Motives for Using Tik Tok in Uses and Gratification Theory Perspective

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Abstract

Although Tik Tok gets negative sentiments, it is even the most popular application downloaded by the public. Tik Tok is considered to have a significant role in marketing, branding, and personal branding. Furthermore, Tik Tok can reduce stress during a pandemic significantly. This study aims to analyze the existence of Tik Tok, which initially received negative opinions, but in 2019 the popularity of Tik Tok beat Facebook and Instagram successfully. In addition, this study also aims to determine the community motives for using the Tik Tok application. This study uses a descriptive quantitative approach by taking a sample of 100 Tik Tok application users in Semarang City, Central Java. The data analysis employs the uses and gratification theory and the motives for utilizing media by Katz, Gurevitch, and Haas theory. The study results show that the community dominant motive for using the Tik Tok application is integration, social interaction, and entertainment.

Keywords: Motives, Tik Tok, Social Media, Uses and Gratification Theory

Introduction

Tik Tok is a video-based social media that Zhang Yiming launched in September 2017. This application targets Generation Z and is currently growing significantly. Tik Tok has also penetrated the Indonesia market and quickly became a new tool. With various interesting and easy-to-use video effects, this application has many enthusiasts in Indonesia (Nurhaliza, 2020). As shown in Figure 1, the Tik Tok application is the most downloaded application based on research conducted by Apptopia.

the beginning of its emergence, the public considered this application negatively. One of the cases experienced by Bowo Alpenliebe, alias Prabowo Mondardo. He was labeled as a child who behaved excessively until he finally decided to drop out of school because he was bullied because of his video on his Tik Tok account. In 2018 the government blocked the Tik Tok application because it was considered to have a bad impact, especially on the young generation(Bhaskara, 2019).

Vionita Anjani's research reveals that some people negatively perceive the Tik Tok application. Bad perception emerges because

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there is no age limit for Tik Tok users, so it is feared that it will negatively impact children (Anjani, 2019).

Apart from Anjani, Deby Pratama also stated that Tik Tok made teenagers ignore the social environment and were busy with their own activities, so the youth's social communication process was hampered (Pratama, 2021). Furthermore, the indications of the negative impact of Tik Tok can be noticed from the research of Trie Damayanti and Ilham Gemiharto. They identified that Tik Tok also had more negative impacts on children, particularly mental and pornographic impacts (Damayanti & Gemiharto, 2019).
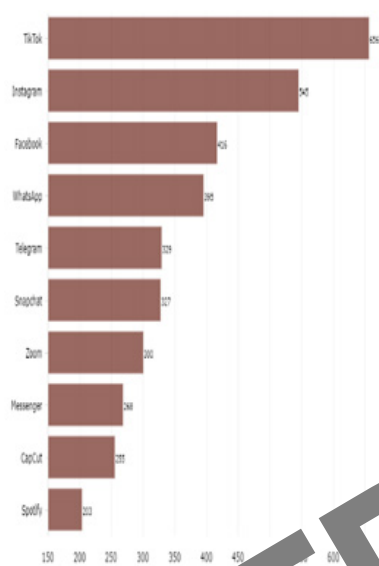

Figure 1 : Most Downloaded Apps in 2021 (Source: Apptopia)

Although various studies indicate that Tik Tok harms society, Tik Tok has become one of the applications in great demand. This preference can be noticed in the number of consumers who download the Tik Tok application as shown in Figure 1. According to Apptopia research, more than 656 million people downloaded the Tik Tok application, which was the most downloaded in 2021. In

Indonesia, even Tik Tok users have penetrated famous artists such as Agnez Mo and Dian Sastrowardoyo. Artists and Indonesian officials, such as Ganjar Pranowo, Ridwan Kamil, and Fadil Muzaki, also popularized the Tik Tok application. Some examples of artists and state officials who operate the Tik Tok application are shown in Figure 2.

Figure 2 : Official Tik Tok App User

Tik Tok is also considered an effective promotional media and increasing marketing (Mumtaz & Saino, 2021). The benefit of Tik Tok as a promotional medium also affects the curtain-raiser of products to the wide community, especially the Tik Tok ads feature, which helps in the optimal distribution of product advertisements (Mumtaz & Saino, 2021). Not exclusively as a marketing promotional media, the Tik Tok application correspondingly increases personal branding on social media (Susilowati, 2018).

Research by Kadek Ari Setia Utama et al. revealed that Tik Tok helped the community reduce stress during the Covid-19 pandemic. This statement can be noticed in 64% of respondents who agree that Tik Tok helps reduce community stress, even though Tik Tok is not the singular item that drives stress reduction during the Covid-19 Pandemic (Utama Putra et al., 2021).

