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Gender and Social Behavior of Tiktok Users: Necessity, Polularity or Lifestyle?

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ABSTRACT

The emergence of TikTok has been a highlight for the global community. This short video application with a variety of interesting features can penetrate the lives of various groups. Many people use TikTok as a means of entertainment, seeking knowledge to achieve popularity. The purpose of this study is to describe the role of gender in the selection of TikTok video content and determine the influence of gender on the social behavior of TikTok users. Descriptive quantitative was chosen as the research approach and data collection used a questionnaire. Validity and reliability tests were conducted on 15 questions with Gender as the independent variable and social behavior as the dependent variable. The overall sample size was 192 respondents, consisting of 139 women and 53 men selected by convenience sampling. The research findings show that 80.2% of respondents tend to choose lipsync or dance content played by women, while the remaining 19.8% choose men. Social behavior in TikTok users is mostly aimed at content selection, while there is no significant influence in the category of actions taken by users after viewing TikTok videos.

1. INTRODUCTION

In the current era of modernization, people cannot be separated from various social networking applications. This is none other than the impact of smartphones, the existence of smartphones has changed a person's lifestyle and behavior (Utomo et al., 2023). Various social networks such as Youtube, Facebook, Instagram, Whatsapp, and others can replicate the life of mass media into online platforms (Wang, 2020). Apart from being used as a means of communication and exchanging information, social networks are also used for various other things. Many people use it as a means of entertainment, doing business, seeking popularity, and honing their creativity. One of the social networks that is worldwide today is TikTok. TikTok is an application that first appeared in September 2016 and was developed by a Chinese company called Bytdance. Initially, this application was made as a video lypsing called Douyin. After being introduced to people outside China, the name became known as TikTok.

Until 2018, the TikTok application has collaborated with Musicaly to join TikTok. The TikTok platform offers many short video features of 15 seconds to 60 seconds (Du et al., 2020). Even though the duration is short, TikTok users can use it freely for lypsing, making video tutorials, traveling, comedy videos, and business promotion events.

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TikTok's rapid development has triggered an increase in the number of users. Until now TikTok users can reach hundreds of millions of people from various groups of both teenagers and adults. Even in just 2 years, TikTok's emergence was able to rival other online platform companies such as Netflix, Facebook, and Snapchat with more than one billion downloads in 150 markets and 75 languages around the world (Weimann & Masri, 2020). Features that are not boring and always undergoing development certainly provide their appeal to the community.

TikTok's popularity can be seen from statista.com da-ta on the number of uploads globally in the first quarter of 2020, which was 315 million, and in Indonesia alone, there were 30.7 million TikTok users (Statista Research Department, 2021). Data from Kompas.com shows that the average TikTok user in Indonesia spends 89 minutes a day. TikTok is one of the most popular platforms today. As one of the social media, TikTok provides a means of sharing very varied and creative content, namely in terms of creativity, video challenges, lipsync, songs, dancing, singing, and learning content. Because of the large number of users, TikTok provides an opportunity as a media promotion tool (Safitri et al., 2021).

Surprisingly enough, recently the results of research revealed that TikTok provides an opportunity as a media promotion tool, the average TikTok user in Indonesia spends 89 minutes a day (Sutrisno, 2022). The TikTok application is most in demand by millennials, generations Y and Z, through TikTok social media it can easily build interactive relationships and get feedback from fellow users (Dewa & Safitri, 2021). Marketing strategy using the TikTok platform to increase product selling (Oktavia, 2021). Tik Tok triggers narcissism, TikTok users are willing to do anything to pursue the number of likes, and TikTok users behave strangely (Batoebara, 2020). The TikTok application can affect a person's feelings, with the features provided by the Tik Tok application, one of which can create a status with a video so that each user can express himself more than a status with only writing (Pratama & Muchlis, 2020).

TikTok's goal of focusing on developing creativity and increasing knowledge in an easy and fun way encourages young users to prefer TikTok as an application that is used daily. The popularity of TikTok is considered capable of having a lot of influence on every activity carried out in various fields of community life. Khoa et al., (2020) explainned that the popularity of the TikTok application has the potential to be a useful data source in digital forensics. According to his research, it has been found that TikTok is not only limited to Android but other platforms such as iOS are also able to reach TikTok with different storage formats. The information stored in the form of keywords, favorite videos, and messages between users is all stored in the form of information in TikTok data storage.

