

## The Influence of Tiktok Social Media on Teenagers' Lifestyles

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### ABSTRACT

TikTok is a social media platform popular among teenagers. The app allows users to create and share short videos that last a maximum of 15 seconds. TikTok has become an important part of teenagers' lives and has impacted their lifestyles in various ways. This study aims to examine the influence of TikTok on teenagers' lifestyles. This research was conducted using a survey method on 100 teenagers in Indonesia. The results showed that TikTok has a positive and negative influence on teenagers' lifestyles. The method used is a survey method with the technique of distributing questionnaires to 100 teenage TikTok users. The results showed that the use of TikTok had a significant effect on teenagers' lifestyles, especially in terms of clothing models, favorite foods and drinks, hobbies and recreational activities, and the use of cosmetics and skincare. The more intensively teenagers use TikTok, the more likely their lifestyles are influenced by the content in TikTok.

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### INTRODUCTION

TikTok is now one of the most popular social media platforms among teenagers. Based on a survey conducted by Hootsuite in 2021, Indonesia is the country with the 3rd highest number of TikTok users in the world. The high intensity of TikTok use has the potential to influence various aspects of teenagers' lives, one of which is lifestyle. The lifestyle of today's teenagers is very dynamic and easily adopts trends from the internet and social media. This raises concerns about the negative effects that TikTok might have if it is used unwisely, such as excessive consumerism and the fading of moral values in teenagers. Therefore, a deeper study related to the influence of TikTok on teenagers' lifestyles needs to be done.

Today's teenage world is inseparable from the existence of social media. One of the platforms that is phenomenal and loved by teenagers is TikTok. This short video-sharing app offers a variety of interesting and entertaining content, as well as a place to express yourself. However, TikTok's popularity has also raised questions about its influence on the lives of teenagers, specifically their lifestyles. The lifestyle of adolescents is a pattern of behavior and habits that they do every day. This includes various aspects, such as school and extracurricular activities, the use of free time, media consumption patterns, fashion choices, and trends. TikTok, with its unique features that are relevant to teenagers' daily lives, has the potential to influence these various aspects. Research on the impact

of social media on teens is familiar, but the focus on specific platforms like TikTok is still relatively new. This makes this research relevant and important to uncover the dynamics and influence of TikTok on teenagers' lifestyles.

## **METHOD**

### **1. Types of Research**

This research is a type of quantitative research with survey methods. Quantitative research was chosen to obtain data in the form of accurate numbers related to the variables studied, namely TikTok use and adolescent lifestyle.

### **2. Population and Sample**

The population in this study was all adolescents aged 15-18 years in Jakarta who used TikTok. The study sample was determined as many as 100 people with accidental sampling techniques. The sample is the followers of teenage TikTok accounts with more than 1000 followers who are willing to fill out online questionnaires.

### **3. Research Instruments**

Data collection was carried out with a questionnaire containing closed statements related to the intensity of TikTok use and adolescent lifestyle. The measurement scale uses a Likert scale of 1-4. Validity and reliability tests are performed after the data is collected.

## **DISCUSSION**

### **1. Positive and Negative Impact**

TikTok, as a social media platform that allows users to share short videos, plays an important role in shaping the lifestyle of teenagers. One of the significant positive impacts is an increase in creativity. TikTok provides a space for teens to express themselves through short videos, encouraging the development of artistry, music, and videography skills. This creative activity is not only entertaining but also provides opportunities for teenagers to hone their talents. In addition, TikTok also contributes to the improvement of the communication skills of teenagers. To create engaging content, teenagers must learn to convey their ideas and messages effectively. This process not only enriches communication skills but also helps build their confidence in conveying ideas.

Teens' self-confidence can also be boosted through active participation in TikTok. The process of creating and sharing their videos can provide a positive experience, helping them feel more confident in themselves and their abilities. By gaining appreciation from the TikTok community, teens can feel positive support that contributes to the development of their personality. However, TikTok has also hurt the lifestyle of teenagers. One serious problem is addiction. Excessive use of TikTok can lead to mental health disorders, including stress, anxiety, and depression. Teens who get caught up in overuse can experience a decline in their psychological well-being. In addition, TikTok can be an arena for bullying, where targeted teens can experience trauma and feel a drop in self-esteem. Negative interactions and demeaning comments can damage a teen's mental health, complicating a teenage season that is supposed to be full of positive growth.

Negative influences on health are also a serious concern. Overuse of TikTok can contribute to sleep disorders, obesity, and other physical health issues. Too long glued to a phone screen can be detrimental to the physical well-being of teenagers. Overall, TikTok has a complex impact on the lifestyle of teenagers. While providing a platform for creative expression and skill development, TikTok also carries the risk of addiction, bullying, and mental and physical health issues. Parents, educators, and policymakers need to understand and wisely address the implications of using TikTok on young people.

