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LIFESTYLE ANALYSIS OF STUDENTS AT SDN 054895 BATU JONG - JONG IN IMITATION OF WESTERN CULTURE THROUGH THE TIKTOK APPLICATION

Yulia Angreni Siregar¹, Fadiya Anisa Rusdi²

^{1,2}Elementary School Teacher Education, Universitas Muhammadiyah Sumatera Utara

Email: ¹ yuliaangrenisiregar2001@gmail.com, ² fadiyanisa7@gmail.com

Abstract

This research is a type of qualitative research using a descriptive method where the reality of imitation of western culture through the Tiktok application carried out by students of SDN 054895 Batu Jong-jong in their lifestyle is described as it is. In determining the informants, a purposive sampling technique was used in which the informants were selected with certain considerations and objectives, in this case the students selected at SDN 054895 Batu Jong-jong who followed the development of western culture and imitated it into their lifestyle. To obtain data, conducted in-depth interviews and direct observation. In addition, several articles were obtained from print media and the internet. The data obtained were then analyzed using a qualitative descriptive analysis method.

Keywords : lifestyle, imitation, western culture

Introduction

Along with the times, today's technology is also growing, especially in this era of globalization. Globalization makes interactions between all citizens of the world free and open as if the boundaries of a country are narrow and one of the effects of globalization is technological development. The development of this technology also seems to make it easier for us in various fields, especially in the field of telecommunications. We can easily and quickly obtain various information both domestically and from abroad. This makes it seem as if there are no boundaries in sharing information among fellow human beings. Not only can various information be spread quickly through the presence of various cutting-edge telecommunications technologies, culture can also be easily spread throughout the world. This relates to cultural globalization where this statement can be said to be a symptom of the spread of certain values and culture from a country to the rest of the world so that it becomes a world culture or world culture.

One example is the habits of Westerners that we usually see in electronic media, print or in person, such as the way of dress and fashion that has become the culture of our society, especially among students who are still in school. This influence can spread more quickly to the lower classes due to artists in the entertainment world who have a higher level of modernization. From his behavior and style, he is seen as an example and worthy of emulation because he is considered more advanced and modern. In general, students who are still at school in Indonesia tend to follow suit without being selective in accordance with their religious values and the customs they have. The students also feel proud if they do not keep up with the times even though it is contrary to the values of their religious and cultural teachings. And our cultural values are increasingly being eroded because they are caused by foreign cultural influences that enter our country.

As the times become more sophisticated, many students imitate this westernized culture through the Tiktok application, where this application is a platform that presents short videos of around 3 minutes and we can access videos all over the world too. Many of today's entertainment available in the tiktok application make some people addicted regardless of time, especially students at SDN 054895 Batu Jong-jong. In this research, the focus of the research is the students of SDN 054895 Batu Jong-jong, especially those who are very interested in or imitate

western culture. Based on the background description, this study raises the following research problems: How does the lifestyle of students at SDN 054895 Batu Jong-jong imitate western culture through the tiktok application? With the formulation of this problem, the purpose of this research is to analyze the lifestyle of students at SDN 054895 Batu Jong-jong in imitating western culture through the tiktok application.

Conception of Lifestyle

According to the opinion of (Cleopatra, 2015) "Lifestyle is a person's behavior that is shown in activities, interests and opinions, especially those related to self-image to reflect his social status. Lifestyle in this study is a lifestyle in which a person shares, spends and manages his time and money for the sake of his social image and status. This lifestyle in turn will be causally related to their mathematics learning achievement. According to Kotler (in Komariah & Budimansyah, 2015) mentions that 'lifestyle is a person's pattern of life in the world which is expressed in activities, interests and opinions', this is also the basis for researchers to make activities; interests and opinions as the dimensions studied from the lifestyle of adolescents. According to Chaney Opinion (in Lugones Botell et al., 1997) There are several forms of lifestyle, including:

Lifestyle Industry

In the age of lifestyles, self-appearance has experienced aestheticization, "aestheticization of everyday life" and even the body/self has experienced body aestheticization. The body/self and daily life become a project, a seed for sowing a lifestyle. "You style, therefore you exist!" is a phrase that might be suitable to describe the modern human addiction to style. That's why the lifestyle industry is to a large extent the appearance industry.

