

Impact Site Tiktok *Beauty Vloggers* To Behavior Imitation Students Of The Faculty Of Dakwah

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Abstract

Tiktok is a site that is frequently used by the general public for information, entertainment, and a source of talent and talent. Various types of content continue to be created, one of which is beauty vlogger content which is very popular among women. The purpose of this study is to find out how the effects of beauty shows are vloggers on the Tiktok site for imitating or imitating behavior and how big the effect it is for students majoring in Communication Studies class of 2020 at the State Islamic University of North Sumatra. The type of research being carried out was descriptive qualitative using observation and interview techniques with several students majoring in preaching dan communication science class of 2020 at the State Islamic University of North Sumatra. The results of this study indicate that beauty vloggers on the Tiktok site have the same effect on informants, namely a pleasant effect on the information they get, entertain them, and get self-satisfaction with the beauty shows they see. They generate imitation behavior in the form of plagiarizing makeup tutorial videos, recommending videos they watch to others and buying the same products.

Keywords: *Beauty Vlogger, Imitation Behavior, Tiktok*

INTRODUCTION

With the rapid development of technology , people's daily lives are also affected. The presence of the internet greatly affects people's lives, because newspapers, television and radio are no longer a source of information and a means of entertainment (Lestari, 2021). Internet technology has helped many applications, social media and websites change daily lifestyles with all kinds of activities (Utami, 2018). The Internet has become a meeting place for many people and groups in large-scale virtual communication . According to Andlika, social media is a platform where users can use the internet to express themselves by sharing, communicating, interacting and establishing social relationships with other users virtually or online (Safitri, 2021). The current millennial generation is almost inseparable from social media (Wisnuhardana, 2018).

Since the COVID-19 pandemic in Indonesia, internet users have been growing in Indonesia. Based on research from January to February 2022 conducted by the Association of Indonesian Internet Service Providers (APJII), it is known that 210,026,769 of Indonesia's total population of 272,682,600 people in 2021 are known to use the internet in their daily lives, with 210,026,769 people. 89.15% of the reason they use the internet is to access social media (www.apjii.go.id accessed on 22 October 2022). According to the APJII survey, the most used content on the Internet in 2022 is social media with a cumulative share of 89.15%, and Tiktok is one of the social media that contains a variety of information, entertainment, educational topics and other content.

TikTok is a new social media platform that allows users to post videos to show off their skills (Tri Buana, 2020). The application released by Zhang Yiming in September 2016 was considered very successful. This is because Sensor Tower research reports that TikTok is the most downloaded application on the Google App Store and Play Store in 2020 (Fazrin, 2020). Short videos are uploaded to TikTok and the creators are generally referred to as *vloggers*. *Vloggers*, as defined by Forbenius (Sokol, 2017), are people who enjoy talking in front of the camera. They make videos and post them online for people to watch and comment on. Vloggers are people who make *vlogs* that contain content posts in the form of videos (Rizka Agustiara, 2019). *Vlogger* is a new profession that was born to take advantage of the development of social media and technology. One type of *vlogger* that is currently developing is the *beauty vlogger*. According to Choi and Behn-Morawits in the journal (Eko Putra, 2021) *beauty vloggers* are influencers who share information by teaching specific skills and explaining how to do something with their content through video clips posted on social media platforms. Video content about beauty, make-up tips and tricks, tutorials and others made by professional *beauty vlogger workers* (Maerizka, Hafar, & Yustikasari, 2018). A *Beauty Vloggers* must be able to gain the audience's attention and trust in their content so that they can gain followers and become known for their expertise (Arsha Safira, 2019).

abundance of *beauty vlog content* has a huge impact on society, especially women (Tika Paula Ulfa L. Tobing, 2021). *Make up* is now very important to make yourself look beautiful. Since there is no age limit, everyone from teenagers to the elderly try various cosmetic actions to complete their look. From product *reviews* to makeup tutorials and how to use *skincare*, various *beauty vloggers* take part in makeup challenges with creative ideas. The enthusiasm of women is very high when they watch *beauty vlogs* which contain various interesting information. One of the needs of today's society is to look attractive, especially in the era of globalization. Having a *vlog* about beauty has a certain impact on society. Results vary for different target groups. The results include changes in the behavior of Indonesian women (Lestari, 2021).

