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Cultural Phenomenon Of Tiktok As A New Form Of Communication Among Teenagers

Mona Kencana Putri ¹, Sri Narti ², Maryaningsih ³

^{1,2,3} Communication studies programme/ Faculty of social sciences

¹ e-mail: monnakencanaputri01@gmail.com

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Abstract. TikTok is an audiovisual media that spreads various creativities and uniqueness, allowing for voice recording, adding background sound, videos, and collaborations. The phenomenon is nothing but a fact realized and entered into human understanding. Phenomenology aims to study how phenomena are experienced in consciousness, thoughts, and actions, such as how the phenomena are valued or accepted ethnically, because the phenomenon itself is nothing but a fact realized and entered into human understanding. The TikTok cultural phenomenon as a new form of communication among teenagers illustrates significant changes in how teenagers interact, express themselves, and shape their identities in the digital era. Through a phenomenological approach, the research results show that TikTok users vary greatly, including creative expression, entertainment, social interaction, popularity achievement, and education. TikTok users' actions include content creation and consumption, social interactions, participation in trends, and information seeking. There is a need to delve deeper into how TikTok users perceive and interpret experiences through modifying categories based on the findings of each in-depth study.

Keywords: *Phenomenology, Culture, Teenagers, New Communication, TikTok*

INTRODUCTION

According to Rahmawati (2018), Tiktok is a video and social networking application from China that was first launched to the international market in September 2017. Tiktok makes the user's cellphone a walking studio. This social media presents *special* interesting and easy-to-use effects so that everyone can create a cool video easily. The lip - sync application or better known as the Tiktok application is at the peak of fame that can be seen by everyone globally. The Tiktok application was launched by Zhang Yiming with music video platform. Zhang Yiming is an alumnus of Nankai University majoring in *Software. Engineer* , who founded the technology company *ByteDance* which eventually launched the short-form video-making social media app Tiktok (www.moneySMART.id). The emergence of Tiktok has become a big thing in Indonesia, in the period from 2016 to 2020 there has been a significant increase in users in Indonesia and continues to increase indicating that Tiktok has become something very well known in Indonesia. Although at first Tiktok's progress in Indonesia did not go smoothly. On July 3, 2018, the Ministry of Communication and Information blocked Tiktok from Indonesia because there were 2,853 reports that stated that Tiktok had a lot of negative content and also the pretext of finding pornographic, immoral, and religious harassment content (Indotelko.com). But it didn't last long, the effort to block the application was revoked and it could be accessed again since July 10, 2018. And interestingly in August 2019 the Ministry of Communication and

Information had an official Tiktok account and when the COVID 19 pandemic took place, Tiktok users in Indonesia actually increased rapidly. Not only limited to a surge in users, Tiktok is also used as a medium for a proper handwashing campaign in Indonesia. According to (Togi Prima, et al. , 2020) a study entitled "Utilization of TikTok as a Campaign Media for the Hand Washing Movement in Indonesia for the Prevention of COVID-19". This is what states that Tiktok has become a media that can reach a wide audience and has been well received in Indonesia. Until now, Tiktok has been used as the main media in communicating many things and is unlimited and makes traffic Tiktok in Indonesia continues to increase. This application is a very popular social media application because Tiktok has a variety of effects, from inserting songs, adding filters, editing videos so that it encourages its users to be more creative in publishing the results of their videos. One of the things that stands out in Tiktok is that this application is used by many people to show their existence in their social circles. Existence is an effort to find and understand one's personality which has an impact on the environment and oneself. If an individual is considered to exist , then he can socialize and compete with other people. around him which ultimately gives rise to a narcissistic personality where A person will always want to show that he is someone who can be emulated by others (Sari, 2021) . Tiktok was initially released to accommodate internet users who have talents such as singing, dancing, cooking, and so on to be better known through video shows. From the download records on *Google Play* alone, Tiktok has received a total of more than 100 million downloads. Although local consumer enthusiasm is high, the potential for abuse is no less great. Just like other social media services, Tiktok has great potential for things that are sexual and pornographic. Several Tiktok broadcast recordings uploaded on YouTube and several other sites are recorded as having content that is sexual and pornographic. The phenomenon of utilizing Tiktok media certainly has an impact on its users as conveyed by Bandura in his grand theory called Social Learning Theory, this theory states that humans basically have a tendency to imitate the behavior of others who are influenced by their environment. Bandura believes that humans learn from their environment even in the form of 'indirect' reinforcement or vicarious *reinforcement Reinforcement*) means that in addition to imitating other people's behavior, it also means behavior that can strengthen the individual's behavior. In the communication process, it can be done directly face to face or can also be done with the help of other media, communicating with the Tiktok application means a communication message carried out by the communicator using the help of the Tiktok application so that communication information can be received and reached the communicants among Tiktok users . By definition, media means an intermediary, distributor, and deliverer from the sender of the communication message to the recipient of the communication message. The process of conveying a message of thought carried out by the communicator to the communicant is called the communication process. The communication messages conveyed vary according to the purpose of the sender of the message, such as conveying ideas, opinions, concerns, doubts, beliefs, feelings and others (Bungin, 2008). Tiktok application features are so many and interesting that it is easily accepted by Indonesian society, in 2020 the Tiktok application became a new popular culture in Indonesia, almost all people know this application and become its users. The Tiktok phenomenon is well utilized by the World Health Organization (WHO) to convey communication information about efforts to break the chain of transmission of the Corona virus through the features on Tiktok . Tiktok features that can allow users to share messages, videos, with various content that can be seen by all Tiktok users can even add hashtags to each post to make it easier to see by the tagged target (Hasiholan et al. , 2020). Humans always need information by communicating, so that information is obtained perfectly, good communication is needed, precise and accurate. Communication between humans can also change along with the situations and circumstances experienced. A great phenomenon with the existence of the Internet and Globalization requires humans to continue to adapt so as not to be left behind, with the changing times and trends it is very possible for new

