Content Analysis Tiktok on the Appearance Style of Teenagers in Belopa City, Luwu Regency

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Abstract

The TikTok application has become very popular among children, teenagers, and parents. No wonder that today's children have a cool and unique style of appearance, because they often see TikTok content that recommends trending outfits. This research is motivated by the impact of TikTok content on the appearance style of minors in Belopa City, Luwu Regency.This research uses a qualitative descriptive method of case study type. This study provides a picture of the reality of the impact of TikTok content that affects changes in children's appearance styles. This research is field research by making direct observations, in order to obtain accurate data, in accordance with the formulation of the problem in the research title (1) How is the impact of tiktok content on the appearance style of children under adolescence (2) Communication efforts made in preventing the negative impact of tiktok content. This research uses new media theory and imitation theory.The impact of TikTok content on the appearance style of minors which shows that the average teenage child begins to imitate to look like an adult through the TikTok application and uses the TikTok application as a tool for finding ideas for their outfit in appearance. The communication effort made is to educate their children properly and then their children want to listen to their parents in receiving advice.

Keywords: *TikTok, Appearance Style, Teenagers.*

INTRODUCTION

Along with the times where technology is increasingly advanced and human lifestyles have changed a lot, this has made many positive changes that support human life, but in a change there is still a negative side.

Technological advances allow us to easily access everything on the internet and see content shared on social media platforms, especially on the TikTok application, we cannot control the content that appears so that people, especially children, can easily accept various kinds of content plus environmental factors that can contribute to changes in children's behavior today, especially when children are still in a developmental period, making them choose a lifestyle that is considered cool by their peers.

The use of tiktok media certainly has an impact on its users, basically humans have a tendency to imitate the behavior of others who are influenced by their environment. According to Kwick in Notoatmodjo (2005) behavior is an action or action of an organism that can be observed and can even be learned.

Therefore, children who basically only see or watch tiktok content that shows the style of dress or language used by content creators, of course this will have an effect on children who think they can imitate it, for example behaving badly towards others or using language that is impolite or rude to older people and also wearing clothes like adults or wearing sexy, slang and contemporary clothes.

The phenomenon that also occurs in the current era is the phenomenon of Hallyu or Korean wave that occurs in Indonesia and even includes the western world. Korean fever refers to a significant increase in the popularity of South Korean culture around the world, especially among teenagers. Hallyu or Korean wave is basically a phenomenon of Korean fever spread by Korean popular culture throughout the world through mass media and media such as the internet and television.

Teenagers strive to dress differently and innovatively. Therefore, they choose to dress in Korean style, which is a model that is full of different looks, until it looks the cutest. Korean fashion is full of textures, layers, and

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shapes. In addition, teenagers who see their favorite Korean idols and actors wearing one of the fashion brands make them teenagers also want to try the Korean fashion trend, even to the point of buying the same brands worn by their idols. The existence of K-pop artists currently influences the thinking of millennials in terms of fashion or how to look.

Based on the results of observations that have been made in Belopa City, that the OOTD (Outfit Of The Day) trend among teenagers in Belopa City has become very popular, starting from junior high school students to high school students, sometimes they try to style the ootd appearance suggested through tiktok content, to trying to imitate the ootd of their idol artists who use clothes with standard prices to expensive prices.

LITERATURE REVIEW

Teens

Adolescence is a transitional phase in human life that connects childhood with growth (Fahrizqi, et al., 2021). Adolescence is a developmental change between childhood and adulthood that leads to physical, cognitive, and psychosocial changes. Mental changes that occur in adolescents include intellectual, emotional, and social life (Gumantan, 2020). The term adolescence has a broader meaning, which includes mental, emotional, social and physical maturity. Adult development is divided into three phases, as follows:

Early Adolescence (11-14 years)

At this point in early adolescence, the individual begins to leave the role of a child and seeks to develop as a distinct individual independent of his or her parents, acceptance of physical shape and condition, and significant conformity with peers are the focal points of this stage.

