The TikTok Application: A Virtual Portal for Manifesting the Collective Aspirations of the Masses

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ABSTRACT

Social media, as a virtual platform for social contact, has undoubtedly brought about significant social changes over time, thanks to the ever-advancing technology of today. As society progresses, the way individuals behave can vary between their actions in the physical world and their actions in the online realm. The omnipresent TikTok application has enthralled a wide array of populations, encompassing both the privileged and the labouring class, across various age brackets. Social change refers to a fundamental shift in the structure and functioning of social relationships, encompassing aspects such as power dynamics, decision-making processes, social influence, family connections, and population patterns. In this instance, the author will examine how the TikTok application might effectively redirect individuals' desires towards an institution or the public in the virtual realm. This research employs a qualitative approach through a literature review, wherein prior studies are analysed and synthesized to create a new body of literature.
Keyword: Societal transformation, TikTok platform, Digital community.

ABSTRAK

Media sosial, sebagai platform virtual untuk kontak sosial, tidak diragukan lagi telah membawa perubahan sosial yang signifikan dari waktu ke waktu, berkat teknologi yang terus berkembang saat ini. Seiring dengan perkembangan masyarakat, cara individu berperilaku dapat berbeda antara tindakan mereka di dunia nyata dan tindakan mereka di dunia online. Aplikasi TikTok yang ada di mana-mana telah memikat beragam populasi, yang mencakup kelas atas dan kelas pekerja, di berbagai kelompok usia. Perubahan sosial mengacu pada pergeseran mendasar dalam struktur dan fungsi hubungan sosial, yang mencakup aspek-aspek seperti dinamika kekuasaan, proses pengambilan keputusan, pengaruh sosial, hubungan keluarga, dan pola populasi. Dalam hal ini, penulis akan meneliti bagaimana aplikasi TikTok dapat secara efektif mengarahkan keinginan individu terhadap sebuah institusi atau publik di ranah virtual. Penelitian ini menggunakan pendekatan kualitatif melalui tinjauan literatur, di mana penelitian-penelitian sebelumnya dianalisis dan disintesiskan untuk menciptakan literatur baru.
Kata kunci: Transformasi sosial, platform TikTok, Komunitas digital.

1. Introduction

Community aspirations are voices that are less heard in this democratic country. How the aspirations of the people are poorly channeled both to meet the needs of the people and to protect the people. Failure to direct communal desires can result in a series of negative consequences including injustice, oppression,

harassment, inequality, dishonesty, prejudice, impoverishment, isolation, and obstacles to collective progress. The precarious balance of society is disrupted by injustices and law enforcement actions, which ultimately lead to economic and social disparities. The exploitation of vulnerable individuals and the resulting disparities in society further hamper people's ability to determine their own destiny, thereby impeding progress in addressing socio-economic challenges. In addition, people's undirected ambitions can lead to a lack of transparency and accountability in financial administration and governance. Social media, a digital world that offers a myriad of opportunities for social engagement, encompasses activities such as communication, interaction and dissemination of written content, photos and videos. Its widespread presence exerts a profound influence on various walks of life, facilitating everything from casual exchanges with friends to the exchange of important information and keeping up with the latest trends. By removing the barriers of physical distance, social media effectively accelerates communication, making it an indispensable tool in a fast-paced world. (Firliyana, 2023) Social media serves as a platform for individuals to communicate and promote, allowing them to exchange thoughts, concepts, and life encounters with others.

TikTok is one of the social media that has recently been widely used by various groups. This application has been popular since the pandemic period, precisely in 2020. Initially, many social media users were quite entertained by this application. This application contains various types of content, ranging from educational content, entertainment content, inspirational content, many others. The presence of this application is very helpful for people around the world, for example in economic terms, this application is quite helpful for people who at that time experienced an economic crisis due to a pandemic that hampered them in making a living. Because the TikTok application provides rewards in the form of payment to users who use the application and content creators who captivate the attention of netizens with their creative content. As the years went by, this application underwent a remarkable metamorphosis, evolving into a powerful tool for channelling the collective hopes and desires of the public. By allowing users to upload their opinions and presenting them alongside captivating visual representations, it effectively captivated the attention of fellow online citizens. Undoubtedly, this tangible manifestation stands as a formidable weapon against the dissemination of false information. The author's interest in the phenomenon stems from exploring the significant impact of the TikTok application on societal transformation. Echoing Suparlan's sentiments, the author defines social change as a metamorphosis in the intricate fabric of social dynamics, encompassing facets like power structures, governing systems, persuasive forces, familial connections, and demographic patterns.