This study aims to reveal people's motives for using the Tik Tok application. This research was conducted to determine the shift in public perception about Tik Tok, which was initially considered dangerous but has become a practical application and widely

used by various groups.

The question that will be answered in this research is what are the motives of the community in using the Tik Tok application? Thus, the output of this research can enrich the study of media theory and the practical use of social media in terms of marketing/products. Following the essence of descriptive research, this research aims to provide an overview of phenomena in society.

The presence of social media impacts the development of media theory. One of them is the uses and gratification theory which assumes that the audience actively determines the motives for consuming media. This activity is characterized by being active in choosing the frequency of media use, seeking information, entertainment, social relationships, and personal identity on social media (Karman, 2014). The uses and gratification theory is also influenced by various conditions that can determine the motives of media users in consuming media, for example, social situations, interests, education, economy, and experience (Karman, 2014)

The development of the uses and gratification theory affects a person's tendency to use the media. These tendencies are divided into three groups, specifically: 1). Unifunctional flow. This flow only fulfills one need; 2). Bifunctional flow. In this context, the use of media for two types of needs; and 3). The flow of four functions uses the media for four types of needs (Karman, 2014).

Katz, Gurevitch, and Haas stated that the person's reason for using the media consists of 4 motives (Eginli, 2018), particularly: 1). Cognitive needs are related to the function of the media as a tool in obtaining information

and increasing people's understanding; 2). Affective needs are related to the function of the media as a tool to meet the need to please feelings and emotions; 3). Personal integration needs related to the function of the media as a reinforcement of personal identity, individual status, and credibility and trust; 4). The need for social integration is related to the function of the media to keep it connected to the family, friendship, and work environment even though it is hindered by distance and time (Prihatiningsih, 2017).

Meanwhile, the theory of motives in the use of internet/new media, according to Papacharissi and Rubin, is divided into five motives: 1). Utility motive relates to the main function of the internet. This motive stems from the hope of using the internet that has not been obtained before; 2). The passing-time motive. This motif is related to the internet function used to fill empty time; 3). The motive of seeking information is related to using the internet for the public to obtain information; 4). Convenience motive, related to the user's goal to vent emotions; 5). The entertainment motive is related to the user's goal to get entertainment when using the internet (Hanifah, 2019).

Studies on the public's motives for using social media have been carried out, including the following: First, Sonia Rachmazein and Dewi K. Soedarsono's research entitled "Motives of Middle Ages in Using Facebook Social Media in Bandung City" in 2021. This study shows that the biggest reason for middle-aged people in Bandung is filling their spare time (Passing Time), with 79.16% of 100 respondents (Rachmazein & Soedarsono, 2021).

Second, Witanti Prihatiningsih's research in 2017 entitled "Motives for the Use of Instagram Social Media Among Adolescents." This study found that adolescents' motives for using social media were due to the need for cognitive, affective, personal integration, social integration, and fantasizing (Prihatiningsih, 2017). Third, Gifthera Dwilestari and Dini Salmiyah Fithrah Ali's research entitled "Motives for Using the Bigo Live Application Among Students of the Communication Studies Department at Telkom University" in 2019. This research reveals that the most consumer motives for accessing Bigo Live are information, interaction, and entertainment (Dwilestari & Ali, 2019).

Method

The method in this research is descriptive quantitative research. Quantitative research is planned and systematic research from the beginning to the end of the study (Sugiyono, 2018). Meanwhile, the descriptive approach relates to describing the circumstances or facts about an object accurately, factually, and systematically, according to the object and focus under study (Nazir, 2011). The tool in this research is a survey. It aims to obtain information from several samples that represent the population.

The number of research samples in this study was 100 people. The number of samples was determined using the purposive sampling technique. According to Sugiyono

(2019), purposive sampling is a sampling technique by going through data sources that have considered the criteria first. The choice of purposive sampling technique was due to the unknown number of Tik Tok users in the city of Semarang. In this study, the research sample must meet the following research sample criteria:

1. The people of Semarang City;
2. Have the Tik Tok application on a smartphone; and
3. Have created and uploaded a minimum of 5 videos using the Tik Tok application.

Result

This study measures research results based on four dimensions of information motive according to Katz, Gurevitch, and Haas, as shown in Table 1, specifically: 1). Information motive; 2). Personal integrity; 3). Social integrity motive; and 4). Entertainment motive.

The following table is the operationalization of the indicator items used in this study. Each indicator is measured using a Likert scale. The Likert scale is often used to measure perceptions, opinions, or attitudes. This scale is grouped from very negative to very positive. Each indicator has 4 answer choices, precisely 1) strongly disagree, 2) disagree, 3) agree, and 4) strongly agree. Operationalization of research question items based on Katz, Gurevitch, and Haas Theory is presented in table 1 below.

