitive processes in the form of verbs to describe the cognitive process of remembering are recognize and recall.

a. Recognize

The process of recognizing means retrieving the required knowledge in long-term memory to compare with the information just received.

b. Recalling

The process of recalling is retrieving the required knowledge from long-term memory if there is a question clue that requires this.

Based on the results of observations, it is known that apart from using it as entertainment they also use the Tik Tok application as a development of knowledge as one of the media that is easy to remember. The use of Tik Tok has also become a routine that will never be missed by students. Remembering is the lowest level cognitive process. Remembering knowledge is important as a provision for meaningful learning and problem solving because it is used in more complex tasks.

The four informants based on the results of the interview recognized the movements and remembered the Tik Tok movements they watched quite easily. They use the Tik Tok application when they are bored because there is no activity they can do in the current pandemic, and also because they are bored with tasks or others. Because the Tik Tok application displays funny videos, the Tik Tok application is used by people who are bored. used as an option to fill their bored time. Communication behavior among students of SMKN 1 Klaten at this stage is that by watching Tik Tok content once or twice, they have been able to store the movements in their memory.

2. Understand

Understanding is constructing meaning from learning material, whether oral, written or pictorial / graphic in nature conveyed through teaching by teachers, books or computer screens. Meanwhile, according to Majid (2015) understanding is related to building an understanding from various sources such as messages, reading, and communication. Strengthened according to (Sudjana, 2010) Understanding, for example, explaining in his own words something he read or heard, giving examples.

To be able to understand, it is necessary to first recognize or recall. Students understand when they connect new knowledge and their old knowledge. More precisely, new knowledge is integrated with existing schemes and cognitive frameworks. Because concepts in the brain are like building blocks that contain schemes and cognitive frameworks.

These schemas, models and theories represent human knowledge about how study material is organized and structured, how parts or bits of information are systematically related, and how these parts function together. Cognitive processes in the category of understanding include interpreting, exemplifying, classifying, summarizing, inferring and comparing.

Based on the observation, it is known that in order to understand, it is necessary to first recognize or recall. Students understand when they connect new knowledge and their old knowledge. More precisely, new knowledge is combined with existing schemes and cognitive frameworks. At this stage, based on the results of the interviews, the three informants often exchanged Tik Tok content references. This shows that at this stage, students of SMKN 1 Klaten have communication behavior to understand by comparing, concluding and then explaining to each other.

3. Apply

Apply is the ability to use concept procedures to solve problems. The evaluation of this design is through three processes, namely ability, doing and applying. The applying category consists of two processes, namely executing and implementing.

a. Executing

In executing, students routinely apply procedures when facing familiar tasks. According to Majid (2015) students can execute when students already know the information in the problem and are able to determine exactly what procedures must be carried out. The steps used to complete the task must be passed in a certain order, if the steps are carried out correctly, the result is a certain answer as well.

b. Implementing

Implementing takes place when students select and use a procedure to complete an unfamiliar task. Likewise, according to Majid (2015) implementing arises when students choose and use procedures for things that students do not know or are still unfamiliar with. Because students still feel unfamiliar with this, students need to recognize and understand the problem first and then determine the right procedure to solve the problem.

Based on the results of observations, it is known that as users of the Tiktok application, SMKN 1 Klaten students get many positive things from this application, one of which can entertain and can be a field of information for its users. For example, such as videos about cooking, initially those who could not cook became able to because they followed the video, did not become insecure anymore and learned to be more grateful for the current situation, and made new friends in the Tik Tok application. From the interview, it is also known that at this stage of applying, communication behavior occurs with the two informants in creating Tiktok content, applying existing concepts by following the concepts they have seen before, namely Tiktok content which is already viral and has certain movements.

4. Analyze

Analyzing is the ability to break down a problem from a unit and then disassemble it into parts, but they are still continuous with each other. At this level someone will be able to analyze incoming information and divide it or connect it and distinguish all the factors in it. The analysis process category includes the cognitive processes of distinguishing, organizing, and attributing.

a. Distinguishing

Distinguishing involves the process of picking out relevant or important parts of a structure. Distinguishing occurs as students discriminate between relevant and

irrelevant, important and unimportant information, and then attend to the relevant or important information.

b. Organizing

Organizing involves the process of identifying the elements of a situation and recognizing how they form a coherent structure. In organizing, students build systematic and coherent relationships between pieces of information.

c. Attributing

Attributing occurs when students can determine the point of view, opinion, value or purpose behind the communication. Attributing involves a deconstruction process, in which students determine certain goals.

