

ANALYSIS OF SOUND AND VIDEO FACTORS IN DEBM INSPIRATIONAL RECIPE CONTENT ON TIKTOK

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Abstract

With the large variety of content on TikTok, this frees content creators to express their creativity, one of the creative content that is in great demand by the audience until it goes viral is the content on the TikTok account @resep_debm which packages cooking tutorial content but is packaged differently. DEBM became one of the viral accounts with the abbreviation "Diet Enak Bahagia Meny menyenangkan" popularized by Robert Hendrik Liembono.

This research uses the basic theory of uses and effects, which is a mixture of uses and gratification theory and traditional theory of effects. This knowledge will make the audience able to take information and education from the DEBM inspired recipe content and automatically receive effects after watching such as likes, comments, follows.

Through the results of Factor Analysis, it is evident that the voice variable consists of the dimensions of information, intonation, articulation. After analyzing the information dimension, the first factor has an initial eigenvalue of 15.088 or a percentage of variance of 61.867%, meaning that factor 1 is able to explain 61.867% of all factors in the DEBM inspired recipe content. So, the voice factor dominates people watching DEBM inspired recipe content on TikTok.

Keywords:

Uses and effect theory, Factor Analysis, TikTok

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INTRODUCTION

The development of the industry in social media is now experiencing a rapid increase. This is due to the emergence of many types of application development companies and thus triggering increasingly competitive competition. Various aspects now require Indonesians and especially residents in big cities to use it as a means of entertainment and relaxation that people need to avoid stress in their work.

One platform that is often used is TikTok. TikTok is an application that is currently very famous and is favored by many contents uploaded to TikTok. TikTok is getting more and more talked about, Bowo went viral in July 2018 with his video content showing off a very large amount of money. TikTok is a music video application from China, China which was first released in Indonesia in September 2016. The app was so popular by September 2017 that it had 160 million users.

Very many creators upload work or content on TikTok. Apparently the content on TikTok varies not only one made by creators such as dance content, education, fashion, cooking tutorials, make-up tutorials, disseminating information, and challenges. With the many variants of content on TikTok, this frees creators to express their creativity, one of the creative content that is in great demand by the audience until it goes viral is the content on the TikTok account @resep_debm which packages cooking tutorial content but is packaged differently. DEBM became one of the viral accounts with the abbreviation "Diet Enak Bahagia Meny menyenangkan" popularized by Robert Hendrik Liembono.

In a content, there are elements such as sound and video in order to attract people's attention. Content that is packaged into a video is in great demand today. A video will be considered quality if the content provides good information and is interesting to watch. The characteristics of the content of the DEBM inspiration recipe vary greatly from sounds and videos that show cooking tutorials with food menu tips and tricks through the TikTok platform, so that many viewers of the DEBM inspiration recipe follow this method with the DEBM inspiration recipe on TikTok quite a lot of people watching.

LITERATURE REVIEW

The object of this research is viewers of DEBM (Diet Enak Bahagia dan Meny menyenangkan) inspiration recipes that are aired on TikTok social media. Content has a lot of information available on various media platforms and is the most important part of knowledge.

New Media

According to Carey (in Dennis McQuail, 2010: 39) New media or new media is media that utilizes cellphones and computers supported by an internet connection base. The beginning of network-based changes was to utilize satellite connections which then used computers to be the



main force. The digitization process becomes a provider of opportunities for the delivery of various information in an efficient way and becomes a unity that becomes the basis for creating great computer power as a machine in communication.

Social Media

Philip Kotler and Kevin Keller (in Hasgimianti et al, 2022: 107), define social media as a medium for consumers to share images, text, video, and audio information between individuals and between companies. The role of social media will increasingly be recognized by consumers as a performance booster in doing business. Social media provides opportunities for small businesses in marketing products and services and can communicate with their customers where the goal is to build positive relationships.

Uses and Effect Theory

According to Stanlay J, Baran and Dennis K. Davis (2010: 301), has the most recent opinion on the uses and gratification approach as a link between effects and satisfaction, one of which is Windahl (in Baran & Davis 2010: 301), has the opinion that combining uses and gratification research with the effects tradition is very slow and suggests uses and effects of using media content called conseffects.