ways, styles or motives to arise in communicating, the better a person's communication, the better the information he receives. The information received by each individual will not always be the same but will be influenced by many things, both in the form of cultural background, how to communicate, how to receive communication and others. Cultural phenomena can have a very big impact on a person's life where it can be said that there is no communication without culture and no culture without communication. Both have a relationship and cannot be separated from each other, as stated by Edward T Hall in Mulyana (2003). The cultural phenomenon of using the TikTok application has changed and impacted the communication behavior of its users. The TikTok video sharing application has successfully combined social media applications, *messaging* with video sharing technology. TikTok was initially released to accommodate internet users who have talents such as singing, dancing, cooking, and so on. Byte Dance Inc, a Chinese technology company, in December 2016 officially launched it to be better known through video shows. From the download records on Google Play alone, TikTok has received a total of more than 100 million downloads (Fauzi F, 2012). The phenomenon of utilizing TikTok media certainly has an impact on its users, both children, teenagers and adults, the behavior of others is also behavior that can strengthen individual behavior (Jasvis, 2007). At the end of 2019, the TikTok application became a popular and booming application in Indonesia. All TikTok users are given the freedom to be themselves, users have a stage to be creative with the style and communication model that suits them. Like someone who likes to sing can make a song cover video, so too a politician can make various kinds of political videos. The TikTok application can touch various levels of society from various aspects, both economic, political and cultural aspects. TikTok users have the opportunity to get account followers and can go live to sell or just share experiences and knowledge. TikTok is a *Content application Distribution Platform* that can produce *Content Creator* creative and innovative. The distribution of TikTok content that can be seen by all TikTok users allows its users to connect with each other and communicate personally (Praisra, 2019).

Supriyanto (2020) revealed that "almost all TikTok application users are in the age range of 14 to 24 years. The Central Statistics Agency of Bengkulu Province revealed TikTok user data of 71.77% in 2020, and 78.66% in 2021 (bengkulu.bps.go.id). Based on the results of observations at SMA 8 Bengkulu City in grades 10, 11, and 12, an average of 98% of male and female students use the TikTok application. The TikTok application has a policy for its users where the TikTok application is not intended for children under the age of 14, although in reality under parental supervision children can still use the TikTok application. Subrahmanyam & Greenfield (2008) in their research said that in the lives of today's teenagers, technological advances force them to continue to develop in accordance with the times, so that they can connect with fellow friends, teachers, relatives and family, not free from technology and social media. In the teaching and learning process, it is not left behind to utilize social media and technology, such as an art teacher giving his students an assignment to make a dance video and post it on each student's TikTok account without forgetting to add the specified hashtag and tag the teacher's account.

