PERCEPTIONS OF COMMUNICATION SCIENCE STUDENTS CLASS OF 2018 TOWARDS THE TIK TOK APPLICATION AS A MEDIUM FOR SOMEONE'S POPULARITY

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Increasingly sophisticated technology never satisfies desires and even encougares human curiosly. One of the influences of technology that cannot be separated from life is social media. Moreover, social media can help someone become famous. So this becomes a special attraction for pandemic, the TiokTok application was paresent in the midst of the community to accompany when rsearcherswant to find out how students perceive the application.

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INTRODUCTION

In September 2016, the Chinese company By the Dance launched a video called Douyin. In approximately 1 year Douyin has 100 million users and 1 billion video views every day. Therefore, Douyin did an expansi out under the new name Tik Tok.

The Tik Tok application presents an interesting *special effect* that is not used by other applications so that many millennials want to try this effect. Therefore, all users can create interesting videos, this is what makes the Tik Tok application widely used. From the ratings set on the Play Store as many as 27, 827 users around the world gave the best 5 stars (Agusty, R, 2018).

With a large number of users, public perceptions will arise due to the impact of the effects and benefits of the application. One of them is to seek popularity using the Tik Tok application. in addition, Tik Tok which is an entertainment application provides space for public information media to become a promotional medium for public figures who have popularity to seek financial benefits. This is what prompted researchers to find out how K Science students' perceptions of the Tik Tok application as a medium for a person's popularity.

Mass media has a variety of benefits, not a few people who use mass media for purposes such as increasing reputation, doing sensational things to be popular, business interests, careers and others. The more spotlight the media aims at a person, it will automatically boost the value of popularity (Esther, 2015).

The mass media, which actually conveys information for the audience, has transformed into something that is needed lately. According to Mc Luhan the mass media is as an extension of the sensory apparatus. With mass media we can obtain information about certain places, objects, and figures. Please note that the reality conveyed by the media is a reality that has been selected, meaning that what is displayed in a media has been mixed by the ideas or hands of others.

Socialization is vital for humans, especially young people or adolescents. The existence of teenagers is a symbol that they can get along and make connections with others. For a teenager, existence is a necessity in itself in life. This is because its existence is often connoted with interesting things that are fun. For example, having many friends and connections, becoming an important figure, being the center of attention, being known by many people and some other enjoyments (Dila, 2021).

LITERATURE REVIEW

2,1 Social Media

Social media is a digital *platform* that provides content in the form of information and entertainment, which is made by other people's ideas by utilizing technology. The nature of social media includes: very accessible, public facilitators, and providing a space for interaction to the general public. Nowadays, the practice of marketing through social media has developed and was chosen to be a *marketing channel* for the promotion of a company's brand and brand.

Social media or *online* media has web-based technology that can turn communication into interactive dialogue as well as support other social interactions. Some of the media sites that are popular today are: Twitter, Facebook, Instagram, Path, Wikipedia, and Tik Tok (Dila, 2021). Social media has special characteristics that some other cyber media do not have. The characteristics of social media are:

a) User-To-User Network

   A network is a connection that connects computers or hardware to one another.

b) Information

   Information is a product of social media, because users can produce and receive content, as well as conduct interactions based on information created and received by other social media users.

c) Archive

   Archives are storage that has been accessed by any device. Archives serve to keep the information that has been uploaded so that they are not lost and can be accessed again at any time.

d) Interaction

Social media provides a space for interaction with fellow social media users, such as commenting on *Facebook* pages, liking *Instagram* content, and being able to share moments or events with each other on their respective accounts.

e) Social Simulation

Sometimes the audience is not able to distinguish between the real and the one on the screen. The real consciousness in the mind of the khlayak becomes diminished and restrained by the pseudo-reality.

f) Content By Users

The content available on social media belongs entirely to the user or account owner. Therefore, the things displayed by the account, be it information and so on, are the responsibility of the account owner.

g) Spread

Spread is a characteristic that shows that audiences are active in spreading content and developing it, this makes social media easily accessible to audiences anytime and anywhere.

TIK TOK APP

Tik Tok's parent company, By the Dance, has Musical.ly in 2018 and merged with another app to launch Tik Tok. The app shows significant growth and development of app users since its launch, as one of the entertainment alternatives at a time when the pandemic hit the world this app is reaping phenomenal user growth. During the first quarter of 2020, the Tik Tok app recorded a record 315 million download installs via mobile phones. Tik Tok provides a space for people who have to stay at home during the pandemic to express themselves creatively by socializing. On this golden occasion in 2019 ByteDance earned revenues of USD 17 billion from the previous year of around USD 7.4 billion (Dwi A, 2020).

