
THE FACTORS INFLUENCING THE POPULARITY OF TIKTOK AMONG GENERATION Z: A QUANTITATIVE STUDY IN YOGYAKARTA, INDONESIA

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Abstract

TikTok has become a very popular social media application for sharing entertainment videos these days. Many videos are made and shared on the TikTok application. This study will examine the factors influencing the popularity of TikTok. This study aims to recognize how informativeness, uniqueness, co-creation and entertainment influences the popularity of TikTok. By using primary data, a questionnaire was distributed to Generation Z in Yogyakarta, Indonesia. A total of 142 respondents are involved in this study. The data collected was analysed. Informativeness has the most significant and related to the popularity of TikTok. While co-creation had no significant relationship with the popularity of TikTok. This research will benefit individuals or organizations that specialize in social media management, hence, they can get more understanding of which variables they need to focus on when it comes to TikTok.

Keywords: *Informativeness, Uniqueness, Co-creation, Entertainment, Popularity, TikTok*

1.0 Introduction

Information and communication technology is useful to facilitate all aspects of human life. Today's information world seems inseparable from technology. The use of information and communication technology by the public makes the world of technology increasingly sophisticated. It provides users with comfort and convenience, particularly with the expansion of communication technology that is constantly growing. Along with the times, internet technology has become a necessity for the community (Batoebara, 2020), hence, this refers to social media. By using social media platforms, people can easily and effectively connect, engage and share videos with others (Wandi,

2020). Social media has given a significant convenience and pleasure in this rapid and advanced century. Currently, the social media video sharing platform is only downloadable on smartphones. Social media is online networking, with its users being able to easily engage, distribute, and produce content, namely blogs, social networks, wikis, sites, and the digital environment (Cahyono, 2016). Commonly used social media such as Instagram, YouTube, Facebook, Twitter, WhatsApp, YouTube, TikTok, etc. However, the main discussion in this report is TikTok.

TikTok short video app is an application for mobile video sharing and creation, formerly established as Musical.ly, which has caught the attention of young viewers throughout the world (Bresnick, 2019). TikTok was founded by a company named ByteDance, in Beijing, China. In China market ByteDance have an app called “Douyin”, hence to expand the market, the company released TikTok for the international market in 2017. TikTok provides a unique way for users to share creative videos of themselves, their environment, or compile external audiovisual content. Even text superimposed on a coloured backdrop consists of the simplest videos they can create on TikTok. By adding pictures, video clips, and sounds, the content can then be more interactive. The duration of a video post is 15 to 60 seconds, and it can consist of a compilation of shorter video clips that they can combine and become a longer video. When users create videos, they can add a hashtag in the caption to describe their video content (Serrano, Papakyriakopoulos, and Hegelich, 2020). TikTok has grown into the most popular Android and iOS video app due to its design, technology, and cultural factors. Hence, TikTok comprises a portion of the 800 million monthly users (Dilon, 2020). TikTok can improve user experience, fulfil user expectations, achieve user goals, and draw users to the suggested algorithm technology based on data in aspects of interface interaction design, content creation and shape of innovation (Yu, 2019).

Indonesia is one of the largest social media users in Southeast Asia and Indonesia has reached up to 150 million users or equal to 56% of its population (Faris and Pratikto, 2020). Internet World Stats (2019) stated Indonesia at 5th ranks the world for providing the most citizens with access to the internet, in other words, the amount of people accessing the internet in Indonesia is higher compared to Japan. This condition is understandable given that the presence of the internet coincides with the young age group. At this age, they are in the process of finding their identity which reflects their curiosity over an object. Nonetheless, TikTok is the most popular social media proven by download records on Google Play in Indonesia with more than 100 million downloads (Damayanti & Gemiharto, 2019). In the present era, it is seen that the Indonesian people are very fond of the Internet with the proportion of users that is always increasing every year. Quoting data from Asosiasi Penyelenggaraan Jasa Internet Indonesia (APJII), the penetration of Indonesian Internet users in 2018 was 64.8% of the total population of 262 million. From the age segment, ages 15-19 years have the highest penetration, reaching 91% (Asih and Khafid, 2020)

