Motives for Using TikTok Social Media Application Among Students of SMAN 3 Mataram After the Covid-19 Pandemic

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Abstract

The rapid development of technology, especially the internet, has a major influence on changing people's lifestyles, one of which is in communication media. With the development of the internet in society, what is now called social media has emerged. In 2016, precisely in September, a social media application called TikTok. TikTok itself is a social media platform that allows its users to create short videos equipped with several features such as filters, music, and others. As time went by, TikTok regained popularity in early 2020, a time when the world was experiencing the Covid-19 pandemic. As of July 2023, Indonesia is the second largest user of the TikTok app in the world. Indonesia is ranked second with the highest number of TikTok users in the world, reaching 112.97 million users. The purpose of this research is to find motives that encourage the use of TikTok social media among students of SMAN 3 Mataram. This research was conducted using qualitative methods on 20 subjects. From the results of the study, it was found that the motives that encourage the use of TikTok social media among students of SMAN 3 Mataram are information motives, self-identity motives, social interaction motives, and entertainment motives. However, the four motives do not all appear in students; the motives that are often found are information motives and entertainment motives.

Keywords: *Motives, Media Usage, Social Media, TikTok, Learners*

Introduction

In the development of the times, one of the fields that have experienced rapid development is the field of technology (Cholik, 2021; Halim et al., 2020; Malik et al., 2023; Ra et al., 2019; Stoumpos et al., 2023). Technology has experienced rapid development, especially the internet, which has a major influence on changing one of them is communication media (Cahyono, 2016; Dwivedi et al., 2021; Fransisca &; Ningsih, 2023; Iphigeneia & Dimitrios, 2018; Setiadi, 2016). Today, almost all countries around the world have accessed the internet and use it as a tool for communication in various daily activities (Li et al., 2022; Nuriadin &. The progress of this communication era cannot be separated from the use of Indonesian society. This can be seen from the high number of internet users (Kominfo, 2014). It can be seen from the statistical data obtained based on the survey results of the Indonesian Internet Service Providers Association (APJII) that the total number of Internet users in Indonesia reached 215.63 million people for the 2022-2023 period ((Yati, 2023).

With the development of the internet in society, what is now called social media has emerged. Kottler & Keller say that social media is a medium used by consumers to share text, images, sound, video, and information with others (Kotler &. Nasrullah defines social media as a medium on the internet that allows users to represent themselves and interact, cooperate, share, communicate with other users, and form social bonds virtually (Nasrullah, 2017). Several social media applications are popular among the people of Indonesia, including Facebook, Instagram, Twitter, and TikTok. In 2016, precisely in September, a social media application called TikTok. TikTok itself is a social media platform that allows its users to create short videos equipped with

several features such as filters, music, and others. TikTok initially became known in 2018 but was blocked by the Ministry of Communication and Information. Due to many negative reports about the TikTok application from the public, the Ministry of Communication and Information announced on Tuesday, July 3, 2018, to block TikTok (Kominfo, 2018) officially.

As time went by, TikTok regained popularity in early 2020, a time when the world was experiencing the Covid-19 pandemic. During the pandemic, all citizens of the world are asked not to do activities outside the home. In other words, almost all activities take place from their homes. With these conditions, the world community gradually experiences boredom. This condition indirectly benefits TikTok, which provides users with the ability to record and upload short videos about activities during the pandemic. From there, the TikTok application became known to many people and became a trending social media application in the community.

In July 2023, based on the We Are Social *report, TikTok users worldwide are estimated to reach 1.08 billion* (Rizaty, 2023). As of July 2023, Indonesia is the second largest user of the TikTok app in the world. Indonesia is ranked second with the highest number of TikTok users in the world, reaching 112.97 million users. This number is only 3.52 million users, which is a difference from the number of TikTok users in the US (Annur, 2023).
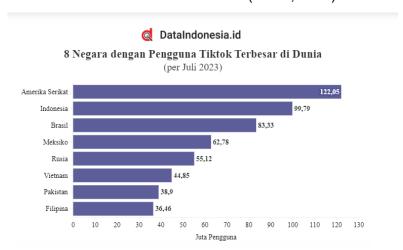

Figure 1. Eight Biggest TikTok User Countries in the World
Source: We Are Social (data Indonesia.id)

In carrying out actions, humans, as social actors, build meaning. The actions carried out are driven by the motivation to obtain information about opportunities or risks in which the situation requires the results of his actions (Trujillo, 2018). Motive can be interpreted as an inner drive that arises due to a need to be met (Fahimah, 2016; Marliani, 2019). All human behavior includes mobilizers, reasons, or impulses in humans that cause humans to do something wrong (Kadir, 2019; Syaifullah & Sukendar, 2021). Therefore, motive is defined as the power contained in humans that drives them to do something (Apnilelawati, 2022; Ridha, 2020). More specifically, the understanding of motives as the basis of related behavior in the context of phenomenology. Then Schutz revealed that motives are configurations or contexts of meaning that appear to actors as the basis for the meaning of their behavior (Sulaeman, 2020; Sulaeman & Sulastri, 2017).