Tik Tok provides audio-visual-based features in the form of videos and music. In addition, the application also provides services that allow its users to create short videos accompanied by songs, videos*; ypsinc* is then uploaded. In addition, users can also just use the application without having to provide their personal content. There are several benefits of Tik Tok for its users. *First,* as a medium for displaying *a showcase* of user creativity in a unique and specific form from both professional and ordinary social media creators. *Second*, it can find talent or search for talent from creators or creators. *Third,* Tik Tok as a social media that is widely used to gain popularity (Siti, 2019).

It is this popularity that can spur many teenagers to get the number of video views, because the number of impressions can be the standard of popularity in the Tik Tok community. The greater the number of video views and likes, the more it can already describe the public's sense that the owner of the account is a popular person. This priority to gain popularity can also cause positive and negative sides, because the process of creating content that only takes into account the number of views and likes

without reviewing aspects of norms and ethics can plunge teenagers into a bad direction.

The Tik Tok app can also make its users famous or known. This can happen because of the user's creativity in displaying content, the cuteness of the content, to the uniqueness of the content displayed by users. All appropriate from the view of any viewer or other user.

SELF-EXISTENCE

The word exist comes from the English *exist* which means to exist, to exist or to be felt to exist. According to *the KBBI*, existence is existence, the presence of which contains elements of survival. In philosophical science, existentialism is an object only limited to "being", while human beings are more what is said to be "to exist", not to exist, but to be extremist". This is what shows that man is aware of his existence in the world. Simply put, the human being is a conscious subject, who is aware of the existence of himself and the objects or goods he is aware of as objects. Definition in general, existence or popularity is the state of a person who is good at getting along in the community, in other words, wants to get recognition or be recognized for his existence both in the social environment in which the individual is located and outside his environment. To seek the popularity of many efforts made by a person to form, maintain and show self-existence, self-existence is defined as an individual's effort in gaining recognition by other people about their existence by using social media.

The presence of social media seems to be a necessity that cannot be separated from the lives of teenagers. At this time almost all the time humans especially teenagers never stop for status *updates*. Social networks are usually used by teenagers to interact, ranging from the interaction of their daily lives, the things they feel and want to show, and even show their existence by showing activities wherever they go to a place that me thinks is beautiful and other things. Therefore, the role of social media looks very unclear when it comes to the search for self-existence for adolescents. Nowadays it is very clearly seen in the association of adolescents that existence is important. For adolescents existence shows that adolescents can get along and choose connections to others. This is the reason for the change in the lifestyle of adolescents in general. They always try to always exist so that sometimes they are too excessive and wrong in looking for their existence (popularity) in cyberspace.

RESEARCH METHODS

This research is of a qualitative descriptive type, which is research that seeks to describe an event or event that occurred. Descriptive research focuses attention on actual problems as at the time of the study. Descriptive research aims to describe and describe various conditions, various situations or various variables that arise in the society that is the object of the study, then draw to the surface as a characteristic or picture about certain conditions (Juliasnyah, 2011).

The location of this study is located at the North Sumatra State Islamic University, Faculty of Social Sciences, Communication Science Study Program. This study used interview and observation data collection techniques. The data sources used in this study are primary data and secondary data. Primary data is data obtained directly from the source through the interview stage and is the main information that is directly related to thepok ok research problem. The informants that the researchers chose as respondents were: M. Haris Ikhsan, Irnanda Noprianysah, Desi Mardiani, Nur Cahyanti, and Miss Ratna. The informan chosen by the researcher is an active student of the 2018 stambuk communication science study program who actively uses the TikTok application.

Secondary data is data obtained by researchers from several existing sources. This secondary data can be obtained from sources such as books, journals, research reports and others. According to (Yusuf, 2014) the success of data collection techniques is determined by the researcher's ability to live up to the situation that is the focus of the research. In this study, researchers carried out data collection techniques using obersvation and interview techniques.