Middle Adolescence (14-17 years old)

This stage is distinguished by the emergence of new cognitive capacities. Adolescents at this age crave friends as peers play an important role, but are able to become more independent. Adolescents begin to gain behavioral maturity learn to regulate implusivity, and make initial judgments about career goals to be achieved during this phase of the period. (Ajhuri, 2019).

Late Adolescence (17-21 years old)

This stage is a period of consolidation towards the adult period and is characterized by an increasingly steady interest in intellectual functions. late adolescence is a period of closure to the process of self-development both psychologically and physically experienced by late adolescents and must be ready to face adulthood where mental and physical readiness must be properly prepared (Erna Suryana, et al, 2022).

Appearance Style

Fashion

Lifestyle is a description of the behavior and lifestyle of each individual human being, this lifestyle is seen by looking at how people's activities, interests, and hobbies are. Lifestyle can be interpreted as a way of life for each individual which is defined based on how each human spends time, what is considered important, and what each individual thinks about the environment and surroundings, (Plummer, 1983). Fashion etymologically comes from Latin, namely facito which means to do. Over time facito was absorbed into English to become fashion which is then simply defined as a style of clothing that is popular in a culture. So fashion means that fashion is one way of showing identity both individuals and groups. Along with the times, of course, it will always trigger new trends that are considered to exist at that time, this development can be from all kinds of ideas, ranging from technology to how to look, from each development will certainly cause a sense of interest for anyone who glances and is certainly considered cool. The dominant development is seen in the way of dressing or fashion that is often loved by children today. The appearance in question is like clothes, pants, skirts, dresses, and other accessories.

According to (Aulia, 16-18: 2000), there are several types of fashion that exist among the community, namely: Casual, which is a clothing design that can be used anytime and is casual in nature; Vibrant, which means vibrant or has the characteristics of a bold color combination and will create the impression of contrast; Preppy, preppy means neat. Characterized by its neatness, this fashion style was originally an adaptation of the American student look around 1912; Bohemian, this style is a combination of hippie, gypsy, ethnic, and vintage fashion styles, therefore this style has varied characteristics in its design. The impression that arises from this design is peaceful but striking when using accessories; Punk, this style has the impression of being shabby, ragged, antisocial, and other negative impressions. But not all who use this style have bad traits; Formal, this style is one of the styles that gives an elegant, professional, and smart impression. This type of style is usually used at formal events or worn in the office; Gothic, this style is a style that has all black or dark shades and has a mysterious impression; Exotic, this style usually displays a different, unique and ethnic impression. The hallmark of this style is ethnic nuances such as weaving; Artsy, this style gives the impression of a high artistic spirit, creative, and unique to the wearer.

Behavior

Behavior is an action or activity of humans themselves which has a very wide range, such as walking, talking, crying, laughing, working, lecturing, writing, reading, and so on, it can be concluded that human behavior is all human activities or activities, both directly observed and those that cannot be observed by outsiders, (Tian Belawati, 30: 2003).

Behavior can be simple but on the other hand it can also be complex. Human behavior cannot be categorized as simple because, there are external factors and internal factors from the past dimension that contribute to this behavior. The formation of behavior through a process is influenced by several factors such as the central nervous system, emotions, perceptions, experiences, personality, motivation and so on. Today's children are difficult to advise, they tend to prefer to fight and ignore, today's children prefer to do things as they please, even worse the behavior of children who are still small has started dating. Seeing this, some people may consider it a natural thing, but the dating style of today's children tends to be out of bounds, causing undesirable events. This can cause a lot of losses from many parties, both from the two children, and from the family.

Tiktok Social Media

Social media is a communication tool that exists from various types of internet-based applications, basically media is a means used to convey messages from communicators to audiences (Cangara, 2016: 137). Social media is part of new media. New media comes from English New Media (noun) "meand of mass communication using digital technologies such as the internet", the term new media has been used since the 1960s and has included a set of applied communication technologies that are increasingly developing and diverse (Mcquail, 2011: 42). Social media is defined as online media where users can easily participate, share and create content including blogs, social networks, forums and virtual worlds, and this is the most common form of social media used by people around the world (Erika Dwi, 2011: 71).