In addition to showing a behavior, motives also show the background of the behavior impulse (R. K. Sari, 2016; Shirley & Londa, 2014). Motives can be a description of things that are considered to meet one's needs, where needs give rise to impulses (Prihantony, 2021). This is the case in the use of TikTok social media, where the motives of someone will be different, but there are similarities, namely, their use based on the need that drives them to use the media.

The theory of uses and gratification discusses the active role in choosing and using media. The theory of uses and gratification emphasizes the user side as the party that most actively determines which media choices to use. The theory of *uses and gratification* emphasizes that users are active and selective in using the media they want (Angkari, 2013; Rarasingtyas, 2020). The media is considered to be trying to fulfill the motives of the audience. If the motive is fulfilled, then the needs of the audience will be met. In the end, media meeting audience needs is called effective media (Fajrie, 2015; Gunawan, 2016). This theory proposes the idea that individual differences cause audiences to seek, use, and respond to media content differently due to different social and psychological factors among individual audiences. This theory assesses that users who use media are goal-oriented. Social media users are considered to know their needs and know and have responsibility for media choices that can meet their needs (Asmara, 2018).

Philip Palmgreen's theory of uses and gratifications discusses the theory of satisfaction using media. Most uses and gratifications research focuses on motive as an independent variable influencing media use (Hasny et al., 2021; Syahreza & Tanjung, 2018). Palmgreen uses the same basis that audiences use media driven by certain motives, but the concept examined by the Palmgreen model asks whether the motives of the audience have been fulfilled by the media (Ariyanti, 2012; Hardyanti, 2017).

McQuail said there are four categories of motives for media consumption in general, namely: information motives (surveillance), personal *identity* motives (Personal Identity), Motives of Integration and Social Interaction (Personal Relationship), and   Motives of Entertainment (*Diversion)*) (Setyawati, 2015). The needs of the audience met by the media are based on certain motives. Mass communication has information motives, personal identity, interaction integration, and entertainment functions. The fulfillment of these motives creates satisfaction or not audience satisfaction after their needs are met (Bahfiarti & Arianto, 2022; Karman, 2014).

This research was conducted on students who used TikTok social media at SMAN 3 Mataram. The research itself was conducted at SMAN 3 Mataram with the consideration that SMAN 3 Mataram is a school that has students with various backgrounds. SMAN 3 Mataram SMAN 3 Mataram is also one of the schools that is believed to be the only school appointed by the Center for Curriculum and Books of the Ministry of Education and National Culture as a pilot school for the implementation of Character Education in West Nusa Tenggara province in 2010. Hence, this location is interesting to be used as a research location. So, based on the description above, the author wants to know the motives of students in using TikTok social media after the COVID-19 pandemic. Therefore, the author conducted a study entitled "Motives for Using the TikTok Social Media Application Among Students of SMAN 3 Mataram After the Covid-19 Pandemic".

Method

The approach used in this study is a qualitative approach that refers to research procedures that produce descriptive research. The qualitative approach in this study aims to explore data in detail and depth. This study uses a type of descriptive research that aims to provide an overview of the motives for students using TikTok social media. The research method used in this study is a case study with the aim of exploring in depth the motives for using TikTok social media among students after the COVID-19 pandemic.

The research location is SMAN 3 Mataram, one of the State High Schools in Mataram, West Nusa Tenggara. To select subjects, researchers use purposive sampling techniques through certain considerations, such as the person who is considered to know best about what we expect. The subjects in this study were students at SMAN 3 Mataram. The informant in this

study is a person who is in a research background, which serves to provide information about the situation and conditions of the research background (Moleong, 2018). To select informants, researchers use purposive sampling techniques with certain considerations. In accordance with the informant determination technique used by the researcher, the researcher determines who will be the informant in this study: the Homeroom Teacher, Subject Teacher, and BK Teacher.

Data collection techniques use observation techniques. The observations used in this study were non-participant observations. In this study, researchers made observations at SMAN 3 Mataram. The interview technique used in this study is a semi-structured interview technique, which requires the interviewer to outline the points of conversation but, in its implementation, ask free questions. Questions may be non-consecutive, and the selection of words may be standard or not standard, adjusted to the situation (Sugiyono, 2019). The documentation technique in this study is a document related to photos of the SMAN 3 Mataram area. In accordance with Sugiyono, documentation can be in the form of writing, pictures, or written or mentored works from someone (Sugiyono, 2017).