DISCUSSION RESULTS

1) GeneralArrangements of Stambuk Communication Science Students 2018

Communication science is a branch of social science that focuses on studies including authorship, media, the art of speaking or *public speaking,* which is interaction and provides information both individually, in groups, and masses. The word student is taken from the syllables of its formation. Maha and Siswa, which means the learner with the highest level. As a student with the highest level, students are required to have intellectuality, because they just need to perfect their learning to become plenary educated human beings. A student is also expected to be able to understand a concept, be sensitive to the situation, be able to map problems and choose the best solution to the problem according to the understanding of theconcept that has been learned.

In general, communication science students will be taught knowledge to understand the flow of information*, broadcasting*, creating and presenting news, writing articles and opinions, studying more deeply about visual, audio, or audio-visual content, understanding a medium, *public speaking*, and other things related to social interaction. Therefore, researchers feel interested in knowing the point of view and perception of communication science students of UIN Sumut specifically stambuk 2018 in the case of using the TikTok application as a medium to seek popularity.

2) Findings and Data Analysis

Based on the information obtained by researchers from UINSU Communication Science students, the TikTok application is currently an application that is favored by teenagers as an entertainment medium. Even based on the results of a survey conducted

by researchers, when teenagers are bored or just sitting down they tend to open the TikTok application to fill the saturation by watching and consuming the content in it. They also stated that using the TikTok application or other applications as a medium to find popularity or just looking for entertainment is not a problem. Namun, especially users who want to find popularity in it need to pay attention to several points, namely: knowing the law or ite law, thinking about the content as well as possible, checking *and checking* the content to be created because this is public consumption, displaying content that feasible and entertaining such as creativity, education, talent, information in the form of tragedies or important events and so on.

In the results of an interview with the first informant, M Haris Ikhsan, who is an active student of the Stambuk Communication Science study program in 2018. Researchers get information that for all people who want to find populatity through the TikTok application while not breaking the law, it doesn't matter, but it's a pity that most of the *videos that go viral* don't show creativity, even cenderung shows aurat, pretentious (challenging, meyindir one particular individual or group), content*,* downloading videos without permission (violating copyright) and others. It should be that if you want to be popular or *viral*, users should display creativity such as *music covers*, perform regional dances or *dances*, which in essence provide benefits for other users.

The second informant, Irnanda Nopriansyah, stated that for approximately 1 year using the TikTok application, the content he consumed was entertainment videos such as balls, games, music, *stand-up comedy*, dances and news information in the form of events or events within the area and outside the area. So it can be said that the TikTok app has benefited the users. The third informant Desi Mardiani stated that using social media apps like TikTok, Instagram, Facebook or other apps is no problem as long as it doesn't break the rules. In the industrial era 5.0, the rise of increasingly sophisticated technology cannot be contained. This then resulted in a cultural shift such as many people competing to become content creators, *public figures*, figures, and others through social media. Because it is undeniable that the income earned is not relatively small or even fantastic. As a result, not a few people do stupid things such as showing videos or content that is abstract or unclear, displaying aurat, and others just because they are famous.

The fourth informant Nur Cahyanti said using the TikTok application as a medium to find popularity is not a problem, many opportunities can be obtained as long as we are diligent in living it. The main point in becoming popular through social media must pay attention to the content created, because people will know our character through what we display. examples such as: Deddy Corbuzier who is famous through magic then known through *podcasts* on *YouTube canals,* Ria Ricis is famous through *Squishy* on the application, Frog Bhizer is famous through TikTok because of high school brawls, Viki Naki is famous through Ome TV for being able to master around 10 languages, Kienzy who has the nickname *Queen* pargoy through the TikTok application, and there are many examples of *public figures* or other content creators who have managed to be popular through the TikTok application or other applications.

The fifth informant, Miss Ratna, said it doesn't matter to everyone who has popular wishes through the TikTok application, but don't let these wishes plunge users into a slump due to blasphemy and netizens' comments. Therefore, users must pay attention to the content to be published so as not to violate the ITE Law such as violating copyright, copying people's videos, and others.

CONCLUSION

Theincreasingly sophisticated teknolo gi influences cultural shifts and habits of people who live in the midstof a. One of them is teenagers competing to become popular such as becoming content creators, *public figures*, and othersn. In this study researchers focused research on the TikTok application, that according to the respondents especially users who want to find popularity on the TikTok application need to pay attention to several points, namely: knowing the law or the ITE Law, thinking about content as well as possible, checking *and checking* the content to be created because this is public consumption, displaying decent and entertaining content such as creativity, education, talents, information in the form of tragedies or important events and so on.

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