

Motives for using reels TikTok social media among Children

Prasetyo Eryan Kholili^{a,1,*}, Ade Putranto Prasetyo Wijiharto Tunggal^{a,2}

^aCommunication Departement Universitas Aisyiyah Yogyakarta, Indonesia

¹komunikasi@unisayogyaa.ac.id*; ²ade.putra.tunggali@unisayogyaa.ac.id

* corresponding author

ABSTRACT

Technology that develops from time to time makes a person more active in using social media. Cellular phone companies also develop various services (4G, 5G and others) to support these needs. Social media has become an integral part of everyday life among children, where they can share information or do other things for fun. This is a necessity for them. Reels TikTok is one type of social media that is currently widely used by children. Researchers want to see the pattern of using Tiktok among teenagers. This study uses a qualitative descriptive method, with five active teenagers who use Tiktok as samples or informants. Data collection techniques in this study were observation, interviews and collecting documents in the form of photos and other files. From the results of the study, it can be concluded that Tiktok is a social media that is able to meet one's needs, namely cognitive, affective, personal integration, social integration and imagining needs.

This is an open access article under the [CC-BY-SA](#) license.



Article history

Received 14-07-2022

Revised 21-03-2023

Accepted 25-03-2023

Keywords

Social Media

Tiktok Reels

Childern

Mass Communication

1. Introduction

Tiktok usage activities are required to use the internet (Evelina et al., 2021). CMC theory (Computer Mediated Communication) is a new set of expectations about the developing community around computer-mediated communication (Wendt & Langmeyer, 2021). The core idea is that a "virtual community" can be formed by any number of individuals via the internet on the basis of their own choice or in response to a stimulus (Burton & McQuail, 2021). This means that Tiktok is included in the category of online communities formed through internet media, where the community is selected based on social media (Shufford et al., 2021). The features of Tiktok social media have changed shape by presenting TikTok reels that make it easier for someone to record themselves singing and dancing accompanied by a choice of entertaining songs (Vaterlaus & Winter, 2021).

This feature is so accepted by the general public in general. proven by the increasingly creative content of colorful and creative reels (Rozalena, 2020). Country Director for Meta Indonesia, Pieter Lydian, said that Indonesia is one of the most active Reels Tiktok content creators in the world. Since its launch last June 2021, Reels is said to have grown and moved very rapidly in Indonesia (Syahara et al., 2021). Reels, which is one of the short video features on TikTok, has become a place for Tiktok users in Indonesia to express themselves, create trends, explore interests, and even turn their passion into a source of income (Vizcaíno - Verdú & Aguaded, 2022). In just five months, Indonesia has become one of the countries with the most active Reels content creators in the world. Tab Reels is also noted to contribute significantly to the proportion of time spent on Tiktok by users from Indonesia as a whole (Ma & Hu, 2021)."Reels is a big part of the future of entertainment content on TikTok. In less than 150 days, Indonesia has become one of the countries with the fastest

Reels growth rate in Southeast Asia," said Pieter in an official release received by CNNIndonesia.com (Indonesia, 2020).

Reels is now one of the features of choice for Tiktok users in Indonesia to create content (Moyer-Gusé & Nabi, 2010). Five months after arriving in Indonesia, TikTok found five types of Reels content that are popular in Indonesia (Nurdin, 2021). Director of Entertainment Programs for Meta in Indonesia Revie Sylviana said Indonesia is currently one of the most active countries in creating Reels content in the world (Wickramanayake & Jika, 2018), and one of the countries with the fastest Reels growth rate in Southeast Asia. Revie said two out of five popular content in Indonesia did not come from big names (Novita et al., 2022). This finding means there are plenty of opportunities for new creators to find success with Reels (Lissitsa & Kushnirovich, 2020). So far, there are five types of Reels content that are most popular in Indonesia, namely comedy, love and family, fashion, eye meditation, and prayer and hope (Rosyadi, 2018).