Many TikTok research studies have been conducted with different findings according to the research objectives of each author. Recently, researchers revealed that TikTok has triggered narcissism (Utami, 2021), Tik Tok users are willing to do anything to pursue the number of likes, and TikTok users behave strangely (Rosdiana & Nurnazmi, 2021). Some of them deliberately make Tik Tok videos while imitating prayer movements. Some make Tik Tok in front of their own brother's corpse. This was done solely to pursue the number of likes (Malimbe et al., 2021). Therefore, there are now many posts and memes on social media that mock this application and its users (Devi & Satwika, 2022). Some people nicknamed Tik Tok users the Nation's Moral Destroyer Generation because almost all of its users are not concerned with moral values in all the videos they make (Damayanti & Gemiharto, 2019).

The TikTok app mostly presents short videos that last approximately 15 seconds. Many children upload videos about themselves. Some are famous suddenly. However, this TikTok application can also be seen or watched by people of all ages and from various groups (Lestari & Gunawan, 2021). Sometimes, children have the character to take excessive actions that trigger unwise adults to carry out cyberbullying and conduct private chats by sending nude photos. The TikTok application has also provided a variety of background music that users can utilize. They can make their videos by adjusting the song that will be used as the video background (Hidayati & Anggraini, 2022).

The use of TikTok can even be used as an effective and educational medium. For example, the short video feature can be used to create learning videos about the importance of chemistry in the world of research such as waste valorization and circular economy (Hayes et al., 2020). This is certainly a function of TikTok that can be combined as an interactive learning method that can be used by educational elements to support learning. Although the popularity of TikTok can have a positive impact on all fields, privacy, and security safety also need to be considered in its use. Moreover, many social media are not free from hate speech, harassment, and other dangers. Avoid this worst possibility. TikTok has carried significant influences on students' behavior development. Thus, a specific guidance and counseling strategy is required to overcome students' addiction to TikTok (Pyayogi et al., 2022). TikTok further provides an explicit appeal in the rules of use not to post, share or send any content that contains hatred towards gender, race, ethnicity, religion, nationality, culture, gender, disability, or other discrimination

(Anderson, 2020). However, many posts do not comply with the provisions related to content selection made by users. This is evidenced by the phenomenon of videos with lip sync content or dance that is too vulgar in many posts on both male and female user accounts.

Based on the background described above, the purpose of this study is to determine whether gender has a significant effect on the social behavior of TikTok users. In this study, researchers focused on the gender and social behavior of TikTok users. The research objectives are to describe the role of gender in the selection of TikTok video content and determine the effect of gender on the social behavior of TikTok users.

2. METHOD

2.1 Research Design

This research uses a descriptive quantitative approach to carefully measure phenomena related to gender and social behavior. In the process, this research refers to the research model according to E.R Barbie which suggests that there are three main points, namely theoretical understanding, operationalization, and hypothesis testing. In terms of operationalization, the variables in this study can be seen in the figure below:

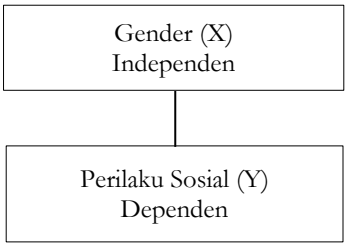

Figure 1. Research Variables

2.2 Respondent Demographics

The respondents cinsist of 192, 139 were female respondents and 53 were male respondents. The average respondent who filled out the survey was 18-19 years old, the respondents lived in Bandung City and surrounding areas and some lived outside Bandung City. Each respondent has different favorite content such as Music, Education, Humor, Games, Motivation, Fashion, FnB, Dance, and DIY (Life Hacks).

2.3 Data Collection

Data collection is carried out to obtain the information needed in order to achieve the research objectives. The objectives expressed in the form of hypotheses are temporary answers to research questions. The data collected is determined by the variables in the hypothesis. The data is collected by a predetermined sample. The sample consists of a set of analysis units as research targets.