LITERATURE REVIEW

Previous Research

This previous research is one of the references so that the author can get a comparison of researchers and can enrich the theory used in reviewing the research conducted. From this previous research, the author did not find exactly the same research with the same title, but the author raised several studies as references in enriching the theory and study materials in the author's research. The method used by the author is a qualitative method Looking at previous

research can help the author find the latest inspiration for further research. In order to maintain a research, the author tries not to plagiarize. With previous research, the author hopes to provide a deeper picture of similar research that has been done before. Here are some previous studies that are used as references by the author to conduct this research, including the following: First: Research entitled " TikTok Application User Phenomenon Among Students of Pasundan University, Bandung" by Siska Rahmawati, Department of Communication Science 2018, Faculty of Social and Political Sciences. This study focuses on the study of How the TikTok Phenomenon is Among Students of Pasundan University, Bandung. The research method used is the phenomenology of Alfred Schutz (1899-1959) with qualitative methods. The purpose of this study is to find out the motives, actions and meanings of using TikTok . According to Suardi, et . al., 2019., stated that qualitative methods are used to find out and understand social symptoms by prioritizing the process of interaction and communication between participants and researchers. So that the results of this study are in the form of various motives, from TikTok users such as because TikTok makes it easy to communicate. Their actions are because in addition to communicating, TikTok features are very easy to use and understand. The results obtained regarding the meaning are media This social media is a place for easy communication, promotion, adding friends and for self-existence. Differences: The above research was conducted in 2018 on students, while the author conducted research on students of SMAN 8 Bengkulu City, focusing more on discussing TikTok as a new communication among teenagers. Similarities: The research uses qualitative methods and the phenomenological theory of Alfred Schutz (1899-1959) Second: Research Dila Mayang Sari (2021) entitled "The Phenomenon of TikTok Use among UIN Shulthan Students Thaha Saifuddin Jambi" with qualitative research methods and using phenomenological theory, namely about what is experienced by the research subjects, for example behavior, perception , motivation, action, and others holistically. This is also reinforced by Nuryana, et al. , 2019 stated that phenomenology (Schutz , 2009, p.12) is a study that examines the motives, actions and deeper meanings of a social phenomenon . According to Madhani, et al. , 2021, the behavior of social media users has various responses , there are positive and negative responses . The positive impact of using the TikTok application on the self-existence of students at the State Islamic University of Sulthan Thaha Saifuddin Jambi is having many friends and fans, learning new things from accounts that are liked, and trying to help spread good things in cyberspace. While the negative impact is the loss of shame with the circulation of TikTok videos , creativity in making contemporary TikTok videos makes TikTok users increasingly immersed in the fun to create works such as dancing, singing, selling and so on. This was reinforced by Ina , et al. , 2020 stated that deviant or negative behavior from TikTok abuse is losing shame, wasting time and being unproductive. This causes the loss of shame that UIN Shultan students should have Thaha Saifuddin Jambi. Difference: The above research was conducted in 2022 on students, focusing more on discussing the manners of losing shame. Meanwhile, the author conducted the research object on students of SMAN 8 Bengkulu City and focused more on discussing TikTok as a new communication among teenagers. Similarities: The research uses qualitative methods and phenomenological theory.

Phenomenon

Online application TikTok allows its users to create short videos that can be posted and viewed by fellow TikTok users . The TikTok application is an application created by a developer from China named *ByteDance Inc* which he launched the TikTok application right in 2016. According to Fatimah Kartini Bohang (2018), the TikTok application can be downloaded at *playstore* and recorded in 2018 there have been 45.8 million downloads. So TikTok has established itself as the most downloaded application on *the playstore* . This number of downloads has beaten other popular applications such as YouTube , Facebook , Instagram and others. Users of the

application TikTok in Indonesia is mostly used by millennials , school age, or often known as generation Z The emergence of this application has created a new phenomenon for TikTok users at a young age where this application is able to attract the attention of young people to show their existence and create content according to their respective creativity . Chusna (2020) said that school-age teenagers use TikTok as an application to show their existence, where they feel happy to be creative with features TikTok and proudly show it to others. Curiosity makes teenage TikTok users always curious to try all the latest features launched by TikTok .

The Alfred Schutz Phenomenon (1899 – 1959)

Phenomenon is nothing other than a fact that is realized and enters into human understanding . So an object is in a relationship with consciousness, which is related to this, then phenomenology reflects direct human experience as far as that experience is intensively related to an object. If examined again, phenomenology comes from the word ' *phenomenon* ' which means visible reality and ' *logos* ' which means science. So in terms of terminology , phenomenology is a science oriented to obtain an explanation of visible reality.