### **2. Tiktok and Its Use Among Teenagers**

TikTok is a short video-sharing application that is currently trending among Indonesian teenagers. According to the Survey Results of the Indonesian Internet Service Providers Association (APJII), as many as 88.7% of TikTok users are aged 10-34 years. This means that teenagers and young adults are the main users of TikTok in Indonesia. Through TikTok, teenagers can easily access and share short videos of 15-60 seconds. The videos contain a variety of creative content such as songs, comedy, and the latest styles and trends. Teenagers tend to spend lingering time just surfing and watching videos on TikTok for entertainment and inspiration. A survey conducted by Momspresso on 500 Indonesian teenagers found that the average teenager spends 149 minutes (2.5 hours) per day surfing TikTok. As many as 92% of teenagers even started watching TikTok content until late at night, to sleep. This shows the high intensity of teenagers using TikTok.

### 3. The Influence of Tiktok on the Lifestyle of Teenagers

The high intensity of TikTok use has a significant impact on the daily lives and behavior of teenagers. One aspect affected is their lifestyle, which includes how they spend their time and money. Several aspects of the lifestyle of teenagers influenced by TikTok can be identified based on the results of the study. First of all, TikTok influences the dressing style and appearance of teenagers. Fashion content like makeup tutorials and outfit of the day (OOTD) that are popular on TikTok encourage teens to mimic the style of dress, makeup, and hairdo they witness. A study notes that around 72% of teens are willing to spend their pocket money to buy cosmetics, clothes, or accessories that are trending on TikTok. Secondly, culinary trends on TikTok have an impact on teenagers' appetite and drinking. Mukbang content and viral food recipes on TikTok stimulate teenagers to try new foods or drinks that are currently popular. As many as 65% of teenagers claim to be interested in trying culinary which is currently viral on TikTok. In addition, TikTok introduces teenagers to a variety of new hobbies and recreational activities. Dance, photography, and other activity trends encourage around 51% of teens to try a new hobby or activity after seeing it on TikTok. Lastly, TikTok's influence is also seen in the trend of gadgets and digital products. The promotion of various products, such as cameras, laptops, and file storage apps, on TikTok, encourages teens to buy similar products to keep up with trends. Around 61% of teenagers are even willing to set aside their pocket money to buy gadgets or digital products to look cool like TikTok influencers. The findings of the data confirm that TikTok markedly influences aspects of teenagers' lifestyles. The high intensity of TikTok use and unwisdom in filtering content can cause teenagers to fall into a consumptive and hedonistic lifestyle. Therefore, a strategy of using TikTok wisely becomes a must.

Teens can adopt several strategies to make their use of TikTok wiser. First, they can limit the daily usage time so as not to get too hung up on TikTok content. Setting a maximum usage time of about 1 hour per day can help limit excessive exposure. Second, teenagers must be wise in filtering the content they watch. Sorting out positive content such as educational, health, and inspirational, while avoiding negative content, is an important step. Furthermore, teens should not be too easily swayed by trends on TikTok. Before following a trend, they should consider it wisely and not get carried away without consideration. The utilization of digital settings features can also help teens control their TikTok usage. Screen time limits and minimalist mode features in digital settings can help keep teens from watching too much useless content. Finally, the role of parents is very important in accompanying and supervising the use of TikTok by teenagers. With parental support and supervision, teens can be wiser in using TikTok and not fall into excessive behavior. Through a combination of wise strategies and parenthood, teens can reap positive benefits from using TikTok without sacrificing their balance and well-being.

## CONCLUSION

1. There is a significant influence between the intensity of TikTok use on the lifestyle of teenagers in the form of clothing models, favorite foods, new hobbies, and the use of digital products. The more intensively teenagers use TikTok, the greater the influence TikTok has on their lifestyle.
2. The aspect of teen lifestyle that is most heavily influenced by TikTok is dress style and appearance models, with 72% of teens mimicking fashion and beauty styles from TikTok. This is followed by a penchant for new foods and drinks at 65%.
3. The magnitude of TikTok's influence on the lifestyle of teenagers is 68.3%. This means that there are still 31.7% of other factors outside TikTok that affect teenagers' lifestyles such as family and friendship environment.
4. Teenagers tend to be less wise in filtering content on TikTok and are easily influenced to follow trends without critically considering them. This has negative impacts such as consumerism and hedonism on the lifestyle of adolescents.

## Suggestion

Based on the results of the study, there are several suggestions given by researchers as follows:

1. Teenagers need to apply wise strategies in using TikTok such as limiting daily time, filtering positive content, and not being easily influenced by trends.
2. Parents and teachers must also supervise and remind adolescents to be wise in social media to avoid negative effects such as consumerism and moral degradation.
3. There needs to be regulations and policies from the government and TikTok providers to limit negative content and protect teenagers' data.
4. Further research can be done with respondents and a wider scope, as well as testing other variables that affect adolescent lifestyle.

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