In this study, researchers used a questionnaire as a data collection instrument. The type of questionnaire given is a closed questionnaire. This means that the researcher has provided answer choices, then the respondent only chooses one answer from several choices that have been given. Each answer choice has a score of (5,4,3,2,1) according to the specified score weight. There are 15 questions submitted to respondents with the following details:

Table 1. Description of Research Questionnaire Indicators

Variable	Indicator	Questionnaire Item Number
Gender	Interest in content with male players	7
	Interest in content with female players	6,8,9
Social Behavior	Knowledge of TikTok	1,2
	Length of use	3
	Content selection	4,5,13
	Actions after viewing TikTok videos	10,15,12
	Purpose of making TikTok video	14,
	Feelings when using TikTok	11

Convenience sampling was chosen as the sampling method. This means that researchers select samples based on the availability and ease of data collection. Therefore, researchers distributed questionnaires in the form of Google Forms to each social media account such as Whatsapp and Facebook. The results obtained were 192 respondents consisting of 139 women and 53 men with various statuses and educational backgrounds. After all, questionnaires were collected, data processing was carried out using 3 stages, namely Editing, Coding, and Tabulating.

2.4 Data Validity and Reliability

The Likert scale in this study uses 5 alternative answers, namely Very Suitable (SS), Suitable (S), Neutral (N), Not Suitable (TS), and Very Not Suitable (STS) (Sarjono & Julianita, 2011). Before the questionnaire was given to the research sample, validity tests, differentiating power tests, and reliability tests were conducted. The validity test was conducted on two validators (experts).

Furthermore, at the Editing stage, researchers rechecked the data that had been collected to assess the suitability and relevance of the data for further processing. In this editing process, several things are considered such as the completeness of the questionnaire (validity) and the relevance of the answers (reliability) using IBM SPSS Statistics 25. The results of the test obtained the following data:

Table 2. Data Validity Test

Question item	R count	Valid/Invalid
Item 1	0.153	Valid
Item 2	0.134	Valid
Item 3	0.230	Valid
Item 4	0.337	Valid
Item 5	0.259	Valid
Item 6	0.234	Valid
Item 7	0.135	Valid
Item 8	0.377	Valid
Item 9	0.328	Valid
Item 10	0.331	Valid
Item 11	0.408	Valid
Item 12	0.029	Valid
Item 13	0.388	Valid
Item 14	0.232	Valid
Item 15	0.389	Valid

All 15 questionnaire items given can be declared valid because the results of all items r count greater than r table (0.1191) with DF = 190. As for the reliability test can be seen in the table below:

Table 2. Data Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.117	15

Based on this data, it can be seen that out of 15 questions, Cronbach's Alpha value was found to be 0.117> 0.60, so all questionnaire question items were declared reliable or consistent.

2.5 Data Analysis

Furthermore, the data that has been collected in addition to being analyzed using SPSS, the data will also be analyzed using the R application. R is software that contains a programming language created by Ross Ihaka and Robert Gentlemen. This application is also referred to as a clone of the S-plus statistical software previously developed by AT&T Bell Laboratory in 1988. Through this application, it can facilitate the process of data processing to data analysis De Micheaux et al., (2013). Some statisticians develop methods in the form of packages to facilitate data analysis through code distribution (Bivand, 2006). As for some packages used in analyzing the data of this study, namely, the normality test package, the results will be presented in the form of plots and box plots.

3. RESULT AND DISCUSSION

3.2 Result

The hypothesis of this study consists of three types, the following research hypotheses are stated:

H_0: Gender has no significant effect on content selection

H_1: Gender has a significant effect on content selection

H_2: Gender has a significant effect on TikTok users' social behavior (After viewing lipsync or dance content).