Lifestyle Ads

In modern society, corporations, politicians, individuals are all obsessed with image. In today's information globalization era, what plays a major role in shaping image culture and taste culture is the onslaught of advertisements that offer a visual style that is sometimes dazzling and intoxicating. Advertising represents a lifestyle by subtly instilling the importance of self-image to appear in public. Advertisements also slowly but surely influence the taste choices we make.

Public Relations and Lifestyle Journalism

Recent thinking in the world of promotion has come to the conclusion that in celebrity-based culture, celebrities help in the identity formation of contemporary consumers. In consumer culture, identity becomes a reliance on "fashion accessories". The faces of the new generation, known as the E-Generation children, who have become what they are today are considered to be formed through celebrity-inspired identity, the way they surf the internet, the way they change clothes for traveling. road. This means that celebrities and their images are used moment by moment to aid consumers in the identity parade.

Independent Lifestyle

Independence is being able to live without being absolutely dependent on anything else. For this reason, the ability to recognize one's own strengths and weaknesses is needed, and strategies with these strengths and weaknesses to achieve goals. Reason is a tool for strategizing. Being responsible means making changes consciously and understanding the shape of every risk that will occur and being ready to take risks and with discipline an independent lifestyle will be formed. With an independent lifestyle, consumerism culture no longer imprisons humans. Humans will be free and independent to make their choices responsibly, as well as generate creative innovations to support this independence.

Hedonic Lifestyle

The hedonic lifestyle is a lifestyle whose activities are to seek the pleasures of life, such as spending more time outside the home, playing more, having fun in the city crowd, buying expensive things they like, and always wanting to be the center of attention. From the description above it can be concluded that the form of a lifestyle can be in the form of a lifestyle from an appearance through advertising media, modeling from idolized artists, a lifestyle that only pursues pleasure to an independent lifestyle according to reasoning and responsibility in a pattern next.

Imitation Concept

The definition of imitation is imitating the behavior and actions of another person in exactly the same way as what the other person is doing. As a process, imitation can of course have a positive meaning if what is imitated is

good individual behavior according to societal values and norms. However, on the other hand, the imitation process can also have a negative meaning if the individual figure being imitated is behavior that is not good or behavior that deviates from the values and norms that apply in social life.

Western Culture Concept

Western culture is generally associated with the classical definition of the western world. In this definition, western culture is the body of literature, science, politics, and artistic and philosophical principles that distinguish it from other civilizations. Most of the information about this series of traditions and knowledge has generally been collected in the western canon. This term has also been associated with countries whose history has been heavily influenced by European immigration or colonization, for example countries in the Americas and Australasia, and are not limited to immigrants from western Europe. Central Europe is also considered a contributor to the original elements of western culture. Several tendencies are considered to define modern western society, including the presence of political pluralism, various subcultures or important countercultures (such as new age movements), as well as increased cultural syncretism as a result of globalization and human migration.

Tiktok App Concept

According to Kusuma's Opinion (in Putri & Adawiyah, 2020) Tik Tok is one of the most popular and popular applications in the world. Tik Tok allows users to create 15-second videos with music, filters, and several other creative features. This application was launched by a company from China, China. ByteDance first launched an application with a short duration called Douyin. In just 1 year, Douyin has 100 million users and 1 billion video views every day. Douyin's high popularity made it expand outside of China under the name Tik Tok. According to a report from Sensor Tower, this application was downloaded 700 million times throughout 2019. This allowed Tik Tok to outperform some of the applications under the auspices of Facebook Inc. This application is ranked second after Whatsapp which has 1.5 billion downloads.