2. Literature Study

Social media provides a dynamic medium for individuals to connect and publicize, facilitating the exchange of ideas, visions, and lived experiences with fellow beings. (Cahyono, 2016) The emergence of social media has fundamentally transformed the way people connect, enabling communication across distances and altering cultural conventions. Social media's impact lies in its capacity to nurture genuine connections that enhance and unite communities (Firliyana, 2023). Through the utilization of social media,

one is afforded the opportunity to acquire vital information, thereby facilitating the promotion of an array of products and services to a vast pool of users. Indeed, social media acts as a remarkable platform, allowing individuals to artfully exhibit their distinct identities, ardently express their individuality, and graciously disseminate their unique perspectives to the global community (Firliyana, 2023). Social media acts as a powerful catalyst in nurturing authentic connections among individuals, thereby paving the path towards a more harmonious and prosperous community. By revolutionizing our means of communication, social media has expanded our social networks and dismantled the limitations of time and distance. Moreover, it grants effortless access to information and enhances our ability to express ourselves freely (Cahyono, 2016).

The multifaceted implications of social media on the economy of society are far-reaching, comprising the revolution of business models, the facilitation of marketing and promotion, its influential role in molding consumer trends, and its prowess in guiding purchasing choices. Undoubtedly, social media has played an instrumental role in the metamorphosis of conventional business models into online counterparts, notably the widespread emergence and enhanced accessibility of e-commerce. In this modern era of technology, social media has become a powerful tool for marketing and promoting a wide range of products and services, transcending geographical boundaries effortlessly and with minimal financial investment. The impact of social media on consumer trends and purchasing decisions is an undeniable force that should not be underestimated. Through the use of social media, consumers are now empowered to make informed and intelligent choices when it comes to their purchases, while businesses have gained the ability to swiftly adapt to the ever-changing market conditions. As a result, social media has revolutionized the way consumers make purchasing decisions, while providing businesses with the agility to navigate through the dynamic landscape of the market (Tampubolon, 2024).

3. Method

In this study, the authors employed qualitative research methods, a scientific approach to social research that delves into the intricacies of natural social interactions. Through the utilization of in-depth interviews, observations, and document analysis, researchers were able to procure comprehensive insights into the perceptions, meanings, and experiences of individuals. This method grants scholars the opportunity to delve deeper into the subject matter at hand, enriching their comprehension of the multifaceted perspectives, attitudes, and behaviours exhibited by individuals. However, it is important to acknowledge that this method is labour-intensive, necessitating substantial time for both data collection and analysis, and is susceptible to subjectivity and bias. Furthermore, given the limited sample size inherent in qualitative research, caution must be exercised when generalizing findings to the entire population (Somantri, 2005).

Moreover, the author employs a case study as a method of data collection, recognizing its ability to gather information about specific events or circumstances triggered by phenomena. This approach involves obtaining data from diverse sources such as documents, reports, and similar cases, providing a unique perspective to comprehend a phenomenon. Through alternative observations and the utilization of different

software, case studies offer a valuable means to gain diverse insights and viewpoints. In this eloquent piece of writing, the author seamlessly integrates the use of literature studies as a valuable tool and point of reference. With literature review and extensive reading as key components of the research process, the author emphasizes the significance of these activities in forming theoretical frameworks, generating research hypotheses, and enriching both the theoretical and practical aspects of the research endeavor. The author highlights the importance of a comprehensive understanding of the subject matter, essential for the success of any investigation.

4. Result and Discussion

The benefits of Tiktok for aspirations and self-expression are enormous because this platform allows users to express themselves in a unique and creative way. With features like filters, music, and visual effects, users can create content that reflects their personality and interests. Besides, Tiktok also gives users the opportunity to channel their aspirations through videos that inspire and motivate others. Thus, Tiktok becomes a powerful means for individuals to express themselves and their goals. In the growing digital age, the need for space for aspirations and self-expression is becoming increasingly important. Tiktok managed to meet those needs by providing a platform that allows users to express themselves freely and creatively. Through these innovative features, users can easily create unique and engaging content, thus reflecting their personality and interests. Thus, Tiktok is not only a place for entertainment, but also a container to inspire and motivate others. Through positive interaction between users, Tiktok can create communities that support and build each other. It helps in developing social ties and expanding the network of friendship. With the opportunity to share creativity and gain appreciation from others, users feel appreciated and motivated to continue to create. Thus, Tiktok is not only a regular social media platform, but also a place to develop self-potency and build meaningful relationships.

4.1 Analysis of TikTok Usage for Aspiration Channels

The application of stickers as a channel of aspiration and creativity for many people around the world. Through this platform, users can express themselves, showcase their talents, and connect with other people with similar interests. Tiktok also provides an opportunity for content creators to become famous and make money from the videos they make. With its interactive and easy-to-use features, Tiktok has become an important part of today's digital culture. Through the collaboration and challenges that are often held at Tiktok, users can continue to develop their creativity and broaden their audience reach. Many people have managed to leverage the popularity of this platform to build careers in the world of entertainment and social media. Thus, Tiktok is not only a place to have fun, but also an opportunity for many people to realize their dreams and inspire others. With its widespread influence, Tiktok will continue to be a reservoir of creativity and aspirations for users around the world.