The main goal of phenomenology is to study how phenomena are experienced in consciousness, thought, and action, such as how these phenomena are valued or accepted ethnically, because the phenomena themselves are nothing other than facts that are realized and enter into human understanding. Reviewing the main ideas of **Schutz** regarding phenomenology, among others, "1. Phenomenology is reality itself that appears 2. There is no boundary between the subject and reality 3. Consciousness is intentional 4. There is interaction between the act of consciousness (*noesis*) and the object that is realized (*noema*)" (Schutz , 2009, p.12 Schutz's phenomenology profoundly influenced contemporary philosophy around the 1950s. Thus Husserl's ambition to make phenomenology a branch of philosophy capable of describing the ins and outs of human experience increasingly became a reality. Then the use of the phenomenological method (*phenomenological*) *method*) focuses on understanding or human existence, not just understanding specific parts or specific behavior. According to Stephen W Littlejohn , quoted by Engkus Koswara in the communication research method, " *Phenomenology Makes Actual Live Experience the Basic Data of Reality* ". (1996:204) So, phenomenology makes the experience of the real as data from reality, as a movement in thinking Phenomenology can be *interpreted as the study of knowledge that arises from a sense of awareness of wanting to know*. The object of knowledge in the form of symptoms or events is understood through conscious experience (*Councious Experience*). Schutz's theory is also an application of qualitative research methodology that uses phenomenological studies. Because through Schutz Husserl's thoughts and ideas that are considered abstract can be explained more clearly and easily understood. Schutz is also the first person to apply phenomenology in social science research.

Teenagers' Communication with TikTok Social Media

In the communication process, it can be done directly face to face or can also be done with the help of other media, communicating with the TikTok application means a communication message carried out by the communicator using the help of the TikTok application so that communication information can be received and reached the communicants who are fellow TikTok users . By definition, media means an intermediary, distributor, and deliverer from the sender of the communication message to the recipient of the communication message. The process of conveying a message of thought carried out by the communicator to the communicant is called the communication process. The communication messages conveyed vary according to the purpose of the sender of the message, such as conveying ideas, opinions, concerns, doubts, beliefs, feelings and others (Bungin, 2008). The era of globalization makes

technology increasingly advanced, it is undeniable that the presence of the internet is increasingly needed in everyday life, both in social activities, education, business, etc. TikTok for the community, especially teenagers, is one of the media used to communicate. In fact, basically teenagers are trying to find their identity by socializing with their peers (Wilga . 2016). TikTok social media is one form of internet development. Data from the Ministry of Communication and Information (Kemenkominfo) in 2013 (kominfo.com), revealed that internet users in Indonesia currently reach 63 million people. Of that number, 95 percent use the internet to access social networks including TikTok . Panji (2014), stated that there are three motivations for children and adolescents to access TikTok , namely to find information, connect with friends (old and new) and for entertainment. The search for information is often driven by school assignments, while the use of TikTok social media and entertainment content is driven by personal needs. Moleong (2007:13-14) explains that the phenomenological approach is a view that focuses on the subjective experiences of adolescents. The experience of adolescents using social media TikTok in forming their self-identity. Indirectly, TikTok forms adolescent identity through three images, namely personal orientation, individual values and self-expression. Personal orientation (Gudykunst , 2002), describes how the personal orientation of adolescent individuals in building relationships and communicating with others. Through TikTok , adolescents are personally oriented to communicate and relate to others as well as a place to express themselves and seek entertainment through the TikTok account content they have Teenagers who have social media TikTok accounts usually post about their personal activities, their stories , and photos with friends. In social media TikTok accounts Anyone can freely comment and express their opinions without worry. However, nowadays, teenagers often assume that the more active they are on social media, the cooler and more sociable they will be. While teenagers who do not have social media are usually considered old-fashioned or behind the times era and less sociable. So that social media such as TikTok is considered a media that is used by teenagers for communication media and a place to show self-existence as a form of following trends and adapting to changes in the era in communicating. Nurudin in the book Indonesian Communication System explains that, basically communication is a processing of ideas, concepts, and symbols , so that there are certain patterns as a form of human behavior in communicating, according to James (1995) communication is a exchange , delivery, an idea or information from one person to another either verbally or in writing which is conveyed directly or indirectly.