In the development of new media, one of the products offered in order to connect with each other is social media which is a means of interaction by almost everyone through sharing information and ideas through internet social networks. Meike and Young also define the word social media as a convergence between personal communication in the sense of sharing between individuals to shared one to one and public media to share with anyone without any individual specificity. Then (Van Dijk) defines social media as a media platform that focuses on the existence of users who facilitate them in activities and collaboration because social media can be seen as a medium (online facilitator) that strengthens relationships between users as well as social ties.

TikTok application is a social media application that is now very popular in Indonesia. Tiktok itself in Chinese pronunciation is called douyin which is a music video application, initially this application was used for entertainment lipsync songs by its users. This application originated in China which was created by Zhang Yiming through the Byte Dance Inc Company in 2016. In 2017, TikTok began to enter Indonesia and became popular at the end of 2019 and now TikTok is the most popular application for people in various parts of the world, this allows everyone to become a creator because of its simplicity and ease of creating content. In TikTok

content, which has sprung up a lot about cool fashion trends, starting from ootd (outfit of the day) content and so on, making it easier for anyone who needs outfit ideas to be found in the TikTok application, in the TikTok application search feature, we can type any outfit or ootd we want to look for and options will be displayed as shown above. The search column above can be accessed for all groups which results in children easily finding what outfit they want.

Characteristics of Tiktok Social Media

The first time after the video is uploaded, tiktok algorithm will share it to a small group, for example users who follow each other, or users who only follow the creator's account. The tiktok algorithm works by analyzing large amounts of data and applying machine learning techniques to predict and curate content for individual users. This algorithm considers various factors such as user interaction, video information, trends, and audience preferences to determine the visibility of content or what is commonly referred to as FYP (for you page), some of the things that are how the tiktok algorithm works such as menton time, the number of likes and audio comments and hastags used, the location and device the audience uses, and audience preferences (qubisa.com). The characteristics of TikTok application users are certainly different, for example, there are those who like funny videos, animal videos, connoisseurs of dances or dances and current challenges, connoisseurs of tutorials and unique videos, like watching free movies or series where the creator is able to cut up to dozens of video snippets because the time duration provided by TikTok is only up to 10 minutes, like sensational content, mistakes and disgrace of others, like alay content, there are even those who like live-live on TikTok. The TikTok application also has free characteristics and involves users to create and exchange user-generated content (Bahiyah and Wang, 2020).

Pros and Cons of Tiktok Social Media

There are several advantages in using social media, especially in the TikTok application, which are as follows: Make friends from all walks of life, including ethnicity, culture, race, and so on; Meeting old friends who have not seen each other in person for a long time; Can keep in touch with distant family or friends without having to meet; Socialize with anyone without any distance barriers; As a daily journal where users can vent, tell their feelings or what they are experiencing on social media; Quicker to find information either old or updated information; Adding to knowledge, and Used as a trade or source of cash

Meanwhile, according to (Suryawati, 46-47: 2011), online media has several advantages that make it able to compete with other media, even though online media can be called new media. These advantages are:

Information that is up to date, where online media has an easy and simple news presentation process, making it possible to upgrade or update news or information at any time.

Real time news information, online media can present news or information live or directly when events are happening.

Practical access, where online media can be accessed anywhere and anytime, easy access is offered on condition that there is an internet network from news access tools such as cellphones/smartphones and computers.

The hyperlink system found in online media is a connection system between websites and websites. This system allows various users to access a site or other websites, so that other information will also be obtained by other users.

Besides having advantages, of course, social media also has the following disadvantages: a) Can make users forget about their obligations, b) Forgetting about time, c) Misused with negative things, d) Spreading hoax news, e) Fraud, f) Addiction and dependence, g) Many fake accounts, h) Privacy hazards, social media is prone to privacy breaches.

Factors Affecting the Use of the Tiktok Application

The TikTok application is intended for all groups, but is dominated by the younger generation, but actually from the TikTok party suggests an age limit that can download the TikTok application, which starts from the age of 12 years and over, and the TikTok party also suggests that children under 12 years old are not

recommended to use the TikTok application. However, this cannot guarantee children to download the TikTok application, because the application is an application that is currently popular in the community so that it can trigger children to use it.