TikTok is utilized by various channels for different purposes. Research shows that political channels during elections used strategies like personalized user approaches and adapting content (K., L., Zuykina., N., A., Krinitsyna, 2023). Users are motivated to use TikTok for information and fun, with advertising factors like usefulness and interaction affecting effectiveness (Ruiyao, Ma., Sojung, Kim, 2021). Television channels on TikTok focus on fun, simple content and brand positioning to engage with younger audiences (Herrero, et al, 2021). Moreover, TikTok has gained popularity for social activism content due to its simplicity in spreading messages and fostering communities (Daniel, Le, Compte., Daniel, Klug, 2021). In education, TikTok's interactive nature attracts students, making it effective for teaching English with benefits like engagement and active learning (Otroshchenko et al, 2022). Overall, TikTok serves various purposes, from political communication to education and activism, showcasing its versatility and impact across different domains.

a. *Number of TikTok videos with hashtags related to people's aspirations.*

The number of TikTok videos with hashtags related to people's aspirations varies depending on the specific content topic. While some studies focus on health-related content like autism, e-cigarettes, and substance use, others delve into mental health topics such as ADHD. For instance, research on TikTok videos related to autism found that the most common content topic was features of autism, including core experiences and talents (Gilmore et al, 2023). On the other hand, studies on substance use portrayals on TikTok revealed that videos promoting products like betel quid and smokeless tobacco were widely viewed, with a majority promoting these products positively (Zenone et al, 2021).

Regrettably, it is not possible to monitor the precise count of TikTok videos incorporating hashtags pertaining to personal aspirations. Nevertheless, In the case of Indonesia, an existing illustration delineates that a TikTok video denouncing the advancement of local infrastructure in Lampung has garnered a staggering 1.9 million endorsements and has been witnessed by a staggering 8.6 million individuals (Tranggono, et al., 2023). In The United States (U.S), TikTok has been utilized for ludic civic engagement during the U.S. presidential election, showcasing playful political performances and ambivalent critiques through remixes of news clips and music (Zenone et al, 2021). Furthermore, TikTok serves as a platform for diverse expressions, including rural queer farmers performing queer utopias, challenging norms, and envisioning hopeful alternatives through their content (Querubin et al, 2023). Additionally, TikTok has been explored in the context of mental health, where individuals use humor to create a positive and supportive community, especially around experiences like psychiatric hospitalization (Baehr et al, 2021). Therefore, a mesmerizing video on TikTok could offer a powerful commentary on the sluggish development of local infrastructure, leveraging the platform's creative potential to address pressing societal issues.

b. *Types of aspirations channeled through TikTok videos.*

TikTok videos channel various aspirations, including ludic civic engagement, health promotion, social empowerment, redefining masculinity, and advocating for reproductive rights. Users engage in playful political performances and remixes to express sentiments about candidates and comment on current events (Querubin et al, 2023). Educational content on TikTok focuses on health topics like diet, exercise, and sexual health, utilizing role modelling and health belief models to promote behaviour change (Nicole et al, 2023). The platform serves as a creative outlet for marginalized groups to challenge social discrimination through music and performance (Arantxa et al 2022). TikTok creators challenge traditional masculinity norms while also reinforcing aspects like muscularity and attractiveness, contributing to discussions on gender inequality in online spaces (Foster et al, 2022). Additionally, TikTok videos discussing abortion as healthcare vary in engagement based on content characteristics like abortion access for minors and legal consequences (Emily and Lorenz, 2023).

In the realm of TikTok, a digital tapestry emerges, interlaced with thought-provoking political critique and commentary. Within this vibrant tapestry, a myriad of subjects unfolds, ranging from elections to the clever musings of political pundits, all entwined within the captivating world of political campaigns (BBC NEWS INDONESIA, 2024). In the world of TikTok, a plethora of videos tackle pressing social issues, ranging from critiquing local government failures to analysing infrastructure progress and exploring intricate societal challenges (Tranggono, et al., 2023). Within the world of TikTok, a virtual space where individuals share and assess various forms of media, there exist ample chances to partake in the sharing of critical evaluations and personal perspectives. With its array of content on topics such as content moderation, artistic merit, and the intricacies of social networking, TikTok encourages users to delve into a realm of knowledge and self-reflection (KOMINFO, 2012).

c. *Engagement rate (likes, comments, and shares) on aspiration videos*

Engagement rates on aspiration videos, particularly focusing on likes, comments, and shares, can vary based on the content and format of the videos. Research suggests that videos portraying emotion and trustworthiness tend to increase user engagement levels (Chugh et al, 2019) Additionally, the type of content posted plays a crucial role in determining user engagement, with videos often receiving more interaction compared to other multimedia types like images (Stappen et al, 2022). Furthermore, the study on predicting user engagement using biometrics data found that a combination of facial expressions, galvanic skin response, and socio-behavioral data can accurately predict user engagement with over 80% accuracy, showcasing the importance of physiological and subconscious responses in determining engagement levels on videos (Carlos and Herencia, 2018). Therefore, creating aspiration videos that effectively convey emotion, trustworthiness, and resonate with viewers' interests can potentially lead to higher engagement rates.