The Impact of TikTok on Teenage Communication

According to the "Big Indonesian Dictionary (KKBI: 2010). The definition of impact is a collision, an influence that brings both positive and negative consequences. The influence of the power that exists and arises from a (person or object) that helps shape a person's character, beliefs or actions". "Influence is a condition where there is a reciprocal relationship or causal relationship between what influences and what is influenced. The social impact itself can come from internal and external communities. Internal impact is the impact caused by factors from within the community itself," while external impact is the impact that comes from outside the community. Impact in Wikipedia is a condition where someone is dependent on something (Wikipedia.org.dampak) According to Mangunsubroto (1995: 110), "external impact can be divided into two, namely positive externalities and negative externalities , which is meant by positive externalities is the beneficial impact of an action taken by a party against another person without any compensation from the beneficial party. While negative externalities if the impact on others who do not receive compensation is detrimental.

METHODS

The research method that will be used in this study is a qualitative research method using a phenomenological approach with the aim of being able to understand a phenomenon that occurs and is experienced by the object of research in the form of behavior, perception, action, motivation holistically and others. So that it can be described in the form of words and explanatory descriptions in a natural context by utilizing various natural methods as well. In qualitative research, the sample perspective will be examined in research using various strategies that are interactive and flexible (Sugiyono, 2013). This research is descriptive in nature, which means that the problem-solving process to be researched will be described in the form of words and explanations supported by facts and realities in the field that occur in the research object so that the results of this research can be read in the form of descriptive explanations (Sugiyono, 2009).

This research is a qualitative descriptive study that aims to provide a clear picture of a social phenomenon or reality related to the problem being studied (Prastowo, 2010:30) especially about the TikTok cultural phenomenon as a new communication among teenagers (Study on students of SMAN 8 Bengkulu City). The informants involved are people who can provide information about the situation and background conditions (Koentjaraningrat, 1991:69). In this study, the data obtained based on its source can be classified into two parts, namely primary data and secondary data. Primary data is data obtained from informants by means of interviews or direct observation, while secondary data is data sourced from certain archival documents related to the research (Koentjaraningrat, 1991). The collected data will be analyzed qualitatively, namely the data obtained will be analyzed in the form of spoken or written words using data collection techniques. This technique aims to obtain a general and comprehensive picture of the research object. As well as research results from both field studies and literature studies to then clarify the picture of the research results (Sugiyono, 2008). The procedure and data analysis are carried out in various stages which include: data *reduction*, data *display*. The data that has been reduced is then presented in the form of a negative description so that the data is truly understood and *the conclusion is reached. drawing* (drawing conclusions). Data analysis techniques are the clarification of data that has been collected and then analyzed. With this technique, it can be described through predetermined techniques, then given direction and interpretation according to the purpose of the data that has been prepared. The steps taken in this research are that the researcher uses the Miles and Huberman (1992:16) stated that activities in qualitative data analysis are carried out interactively and continuously until complete, so that the data is saturated. The measure of data saturation is marked by no longer obtaining new data or information. Activities in the analysis include:

RESULTS

The purpose of this study is for the author to see how the TikTok cultural phenomenon as a new communication among teenagers in grades X, XI, and XII of SMAN 8 Bengkulu City, by examining 3 phenomenologies according to Alfred Schutz through observation at SMAN 8 Bengkulu City and the author also conducted interviews with 9 main informants .

User Motives For Using Tiktok

The cultural motive in this study is about how to communicate in a positive way on TikTok, this is done by informants to prevent things that may not be desired in running the media platform. This was done by informants according to Vira in the interview results as follows:

"Yes, according to Vira, using TikTok social media is to watch funny content and TikTok can be used as a medium to interact with other TikTok users" (Vira, interview June 7, 2024 at 9.30 WIB)



Figure 1 Documentation with Informant Vira

The same thing was expressed by 8 other informants as follows:

"Regarding the issue of motives or impacts of using TikTok as a medium for communication, Tio agrees, because nowadays many teenagers use TikTok as a medium for communicating with new friends" (Tio, interview, June 7, 2024 at 9.35 WIB).