According to (Mulyana, 2005) in using social media or tiktok there are two factors, namely internal factors and external factors. Internal factors such as feelings, attention, attitudes, individual characteristics, desires or expectations, learning processes, physical conditions, needs, interests and motivations. While the external factors in question are such as family background, intensity, size, opposition, surrounding knowledge and needs, information obtained and new things or familiarity or unfamiliarity of an object.

Positive and Negative Impacts of Using the Tiktok Application

Human life that started from simplicity is now a life that can be categorized as very modern, the presence of the TikTok application now has an impact on its users, both in positive and negative terms. The TikTok application has an impact in positive terms, including: TikTok application can encourage one's creativity in creating a work; Can create more engaging videos with unique music and effects; Can train myself to hone the ability to edit videos for useful content; TikTok application which is based on video and music, can train children and hone video editing skills; Get information or education in the form of knowledge from the content that appears on the homepage.

From some of the positive points above, there are also many negative impacts in using TikTok, even there are already a lot of news or articles that discuss the negative impact of the TikTok application, which are as follows:

Indirectly, tiktok is the cause of the teenage generation to like to sway without caring about the surrounding environment, there are those who jog normally and even some who sway unnaturally, there are those from mothers, teenagers, and even children who are still underage.

Making videos that are inappropriate or inappropriate, not only from teenagers, but they sometimes also involve young children in making TikTok content videos, which is even more sad when these young children act like adults, be it content because they assume they are abandoned by their husbands and so on, in order to get a response from their audience or to get the most likes and viewers.

The desire to go viral and be famous is what makes some people willing to make videos of content that is not worth showing, which is commonly referred to as sensation-seeking or sensational.

There are some people who become too creative for the sake of funny and interesting videos, so they are unable to judge what is appropriate and what is inappropriate. There are many people who are creative in making videos, but they don't seem to think first before recording the video they are going to do, because they only think about how to make the video they make can be interesting and have a lot of viewers without caring about whether it is good or bad for others or themselves.

Can inhibit the child's growth and development process in the ability to socialize with the surrounding environment

Making children lazy and addicted due to playing social media tiktok

There are many hate comments, cyberbullying or even body shaming

Many people do live on TikTok with various models, this is because they want to get a gift or give that can be exchanged into rupiah, in other words, this is called online begging.

TikTok popular culture can influence children's character building.

The Role of Parents

The rise of television programs that show so many things that are not educational is a big challenge for parents, coupled with the ease of accessing cyberspace that provides opportunities for teenagers and children to do positive and negative things. It is no longer possible for teenagers not to have a sophisticated communication

tool (smartphone) to be able to see content that displays several models in appearance, to see adult content that should not be their consumption.

Without looking for it, offers of adult content have been scattered. This is an additional obligation for parents to always be able to provide supervision for their children, including checking their children's social media usage, especially about what they watch and communicate with others in cyberspace. With these things, it is hoped that parents will be better able to direct their children. Children and adolescents are now future leaders, so it is our duty to equip them with positive things and sufficient companionship along with globalization that makes everything easy to do. Parents play an important role in guiding and educating children not only to make children smart but also to form children's personalities who are independent, responsible and can face their lives later well and successfully. A child really needs the guidance and role of his parents who explore the potential that exists in the child. To be able to achieve a balanced life, children not only need school education, but also need the help of parents in supporting the success of their school and daily life. The Department of Education and Culture argues that the mental and social development of children sometimes takes place less directed as a result of parents not playing a proper role as parents, the instinct of parental affection for children cannot be manifested by providing sufficient clothing, food and shelter. Children need attention in order to grow into mature children. With an active parental role, children will realize the importance of education for their future.

This study aims to provide an overview and understanding of how efforts to overcome children, especially in early adolescents, regarding the impact of negative tiktok content so that it makes changes for children, both in appearance or style of dress. From the substance of the problem, the objectives of this study are: 1) To analyze the impact of tiktok content on the appearance style of minors. 2) To analyze communication efforts in overcoming minors due to negative tiktok content.