To gauge this level of engagement, one must analyze metrics such as the ratio of votes to views, comments to views, and dislikes to overall views. As an impressive example of digital engagement, a

powerful video criticizing the lack of development in Lampung has received 1.9 million endorsements and has been viewed 8.6 million times. This thought-provoking video utilizes TikTok as its platform to vehemently critique the sluggish advancements in regional infrastructure, leaving no room for uncertainty. Furthermore, the exhibition of political aspiration through videos has proven to elicit substantial levels of engagement from viewers. To exemplify, videos incorporating political discourse have garnered a staggering 1.6 million affirmations and have been witnessed by an audience totaling 1.7 million (Aurellia, 2021). The degree of engagement on TikTok videos showcasing dreams and aspirations can fluctuate depending on the circumstances and material being shared. Videos that portray imaginative aspirations and personal longings often garner substantial interaction (A`LA, 2022). The measurement of viewer interest in uplifting TikTok videos can be accomplished through the utilization of cutting-edge tools such as the Telkomsel Enterprise Customer Engagement Platform (CEP). This platform provides advanced predictive analytics, customized content suggestions, thorough evaluation of engagement strategies, and comprehensive mapping of the customer's journey.

d. *Demographics of TikTok users who use the platform to express their aspirations.*

TikTok users expressing their aspirations on the platform are primarily young individuals, with a significant presence of females (Vassey et al, 2022). TikTok's popularity among youth, especially those between 10 and 29 years old, provides a space for users to showcase their talents, share personal experiences, and discuss serious topics like mental health (Alfred, 2022). Additionally, TikTok has become a hub for fanfiction enthusiasts, particularly females, who openly engage with slash fanfiction content while revealing personal details like age, sexuality, and ethnicity. This trend signifies a shift in self-presentation norms, indicating increased confidence among users in sharing their aspirations and identities publicly on the platform.

Besides that, the assemblage of TikTok enthusiasts, utilizing the application as a medium to express their aspirations and aspirations, comprises members hailing from Generations Y and Z (Jalli, 2021). The ascendance of TikTok has enraptured the hearts of the youthful cohort, predominantly in the Southeast Asian region, soaring its eminence to unparalleled heights. Within Indonesia, TikTok's avid following comprises impressionable adolescents and the burgeoning youthful populace (Irwansyah, 2021). These users have found a sense of community and belonging on the platform, connecting with others who share similar interests and dreams. The creative and engaging content on TikTok has inspired a wave of creativity and self-expression among its users, allowing them to showcase their talents and individuality. As TikTok continues to grow in popularity, it has become a powerful tool for the younger generation to voice their opinions, showcase their talents, and connect with a global audience. Through challenges, trends, and viral videos, TikTok has become a breeding ground for new talent and creativity. The platform's algorithm has allowed users to gain massive followings overnight, propelling them into the spotlight and giving them a platform to share their thoughts and talents with the world. With its easy-to-use interface and wide reach, TikTok has become a force to be reckoned with in the social media landscape, shaping the way young people

communicate and express themselves online. As the platform continues to evolve, it will undoubtedly play a significant role in shaping the cultural landscape for years to come.

4.2 Impact Analysis of TikTok Use for Aspiration Channels

TikTok's impact varies across different user segments. It influences consumer impulse purchases through visual appeal and feasibility, perceived enjoyment, and usefulness (Teo et al, 2023). The platform's evolution from a teenage-centric space to a diverse content hub has attracted professionals and media outlets, offering new promotional avenues (Mudra, 2022).

a. Public perception of the effectiveness of TikTok as a means of channeling aspirations

Public perception of TikTok varies based on different aspects highlighted in the research papers. TikTok is seen as an effective platform for influencers to promote products, but influencers need to understand privacy limitations and set good examples for followers (Arsyad, et al, 2022). However, negative content, such as homosexual content, is perceived as disturbing and detrimental by some users, leading to strategies like avoiding such content and creating positive content (Iis et al, 2022). TikTok's evolution from a platform for dancing to a diverse space for various professions has changed public attitudes towards it, making it a valuable tool for sharing information (Mudra, 2022). Additionally, TikTok is recognized as an effective tool for spreading Islamic values among Generation Z, especially through unique and contemporary content (Rochmah, 2022). Overall, TikTok's effectiveness in channeling aspirations is influenced by its ability to engage users, promote awareness, and adapt to evolving societal norms and expectations.