1.1 Problem Statement

The development of the Internet has been accompanied by developments in new media or new media in Indonesia. Social media is one of them. One of the apps on social media that is currently booming among children, teenagers and even adults is TikTok. TikTok is an application made by China, an app that platform specifically for videos, music and pictures (Batoebara, 2020). TikTok

was downloaded 315 million times globally in the first quarter of 2020, which is a 58% rise from the last quarter (Mohsin, 2020). Gen Z and millennials are also dominated globally by TikTok. Around 27% of TikTok users are between the ages of 13 - 17, 42% are between the ages of 18 - 24. In combination, 69% of TikTok users are under 25 and 85% are under 35 years old (Li, et al., 2021). In Indonesia, TikTok users have reached 10 million monthly active users (Aji, 2018). The majority of Tik Tok users are 14-24 years old, due to Tik Tok regulations that claim people in the age of 14 below are unable to use TikTok (Wiwoho 2020).

TikTok social value is to bring joy and to let users capture useful information. In terms of online education, tourism and e-commerce, the metaphor of 'visual encyclopaedia' has echoed the expansion of TikTok into other public domains. This means that users are free to access TikTok, either to collect the desired information or to advertise their goods (Zhang, 2020). People with mental health issues, the general public and the use of social media is related (Naslund et al., 2016), with 97% of adolescents with serious mental health problems engaging in influential social media, including Tiktok. In addition, from the business perspective, social media performs as an efficient medium and stage for collaborative interaction between consumers and organizations (Rathore and Ilavarasan, 2016). There is a major difference in the aspects of the audience and age in particular. While Twitter and Facebook tend to be in their 40s. Instagram draws users in their 30s and TikTok in their 20s. The younger population has distinct patterns of media consumption. There is a vast market of individuals searching for a few minutes during the day for micro-entertainment and distraction.

Many researchers have examined how TikTok can be utilised in the marketing perspective and the transformation of social media use cases among audiences. However, there is a lack of knowledge concerning the factor influencing the popularity of TikTok among Gen Z perspectives in Yogyakarta, Indonesia. Therefore, the study aims to explore the factor influencing the popularity of TikTok in Yogyakarta.

2.0 Literature Review

2.1 Popularity of TikTok

According to Sorrels (2015), popularity is a culture that is favoured by many people and is not tied to a particular social class. Popular culture is having a greater influence in the digital age. This is because the ease of accessibility to get information has a significant impact on popular culture in a country. Popularity itself has characteristics, it creates trends, identity, adaptability. It is temporary or can be replaced when the audience is attracted by other popularity. The durability follows the time of public perception, profitability or potential benefits that can be obtained. And the consumption patterns can produce pleasure and distraction (Mahanani, 2015).

According to Vannucci, Ohannessian and Cagnon (2019) and Gupta, Jung and Yoo (2020), they stated that popularity in social media is supported by the opportunity to share, receive and create messages. TikTok was popular because of the playback speeds of music videos provided in the app (Breshnick, 2019). According to Batoebara (2020), TikTok was included in the top 10 list of most downloaded apps in Indonesia, Thailand, Malaysia and the Philippines. TikTok is observed to be valued by the adolescent population in Southeast Asia. The popularity of TikTok started in

2017. The influencer marketing strategy used by TikTok was to team up with several public figures to support its release. TikTok also realizes how Gen Z, especially in Indonesia, have a narcissistic and creative sense. This method has been successfully implemented and affects the popularity of TikTok in Indonesia (Arrofi, 2019).

Yang, Zhao and Ma (2019) investigated that sophisticated production level, fashion disseminates content, celebrity influencer and advertising content are persuading the popularity of TikTok in China. In contrast, based on a study of social media use in the United States, Hruska and Maresova (2020) found that Instagram and Facebook are the most popular social media in terms of business perspective. However, the popularity of TikTok increased up to 60% of 26.5 million active users (Roumeliotis, et al, 2020; Serrano, Papakyriakopoulos, and Hegalich, 2020). Furthermore, Hou (2018) analysed the perceived popularity of TikTok in Bangkok, found that there is a positive relationship between the perceiving popularity of TikTok and product positioning and content varies. However, Wandu (2020) investigated that TikTok popularity impacting negatively the physical and moral development due to sexual and pornography content. Weimann and Masri (2020) also found TikTok's popularity grew as a new platform for spreading abuse and evading detection.