Research Methods

This study uses a qualitative descriptive analysis approach of the case study type, with the aim of revealing the objective and subjective realities surrounding changes in the appearance style of teenagers in Belopa City, Luwu Regency after watching content on the TikTok application related to outif in today's technological era. The teenagers referred to here are children aged 12 to 16 years. This study is intended to be able to provide a picture of the reality of the impact of TikTok content which can affect the character of adolescents. According to (Sulistyo and Basuki, 2006) in research, everything cannot be measured by numbers and theories used in research that are not forced to obtain a complete picture of a matter according to the human views that have been studied.

This research was conducted in Belopa City, Luwu Regency, in determining informants in this study using a purposive sampling technique based on predetermined criteria, (Natoatmojo, 2010), purposive sampling is the collection of information based on considerations such as traits, populations, or characteristics that are already known in advance. In this study using two types of research data, namely: Primary data, this data is data obtained by researchers directly from the research location, both from the results of interviews with sources, and the results of observations related to research problems. Primary data sources can be done by interviewing adolescent children aged 12 to 16 years; Secondary data, this data is data obtained by researchers from existing sources, both from archives, literature related to the material, documents, and scientific papers from other books as complementary data.

The data collection techniques used in this study were as follows: Observation, the observation referred to here is the activity of observing an object carefully and directly carried out at the research location and recording systematically about something under study. Especially those concerned with teenage children, namely 12 to 16 years old who like to use the TikTok application; Interview, the interview was conducted by both parties, namely the interviewer and the interviewee. Structured face-to-face interviews with informants, and researchers can explore in depth from informants about the behavior or appearance style of teenagers who like to use the TikTok application so that it has an impact on them; Documentation is a method of collecting data from the internet, literature, or documentation such as in the form of images, videos, photos, or data that strengthen the

argumentation of the researcher's findings and can support research. In this case, researchers used documents, notes, and photos related to the problem under study.

The data analysis technique uses a qualitative descriptive method by thoroughly describing the data that has been obtained during the research process, the data analysis technique used is interactive data analysis. According to (Miles and Huberman, 1984) activities in qualitative data analysis are carried out interactively and take place continuously until completion.

Miles and Hubermen in (Sugiyono, 2012), explained that the interactive data analysis technique is a data analysis technique consisting of three components of the analysis process, namely data reduction, data presentation, and data verification, which are as follows: Data reduction means summarizing and selecting important things from the data that has been obtained. At this stage the researcher selects relevant information, and discards unnecessary ones, then focuses on things that are in accordance with the problems that have been formulated by the researcher; Data Presentation is a format that presents information thematically to the reader. The data obtained is categorized according to the subject matter and selected as needed, then the data that has been systematically reduced will be given a temporary conclusion. In presenting the data, it is expected to provide accurate and supportive data clarity.

This conclusion is a qualitative research conclusion that is presented in the form of a description or picture that was initially unclear to be clear. This conclusion is drawn after the field, but the conclusion is temporary and will change if new data is found in the future.

Drawing conclusions in qualitative research can answer the formulation of problems formulated from the start, but it is also possible not to because the problems and problem formulations in qualitative research are still temporary and will develop after research in the field, (Sugiyono, 2018: 252-253).

Conclusions in qualitative research are new findings that have never existed before, findings can be in the form of a description or description of an object that was previously unclear, until it becomes clear after research.

RESULTS

The history of Belopa as the capital of Luwu regency cannot be separated from the history of Luwu kingdom in the past. Based on emergency law number 3 of 1957, the Swapraja government system was abolished and Datu Luwu Andi Djemma was appointed as the Regent of Luwu at that time. With the enactment of law number 29 of 1959 concerning the formation of Sulawesi level II regions and at the same time revoking emergency law number 3 of 1957. So the Luwu region became a self-governing region and the Tana Toraja region separated from the Luwu region and thus automatically the Luwu and Tana Toraja regions became part of the level II regions in Sulawesi.