Based on the results of observations, it is known that behavior change occurs because of the impact they get in using the TikTok application, this behavior change can have a negative impact that makes students bad and positive behavior changes that make students better. The results of the interviews of the two informants in this case analyzed the Tik-Tok content created by studying each existing movement, as well as how to edit the video, and the captions and hastags used to get a large number of views.

5. Judging (Evaluation)

Judging is the ability to make judgments, but based on certain criteria. Criteria are used to determine quality, effectiveness, efficiency, and consistency. There are also standards in this stage, which are used to determine quality and quantity. The evaluation of this stage is the judging category of checking and criticizing.

a. Checking

Checking involves the process of testing for inconsistencies or internal errors in an operation or product. For example, checking occurs when students test whether or not a conclusion is consistent with its premises.

b. Critiquing

Critiquing involves the process of assessing a product or process for both its strengths and weaknesses based on external criteria and standards. In critiquing, students note the positive and negative features of a product and make a decision at least partially.

Based on the results of observations, it is known that the perfection of video content on Tiktok social media is very important, such as sufficient internet quota, content ideas, and facial makeup are the main preparations before creating content on Tiktok social media. Not to forget lighting, camera settings and much more that must be prepared. Thus, providing a lot of time to use Tiktok social media is certainly a must, because taking videos and providing edits usually takes a long time. At this stage, the communication behavior that occurs is that students of SMKN 1 Klaten give each other input on each of the content they create, usually using the personal chat feature so that the message arrives directly and does not cause misunderstanding.

6. Create

Creating is the ability to generalize a new idea, which is completely fresh. It means the ability to attach several elements into a continuous whole. This process is usually related to the learning experience. Evaluation in this stage has three processes, namely: generating, planning, and producing.

a. Formulating (Generating)

Formulating involves the process of describing a problem and making choices or hypotheses that lead to solving the problem.

b. Planning

Planning involves the process of designing a problem-solving method or strategy that fits the criteria of the problem. Planning is practicing the steps to create a real solution to a problem.

c. Producing

Producing involves the process of executing a plan to solve a problem that meets certain specifications.

The TikTok app has made a significant impact in changing the way we communicate and interact in the digital age. TikTok users can easily share content, create creative videos, and influence their audience. The use of TikTok has become a routine for students of SMKN 1 Klaten, where they share activities, develop creativity, and fill spare time by producing TikTok content.

The use of TikTok also affects students' communication behavior. They remember TikTok movements and content well, understand how to make interesting videos, and apply creative concepts in their content. In addition, students are able to analyze and evaluate TikTok content, find ways to improve it, and be creative by combining different elements in their content.

In the TikTok community, students also share ideas, give feedback, and try to create new trends. The app is not only entertainment but also a tool to develop their creative and communication skills. In doing so, TikTok has changed the way students communicate from conventional to modern and digital, enabling more effective and creative communication.

4. Conclusion

Based on the results and discussion of the analysis of the communication behavior of TikTok social media users of SMKN 1 Klaten students, the following conclusions are obtained:

First, the remembering stage, communication behavior that occurs by observing the elements of the TikTok content they watch, such as movements, how to edit videos, to viral backgrounds. Second, The understanding stage, the communication behavior of SMKN 1 Klaten students occurs by exchanging TikTok video references belonging to each member, then discussing them together.

Third the applying stage, the behavior of SMKN 1 Klaten students occurs by applying existing concepts by following the concepts they have seen before, namely TikTok content that is already viral and has certain movements. Fourth, The analyzing stage, the behavior of SMKN 1 Klaten students occurs by studying every movement in TikTok content, as well as how video editing, and captions and Hastags are used to get a large number of views.

Fifth, The assessment stage, the communication behavior of SMKN 1 Klaten students occurs by giving each other feedback on each of the content they create, usually using the personal chat feature so that the message arrives directly and does not misunderstand. Sixth, In the creative stage, the communication behavior of SMKN 1 Klaten students combines TikTok backgrounds that have certain movement templates, with their own movement creations. Several times, SMKN 1 Klaten students also tried to create new FYP trends, and succeeded.

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