Miller and Dolland explained that imitation is a stimulus that determines whether a behavior will be repeated in the future (Sarwono, Sarlito Wirawan, 2017). Imitation or imitating is imitating someone's behavior, not only in appearance, but also in behavior, attitude, lifestyle, etc., such as the way someone speaks. (Lies, U., Khairul, R., & Rusmana, A., 2019). Imitation is also learning that audiences do to adjust their behavior to adapt to the social roles they have learned (Esti Astuti, 2021).

Previous research is used as a comparison and benchmark for making new research. The research conducted by Annisa Lestari in 2021 was entitled "The Effect of Indo *Beauty Vlogger Shows* on the YouTube site on Imitation Student Behavior" in which the research was conducted on 172 KPI students at UIN Syarif Hidayatullah Jakarta. From the results of the study it can be concluded that variable X (*cognitive effect, emotional effect, bio-behavioral effect*) influences variable Y (*fake behavior*) (Lestari, 2021).

In a study entitled "The Effect of Beauty Vlogger and Exposure to Media Beauty Vlogger Suhay Salim on YouTube Against the Imitation Behavior of SMKN 20 Jakarta Students" conducted by Zahra Safira and Anindita Lintangdesi Afriani in 2021 it can be concluded that media exposure has an impact on imitation behavior based on how many times YouTube shows are watched. This study sampled 141 female students from SMKN 20 South Jakarta using a sampling method designed for this purpose. The results of this study indicate that media exposure has a significant effect on imitation behavior depending on the number of YouTube views . Based on the coefficient, media exposure has an effect of 0.637 on simulation behavior, and the beauty vlog coefficient has no effect of 0.005, so that the X1 variable,

namely main media exposure, has a greater effect. Media exposure has a positive effect on imitation of behavior, this shows that media exposure to cosmetic vlogs does not have a significant effect (Zahra Safira, 2021).

RESEARCH METHODS

study uses a descriptive qualitative approach . According to Monique Henke, a qualitative approach is an approach that allows researchers to use specific methods to see their experiences in detail. The descriptive approach is research that is directed at presenting systematically and accurately the characteristics, facts or phenomena related to the characteristics of certain communities or regions (Hardani, 2020). Descriptive approach is a research strategy used to investigate and clarify facts, characteristics, or existing social phenomena. The descriptive approach attempts to explain several variables related to the problem and study unit (Samsu, 2017). The subjects of this study were 5 female students majoring in Communication Studies class of 2020 at the State Islamic University of North Sumatra. The technique used in collecting data is by using interview and observation methods.

RESULT AND DISCUSSION

View Beauty Vlogger on the Tiktok site

The Tiktok application, which is widely used and enjoyed by the millennial generation, is an example of how the millennial generation is most active and intensive with new technology. As a result, the millennial generation has the greatest influence on the development of Indonesian culture (Togi Prima, et al, 2020). In this section, the researcher found that on average the informants watched *Beauty Vlogger shows* on the Tiktok site because they were interested in *make up* and *skincare* . To meet their needs for facial care, they follow the advice of *beauty vloggers* that suit their problems and skin type. The impressions shown are also very diverse. *A beauty vloggers* need to pay attention to the video content delivered, from updating matters related to makeup, introducing expensive to inexpensive brand products, to carrying out *challenges make up interesting anti- mainstream* . Beauty products often use *beauty vloggers* as *brands* or models in advertisements that promote their products, and this is what attracts viewers to use facial products to make them look like *beauty vloggers* . They often provide tips and advice on make-up and skin care, and see the make-up and skin care process in a factory (Widodo, 2017). This situation is increasing until there are *beauty vloggers* who are the target of every product. *Beauty vloggers* (Marketeers.com in the journal Riris Roisah, 2021) don't just review messages about the benefits of a product to convince their viewers, they actually test the product and promote it so that potential customers clearly know the pros and cons of the product.