The consequence of moving the capital of Luwu Regency from Palopo to Belopa raises the issue of community services in Walenrang and Lamasi sub-districts, because if people in these two sub-districts want to take care of letters and others, they have to go to Belopa as the capital of the new Luwu Regency in addition to the span of control which is quite far through the city of Palopo as an autonomous city.

The name Belopa was known in the 1960s, previously Belopa was known as La Belopa which in the local language means "sago fronds" or "gaba-gaba". Luwu Regency made the city of Belopa the capital, after moving the capital from Palopo, because Palopa had become an autonomous city, the result of expansion from Luwu Regency, so Luwu Regency had to move the capital to the south, about 50 km from Palopo City. Belopa is a sub-district and also the capital of Luwu regency, South Sulawesi province. The name Belopa was known in the 1960s, Belopa officially became the capital of Luwu district since February 13, 2006 and was inaugurated by the Governor of South Sulawesi, Amien Syam.

The area of Luwu Regency is 3,000.25 km² and consists of 22 sub-districts divided into 227 villages/sub-districts, before Palopo City became an autonomous city with a distance of more than 367 km from Makassar City. Geographically, Luwu Regency is located at coordinates between 2^0 3' 45" to 3^0 37' 30" South latitude (LS) and 119^0 15" to 121^0 43' 11" West longitude (BB).

Belopa is located on the edge of the Trans-Sulawesi highway, a sub-district located between Palopo City and Makassar City. The borders between sub-districts in the city of Belopa are: North of Belopa Utara sub-district; East of Bone Bay; South of Suli sub-district; West of Bajo sub-district

Luwu Regency has a unique geographical area because the region is divided into two areas separated by a Walenrang and Lamasi region or also known as Walmas. The boundaries of Luwu Regency include: The north is bordered by North Luwu and Tana Toraja regencies; The east is bordered by the Gulf of Bone and Southeast Sulawesi; South bordering Sidrap Regency and Wajo Regency; The west is bordered by Tana Toraja and Enrekang regencies.

The Impact of Tiktok Content on the Appearance Style of Teenagers In Belopa City, Luwu Regency

The development of technology is increasingly advanced and today's children who in fact no longer use gadgets, especially coupled with the existence of many applications created for cellphone users to access what they want to know, especially the TikTok application. Teenagers who use the TikTok application certainly think that the TikTok application is a place where they can see things that are viral and also as a place to find information that is currently being discussed, especially those related to trends.

In the city of Belopa, most teenagers who are still 16 years old and below look like adults who may look like they are 18 years old and above, because this can be seen from the style of the child's appearance, both in terms of fashion and makeup.

In fact, some of them are teenagers who initially took it for granted by seeing TikTok content that suggests how to wear daily outfits and then got used to seeing their friends who over time changed their style and became fashionable and liked to use makeup, being encouraged to become fashionable. As expressed by one of the informants, "Sometimes I also like to follow the trend, especially on TikTok, now people are promoting their goods with various kinds of content, and when I see it and I think that the clothes they are wearing are beautiful, that's where sometimes I also imagine first, if I wear this shirt, it doesn't look good, if it looks suitable, I immediately checkout in the yellow basket, but sometimes what is imagined is not appropriate, even though there are so many cool clothes now, but we have to be smart in choosing what suits us".

Then informants who act as parents of teenagers also reveal the impact of TikTok content on teenagers' appearance styles, the following are the results of the interview, "In terms of the appearance that I see in my own child, he has indeed started to be stylish, yes, maybe there is a factor from TikTok that he often sees everyday, even now my mind is starting to open up too, if TikTok can change someone's style, yes. My child is studying at MTs, he should wear a headscarf all the time, but this is the opposite, if he wants to go out sometimes he never wears a headscarf, he wears a headscarf if he wants to go to school only, because if you want to compare it with elementary school children, they have started to learn to wear headscarves on average, so again maybe because there is an influence from the tiktok that he has watched so he also follows suit to look stylish."