TikTok

TikTok is known as a social media and music video platform from China that was launched in September 2016. The TikTok application can be used by users on iOS and Android platforms. The application in Indonesia in September 2017 was so popular that it had 160 million users. According to digital reports in 2020 TikTok had more than 800 million active users, up from 300 million in January 2019.

Sound

Sound is a domain of multimedia, while there are other domains in multimedia such as text, animation, video, and photos. Audio elements in multimedia include voice, music and sound effects. Sound in multimedia is used in various aspects, the voice of the person doing the voice or the chatter of one person with another or the voice carried by a person who is not visible on the screen.



Video

Video is a multimedia element in which there are various images that move quickly and sequentially. Video is the most interesting element in multimedia and video has the power to bring the audience closer to real life. Through the addition of video components to the project, it is able to convey messages and strengthen the story. In addition to this, various parties who observe the video will be able to remember more than what they see.

RESEARCH METHODS

This research method uses quantitative methods. Respondents in this study were followers of the TikTok account @resep_debm. The sampling technique used was non-probability sampling using purposive sampling, and the population was obtained from TikTok followers of DEBM inspirational recipe of 100 respondents. Data analysis techniques used validity tests, reliability tests, descriptive analysis, and factor analysis. Data is processed using SPSS 22.

RESULTS AND DISCUSSION

This research uses factor analysis using the sample results obtained. Factor analysis will determine which factors dominate from the variables that have been determined using SPSS. Validity and reliability tests will be carried out, followed by factor analysis.

Validity

This validity test researchers use in measuring the validity of each statement or question in the questionnaire in each variable. In testing its validity, the results of the validity test of 30 respondents with r table 0.306 and 100 respondents with r table 0.165 through the help of SPSS 22. Then the questions in the questionnaire are categorized as valid.

Reliability

The reliability test has the aim of observing whether the questionnaire is consistent when used to measure variables. A variable can be categorized as reliable if Cronbach's Alpha is > 0.60.

Factor Analysis

The results of the study can be seen that the sound and video factors in the DEBM inspired recipe content on TikTok. Of the 24 variables studied, the factoring process can be reduced to only two factors.



The first factor has an initial eigenvalue of 15.088 or a percentage of variance of 62.867%, meaning that factor 1 is able to explain 61.867% of all factors in the DEBM inspiration recipe content. The variable included in the first factor is X1.4, which means that the information factor is that the DEBM voice actor on TikTok uses language that is easy to understand.

The second factor has an initial eigenvalue of 1.392 or a percentage of variance of 5.798%, meaning that factor 2 is able to explain 5.798% of all factors in the DEBM inspired recipe content. The variable included in the second factor is X2.1 which means that the lighting of the DEBM content object on TikTok that is displayed is clear.

According to Rifky Yuni Prayog's research (2017: 69) in their research they determine the most dominant factors by looking at the total variance value in the Total Variance Explained table based on the results of the study and from the results of the overall analysis. Apparently, in this study the factor that dominates the content of DEBM inspired recipes on TikTok is the sound factor which has a variance value of 62.867%.

CONCLUSIONS

Based on the results of the analysis of sound and video factors on the content of DEBM inspiration recipes on TikTok, seen in Total Variance Explained based on the results of this study and from the results of the overall analysis, there are 2 factors that are reduced. So it can be concluded that the factors in the content of DEBM inspiration recipes are as follows:

1. The first factor, namely the information factor (X1.4) with a variance value of 62.867% contained in the sound variable.
2. The second factor, namely lighting (X2.1) with a variance value of 5.798% contained in the video variable.

Through the results of Factor Analysis, it is evident that the sound variable consists of the dimensions of information, intonation, articulation. After analyzing the information dimension, the first factor has an initial eigenvalue of 15.088 or a percentage of variance of 62.867%, meaning that factor 1 is able to explain 62.867% of all factors in the DEBM inspired recipe content. So, the voice factor dominates people watching DEBM inspired recipe content on TikTok.





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