2.2 Informativeness

Informativeness is described as the ability to educate users about alternatives that allow them to create value-producing decisions (Rotzoll, Haefner and Sandage, 1990; Lee and Hong, 2016). People can easily access information at any moment with widespread internet networks ubiquitously. According to Nasrullah (2017), social media attracts people who are interested to participate in contributing direct feedback, giving comments, and sharing information. As information is a key component of branding, organizations have created abundant information in an attempt to deliver adequate effective, and intriguing information about brands (Gordon & DeLima-Timer, 1997; Najib, Kusuma and Bibi, 2020).

The information provided on TikTok ranges from unboxing videos, tutorials, sharing opinions, warnings, and giving suggestions about services or products, life hacks or DIY (do it yourself). Users continuously provide critical and analytical information on TikTok (Autio, 2020). According to Yachao et al. (2020), who studied the use of TikTok as a tool for health information regarding COVID-19, found that there is a positive association between engagement and content information. Hasiholan, Pratami, and Wahid (2020) also focused on the use of TikTok to prevent COVID-19 in Indonesia and it was discovered that TikTok has become an ideal medium for implementing the campaigns by WHO (World Health Organization) through the hashtag #safehands challenge.

Furthermore, Serrano, Papakyriakopoulos, and Hegalich (2020) investigated political communication on TikTok. They found that TikTok users have actively shared political information which would have faced more scrutiny on Instagram and YouTube. In addition, Herrick, Hallward and Duncan (2020) examined ED (Eating Disorder) information with the campaign #EDrecovery on TikTok and found that the information provided has a potentially empowering and effective impression. However, an abundance of information about ED showed

to be destructive for audiences. Nevertheless, Moran (2020) determined that numerous information provided on social media could be considered as a bias, possesses a conflict of interest and deception.

Hasiholan, Pratami, and Wahid (2020) also stated that popular culture is defined as a culture that is recognized by a large number of people and is not restricted to a certain socioeconomic class. In today's technological age, the ease of access to information has had a huge influence on a country's current popular culture. TikTok app is extensively utilized by Indonesia's GEN Z population and has become part of the country's popular culture.

H1: There is a relationship between informativeness and the popularity of TikTok.

2.3 Co-Creation

Co-creation refers to the new product development that focuses on a user-centred design approach. The aim is to improve exposure and recognition to promote product development (Abramovici and Linder, 2011). Customers are an essential part of developing new products in co-creating, they act as part of value creation for companies (Prahalad and Ramaswamy, 2004). Therefore, many studies have studied co-creation experiences and outcomes (Varleye, 2015). According to Cheung (2016), consumers are willing to spend time and resources on using social media to understand more about products and services. Consumers have a specific reason to engage in activities of co-creation. Existing investigation on consumers' desire to engage in a brand's co-creation activities indicates the different types of benefits they gain from their empowerment in co-creation activities (Lorenzo-Romero, et al., 2014).

An important strategy for getting customers' attention is to provide creative content to build customer engagement, which will lead to future purchase intentions (Vivek et al., 2012). Relating to TikTok, Prianbodo (2018) found there is a relationship between co-creation and the popularity of TikTok. With TikTok, within a 15-second video, users can create substantial content for sales, products and services (Wang, 2020). Furthermore, Herrero, Rey and Garcia (2020) found that using trending hashtags, audio tagging, reaction features and lip-syncs, possibly create new relationships with the consumer which lead to viralization and co-creation from TikTok.

H2: There is a relationship between co-creation and the popularity of TikTok.

2.4 Uniqueness

Zhi (2018) investigated three factors that differentiate TikTok from other apps. First, TikTok uses music as the mainline of the app. TikTok comes with a variety of music as the video back sound to attract more young consumers. The second is the big data analysis preferences. TikTok allows users to customise the content based on consumer preference or recommend videos, therefore, they can choose what they like. The third is the duration which is restricted to 15 seconds. Garnett (2016) stated that music has been an embodiment of the spiritual endeavour of individuals perpetually. Different types of music specify different experiences to individuals and help them to calm their bodies, also alleviate pressure on young people as music sometimes can be used to control their feelings. This is one of the characteristics of TikTok that reflects its uniqueness.