Based on the data obtained from the results of the research conducted, the Shapiro-Wilk Normality test was obtained:

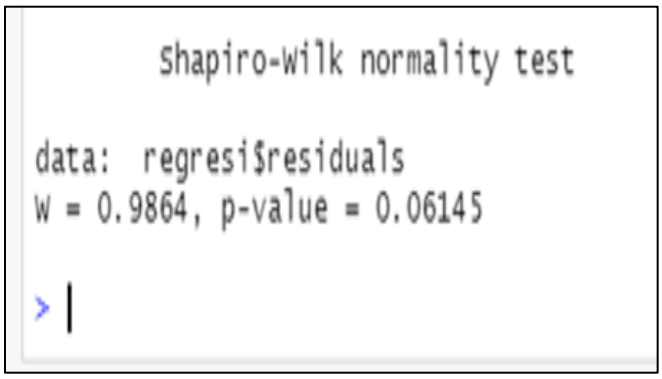

Figure 2. Shapiro-Wilk Normality Test

When viewed from w = 0.9864, p-value = 0.0614, the results are normal.

Furthermore, to test the hypothesis using multiple linear regression with the R application. In the data input process in the application, the variables used consist of 2 variables, namely variable X: gender and Y: social behavior.

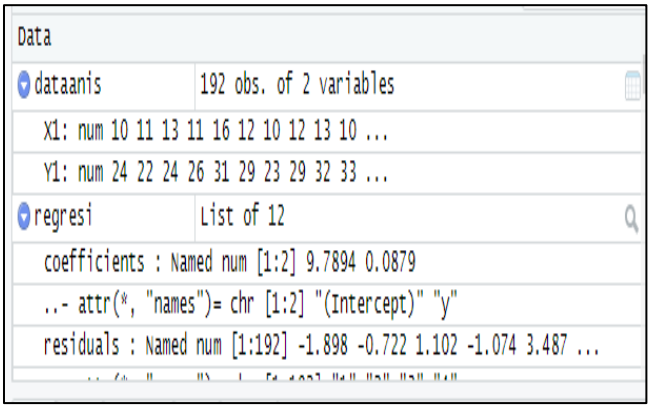

Figure 3. Research Variables

The results of the data input process to test the influence between gender and social behavior using multiple linear regression also obtained the following results:

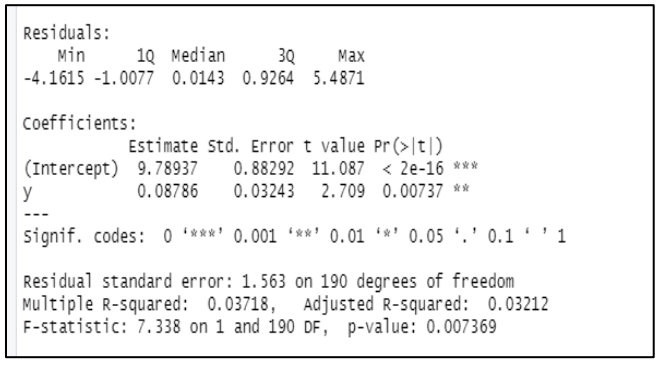

Figure 4. Multiple Linear Regression Test

From the multiple linear regression test, the data shows that the minimum value is -4.1615, the median is 0.0143 and the maximum value is 5.4871. While Estimate y = 0.08786, standard error 0.03243, P value 0.00737. If using α 0.05, these results indicate that the results obtained are not significant. So that H0 is accepted and H1 is rejected. This means that there is no significant influence between gender and the social behavior of TikTok users. To make it easier to see the results of the multiple linear regression test, can be seen through the plot and box plot below:

For a description of the multiple linear regression Box plot is explained in the figure below:

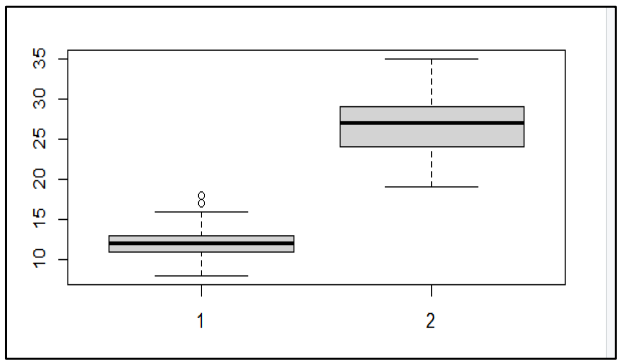

Figure 5. The effect of gender (x) on social behavior (y) of TikTok users

For a description of the multiple linear regression plot, it is explained in the figure below:

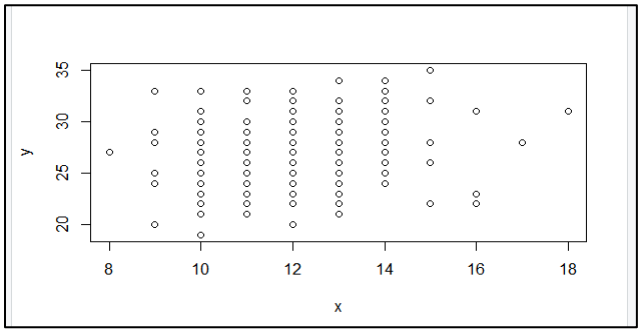

Figure 6. Effect of gender (x) on social behavior (y) of TikTok users

In addition, data analysis also uses the Chi Square test to test the influence between gender and social behavior of TikTok users. From these results, the following data were obtained:

Table 3. Research Hypothesis Testing Results

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.941[a]	4	.747
Likelihood Ratio	3.368	4	.498
Linear-by-Linear Association	.963	1	.326
N of Valid Cases	192		

a. 5 cells (50.0%) have expected count less than 5. The mini-mum expected count is .63.

The basis for decision-making in Chi-square is seen from the significance value (Asymp.Sig) then if the Asymp.Sig (2-sided) value <0.05, means that H0 is rejected and Ha is accepted, and if the Asymp.Sig (2-sided) value> 0.05, means that H0 is accepted and Ha is rejected. Based on these results it can be seen that Asymp.Sig (2-sided) is 0.747> 0.05, then H0 is accepted and Ha is rejected. This means that there is no significant influence between gender and social behavior.

3.2 Discussion

The development of modernization until now has provided a variety of dishes for the community that function to facilitate work and entertainment. One of the latest applications to appear based on entertainment is TikTok. The TikTok application is said to be a youth culture site. This is because users of this application are mostly used by people under the age of 20. Omnicore (2020) notes that as many as 41% of TikTok users are aged 16-24 years, while children aged 4-15 years prefer to view videos on Youtube (Perez, 2020). However, it does not rule out the possibility that people over 24 years old also use this application.

The use of TikTok in various circles, both men and women, teenagers and adults, has given rise to its various contraventions. This has even resulted in claims that TikTok is the 'a place for teenagers to act silly and shameless because of the dance content that is done through the content that has been created' (Lamont, 2020). This claim was reinforced by concerns that the content would lead to harassment of content creators. Until finally in March 2020, the makers of TikTok issued instructions in the form of an algorithm that serves to suppress posts that are considered 'abnormal' and 'vulgar' (Kennedy, 2020).

One of the negative consequences of using social media is that users depend on social networks for social interaction. Social interaction. Social interaction is a dynamic social bond between people and other people, or with groups or bonds between groups, this bond is formed because humans cannot live without other people (Panuju, 2015).

The urgency of social interaction is very important, in human social life, one of which is among adolescents. Including behavior that makes adolescents anti-social, and rarely interact face-to-face, as a result of the influence of the TikTok application has an impact on the social life of adolescents, both positive and negative. In addition, adolescents are carriers of change, who are expected to be able to contribute both thoughts and actions, to various problems that occur in social interactions (Fauzan, 2021).

TikTok has influenced and stylized a person in their social interactions. The results of Omar & Dequan's (2020) research on the motives for using TikTok among the public. According to him, the motives of TikTok users are a means of self-exclusion, interaction with fellow cyber friends, and escape from the pressure of the situation faced to a means of self-expression. Swanson (2009) also explains that individuals in doing something are influenced by psychological, social, and sociocultural factors in using social media. This is also reinforced by Woszczynski et al., (2002) that personality is a factor that influences human behavior in utilizing social media. What is meant by personality here refers to the types of personality traits according to the Big-Five model This model suggests a combination of five specific factors, namely neuroticism, extraversion, openness to experience, understanding, and assertiveness as personality traits (Omar & Dequan, 2020). Correa et al (2010) explained that emotionally unstable people (i.e. neuroticism personality) use social media less while sociable people (i.e. extraversion personality) and people who enjoy new things (i.e. openness to experience personality) have high engagement in social media.