The debate surrounding TikTok's influence on aspirations is polarized. Supporters believe it cultivates creativity and ambition, while critics argue it leads to excessive screen time and deceit. Research by PAI Ar-Raniry University students suggests that TikTok can both inspire creativity and have detrimental effects. The study reveals that while TikTok can boost motivation and academic success, it also correlates with a rise in fraudulent behavior. The insightful research carried out by astute TikTok enthusiasts in the lively Kampung Baru District has uncovered that while this cutting-edge platform nurtures ingenuity, it also heightens the likelihood of deceit. Evidently, the outcomes of this scrutiny highlight the two-sided nature of the TikTok trend, as it acts as a stimulant for creative expression while elevating susceptibility to dishonest practices. This dual nature of TikTok sheds light on the complexities of social media platforms and the impact they can have on individuals. While it provides a space for individuals to showcase their talents and creativity, it also opens the door to unethical behavior. As users navigate the world of TikTok, it is important for them to be mindful of the potential consequences of their actions and strive to use the platform in a responsible and ethical manner. Ultimately, the study underscores the importance of striking a balance between harnessing creativity and maintaining integrity in the digital age. By being mindful of the ethical implications of their actions on TikTok, users can contribute to a more positive and respectful online community. It is crucial for individuals to remember that their online presence can have real-world

consequences, and to always consider the impact of their content on others. As we continue to navigate the complexities of social media, finding this balance between creativity and integrity will be key in shaping a more ethical digital landscape for all users. Let us strive to use platforms like TikTok as tools for expression and connection, while also upholding ethical standards and promoting a culture of respect and responsibility.

b. *Follow-up to the aspirations expressed through TikTok.*

Aspirations expressed through TikTok encompass a diverse range of themes and movements. TikTok serves as a vital space for youth political expression, offering creative avenues for activism and social movements (Duguay, 2023). Users utilize the platform for playful political performances, remixing content to provide ambivalent critiques on current events, thereby contributing to ludic civic engagement and political discourse (Literat et al, 2023). Additionally, TikTok enables users to express themselves through various features like 'Album Cover' and 'Emoji Imitation,' fostering confidence and positive self-expression among both new and old users (Li, 2022). Despite its potential for queer worldmaking and the formation of queer publics, TikTok's algorithmic functionalities can pose hurdles for LGBTQ+ individuals, necessitating the application of queer methodologies to navigate these challenges (Querubin et al, 2023). Ultimately, TikTok's influence on cultural phenomena and its role in shaping planetary cultures highlight its significance in contemporary society (Lusiana and Paramita, 2022).

The follow-up to the aspirations expressed through TikTok varies. Here are some examples: (1) Within the TikTok sphere, individuals possess the power to cultivate online communities centered around mutual interests or aspirations. These communities, comprised of like-minded individuals united by a shared passion for subjects like culinary arts or university experiences, serve as a platform for connection and collaboration, (2) By utilizing TikTok to share aspirations, individuals and groups can be motivated to take tangible steps towards their goals. For instance, expressing a desire to enhance English skills may lead to activities like reading books, taking online language courses, or consuming English-language content, (3) The dissemination of aspirations via TikTok has the potential to motivate both individuals and groups to generate content that mirrors these aspirations. As an illustration, individuals aspiring to become educators can share videos containing valuable guidance and tactics beneficial to future teachers, (4) The act of trend following on TikTok has the power to ignite inspiration in both individuals and groups, encouraging them to participate in popular trends. A prime example of this is the recent surge in educational content creation trends, which have allowed individuals to contribute to this growing movement by producing their own educational materials, (5) Through TikTok, individuals and groups can use their aspirations as inspiration for creating merchandise. For example, if someone dreams of becoming a writer, they may be motivated to write a book filled with valuable advice and encouragement for other aspiring writers, (6) Utilizing TikTok as a platform, individuals and groups can use their aspirations as a driving force to develop educational content. For instance, those interested in entrepreneurship can share valuable insights on starting businesses and attaining success through their content creation, (7) Crafting motivational content on TikTok can inspire both individuals and groups to produce valuable guidance for those in need of motivation. For instance, creating

inspirational videos focused on starting a business can empower individuals to share motivational content that not only motivates but also offers practical advice for aspiring entrepreneurs, (8) Crafting inspirational material: Utilizing TikTok as a platform for sharing dreams can ignite inspiration in both individuals and groups, leading to the creation of valuable motivational content aimed at those in need of a push. Should someone desire to begin a new business endeavor, they can produce content that offers crucial guidance and motivation for aspiring entrepreneurs.

c. *The influence of TikTok on public participation in democracy*

TikTok plays a multifaceted role in public participation in democracy. While TikTok fosters entertainment-driven participation rather than critical interactions (Mendelson, 2023), it still serves as a platform for political expression and engagement. Users engage in playful political performances and remixes, contributing to ludic civic engagement and ambivalent critique during events like the U.S. presidential election (Lin, 2022). Moreover, TikTok facilitates the circulation of political information, as seen in the case of Russian users supporting Alexey Navalny (Imaizumi, 2022). Importantly, posting political content on TikTok correlates with increased offline civic engagement among young adults, indicating a potential for TikTok to integrate users into political social networks and encourage civic activity (W. Kenneth et al, 2023).