Communication Efforts Made in Preventing the Negative Impact of Tiktok Content on the Appearance Style of Teenagers in Belopa City, Luwu Regency

Communication between parents and children is certainly applied daily, but it is also necessary for parents to make communication efforts to direct their children to be better and keep their children in socializing and what their children do in carrying out daily activities, especially advising their children not to fall into things that are not good. The following are the results of interviews that have been conducted with one of the informants, namely the parents of teenagers, "As a parent, I certainly give advice to my children, and also supervise my children, even though sometimes I am busy at the shop, and sometimes the children when told like ngeyel. But I also rarely get angry with my children, most of the time I am just firm with the children, especially if for example I am at home not going anywhere, all day just playing cellphones and watching tiktok, then I just reprimand but I don't get angry, I just say don't use cellphones and it's not good if you play cellphones all day watching tiktok, try to find other activities and I also often take children for a walk on holidays with family to give children experience while educating children." Based on the results of interviews that have been conducted, not a few of them say that today's children are difficult to advise and children's responses to their parents are

increasingly outrageous, making it difficult for parents to direct their children in a positive direction, because every parent wants their children to be better people.

DISCUSSION

Women are essentially synonymous with beauty, and almost all women want to look beautiful and attractive. These beauty standards can affect a woman's psychology. When someone sees himself that he is beautiful and recognized by others, then he will feel himself accepted by others and his self-esteem begins to increase (in Risky Azizah, et al, 2023).

How is the impact of tiktok content on the appearance style of teenagers in Belopa City, Luwu Regency?

The TikTok application is the center of attention of many people, especially teenagers who are in the development phase towards adulthood. Most of today's children use tiktok to relieve boredom and fatigue and as entertainment in their spare time (Risky Azizah et al. 2023). As previously written, in the TikTok application we can look for outfit ideas, a lot of content that recommends wearing elegant outfits and so on. In this case, on TikTok content that recommends outfits, there is also a yellow basket as in the picture above which is on the lower left side in the form of a yellow basket that we can click on and then direct to buy or check out the clothes they have recommended to their audience.

The results of interviews that have been conducted in this study regarding how the impact of TikTok content on the appearance style of teenagers show that on average teenagers use the TikTok application as a tool for finding ideas for their daily outfits in appearance style, so according to him, the TikTok application is an application that he is very fond of.

This also gives them a view for themselves that in fact the trending content regarding ootd style and others is an adult style of appearance, however, it does not make them feel inappropriate to wear the fashion style.

The TikTok application has an impact on three sides, namely understanding, which is that teenagers understand TikTok as a medium for expression and release skills. The second impact is benefits such as an increased level of self-confidence and not caring about what other people say. Then the third impact is as entertainment, adding relationships. Another thing is that TikTok can make teenagers forget about time and forget to study, but it helps teenagers find out the latest information, viral and also trending, especially in terms of fashion styles.

The impact of TikTok content on the appearance style of teenagers according to the parents of teenagers from some informants stated that TikTok made their children look more positive, where at first the child did not use the headscarf, finally used the headscarf, and began to be good at applying makeup.

Meanwhile, some parents of teenagers stated that TikTok has a bad impact on today's teenagers, because it can make teenagers become the opposite of the positive traits above, and because they want to show their multicolored hairstyles. Another thing can make teenagers become consumptive behavior due to the influence of product reviews by tiktok models or influencers, so that these teenagers are encouraged to buy products for their appearance style needs. Moreover, teenagers now prefer to shop online due to efficiency and cheap price comparisons compared to shopping in stores directly.

This is something that needs to be anticipated by parents of teenagers, because the impact of tiktok makes children develop an increasingly high lifestyle and even become consumptive, such as: Wanting to stand out from the crowd; The prestige of keeping up appearances; Fomo (fear of missing out) or the fear of being left behind so that someone consumes something because they follow the crowd; Considered a confidence booster; Maintain social status and; The influence of advertising models.