In general, Katz, Gurevitch, and Haas believe in the typology of human needs related to media which is classified into five groups: Cognitive needs (related to information affirmation, knowledge and understanding of the environment) (Bakpayev et al., 2022); Affective needs (which answer about perceived experiences); Personal integrative needs (ie needs related to trust, loyalty, and personal status); Social integrative needs (this need is based on the individual's desire for affiliation); The need for fantasizing (related to release of tension or entertainment) (Syahara et al., 2021).

here is interesting data about Tiktok in Indonesia (Cope et al., 2022): (1)97 percent of users always write comments and tag their friends in the comments; (2)97 percent use a search engine to find more detailed information; (3)89 percent of Tiktok users in the country are in the age range of 7-34 years. 63 percent of them are women; (4)85 percent of Tiktok users in Indonesia also share their posts to other social media; (5)45 percent of users in Indonesia admit that they often buy things they find on Tiktok (Casaló et al., 2020). From these data, it can be concluded that some Indonesians are active internet users, especially social media and the majority of users are in their late children (Ostapenko, 2020).

Social media is not a private space but a public space for children (Ramazanoglu & Hakan Toytok, 2021). Based on their observations, they can spend hours using social media, whether it's to upload or share pictures, photos, videos, just looking around, commenting on friends' accounts and others. This study wants to describe the media needs that children get on TikTok social media in the TikTok reels feature. The problem formulated in this study is "How are the motives for using social media TikTok reels among children?".

2. Theoretical Framework

2.1. Computer Mediated Communication

CMC is a new set of expectations about the evolving community around computer-mediated communication. The core idea is that a "virtual community" can be formed by any number of individuals via the internet on the basis of their own choice or in response to a stimulus (Burton & McQuail, 2021). The point is an online community formed through the internet, where the community is chosen based on awareness of themselves and is not limited by space and time (Laksana & Fadhilah, 2021). Mass media refers to the results of modern technology as a channel in mass communication in the form of computer mediated communication. In order to avoid confusion and differences in perception of the masses, it is useful to distinguish the meaning of mass in mass communication with mass in the general sense (Mammadov, 2020). Mass in the sense of mass communication refers to receiving messages related to mass media (Deuze, 2021). Therefore, the mass here refers to the audience, audience, audience, viewers, or readers (Akhyani, 2020). On the other hand, seeing Social Media as an online content created using publishing technology that is very accessible and scalable (Arasli et al., 2021). The most important thing about this technology is that there is a shift in the way people know, read and share news, and search for information and content. Based on this, the message delivery process becomes very biased. Lindlof and Schatzer in Widiastuti (2021) define a virtual community as a community that is intentionally self-founded by people who have the same interests. Such online communities have the added advantage of being

open, and easily accessible, while real communities are difficult to enter (Downing et al., 2004). The point is that if you want to join an online community it is very easy, in contrast to offline communities where there are usually certain criteria or you have to fill out a form first (Azpeitia, 2021), etc. Tiktok is one of the social media where we can choose the people we invite to join as our friends. We can also refuse friendship if we don't want to (Yasin, 2021). This is what is called that a community stands or is formed by itself according to what we want (I Putu Hendika Permana & Ni Putu Suci Meinarni, 2021).

2.2. Uses and Gratification Theory

According to Katz, Blumler and Gurevitch explain the Theory of Uses & Gratifications Rubin, (2009), namely:

- The audience is considered active, meaning that the audience as an important part of the use of mass media is assumed to have the following objectives:
- In the process of mass communication, the initiative to link the satisfaction of needs with media selection lies with the audience members
- The mass media must compete with other sources to satisfy their needs
- The needs that the media fulfill are only part of a wide range of human needs. How this need is met through media consumption is highly dependent on the behavior of the audience in question. Many of the purposes for selecting mass media are inferred from data provided by audience members. That is, people are considered to understand enough to report interests and motives in certain situations (Rimadias et al., 2021).
- The assessment of the cultural meaning of the mass media must be deferred before examining the orientation of the audience.