Table 1. Operationalization Dimensions of Media Use Based on Katz, Gurevitch, and Haas Theory

No	Dimension	Indicator
1	Information Motive	Do you use Tik Tok to help you seek guidance or suggestion in practical matters, ask for opinions, and make choices?
		Do you use Tik Tok to help you satisfy your interests/hobbies or curiosity?

		Do you use Tik Tok to help you in your education?
		Do you use Tik Tok to help you gain peace and tranquility after gaining knowledge?
2	Personal Identity Motive	Do you use Tik Tok to help discover things that help you increase your personal values?
		Do you use Tik Tok to help discover behavioral models in everyday life?
		Do you use Tik Tok to help identify yourself with the values that exist in the media?
		Do you use Tik Tok to help increase your knowledge and understanding of yourself?
		Do you use Tik Tok to help you find things to help you represent your identity and image in front of the public?
3	Integration and Social Interaction Motives	Do you use Tik Tok to help find out about other people's activities?
		Do you use Tik Tok to help find material or topics of conversation when interacting socially?
		Do you use Tik Tok to help carry out social roles?
		Do you use Tik Tok to help connect with family, friends, and the community?
4	Entertainment Motive	Do you use Tik Tok to help you get out your problems?
		Do you use Tik Tok to help you relax?
		Do you use Tik Tok to help achieve peace of mind and aesthetics?
		Do you use Tik Tok to help fill your spare time?
		Do you use Tik Tok to help conduct your emotions?

Validity and Reliability Test

According to Sugiyono (2018), the validity test is the standardization used to estimate measuring instruments in research. A research instrument is valid if it follows the validity standard. On the other hand, the instrument is invalid if it is much lower than the standard of validity (Arikunto, 1998).

According to Ghozali (2011), the method to measure validity can be by examining the Cronbach alpha column test results on the correlated item-total correlation with the Statistical Product and Service Solution (SPSS) application version of 25. The results of the validity of the research items are presented in table 2 below.

Table 2. Validity Test Results

No	Dimension	Item	*Corrected Item-Total Correlation*	Description
1	Information Motive	A1	0.653	Valid
		A2	0.345	Valid
		A3	0.453	Valid
		A4	0.322	Valid

2	Personal Identity Motive	B1	0.312	Valid
		B2	0.498	Valid
		B3	0.763	Valid
		B4	0.545	Valid
		B5	0.534	Valid
3	Integration and Social Interaction Motives	C1	0.378	Valid
		C2	0.498	Valid
		C3	0.453	Valid
		C4	0.455	Valid
4	Entertainment Motive	D1	0.332	Valid
		D2	0.376	Valid
		D3	0.345	Valid
		D4	0.342	Valid
		D5	0.399	alid

According to Sugiyono (2018), the question item is valid if the correlated item-total correlation table has a value above the standard validity value, 0.3. Therefore all the question items in this study can be valid.

Reliability refers to the character of a reliable measuring instrument so that if it is used repeatedly, the identical research results with others will acquire similar results (Rachmat, 2017). The reliability test technique uses Cronbach alpha values, as shown in Table 3. A variable is stated to be reliable if Cronbach alpha > 0.70 using (Ghozali, 2011). As seen in Table 3, it can be concluded that the measuring instrument used in this study is reliable. The results of the reliability test of research items are presented in Table 3 below:

Table 3. Reliability Test Results

Cronbach's Alpha	Calculates of Reliable Standard	Description
0.873	0.7	Reliable

Information Motive

Table 4. Findings of Information Motives

No	Item Questions	Distribution of Respondents' Answers			
		Strongly Disagree	Disagree	Agree	Strongly Agree
1	Tik Tok helps to pursue guidance in practical matters, ask for opin-ions, and make choices.	0	26	54	20

2	Tik Tok helps in satisfying your interests/hobbies or curiosity.	0	25	40	35
3	Tik Tok helps in terms of education.	7	24	35	34
4	Tik Tok helps to gain peace and tranquility after acquiring knowledge.	8	25	34	33

Table 4 above shows that of the 100 respondents tested for the question about Tik Tok item to help find guidance in practical matters, asking for opinions, and making choices, Fifty-five respondents agreed, as seen in item question number 1. The Tik Tok item helped satisfy interests/hobbies or curiosity, Forty respondents agreed, and Thirty-five respondents strongly agreed. The Tik Tok item helps in terms of education, some Thirty-five respondents agree, and Thirty-four respondents strongly agree. The Tik Tok item helps to gain peace and tranquility after gaining knowledge. Thirty-four respondents agree, and Thirty-three respondents strongly agree. The respondents' answers to the questions on the information motive show that the respondents agree that using Tik Tok provides an information motive.