Research Methodology

The research was conducted at SDN 054895 Batu Jong-jong, and the informants in this study were students at SDN 054895 Batu Jong-jong who followed the development of western culture through the application of tiktok into their daily lifestyle. Thus the technique used to determine informants in this study is a purposive sampling technique in which informants are selected with certain considerations and objectives. The data collected were in the form of in-depth interviews and direct observations as well as several articles from magazines/newspapers/internet. The data obtained were then analyzed descriptively qualitatively.

Result & Discussion

Most of the informants stated that they followed developments in western culture through the tiktok application, and almost every day they watched videos that lasted about 15 seconds – 3 minutes on the tiktok. This is also in accordance with the life practices and styles of those who adopt and collect everything related to western culture. In addition, one informant stated that he more often follows developments in western culture through television, which according to him has a longer duration to watch. It can be said that they follow the development of foreign culture rather than their own culture. The importance of parental supervision in fostering children also seems to be less well received. This can be proven by the frequency and duration of watching videos on the tiktok application stated by the informants. Some informants said that they could view videos on the TikTok application for 1-2 hours via their parents' cell phones. There was also an informant who said that he already had a cellphone and watched videos on the TikTok application almost all day long. According to them, videos on the tiktok application are cool entertainment and can be updated without an age limit so they are more likely to follow trends in the tiktok application.

Based on these data, the role of parents as the first teachers for students looks weak. Parents should be able to provide understanding and invite their children to love their own national culture more. However, in reality parents let their children spend a lot of their time watching useless TikTok videos and finding out about current trends by following developments in western culture. In fact, some students prefer to waste their time watching videos from Tiktok for hours so that their eyes get tired compared to reading or studying. Not a few of them also revealed that they could learn while watching fyp videos from TikTok. In fact parents let their children spend a lot of their time watching useless tiktok videos and figuring out current trends by following developments in western culture. In fact, some students prefer to waste their time watching videos from Tiktok for hours so that their eyes get tired compared to reading or studying. Not a few of them also revealed that they could learn while watching fyp videos from TikTok. In fact parents let their children spend a lot of their time watching useless tiktok videos and figuring

out current trends by following developments in western culture. In fact, some students prefer to waste their time watching videos from Tiktok for hours so that their eyes get tired compared to reading or studying. Not a few of them also revealed that they could learn while watching fyp videos from TikTok.

The informants' interest in western culture is due to the influence of the people closest to them, namely family and friends. The more often their family or friends introduce and talk about this culture, the more interested they are in finding out about this culture. In addition, 9 out of 10 informants stated that they imitated western culture because of their own desires. The uniqueness and originality of western culture, especially the fashion trends of the western culture, makes them interested in imitating this culture. Whereas 1 informant stated that he followed western culture because he wanted to follow popular trends among his friends so he would not be out of date. From the explanation above, it shows how western culture is very much the target of today's youth. They prefer foreign culture compared to their own culture. The reason is the same, namely foreign culture is cooler than your own culture. So that over time our cultural values will slowly erode and fade so that we no longer have our cultural values. We are experiencing this cultural shift now, how they adopt foreign cultural trends, starting from language, fashion and so on. The influence that has the most impact is the style of language and fashion which is a trend among celebrities so that it is imitated by young people.

Conclusion

The students of SDN 054895 Batu jong-jong imitate western culture which is currently very popular among the people. Western culture that is imitated is more towards style and fashion. They without hesitation dress like foreign artists in their daily lives. The process of developing and imitating them towards western culture is increasing in line with developments in technology and information through social media such as tiktok, facebook, instagram and other applications. The process of imitating these teenagers shows a shift is happening admiration for one's own culture. You can clearly see the process of cultural shift. Parents are unable to direct their children to continue to admire and imitating their own culture but allowing their children to imitate it Western culture.

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