"The answer is the same as other friends, that the TikTok media platform can be used to communicate, and hopefully those who use this media will use it in a positive way and the motive is to watch it. video tutorials and tips " just " (Dino, interview June 7, 2024 at 9.45 WIB)

"As for Ramsya, that's the motive for using it TikTok is probably more of a medium for learning, because there is a lot of educational content that is useful and is used as a medium for communication with other accounts" (Ramsyah, interview June 2024 at 11.37 WIB)

"I, like other friends, use TikTok social media as a medium to find references for tips or tutorials and can also be used as a medium to interact with other TikTok users" (Anggelina, interview June 11, 2024 at 11.10 WIB)

"Just like Angel said earlier, I also use TikTok as a medium to find clothing references or learning references and can also be used to interact with other TikTok users " (Agus, interview June 7, 2024 at 11.15 WIB)

"Sheila is the same as her other friends. Sheila has not been using TikTok for long, but according to Salam, the motive for using this social media is probably more to find creativity because you can make videos according to your expression and also interact with other TikTok users." (Sella, interview, June 7, 2024 at 11.25 WIB)

"My motive for using TikTok social media is more to interact with other TikTok users, for example, within the K-pop community, because nowadays K-pop is a trend and many TikTok users use trends related to K-pop " (Soraya, interview, June 7, 2024 at 11.40 WIB)

"I, like other friends, may have been interviewed by Mbak Mona earlier that the motive for using the TikTok application is a place for relaxation or escape when bored, of course by watching entertainment or in other words watching funny short videos and can also be used as a medium to communicate with new friends of course" (Zergi, interview June 7, 2024 at 11:43 WIB)



Figure 2 Documentation with Informants Tio and Dino

Based on the results of the statement above, it can be seen that the 9 informants of students at SMAN 8 Bengkulu City stated that each of these motifs reflects a unique way in which users can utilize and enjoy the TikTok platform according to their respective needs and interests.

User Actions In Using Tiktok

Tiktok usage by users, especially among teenagers, involves various actions that reflect how they interact and express themselves such as creating and uploading content and interacting with other content, to following and interacting with other tiktok users , because users can follow accounts they like to see more content from their favorite creators. From the results of interviews with informants Anggelina, Agus, Sella, and Dino, the following statements were obtained:

"For me, after a day of school, I like to open TikTok to watch funny and creative videos. Opening TikTok helps Anggel relax and laugh by watching funny content" (Anggel, interview June 7, 2024 at 11.10 WIB)

"If Agus uses TikTok for entertainment and communicating with friends, "Just don't do it" (Agus, interview June 7, 2024 at 11.15 WIB)

"My actions use TikTok to watch creative tutorials , because I really love art and creativity, because I think TikTok can be the perfect platform for me to express myself. I really enjoy making dance videos that follow the latest music trends" (Sella, interview June 7, 2024 at 11.25 WIB)

" Dino's action in using TikTok is to interact with new friends , because Through TikTok , I can share special moments and get responses from friends. In addition, I also like to interact with other users through comments, messages, and other features" (Dino, interview June 7, 2024 at 9.45 WIB)

The same applies to the next 5 informants with the statement above, namely:

"Tio's actions in using TikTok are to gain popularity, because Tio himself is trying to create unique and interesting content in order to gain more followers. Becoming famous on TikTok is one of my goals." (Tio, interview June 7, 2024 at 9:30 a.m.)

"For Vira herself, the action of using the application is not alone as a medium for coronavirus relaxation. She likes to watch ASMR videos and other relaxation content on TikTok because it helps Vira feel calmer and more relaxed after coming home from school " (Vira, interview June 7, 2024 at 9.30 WIB)

"In my opinion, using our social media is more of a medium for learning because I myself often look for video tutorials or tips on various things, starting from school assignments or looking for sources of information that are fast and easy to access " (Ramsyah, interview June 2024 at 11.37 WIB)

" Zergj uses action only to join the community because of the active energy in the football community, for example, we often share tips on how to play football or what needs to be prepared to play football" (Zergj , interview June 7, 2024 at 11:43 WIB)

"My actions are more towards following cultural trends because Sotya herself likes or is amazed by K-pop, so she can be inspired or participate in viral trends . " (Soraya, interview, June 7, 2024 at 11.40 WIB)

From the statement above, it can be seen that the informant carried out this action, the informant was advised to use the act of communicating on the TikTok platform media wisely, it can be seen that TikTok has a very diverse and important role in the lives of its users, both for entertainment, education, social interaction, promotion, and self-development. Each user can find a unique way to utilize this platform according to their needs and interests.