Personal Identity Motive

Table 5 Findings of Personal Identity Motive

No	Item Questions	Distribution of Respondents' Answers			
		Strongly Disagree	Disagree	Agree	Strongly Agree
1	Do you Tik Tok to help discover things that help you increase your personal values?	11	12	45	32
2	Tik Tok helps find models of behaviour in daily life.	0	26	54	20
3	Tik Tok helps identify self-identity with the values in media content.	0	23	65	12
4	Tik Tok helps Increase personal knowledge and understanding.	0	22	40	38
5	Tik Tok helps find things that help represent personal identity and image in front of the public.	0	0	66	34

As shown in Table 5, the results of the 100 respondents tested show that the statement about Tik Tok helps find specialties to increase personal values; 45 respondents agree, and 32 respondents strongly agree. 54 respondents agree that Tik Tok helps find models of behaviour in daily life. For the item about Tik Tok helps identify self-identity with the values in media content, 65 respondents agreed. Item about Tik Tok helps Increase personal knowledge and understanding there are 40 respondents agree, and 38 respondents strongly agree. As for the item for Tik Tok helps Increase personal knowledge and understanding in front of the public, 66 respondents agree, and 34 respondents strongly agree. The respondents' answers to the questions on personal identity motives indicate that the respondents agree that Tik Tok represents a personal identity.

Integration and Social Interaction Motives

Table 6. Findings of Integration and Social Interaction Motives

No	Item Questions	Distribution of Respondents' Answers			
		Strongly Disagree	Disagree	Agree	Strongly Agree
1	Tik Tok helps in knowing the condition of others. Tik Tok helps in connecting with family, friends and society.	0	12	68	
2	Tik Tok helps in finding material or topics of conversation in social interactions.	0	10	6	14
3	Tik Tok helped in carrying out social roles.	0	16	69	15
4	Tik Tok helps in connecting with family, friends and society.	0	14	77	9

Table 6 shows the results of the 100 respondents who answered the statement that Tik Tok helps in knowing the condition of others; 68 respondents agreed. 76 respondents agree with the question about Tik Tok helping find material or topics of conversation in social interactions. For whether Tik Tok helped in carrying out social roles, 69 respondents agreed. As for the question about Tik Tok helping connect with family, friends and society, 77 respondents agree. The respondents' answers to the questions on the integration and social interaction motive show that the respondents approve that Tik Tok contains the integration and social interaction motive.

Entertainment Motive

Table 7. Findings of Entertainment Motive

No	Item Questions	Distribution of Respondents' Answers			
		Strongly Disagree	Disagree	Agree	Strongly Agree
1	Tik Tok helps in getting out of self-problems.	0	2	76	22
2	Tik Tok helps in relaxing.	0	4	67	29
3	Tik Tok helps to achieve peace of mind and aesthetics.	0	6	65	29
4	Tik Tok helps in conducting emotions.	0	9	73	18

As shown in Table 7, from as many as 100 respondents who answered statements about Tik Tok helping out with self-problems, 76 respondents agreed. Sixty-seven respondents agreed with the statement that Tik Tok helps in relaxing. For the question item about Tik Tok helping to achieve peace of mind and aesthetics, 65 respondents agreed. For the question item about Tik Tok helping in conducting emotions, 73 respondents agreed. The respondents' answers to the question items regarding entertainment motives show that respondents agree that one of the motives for using Tik Tok is entertainment motives.

As shown in Tables 4 to 7, respondents generally responded positively to each statement. This positive response can be noticed from most answers at the level of agreeing and strongly agreeing. However, the study results show that Tik Tok has not been capable of helping find things that can increase personal value.

Discussion

Based on the four motives for using Tik Tok social media tested, specifically: 1) Information motives; 2) personal identity; 3) social integration and interaction; 4) and entertainment, the majority of respondents agree with the four items of motive questions. The motive of integration and social interaction and the motive of entertainment become the dominant motive. These results show that the main motive of respondents in using Tik Tok social media is interaction motive and entertainment motive.

While the item that acquired the most agreeable responses from all statement items was Tik Tok helping in dealing with family, friends, and the community, Tik Tok can be utilized as a medium to interact with society and the environment. Humans have a nature always to be linked with other people. Human relations can be direct or indirect. Directly employing face-to-face, indirect relationships use various media, including online media. The development of online media is increasingly pampering the community, so technology can become an addiction that makes people lose control. Excessive and thoughtless use of social media damages life. The uses and gratification theory, on the one hand, gives humans absolute freedom to choose what they

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