In analyzing, this study uses qualitative analysis techniques. The process of data processing and data analysis is carried out in several steps, starting from the data reduction process. The data reduction process in this study was carried out by collecting data by observing and interviewing parties related to the social attitudes of students in schools. The data that has been collected is then described in the form of field notes without reducing the amount of information obtained or really accurate data from the interview results. After the data was described, data analysis of interviews and observations aimed to focus data related to the role of TikTok social media on the construction of students' tolerant social attitudes during the COVID-19 pandemic. Data that has been reduced provides a clearer picture and makes it easier for researchers to collect further data.

Furthermore, the process of presenting data in this study is by means of researchers interpreting the results of observational analysis and interviews regarding the motives for using TikTok social media among students after the COVID-19 pandemic through presenting data as a whole and intact. And finally, carry out verification and conclusions. The process of drawing conclusions and verification in this study is by systematically compiling data that has been reduced and has been presented, then from the results of these data. Conclusions are drawn in accordance with valid and consistent evidence obtained in the field and in accordance with the focus of the study, namely the motives for using TikTok social media among students after the COVID-19 pandemic. In the last stage, researchers test the validity of the data. Test the validity of the data used in this study using triangulation. Triangulation is carried out starting from designing research designs, during data collection and analyzing data, or throughout the research process (Afiyanti, 2014). Researchers use source triangulation and data collection techniques to examine the data descriptively.

Results

This study found the motive for using TikTok social media among students at SMAN 3 Mataram. Motive is a force contained in humans that drives them to do something (Syahputra & Ismail, 2021). Researchers found a motive in the use of social media TikTok. The motives that the researchers found from the results of the study were:
1. The existence of information motives (surveillance) related to individual needs for information about events and conditions related to the immediate environment, society, and the world.
2. The existence of personal identity motives is related to the need for individuals to identify themselves.

3. There is a motive for integration and social interaction (Personal Relationship) related to efforts to carry out social interaction with family, friends, and society.
4. There is an entertainment motive (Diversion) related to the effort to relax and fill time.

From the data that has been obtained, it was found that there is an information motive in using TikTok. The TikTok application that has become a *trend* in the community attracts students to use and find out information on social media. This is explained in the theory of information motives in the use of media, namely 1) Seeking news about events and conditions related to the immediate environment, society, and the world, 2) Seeking guidance regarding various practical problems, opinions, and matters related to choice making, 3) Satisfying curiosity and general interest, and 4) Obtaining a sense of peace through the addition of knowledge. The use of TikTok meets the need for information about events and conditions that are happening to be obtained directly by students so that the motive of information can be fulfilled.

Using TikTok allows learners to get the information they need. The information obtained is in the form of news about events that occur around, general knowledge, and information according to student interests (Retnasary & Fitriawaty, 2022). Students are facilitated to search for information or collect information about topics that interest them. The information motive arises because the use of TikTok is because finding information is relatively easy (Putra et al., 2023; Wafi & Prasetyawan, 2023). In searching for information, users only enter search words according to the information they want to search, which is one of the advantages of the TikTok application in the field of information. TikTok will bring up news or information that is happening and crowded in the community. Students also make the TikTok application easier to exchange information by sending videos according to the topic being discussed. This has become TikTok as an application that is relatively fast in disseminating information to its users.

Students revealed that they got satisfaction in getting the information they wanted to know through the use of the TikTok application. So, it can be concluded that the use of the TikTok application can meet the needs and information motives of its users. These findings indicate that TikTok can be said to be a social media. Social media is used as a place to disseminate information to the public globally. Information disseminated through social media is relatively easy to receive by users who are able to access information through various types of social media (Cahyono, 2016). Furthermore, the results of the study found a motive for self-identity in using the TikTok application. McQuail said the motives of self-identity are 1) Finding personal supporting values, 2) Finding behavioral models, 3) Identifying with other values (in the media), and 4) Increasing understanding of oneself (Gunawan, 2016).

In using the TikTok application, students as users experience an increased understanding of their respective personalities. This behavior can be seen from the expressions of students who say that they find diverse content that they will later select according to their respective identities. Even some learners revealed TikTok is able to facilitate them to find according to what they want. TikTok offers a wide variety of content that can be chosen according to the interests of each learner. From these contents, students can sort according to their personalities and take the values contained both from the content and content creators. Values that are felt in accordance with the personality of students will create and strengthen an identity that was previously not perfect. Erickson revealed that self-identity means a special acquisition in the adolescent stage that will experience novelty and then be perfected after adolescence (Anindyajati, 2013). TikTok, as a social media, allows users the freedom to see what is in it. This allows students as users to get content that is negative and affects their identity.