TikTok can positively encourage political involvement (AHMAD, 2023). With its captivating content, TikTok has the ability to enhance the youth's comprehension of the fundamental tenets of Pancasila, the bedrock of Indonesia's state ideology (Sitohang, et al., 2023). The TikTok application possesses the capacity to function as a formidable political instrument, captivating a worldwide audience through its algorithmic prowess, which orchestrates user interaction with the displayed content. Inevitably, TikTok has garnered a reputation for its adverse consequences, particularly in diminishing the comprehension of the fundamental principles enshrined in Pancasila within the impressionable minds of the younger cohort. This erosion of understanding poses a significant threat to the preservation of Indonesia's cultural and political identity. As younger generations spend more time on TikTok, they may prioritize entertainment over education, leading to a decline in awareness of Pancasila's importance. Efforts must be made to counteract this trend and ensure that the values of Pancasila are passed down to future generations in order to maintain Indonesia's national unity and integrity. One possible solution is to incorporate lessons on Pancasila into the school curriculum, ensuring that students learn about the principles from a young age. Additionally, community leaders and influencers could utilize social media platforms like TikTok to spread awareness about Pancasila and its significance. By engaging with the younger generation on their preferred platforms, we can help instill a sense of pride and understanding of Indonesia's cultural heritage. This proactive approach is crucial in safeguarding the country's values and ensuring a strong and unified future for Indonesia.

4.3 TikTok's Potential as a Means of Channelling Aspirations

TikTok holds significant potential as a platform for channeling aspirations across various domains. It serves as a space for queer movements and worldmaking, offering opportunities for LGBTQ+ individuals to express their identities and form queer publics (Duguay, 2023). In the field of education, TikTok's features can enhance ESL learning by promoting engaging and meaningful language education strategies, despite some limitations like user behavior and infrastructure challenges (Tan et al, 2022). Moreover, TikTok's evolution from a platform primarily for entertainment to one where professionals from diverse fields share valuable information indicates its potential for knowledge dissemination and skill development (Mudra, 2022). Additionally, TikTok is recognized for its role in shaping the cultural activities of young users, especially teenagers, and facilitating their online presence, highlighting its significance in youth practices (Sun, 2023).

a. *TikTok's ability to reach a wide audience.*

Boasting over one billion monthly active users globally, this groundbreaking medium offers marketers an unparalleled chance to connect with a diverse and extensive demographic (Frizawati, Trisakti, Romauli, & Nofirda, 2023). TikTok offers a diverse array of captivating and interactive advertising opportunities, complemented by robust targeting mechanisms, enabling enterprises to enhance their prominence and stimulate revenue growth (Haddad, 2023). Moreover, TikTok boasts a vast web of influential personalities, enabling you to effortlessly connect with coveted target demographics aligned with your industry or specialized market. By leveraging these influencers, businesses can tap into their established audiences and gain credibility and trust with potential customers. This type of partnership can lead to increased brand awareness, engagement, and ultimately, conversions. With TikTok's innovative platform and network of influencers, the possibilities for marketing success are truly limitless. Whether you are a new startup looking to make a splash in the market or a well-established brand seeking to reach a younger audience, TikTok offers a unique opportunity for growth and brand recognition. By collaborating with influencers who have already built a loyal following, businesses can quickly establish credibility and trust with their target customers. This can result in higher engagement rates, increased brand visibility, and ultimately, more conversions. With the power of TikTok's platform and network of influencers at your disposal, the potential for marketing success is boundless.

b. *Ease of use of TikTok to create and share videos.*

TikTok presents an impeccably streamlined platform, enabling users to effortlessly generate and disseminate their video content. Herein lie a few instances that exemplify the unparalleled simplicity it bestows: **(1)** Through the use of TikTok, individuals are bestowed with the convenient capacity to effortlessly generate concise video clips, spanning no longer than 10 minutes, thereby streamlining the creative procedure, (2) This ingenious platform presents a plethora of tools to facilitate seamless video editing, encompassing the capacity to incorporate captivating effects, filters, textual elements, and melodious soundtracks, while also granting mastery over speed and aspect ratio manipulation (Viranti & Aji, 2022), (3)

With seamless ease, users are presented with a simple and convenient opportunity to effortlessly upload videos of varying lengths, spanning from a mere 15 seconds to a more substantial 60 seconds, (4) The vast collection of mesmerizing videos on TikTok serves as a wellspring of inspiration for content creators seeking to craft compelling material (Mahardika, Ma'una, Islamiyah, & Nurjannah, 2021), (5) Crafting compelling video content is made simple with TikTok's comprehensive manual, encompassing the selection of a distinctive username, cultivation of a personal identity, mesmerizing audiences in the initial moments, crafting enthralling captions, and upholding a steady stream of uploads, (6) The accessibility of video content has democratized the consumption of diverse visual media, enabling individuals to partake in a wide array of entertainment options.

c. *The interactive and engaging nature of the TikTok platform*

The TikTok platform is known for its interactive and engaging nature, attracting users for various purposes. Users engage with TikTok during the COVID-19 lockdown for entertainment, distraction, and social interaction, sharing lived pandemic experiences to cope and socialize (Fitria, 2023). Additionally, TikTok serves as a medium for learning, with studies showcasing its effectiveness in teaching pronunciation and local history, making education more captivating and accessible (Klug et al, 2023). Furthermore, brands like Zara utilize TikTok for digital communication, leveraging its visual and interactive features to enhance engagement with users, demonstrating the platform's effectiveness in marketing and communication strategies (Kug and Kaufman, 2022).