TikTok combines the popular features of the app, one of which is the “For You” feed which displays videos based on the likes of TikTok users. In addition, TikTok also presents the latest features, one of which is the reaction feature, where users can react to other users' videos which can be done directly in the application (Wiwoho, 2018). As TikTok is the first short video app to adopt big analysis data, therefore, they can establish stable and long term relationship with the consumer which reflect the uniqueness of TikTok. Baquita et. al. (2021) also found that Tik Tok is more than simply a social media site; it has a uniqueness that is different from other platforms, thus Tik Tok video results, even when shared across many networks, may still capture viewers’ attention.

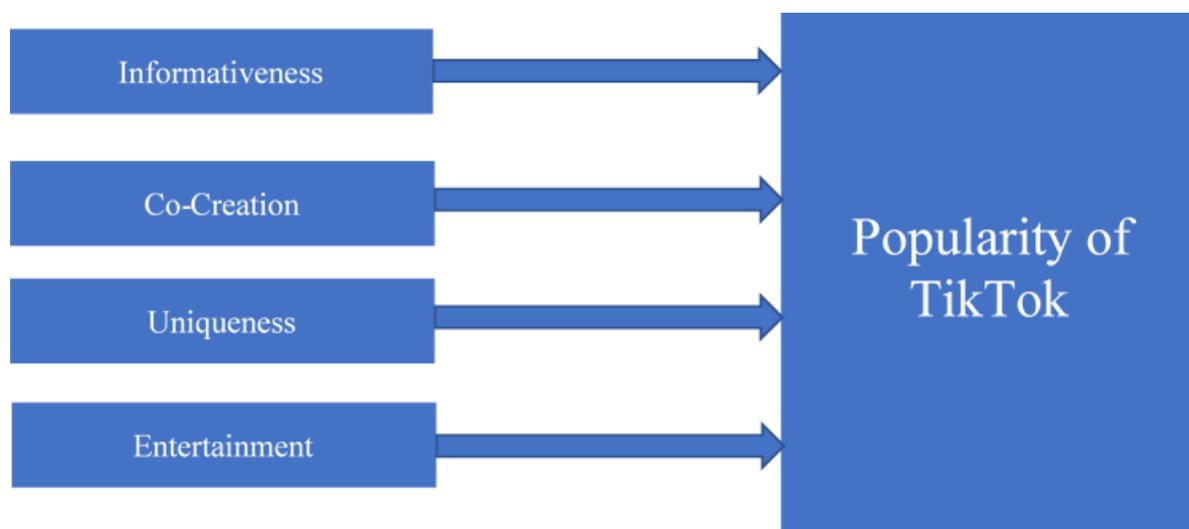
H3: There is a relationship between the uniqueness and the popularity of TikTok.

2.5 Entertainment

Lawrence (2020) found that there is a positive attitude between entertainment and motivation for TikTok usage. In addition, Yang (2020) found that real-life distresses encourage consumers to use TikTok as an immediate pleasure outlet to entertain themselves, especially during a pandemic. However, overused TikTok has possibilities to influence the level of confusion and frustration. According to Breshnick (2019), TikTok users show and implement replicated characters and backgrounds. Users can imagine a story and act out their scene in a different environment and it is also an escape from reality. Within TikTok, there is a selection of template effects that users can use to change the environment around them. This particularly reflects joy feelings. Wang (2020) evaluates that entertainment has a potential relationship with mobile technology adaptation intention. Messie (2020) concludes that entertainment such as funny or humorous videos affects Tiktok's popularity.

H4: There is a relationship between entertainment and the popularity of TikTok

Figure 1: Proposed Research Model



3.0 Methodology

The approach for this study was the deductive theory. The deductive theory is related to quantitative research that investigates the topic of concern through objective methods (Woiceshyn and Daellenbach, 2018). Survey research is explained as data collection from a sample of the population through its response to questions. Survey research could be used in quantitative research strategies. A survey will be conducted to analyze an understanding of the factor influencing the popularity of TikTok (Ponto, 2015). The instrument for this study was a questionnaire. A questionnaire is a list of mimeographed or written questions that the respondent answers give their perspective. A questionnaire helps this research to be carried out in a systematic manner such that the data is sufficiently consistent and reliable for interpretation (Roopa and Satya, 2012).