vloggers exclusively share tips and educate viewers about beauty. Because the essence of the topic of *beauty vloggers* is beauty, most *beauty vloggers* are women, but it is possible for men to become *beauty vloggers* . *Beauty vloggers* will only grow in popularity because they can provide information about their videos. This makes *beauty vloggers* even more popular because they are seen as ambitious people with experience in the beauty field. *Vloggers* want to work together to support several beauty brands in their content. This collaboration benefits cosmetic companies as an ideal strategy to introduce their products so that they are better known by many people and also benefits *beauty vloggers* by providing beauty products to

support *vloggers* as *beauty influencers*. *Beauties* – *vloggers* will influence the audience with reviews or tutorials of certain products in order to arouse the audience's interest in doing the same thing with them (LaGroue, 2017).

In this case, the informants had their own interests and preferences regarding the *beauty vlogger shows* they saw. According to one informant, *beauty vlogger content*, especially on the TikTok site, is very interesting to follow, especially for those who want quick and short tutorials. The results of interviews with informants revealed that:

"Normally I prefer to see natural *make-up tutorials* on TikTok for me to try when I go to campus. Because usually I need a quick tutorial so it's not too late. Sometimes if I need information about facial care or *skincare*, I also see it on tiktok."

Another informant also revealed that every time he opens the TikTok application, there will definitely be a *beauty vlogger* showing on his homepage, which indicates that the owner often sees this show.

"Sometimes when I'm relaxing while opening the tiktok application, *beauty vlogger* shows will appear occasionally on my homepage. That's probably because I also often watch *beauty vlogger shows* so when there's a show I want to try, I'll save the video so I can play it back later'. In this case, TikTok has a feature which will display shows that are frequently seen by users so that it can make users feel comfortable surfing the application for long.

Regarding the tiktok application itself, the informants have known it since they were in high school. *ByteDance*, a Beijing-based Internet technology company founded in 2012 by Zhang Yiming, owns TikTok, or Douyin in China, a social networking service for creating and sharing short videos, insights, and more. TikTok was first developed in China in 2016 under the name Douyin before being released worldwide in 2017 under the name TikTok (Pande Made Nata Wijaya, 2022). The TikTok application allows users to easily create short films which will attract the attention of many viewers by giving them distinctive and attractive effects. The TikTok application is a social network-based application and video platform originating from China and was launched in September 2016 (Aji, 2018).

According to interviews with informants, most of them started watching *beauty vloggers* when they started college, some started watching when COVID-19 hit Indonesia, and some showed that they had known *beauty vloggers* since high school. They admit that they watch *beauty vlogger shows* because they want to learn *makeup tutorials*, as well as how to use *skincare* because they want to take care of and apply makeup. Moreover, every *vlog show* on TikTok usually displays interesting *footage* with good sound quality, the expertise of *beauty vloggers* and *reviews* of trending beauty products. It's not uncommon for beauty vloggers to share facial and beauty care tips that can be used as evidence for a wider audience. *Beauty vlogger* content not only provides *make-up* tutorials and *reviews* of *make-up products*, *skin care* and other beauty tools, but also provides entertainment for informants in their spare time.

Effects of Beauty Vlogger Shows on the Tiktok Site

The use of social media will certainly cause various effects for its users. This is in line with the *uses and effect* theory, which was first put forward by Windahl (in the journal Riyanto, 2017) which is a synthesis of the use and satisfaction approach and traditional theories about media effects. In this case, the concept of media *uses* is very important in this theory. Media effects are now defined as conditions in which need satisfaction is achieved, because media use is one way to fulfill needs, according to the *uses and gratifications theory*. (Mukarom, 2020). Meanwhile, *use and effect theory* is a theory that explains the relationship between mass communication disseminated through the mass media and its influence on media users.