Communication Efforts Made in Preventing the Negative Impact of Tiktok Content on The Appearance Style of Teenagers in Belopa City, Luwu Regency

Every parent wants their children to be the best, in this case parents need to develop several attitudes in dealing with their children. Parents' anxiety about the negative influence of tiktok social media on their children at least encourages parents to want to learn and equip themselves to be able to assist them as an anticipatory step even

when children have been caught in a problem, but desires and expectations must be balanced with self-development because being a parent must actually direct their children to undergo a continuous learning process (Merensiana Hale, 2022).

When teenagers develop negatively under the influence of social media, along with poor communication with parents, it can cause them to fall into unwanted things. Therefore, the role of parents is needed to accompany their children. This is important because teenagers are actually still very dependent and need assistance from their parents, both in terms of religion and positive character building (Epafras et al, 2021).

The results of interviews that have been conducted in this study are several parents who have communicated to their children, in this case of course parents have inhibiting and supporting factors in supervising and advising their children.

Communication efforts made by parents to their children by giving advice, but their children seem not to care about the advice given, as a result the parents cannot do anything when their children experience changes in appearance. Then there are parents who only follow the flow of their children's development due to the lack of free time together due to the busyness of their parents who have jobs so they have to monitor their children through cellphones only. There are also parents who give their children education and provide free time to be together by going on vacation trips together so that parents can provide education during their development.

Communication between parents and children in this research can be seen from the communication carried out by parents or informants with their children every day, based on the results of the research obtained that all informants have made communication efforts in preventing their children from going in a negative direction.

Parents or informants always try to communicate well with their children, but there are some informants who admit that they cannot communicate as much as possible because they rarely have free time for their children.

Parents should make communication efforts that can be done to prevent the negative impact of tiktok content on the appearance style of minors as follows:

Parent to Child Communication: Parents need to build open and honest communication with their children regarding the use of social media, including tiktok; Discuss with your child about appropriate and inappropriate content for their age; Explain how TikTok content can affect their way of dressing and lifestyle; Encourage children to think critically and be selective about the content they consume.

Education and Guidance: Parents and teachers can educate their children about digital media literacy; Teach them to understand the difference between reality and representation on social media; Help children develop self-confidence and healthy self-esteem, so that they are not easily influenced by inappropriate trends; Provide guidance on how to dress in accordance with prevailing norms and culture.

Restrictions and Supervision: Parents can limit the time their children use social media; Install privacy settings and restrict age-inappropriate content on children's devices; Monitor your children's activity on social media and discuss what they see

Cross-Stakeholder Cooperation: Schools and governments can work together to develop policies and programs related to healthy social media use for teenagers; Engaging influencers and TikTok content creators to promote positive messages about lifestyle; Encourage the social media industry to improve safety and protection features for child users.

The communication efforts above are expected to help prevent the negative impact of tiktok content on the appearance style of minors, effective communication and cooperation of various parties are key in achieving these goals.

CONCLUSION

The impact of tiktok content on the appearance style of teenagers in Belopa City, Luwu Regency, which shows that the average teenage child (12-16 years old starts to imitate to look like an adult through the tiktok application and uses the tiktok application as a tool for finding ideas for their daily outfit in appearance style,

so according to him the tiktok application is an application that he is very fond of. Even though they actually realize that the trending appearance style on TikTok is the style of college people and the style of office people, they are still confident in using these clothes. In addition, the positive impact obtained is that there are several teenagers who initially did not use the hijab to wear it.

Communication efforts made in preventing the negative impact of tiktok content on the appearance style of teenagers in Belopa City, Luwu Regency, namely having supporting and inhibiting factors in giving advice to their children where the supporting factors referred to are the efforts of parents who educate their children properly and children who want to listen to their parents in giving advice. Then the inhibiting factor that is meant is where the children are always disobedient if advised and do not want to follow what their parents tell them, so that the child only wants to live as he wants.

From the results of the research described above, the advice that researchers can give is that the use of the TikTok application certainly has a tremendous impact on today's teenagers, both in positive and negative forms. Basically, teenagers really like the existing trends, especially in appearance style trends or ootd (outfit of the day) style trends.

For parents who have teenage children, please educate their children about how to dress according to their age limits and limit their children in using the TikTok application excessively.

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