Social interaction motives are motives related to the motivation that exists in individuals to interact with others, efforts to gain knowledge about other people's circumstances, efforts to identify themselves with others, efforts to find material for conversation and social interaction,

and encouragement to help carry out social roles (Ashari, 2015). Every individual has a fundamental need for social interaction (Xiao, 2018). Based on his experience, someone expects that the consumption or use of certain media will provide a number of fulfillments for their needs (Dwi, 2023). The use of the TikTok application can meet the need for social interaction needed by students (Anggita et al., 2023; Ramdani et al., 2021). This is facilitated by the features in the application, such as *chat*, comments, and live. These features make it easier for users to make further interactions.

Students, as social beings, use TikTok as a means of social interaction (Firamadhina & Krisnani, 2021; Suryani & Yuliadi, 2022). Through TikTok, students can connect and can also interact online with fellow users of the application. Some learners say that using TikTok with the aim of being able to interact more easily with friends. This shows that TikTok can meet human needs in conducting social interactions more easily.

Furthermore, from the results of the interview, it was found that students use TikTok because they are bored, or the term *is "noisy"*. Students said that during the pandemic, they were bored because they had to do all the activities from their homes. Therefore, TikTok is used as an alternative to relieve their boredom. This can happen because TikTok is able to provide entertainment that suits the interests of students.

The motive for using TikTok above is classified as an entertainment motive (Subagiyo & Aesthetika, 2023; Wibowo et al., 2020). Entertainment motive (Diversion*) is a motive related to efforts to relax*, obtain soul pleasure, and fill time. The entertainment needs of students can be met by using TikTok. This is according to the results of research that shows the behavior of students who use TikTok when relaxing and filling their free time. Students say that by using TikTok, they get the fun they need and feel entertained by the content available on it.

Discussion

The document under review reveals a nuanced understanding of TikTok's role in students' lives, showing that motivations for its use extend beyond mere entertainment to include information seeking, social interaction, and self-identity formation. This aligns with Dong & Xie's findings that short-form videos on platforms like TikTok cater to a range of motivations, including well-being implications, suggesting a complex interplay between media consumption and personal fulfillment (Dong & Xie, 2022).

Laili further underscores the educational potential of TikTok, documenting its use as a medium for learning English among students. This highlights a shift towards acknowledging social media's role in informal education, where learning extends beyond traditional classroom boundaries, resonating with the findings from SMAN 3 Mataram students who leverage TikTok for educational content (Laili, 2023).

Wang & Guo's study on TikTok addiction and the moderating role of algorithm awareness illustrates the darker side of this engagement, pointing to the need for digital literacy to navigate the addictive qualities of such platforms effectively. This underscores the importance of fostering an environment where students can critically engage with digital content, balancing information seeking and entertainment with awareness of potential negative effects (Wang & Guo, 2023). Moreover, the exploration of TikTok for self-expression and identity formation, as noted by Lookingbill, highlights the platform's role in facilitating users' digital identities, suggesting a significant impact on how individuals perceive themselves and are perceived by others (Lookingbill, 2023). Lastly, the study by Nugroho et al. on the influence of TikTok on student behavior at MTsN Nurul Huda reflects the broader social implications of TikTok usage, pointing to both positive and negative influences on student behavior.

This analysis illustrates the complex and multifaceted motivations behind TikTok usage among students, pointing to its significant role in education, social interaction, and identity formation. It underscores the need for a balanced approach to digital literacy, enabling students to harness the benefits of social media while mitigating its potential drawbacks.

Conclusion

Based on the results of the study, researchers concluded that the motives that encourage the use of TikTok social media among students at SMAN 3 Mataram are in accordance with McQuail's theory of motives for media use. Starting with an information motive, students have an interest in finding information through TikTok, which is a social media platform that is also trending in society. The use of TikTok as a medium for searching for information that students show is based on the existence of information motives. In both motives of self-identity, learners need to find and identify themselves. TikTok presents useful content to help students identify themselves according to their needs. The third is the motive of interaction. Motives are related to the desire within oneself to have social interaction with other individuals. In this case, students use TikTok as a medium to meet their needs in interacting, supported by features such as chat, comments, and live. The latter is the motive of entertainment. Students using TikTok aim to get entertainment and fill their free time. The four motives are not all found in learners, and the most commonly found motives are information and entertainment motives.

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