In other words, media users try to find the best media sources in an effort to meet their needs (Tanta et al., 2014). This means that the Uses and Gratifications Theory assumes that users have alternative choices to meet their needs (Hsu & Lin, 2021). Social media is very necessary for someone who is faced with various media to accommodate information, so there are many needs that can be stated, among others, as proposed by Katz, Gurevitch, and Haas are as follows:

- **Cognitive needs:** needs that are closely related to the need to strengthen or add information, knowledge and understanding of one's environment. This need is based on a person's desire to understand and control his environment. It is true that people according to cognitive psychology have a tendency to understand and control their environment. In addition, this need can also give satisfaction to one's curiosity and inquiry.
- **Affective needs:** needs related to pleasurable and emotional experiences.
- **Personal integrative needs:** these needs are associated with strengthening the credibility, trust, stability, and status of the individual.
- **Social integrative needs:** these needs are associated with strengthening relationships with family, friends, and other people in the world. This need is based on a person's desire to join or group with other people.
- **The need for fantasy (escapist needs):** this need is associated with the need to escape, release tension, and the desire to seek entertainment or diversion (Valshtein et al., 2020).

Mayfield (2008) defines social media as the best understanding of a new group of online media types that include the following characteristics:

- **Participation:** Social media encourages contributions and feedback from everyone who is interested. This blurs the line between media and audiences.

- Openness: Social media services are open to feedback and participation, and encourage voting, commenting and communicating.
- Conversation: While traditional media still distribute content to audiences, social media is known to be better at two-way communication.
- Community: Social media can form a community quickly
- Connectivity: Most social media thrives on being connected to other sites, sources and people (Schober et al., 2016).

Information tools that are increasingly developing make it very easy for the public to get the information they want. Tiktok is a social media that is included in the category of social networks that can be accessed easily and can provide information.

3. Method

This qualitative method seeks to understand and interpret an interaction event of adolescent behavior in using the internet, especially the needs that teenagers actually get when using Tiktok. The reason the researcher uses the qualitative method is because they want to understand in depth the needs for using Tiktok social media in depth, from cognitive, affective, personal integration, social integration, and imagining needs. The author reports the reality on the ground honestly and relies on the voices and meanings of the informants. The author deals directly with the researched by observing the informant in a certain period of time (Kriyantono & Rakhmat, 2006). The data collection techniques used are: Observation, interview, literature study and documentation. In the observation method, directly observing the subject and object. With this method it is possible to see the actual behavior and events. Interview is a data collection method used to obtain information directly from the source (Kriyantono, 2017). The documentation method is done by collecting related data. with research either from books, journals, newspapers, magazines, photos, recordings, videos, or the internet. The data obtained from the documentation method is expected to support the data analysis process. The literature study used is a study related to mass communication and electronic media. The researcher uses the interactive model analysis proposed by Miles & Huberman (1994).

4. Results and Discussion

After Collect from the results of observations and interviews with five children who use Tiktok social media and post Tiktok reels. The results show that the informants have a need to use TikTok, both from cognitive needs, affective needs, personal integration needs, social integration needs and fantasizing or entertainment needs.

4.1. Cognitive needs

Tiktok can actually add to the knowledge of children about the world. By using Tiktok, the user's cognitive needs are more or less fulfilled. User curiosity on various things can be fulfilled by looking at the content in it. If the user needs the most up-to-date information regarding the current situation at home and abroad, of course he will follow the mass media accounts that have recently started to appear on Tiktok. If you want to know more about a specific person, such as an official or celebrity, of course he will follow certain accounts. The desire to know these various things can be satisfied by accessing TikTok and seeing the content that users want.