The allure of TikTok lies in its ability to engage users directly with uploaded content, allowing for trend participation, commenting, and effortless sharing among friends. With interactive features like duets and live streaming, this digital platform offers a dynamic and captivating experience for creators and viewers alike (Nufus & Handayani, 2022). Through its interactive and captivating advertising formats, TikTok Ads has the potential to enhance brand recognition and boost sales for businesses. Furthermore, the platform provides sophisticated targeting options that enable businesses to efficiently connect with their desired audience within their specific market or field. With a vast array of influential influencers, TikTok offers companies the opportunity to effectively connect with pertinent target demographics. Overall, TikTok's blend of entertainment, education, and marketing capabilities fosters a dynamic and engaging user experience.

4.4 Challenges in Using TikTok to Channel Aspirations

Using TikTok to channel aspirations presents challenges due to the need for adaptation to the platform's unique format (Herrero et al, 2021). While TikTok's popularity has grown beyond dancing and music to encompass various professions, including media, successful content creation requires aligning with TikTok's style (Hu et al, 2023). However, issues arise when content from other platforms is repurposed for TikTok, leading to lower audience engagement.

a. *TikTok video duration limit*

TikTok allows users to create videos from 15 seconds to three minutes (Zeng et al, 2022). The platform features video content typically between 15 and 60 seconds long (Rizkiani and Tamburian, 2022). TikTok's short video duration has been instrumental in creating customer engagement and value for products or services, especially during the shift from Instagram to TikTok for marketing activities. Therefore, TikTok's video duration limit of 15 seconds to three minutes plays a crucial role in shaping user engagement, creativity, and marketing strategies on the platform. However, the duration of videos on TikTok has recently been extended to 10 minutes, a significant increase from the previous limits of 3 minutes in 2021 and 1 minute in 2020. This adjustment aims to appeal to a broader audience and enhance the creative process. To achieve this, TikTok has implemented a modification that restricts individuals with standard accounts to uploading videos no longer than 60 seconds. In contrast, those fortunate enough to possess verified accounts or have garnered substantial popularity are granted the privilege of extending their video duration to a generous 3 minutes. This alteration serves a dual purpose: attracting more users and content creators while allowing them ample space to produce lengthier content (Pratnyawan, 2024).

b. *Misinformation and disinformation potential*

Misinformation and disinformation potential on TikTok are concerning issues across various topics. Studies have shown that COVID-related misinformation is prevalent on TikTok, with varying levels of misinformation present in videos and differing impacts on user engagement (Bahgdadi et al, 2023). The increased use of TikTok for mental health information during the COVID-19 pandemic has also raised concerns about potentially misleading content and the need for improved accessibility to reliable mental health resources (Lee, 2022). In TikTok, a platform known for its wide-ranging user base and content algorithms, the alarming prevalence of misinformation and disinformation becomes apparent. This continual cycle of falsehoods has the power to blur the distinction between truth and fiction. As detailed in the insightful discourse entitled "TikTok's Advocacy for Collective Protection Against Misinformation in Budi Pekerti's Cinematic Effort," we witness instances where misleading visual content ensnares unsuspecting users within a labyrinth of deceitful narratives. One such video shared by a local resident, purporting to capture a violent altercation, regrettably failed to accurately depict the actual incident, thus perpetuating the dissemination of misinformation (Aprilyani, 2023). To prevent future occurrences, TikTok must enhance its content moderation system to combat the dissemination of propaganda on its platform. This can be achieved through the improvement of AI and machine learning technologies, as well as the recruitment of moderators proficient in local languages and cultural norms. In partnership with esteemed organizations such as Masyarakat Anti-Pencemaran Baik Indonesia (MAFINDO), Perkumpulan untuk Pemilu dan Demokrasi (PERLUDEM), and Agence-France Presse (AFP) Indonesia, TikTok is actively working to identify and counter misinformation, showcasing a dedication to proactive measures in upholding truth and accuracy (Sayekti, 2023). Furthermore, it is of utmost importance for individuals to exhibit relentless perseverance and

ascertain the authenticity of information prior to imparting it, all the while adhering to rigorous principles and exercising prudence in engaging with content.