Meaning In Using Tiktok

As a social media, TikTok has a variety of content that can be adjusted to the needs of its users so that the use of TikTok for each user is different. This study aims to determine the meaning and motives for using TikTok in accessing content and communication for students of SMAN 08 Kota Bengkulu. and to find out information *for you page* (FYP) which is also the homepage of TikTok .The theory and research approach used is phenomenology. The results of this study are divided into three parts. First, the meaning of the use of TikTok in new communication among teenagers; review content, communication media, entertaining but still informative content, helping users find new things, providing a comfortable experience, providing interaction between communicants and communicators, and making TikTok a solution-oriented media in answering problems such as schoolwork and daily activities. Second, by using Schutz's analysis , namely *because of motive* (motive cause), it was found that the motive that users access communication via TikTok in addition to being able to chat can also be done by watching content, creating content, reviews because of the need for information, which is comfortable to use, the content presented is interesting, and TikTok information is directly to the point. In addition, through the analysis *in order to motive* obtained the motive of the purpose in accessing content to save and share content to be viewed later, and to obtain new information.

After writing the data presentation and findings data produced by researchers from interviews, observations , and documentation, then the researcher will analyze the collected data. From the data presentation and the results of the sub-chapter of research findings described in the previous sub-chapter, it is necessary to analyze the research results. This is done so that the data produced can be interpreted so that research conclusions can be drawn in accordance with the formulation of the proposed problem. The research here uses qualitative descriptive analysis (exposure) of data obtained through observation, documentation , and interviews with the required parties. Furthermore , the results are associated with existing theories, including the following:

User Meaning In Using Tiktok

TikTok also has an important meaning in the context of social interaction and *community* . The platform allows users to connect with others through comments, *likes* , and video collaborations. Features such as duets and challenges *create* opportunities for users to interact and collaborate, even if they are in different places. This not only strengthens social relationships but also builds a sense *of* togetherness and solidarity among users. Thus, TikTok serves as a digital space where communities can form and grow based on shared interests and hobbies.

User motives for using tiktok

Users' motives for using TikTok are diverse and reflect the various needs and desires they wish to achieve through the platform. One of the main motives is creative expression. TikTok users, especially teenagers, often use the app's features to showcase their talents in dance, music, comedy, and visual arts. With the various editing tools and effects available, they can experiment with new ways of creating content, allowing them to express themselves in unique and innovative ways. TikTok provides a stage for them to showcase their creativity to wider audience.

User Actions In Using Tiktok

Users' actions in using TikTok include searching for information and education. Many users use this platform to spread knowledge and information on various topics, from beauty tutorials to important social issues. Educational content that is packaged in an interesting and easy-to-understand way makes TikTok a popular learning resource among teenagers. In addition, users also learn new skills such as video editing and *storytelling*, which are useful not only in the context of social media but also in everyday life. Thus, TikTok is not only an entertainment tool but also an important means for learning and disseminating information.

CONCLUSION

This study is entitled The Phenomenon of TikTok Culture as New Communication among Teenagers. It can be concluded that the Phenomenon of TikTok Culture as New Communication among Teenagers illustrates significant changes in the way teenagers interact and express themselves in the digital era. Through an understanding of user motives, user actions, and the meanings contained in the use of TikTok, we can draw several important conclusions. In TikTok user motives vary widely, including creative expression, entertainment, social interaction, achieving popularity, and education. While TikTok user actions include content creation and consumption, social interaction, participation in trends, and information seeking. Finally, TikTok user meanings include self-expression, identity, social interaction, community connection, cultural influence, and learning. Overall, the TikTok Cultural Phenomenon as New Communication Among Teenagers shows that TikTok has become more than just a regular social media application. It has become a cultural phenomenon that influences the way teenagers interact, express themselves, and shape their identities in the ever-evolving digital era. By knowing and understanding the motives, actions, and meanings of TikTok users, we can see how important this platform's role is in shaping today's teenage culture and communication.

SUGGESTIONS

Based on the results of the study, discussion and conclusions obtained, the author gets some suggestions that are expected to be useful for the parties concerned, to understand and optimize the use of this platform, it is important to understand the motives of users in using TikTok. Furthermore, to maximize the user experience, it is important to understand user actions in using TikTok. To understand the meaning of users in using TikTok, it is important to dig deeper into how users view and interpret their experiences on this platform. It is necessary to modify the categories according to the findings of each in-depth study.

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