In another study, Seidman (2013) found that people who are characterized as polite, flexible, kind, cooperative, and tolerant (i.e. agreeable personalities) tend to express their real selves on social media while those who are characterized as organized, efficient, and systematic (i.e. conscientious personality) are more likely to use social media to link and maintain social connections (Omar & Dequan, 2020). In response to this, the researcher focuses more on finding the influence between gender and content selection in the TikTok application. Gender refers to the distinction between men and women. Gender is also related as a social variable that serves to analyze differences between men and women regarding roles, responsibilities, and needs as well as opportunities and obstacles both in terms of age, class or caste, ethnicity, and also geographical, economic, and political environments (Haspels & Suriyasarn, 2005).

The results of this study reveal that TikTok has a significant influence on the social interactions and actions of its users. Social interaction actions are the actions of an individual that can influence other individuals in the social environment. In acting or behaving socially, an individual should take into account the existence of other individuals in their environment. This is important to note because social interaction actions are a manifestation of social relationships or interactions. It can be concluded that social interaction is a relationship or communication carried out by two or more people to influence each other to achieve certain goals, in this case, it can be interpreted that in social interaction there is a relationship between individuals, and groups, which is a relationship carried out by humans to act on something based on the meaning possessed by humans (Pebriana, 2017).

Based on the results of the study, respondents' opinions about women who create dance content by dressing tightly. The results showed that 26 men and 95 women agreed that the content was not published. Respondents who argued that they did not feel affected by the existing content or felt normal obtained results of as many as 12 men and 42 women feeling normal. Meanwhile, respondents who thought that the content was entertaining found that 2

men and 8 women felt entertained. Of the rest of the respondents who thought that the content inspired and made them fantasize, 3 men felt that the content inspired them and 4 men felt that the content made them fantasize.

4. IMPLICATIONS AND CONTRIBUTIONS

Based on the research objectives to be achieved, this research is expected to be useful directly or indirectly. The benefits of this research are:

1) Theoretical benefits, the results of the study as a source of information and insight into theoretical knowledge so that readers, academics, future researchers, parents, and teachers can know the impact and influence of TikTok on social behavior;
2) Practical benefits, the results of this study can be used as a reference and novelty for interested parties in the use of TikTok.

5. RESEARCH LIMITATION

This study has research limitations, the following are the limitations in this study, namely:

1) Data collection only uses questionnaires, so indepth data extraction (descriptive-qualitative)
2) The research implementation time is relatively short because it only distributes questionnaires;
3) Researchers find it difficult to guarantee that all respondents fill out the questionnaire properly and correctly, and the answers given by the sample do not show the real situation.

6. CONCLUSION

The emergence of TikTok has become a highlight for the global community. This short video application with a variety of interesting features can penetrate the lives of various groups. Many people use TikTok as a means of entertainment, seeking knowledge to achieve popularity. The results of the study concluded that there was no significant influence between gender and social behavior. This means that TikTok has become a public consumption in society, both men and women. TikTok's popularity is considered capable of having a lot of influence on every activity carried out in various fields of community life.

Suggestions for future researchers, this research is still carried out simply so that gender-related deepening is needed. For future researchers, this research can be developed by focusing more on comparing the actions taken between men and women against vulgar content in TikTok or the influence of gender on content publication according to the Big-Five model This model suggests a combination of five specific factors namely neuroticism, extravertsion, openness to experience, understanding and assertiveness as personality traits. It is hoped that research related to gender in the use of TikTok can be discussed more deeply and broadly from a variety of perspectives and contexts.

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AUTHOR CONTRIBUTION STATEMENT

All data described in this article are the result of the research process that the author has carried out. The author guarantees the authenticity of the data and takes full responsibility.

DECLARATION OF COMPETING INTERESTS

The authors declared that they have no competing interests with respect to the research, authorship, and/or publication that could influence the performance or presentation of the work described in this article.

ETHICAL APPROVAL STATEMENT

The authors have agreed that we follow publication ethics in accordance with journal policies.

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