According to United Nations Populations Division (2019), Indonesia's population in the year 2020 was estimated at 273,523,615. Narrowing it down to Yogyakarta, Indonesia, according to Worldometer (2019) is 636,660. Hence, the sample frame includes people with the following aspects. Namely, age between 18 – 24 years, gender is female and male, location is in Bantul, Sleman and Kulon Progo (province of Yogyakarta). The sample size will be a minimum of 100 respondents. According to Saunders, et al. (2016), the sampling technique will be using non-probability sampling, which non-probability sampling was used as this was the most practical. The sample size will be based on the formula that was developed by Tabachnick and Fidell (2001). Below is the formula Tabanick and Fidell (2001):

$$\text{Size} = N > 50 + 8M$$

where N = Dependent variable, M = Independent Variable

There is a total of five variables in this study. Therefore, a minimum of 100 respondents were needed for this study.

4.0 Data Analysis

4.1 Reliability

As per the responses of the respondents, the reliability will be tested to decide the Cronbach Alpha to see whether the factors are reliable. As displayed in Table1, the Cronbach's Alpha of all the variables has surpassed the acceptable limit of 0.6. The popularity of TikTok has 0.692, informativeness has 0.841, uniqueness has 0.852, co-creation has 0.798, and entertainment has 0.898. Hence, the reliability of the factors is considered to be acceptable.

Table 1: Reliability Test

Variables of The Study	Cronbach's Alpha	N of Items
Popularity of TikTok	0.692	4

Informativeness	0.841	5
Uniqueness	0.852	5
Co-Creation	0.798	5
Entertainment	0.898	5

4.2 Normality Test

The normality test is essential to decide the normality distribution of the information, other than the histogram of residual and normality probability plot or known as the (p-p plot). It is perhaps the most widely recognized speculations made identified with the turn of events and utilization of statistical techniques. Statistical plots, for example, scatter plots, residual plots are recommended for finding or checking measurable statistics.

Table 2 addresses the normality test by taking a looking at the skewness and kurtosis value of the factors. As indicated by (Muzaffar, 2016), the worthy scope of skewness and kurtosis is - 2 to +2. It shows that the skewness of all factors was in the middle of (- .140) to (- 1.004) which demonstrates a normal appropriation and is considered adequate. Moreover, the value of the kurtosis for all factors additionally range between 0.589 to (- .406) which likewise implies adequate and dispersed normally.

Table 2: Normality Test

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std.	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Deviation	Statistic	Std. Error	Statistic	Std. Error
					Statistic				
PopularityTotal	142	1.75	5.00	3.5194	.79173	-.372	.203	-.331	.404
InformativenessTotal	142	1.80	5.00	3.6268	.74538	-.194	.203	-.406	.404
UniquenessTotal	142	1.00	5.00	3.5986	.83996	-.559	.203	.589	.404
CocreationTotal	142	1.60	5.00	3.7465	.71654	-.140	.203	-.135	.404
EntertainmentTotal	142	1.20	5.00	3.9169	.89196	-1.004	.203	.794	.404
Valid N (listwise)	142								

4.3 Pearson Correlation

Pearson correlation is used to measure the strength of affiliation that exists between two factors estimated on an interval scale. The acceptance value for Pearson's coefficient is shown as (± 0.4 , low strength), ($\pm 0.4 - 0.6$, Moderate strength), and (± 0.6 above, high strength) with significant levels (for example 0.05 and 0.01). The correlation value has a range from - 1.0 to +1.0 which signifies a negative relationship and a positive relationship. In the interim, 0.00 implies that there is no connection between the dependent factor and the independent variables. There is a possibility that the meaning of the connection is either positive or negative after the assessment which indicates the direction of the relationship.