4.5 Recommendations for Maximizing the Use of TikTok as a Means of Channelling Aspirations

To maximize the use of TikTok as a means of channeling aspirations, several recommendations can be derived from the research contexts provided.

a. *Increased community digital literacy*

Enhancing individuals' aptitude in digital skills stands as a paramount goal within the government's pursuit of digital transformation. The government's endeavor to bolster individuals' adeptness in utilizing social media platforms encompasses crucial digital literacy campaigns. This emphasis on advancing digital literacy assumes utmost importance, considering the swift progress of digital technology that directly impacts the daily existence of Indonesians. Augmenting individuals' mastery in traversing the realm of social media platforms necessitates the refinement of critical thinking abilities, harnessing technological resources, and nurturing an acute awareness of the digital expanse (Fitria, Arsanti, & Hasanudin, 2022). Enhancing digital literacy among individuals requires the enforcement of regulations regarding social media usage, a strategic plan for enhancing digital literacy, and initiatives to promote digital literacy in various regions. To elevate the community's competence in the digital realm, key factors such as comprehension, creativity, proficiency in digital tools, and the capacity to explore, evaluate, utilize, create, and cultivate national knowledge must be emphasized, all while upholding the values of Pancasila and Unity in Diversity. Improving individuals' grasp of digital literacy is crucial for advancing students' educational capabilities, shaping their character, and nurturing their proficiency in digital competencies.

Community digital literacy on TikTok has been enhanced through various initiatives. One study focused on training MSMEs in creating TikTok content and using Android-based cash books to improve business knowledge (Saragih et al, 2022). Another project targeted Generation Z to manage disposable mask waste effectively, utilizing TikTok for education and innovation purposes (Henny et al, 2022) Furthermore, a collaboration between KOMINFO and TikTok promoted the #CiptakanKebaikan campaign to foster digital literacy through storytelling and sharing experiences on the platform (Ihda et al, 2022). Additionally, cyber training activities in Sidoarjo aimed to enhance digital marketing literacy, particularly through TikTok, resulting in increased familiarity with the app for product marketing and business development (Sholikha et al, 2023). These combined efforts have significantly contributed to boosting community digital literacy on TikTok across various sectors and demographics.

b. *Development of special features and programs for aspiration channeling*

To cultivate features and bespoke programs for harnessing aspirations on the TikTok platform, government entities, and affiliated organizations can join forces to establish infrastructure and advocate for

the proficient and optimal utilization of digital technology. This undertaking may encompass the inception of pioneering attributes, data manipulation through the employment of SPSS software, and data scrutiny employing t-test and Mann-Whitney U Test methodologies. The development of special features and programs for aspiration channeling on TikTok is a novel area of exploration. TikTok's unique platform necessitates a reinvention of social networking strategies, focusing on fun, simple content, participation in challenges, and brand positioning to engage with younger audiences (Herrero, 2021). While primarily a social media platform, TikTok's features can be adapted for various purposes, such as enhancing the quality of an aspiration experience through detachable flavor sources and notification systems (Nobuhiro et al, 2020). Moreover, research indicates a high level of TikTok usage among students, impacting their learning motivation negatively due to addiction, highlighting the need for understanding the influence of TikTok on educational motivation (Fuady, 2023). Integrating these insights can guide the development of tailored features and programs for effective aspiration channeling on TikTok.

5. Conclusion

Based on a thorough examination of current literature, the authors assert that TikTok is acknowledged for enabling individuals to articulate their ambitions and seek communal assistance during difficult periods. This is apparent in the platform's function as a venue for innovation, amusement, and self-representation, enabling users to disseminate their aspirations and ambitions to a wide-ranging audience. Furthermore, TikTok serves various functions in modern digital culture. By offering financial incentives to content creators, the platform has a positive effect on the economy. The widespread adoption of TikTok by young users, particularly teens, highlights its significance in influencing cultural activities and online visibility, thereby demonstrating its empowering impact. In addition, TikTok's features, like short films, are designed to provide entertainment, although the quality of the content may vary. These elements have the potential to impact users psychologically, physically, and behaviorally in a positive manner. In summary, TikTok's combination of algorithmic features, social engagement, and creative possibilities empowers individuals and substantially contributes to society and the economy. TikTok has emerged as a prominent catalyst in influencing the way individuals connect and participate with each other in the modern era by cultivating a sense of belonging and offering prospects for economic advancement. With an increasing number of people using TikTok as a means of self-expression and driving social change, its impact on society is expected to further expand in the future. The writers additionally verify the existence of TikTok. TikTok's ongoing development and growing user base make it a powerful tool for fostering significant societal transformation and initiating crucial dialogues on a wide range of topics. Due to its extensive influence and capacity to magnify marginalized voices, TikTok has the potential to foster beneficial transformations in society. TikTok has the potential to become a significant catalyst for social development and innovation in the digital world as users increasingly use the site for activism, education, and creativity. As we anticipate the future, TikTok's influence on society will inevitably grow, influencing our methods of communication, connection, and activism in the next few years. In essence, TikTok's function in society is undergoing a process of development and broadening.

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