In this study, tiktok users certainly have an *effect* on themselves after using the social media. That way, the mass communication that is established goes well between the

communicator and the communicant. In this study, a *beauty vlogger* acts as a communicator who provides information and entertaining content with various creativity and tiktok users act as communicants who receive this information. From the data that has been collected, the effects of the mass media include:

1. Cognitive Effects

Cognitive effects, namely the effects produced by the communicator and are beneficial to him. From the results of the interviews, it can be seen that the response of the informants to the cognitive effect is that they know about *beauty shows vlogger* which is currently a show that is popular and popular among women.

2. Affective Effects

Affective effects refer to the affirmation of pleasurable, aesthetic, and even emotional experiences. From the results of the interviews it was found that the informants were happy with the *make tutorial shows up* uploaded by *Beauty content creators vloggers*.

3. Behavioral Effects

Behavioral effects, namely the effects caused by the audience in the form of behavior, actions or activities. From the interview results it can be seen that the informants can use *make up* what they see and learn from *beauty shows vloggers* in their daily activities such as lectures, *hangouts*, and also attending events.

Behavior Imitation (imitating) Student of the State Islamic University of North Sumatra

The process of putting an action or process into action by using one's senses as recipients of stimuli and strengthening one's cognitive abilities to process information from these stimuli or stimuli with the ability to move is known as imitation. as human behavior, imitation is the act of imitating the actions of others (Syahlan Mattiro, 2022). This process involves a higher level of cognitive abilities because it does not only involve language, but also understanding other people's thoughts. Individuals must use their senses, such as eyes, ears, and minds focused on the model. Imitation is greatly influenced by the level of sensory access, such as sight, hearing, and feeling (Harris et al. 2021).

From the data collected by the researchers, the imitation behavior caused by the informants was all the same, namely doing the same thing as the *beauty vlogger* they saw. The same is true of Anisa Lestari's research (2021), which explains the stages of the imitation process which include:

1. Attention process

This process is carried out by observing events that are easy to remember, simple, prominent, interesting, and events that appear repeatedly. In this study, the informants showed interest in the *beauty vlogger content* on the TikTok site.

2. The process of remembering (retention)

In this process, the events seen will be remembered in the brain's memory. In this study, informants were able to remember descriptions of cosmetic products, *make-up techniques*, how to take care of their faces, and how to decorate themselves.

3. The process of motor reproduction (rhetorical reproduction)

In this process, the process of imitating or pouring back the things that are remembered in the form of behavior arises. In this study, the informants began to use *make up*, *skincare*, and self-decoration methods similar to those done by the *beauty vloggers* they saw on tiktok.

4. motivational process

In this process, there is a feeling of satisfaction with something that has been done. In this study, informants were satisfied with the results of the make-up they did after imitating *beauty vloggers*.

Imitation is a social learning method that ultimately results in the growth of individual customs and culture. This makes it possible to pass on language, customs, behavior and information from one generation to the next without the need for genetic inheritance. Behavior imitation can occur when someone is very interested in imitating something and likes what they imitate (Zahra Mutiara, 2020). The results of an interview with an informant revealed that: "Initially I wasn't too interested in *make-up* , but after experiencing the campus world wearing *make-up* became my need in doing self-image as a neat and beautiful student."

The informants carried out imitation behavior in the form of imitating the *beauty vloggers* they saw on the Tiktok application. This behavior arises because of encouragement from both oneself and the surrounding environment to use *make-up* in everyday life, such as going to campus.

CONCLUSION

Based on the results and discussion above, it can be concluded that imitation behavior by female students majoring in Communication Studies class of 2020 at the State Islamic University of North Sumatra arose due to encouragement both from within themselves and the influence of the environment around them. Imitation behavior is also an effect obtained from watching *beauty vlogger shows* . In accordance with the theory in the journal Dewi Lestari, the purpose of imitation is for individuals to master newer responses by observing the behavior of other people or models (Dewi Lestari, 2020). Meanwhile, the effect that emerged from the informants of this study was to have a fun and motivating effect on them when watching *Beauty Vlogger shows* on Tiktok. But without them realizing it, they also have a negative effect on themselves, namely their dependence on social media so they try to be other people according to the beauty standards that exist on social media.

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