Table 3: Pearson Correlation

		Correlations				
		PopularityTotal	InformativenessTotal	UniquenessTotal	CocreationTotal	EntertainmentTotal
PopularityTotal	Pearson Correlation	1	.665**	.646**	.528**	.615**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	142	142	142	142	142
InformativenessTotal	Pearson Correlation	.665**	1	.643**	.685**	.678**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	142	142	142	142	142
UniquenessTotal	Pearson Correlation	.646**	.643**	1	.686**	.690**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	142	142	142	142	142
CocreationTotal	Pearson Correlation	.528**	.685**	.686**	1	.598**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	142	142	142	142	142
EntertainmentTotal	Pearson Correlation	.615**	.678**	.690**	.598**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	142	142	142	142	142

4.4

** . Correlation is significant at the 0.01 level (2-tailed).

Multiple Linear Regression Test

Regression analysis is used to distinguish the connections between two or more variables to identify if there is an existing relationship. It has been shown in the Pearson correlation investigation that the entirety of the independent factors which are informativeness, uniqueness, co-creation and entertainment have a positive relationship with the dependent variable which is the Popularity of TikTok and have a p-value lesser than 0.05. Nonetheless, it is not adequate to guarantee or recognize the relationship and importance between all independent factors with the dependent variable. Along these lines, multiple regression analysis is directed to dissect further in this investigation. The model summary of the analysis is shown in Table 4 and it includes the R square, Adjusted R square, as well as standard error of the estimate for the model. The corrected R square is 0.536, indicating that all of the independent factors have a fairly substantial influence on the dependent variable. It specifies that the popularity of TikTok is described by all 4 independent variables which are Informativeness, Uniqueness, Co-Creation and Entertainment by

53.6%. The rest of 47.4% is justified by supplementary factors. The model rundown is represented in Table 4 below:

Table 4: Regression Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.732 ^a	.536	.522	.54718

a. Predictors: (Constant), EntertainmentTotal, CocreationTotal, InformativenessTotal, UniquenessTotal

b. Dependent Variable: PopularityTotal

The analysis of variance (ANOVA) test is used to determine the significance of a variable result. It is a commonly used approach in the world of statistics. ANOVA has broader applicability and is useful for determining if hypotheses will be accepted or rejected by examining the significance value. According to the table above, the F value is 39.549, which is a significant ratio because it surpasses 1.0. It signifies that the variation in the group is greater than expected. It also implies that there is a chance that the null hypothesis is incorrect, and that the average value of the dependent variable for all groups is not the same. Table 5, however, indicates a p-value of 0.000, which suggests a strong association between the data because it is less than 1% ($p < 0.01$). In conclusion, all of the factors are important.

Table 5: ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.365	4	11.841	39.549	<.001 ^b
	Residual	41.019	137	.299		
	Total	88.384	141			

a. Dependent Variable: PopularityTotal

b. Predictors: (Constant), EntertainmentTotal, CocreationTotal, InformativenessTotal, UniquenessTotal

Table 6: Hypothesis Result

Developed Hypotheses	Significance	Association/ degree of association	Impact	Developed Hypothesis
H₁ : There is a relationship between Informativeness and the popularity of TikTok among Gen Z in Yogyakarta, Indonesia	< 0.001	Positive/ Moderate	Positive Impact	Accepted
H₂ : There is a relationship between the uniqueness and the popularity of TikTok among Gen Z in Yogyakarta, Indonesia	< 0.001	Positive/ Strong	Positive Impact	Accepted
H₃ : There is a relationship between co-creation and the popularity of TikTok among Gen Z in Yogyakarta, Indonesia	0.546	Positive/ Weak	Positive Impact	Accepted
H₄ : There is a relationship between entertainment and the popularity of TikTok among Gen Z in Yogyakarta, Indonesia	0.062	Positive/ Moderate	Positive Impact	Accepted
<i>Notes:</i> ¹ Association /degree of association: based on the regression analysis. ² Impact; based on the correlation analysis.				

5.0 Discussion

1. Is there a relationship between the informativeness aspects and popularity of TikTok among Gen Z in Yogyakarta, Indonesia?

This study has been proved that there is a significant relationship between informativeness and the popularity of TikTok. In addition, informativeness also has a positive impact on TikTok popularity among generation Z in Yogyakarta, Indonesia. In conjunction with the research question above, this result is aligned with Yang (2020), Massie (2020) and Autio (2020). This study aligned with past studies that argued that informativeness has a positive and significant relationship with the popularity of TikTok. Therefore, many people use or downloaded TikTok to get access to different types of information. Most of the users found that TikTok is useful and expected to gain new knowledge from the application. Furthermore, the findings implied that respondents used TikTok as a means of sourcing information.

As per the coefficients result, informativeness has the highest value which is 0.381. This shows that informativeness has a highly significant impact on the popularity of TikTok among generation Z in Yogyakarta, Indonesia. The conducted analysis shows a positive and significant relationship between variables. Users continuously provide critical and analytical information on TikTok (Autio, 2020).

2. Is there a relationship between the uniqueness aspects and popularity of TikTok among Gen Z in Yogyakarta, Indonesia?

The research question above was investigated to determine the relationship between the uniqueness and the popularity of TikTok among generation Z in Yogyakarta, Indonesia. The results of this study also indicate a strong significant relationship between the uniqueness and the popularity of TikTok towards generation Z in Yogyakarta, Indonesia. In this research, uniqueness means what makes TikTok different from other short video applications such as Facebook and Instagram and what motivates people to use TikTok. The findings of the studies are consistent with the past studies conducted by Arrofi (2019) and Baquita, et al., (2021) regarding the uniqueness of TikTok since it is quite different from other social media platforms. The function differentiation available in TikTok is its uniqueness.

3. Is there a relationship between co-creation products and the popularity of TikTok among Gen Z in Yogyakarta, Indonesia?

The results of this study showed less significant results with regard to co-creation and the popularity of TikTok towards generation Z in Yogyakarta, Indonesia. The finding of this study is consistent with past research by Thoscher (2021) and Herrero, Rey and Garcia (2020). The studies of co-creation in term of marketing has a low impact on the popularity of TikTok. Many of TikTok features are comparable to those found on other platforms such as Facebook, Instagram, and Snapchat, such as the ability to follow users, comment on material, or like content and these elements are important in how users generate and gain value-in-social-context. Therefore, co-Creation has a low impact relationship with the popularity of TikTok.

4. Is there a relationship between the entertainment aspects and popularity of TikTok among Gen Z in Yogyakarta, Indonesia?

This study also discovered a significant and positive relationship between entertainment and the popularity of TikTok among generation Z in Yogyakarta, Indonesia. According to Costabile et al. (2011), entertainment media is a clear conceptualization of media enjoyment. Enjoyment has optionally been defined as an experience or a reaction to an experience. As per the result, the Pearson analysis value of entertainment is 0.615. It indicates that there is a high strength relationship between entertainment and the popularity of TikTok. Moreover, the regression coefficients also show a value of 0.062 which indicates a strong positive impact between the two variables. Hence, the developed hypothesis which specifies that there is a positive relationship between entertainment and the popularity of TikTok is supported by the results. Omar and Dequan (2020) stated that TikTok is a platform where users get some form of entertainment through video content

5.1 Implication of the study

There are contributions to be provided to marketers, influencers, and companies as a result of the findings and conclusions of this study. Informativeness and uniqueness are the most crucial strategy for influencing the popularity of TikTok towards generation Z in Yogyakarta, Indonesia. Therefore, e-marketing or social media companies should take more consideration of these particular variables. Therefore, businesses can strategise better when it comes to targeting and creating new ideas for social media apps when approaching generation Z in Yogyakarta. TikTok popularity is supported due to the fact that it follows the trend in the market.

5.2 Conclusion and Recommendation

This study aimed to examine the correlation between informativeness, uniqueness, co-creation, and entertainment, as well as the variables that influence TikTok's popularity in Yogyakarta, Indonesia. According to multiple regression analysis and Pearson correlation analysis, all independent variables have a significant relationship with the dependent variable, and all hypotheses are accepted. Although co-creation had a moderately significant relationship, however, it is still accepted. It is assumed that this research would benefit academic studies as well as businesses, influencers, and marketers in achieving better results.

The following recommendations are provided based on the results and findings of this study. It is suggested that this study can also be conducted for other generations such as Generation Y, millennials, and boomers. Also, this study was conducted in Yogyakarta, Indonesia, therefore, further study can look into other cities in Indonesia or other countries to investigate factors that influence the popularity of TikTok. Future researchers can also adopt the qualitative research method for deeper insights and non-quantifiable information which can provide greater knowledge.

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