4.2. Affective needs

Tiktok has many functions, we can do whatever we want to do, basically free expression. Tiktok is not a rigid social media, one of these five children has three Tiktok accounts that have different functions that have been prepared by the closest people or the child's parents (Nouwen & Duflos, 2021). One account is an account about himself, the second account is for selling or business (such as endorsements, photos of Christmas and activities, etc.), the third account is for uploading his hobbies as a result of daily activities (Kriegel et al., 2021). Experiences that show happy, angry or even sad emotions can be experienced by Tiktok users (Pastor et al., 2022). A person's affective needs can be obtained from TikTok, with the aim of satisfying his own mind. One of the children using Tiktok is someone who likes the beauty of nature, he will look for related content according to

his inner needs. He will feel very happy to be able to see various toys, such as from well-known accounts of kids statiton, tayo bus or hootwheels. By following this account, his inner needs are more or less fulfilled, because they are appropriate (Bucknell Bossen & Kottasz, 2020).

4.3. The need for personal integration

These children says that TikTok can make other people more aware of what a person's personal identity really looks like. Through their Tiktok accounts, these children can show their figure and the personality they have (Ramazanoglu & Hakan Toytok, 2021). They don't need to bother for introductions, etc., other people who see our TikTok account will be able to conclude for themselves our personality through the photos we upload. Starting from hobbies, the clothes we wear, the places we often visit, the foods we like, the routine activities we live in. In fact, sometimes some people deliberately show what they are like. Like he was sad, was happy. It can all be seen from the results of his TikTok reel posts (Fadillah et al., 2022). Five children both stated that their first goal of creating this Tiktok account was because they wanted to communicate and share stories with adults with their own behavior and words.

These five children stated that TikTok reels were very entertaining (Weimann & Masri, 2020). They can share their experiences by sharing photos and videos accompanied by captions that describe what happened in the photos and videos (Riggio, 2021). Not only that, they can also comment on each other and even share stories and jokes (Pastor et al., 2022). Children need lots of entertainment in the midst of their daily life. In the morning, elementary/kindergarten age children have to go to school, after school, some of them have to take additional lessons or courses and do homework. Without entertainment, routine can become a heavy burden for the children who are still in media sosial (Islamiyah, 2020). TikTok reels social media can be used as a place to find entertainment for them. In Tiktok reels, kids can unwind and look for interesting content that can make them laugh, or at least smile (Sood, 2021). They can also fantasize and develop the power of imagination. Like one of these five informants, he can fantasize about becoming a famous pilot when he sees the unique construction lined with photos of planes on the Tiktok reels. They can also imagine and be inspired to become great businessmen when they see the success of a number of entrepreneurs on Tiktok. When the need for entertainment is met, teens can return to their routines with renewed vigor and more positive energy (Christopher & Swathi, 2020). Tiktok can play an important role in maintaining the emotional condition of children who are still in their golden age so that they are not too stressed and remain in prime condition to carry out their daily routines.

5. Conclusion

The motive for using TikTok is seen from the five media use needs, that a person needs media for cognitive needs, affective needs, personal integration needs, social integration needs and entertainment needs. It can be seen that through Tiktok they do not miss the latest information in the world, they can still follow the news and information that is currently available. They can also satisfy their inner self by searching for related content according to their inner needs. Through Tiktok accounts, these teenagers can freely reveal their personal identity, something they want to show to the world. They can also socialize with family, friends and other people they just met without having to leave the house. And they are very entertained by the existence of Tiktok, because there are many funny photos or videos that they can see on TikTok. TikTok can be recommended as an effective social media in communication. Because through these Tiktok reels someone can communicate directly with their relatives or friends either from photos, videos or live.

Acknowledgment

Alhamdulillah, thanks to Allah SWT for the abundance of His blessings so that researcher can carry out this research and complete this publication article without any significant obstacle. The researcher realizes that this research cannot be finished without the support and assistance of various parties. Therefore, researcher would like to express the deepest gratitude to Ade Putranto Prasetyo Wijiharto Tunggal, S.I.Kom, M.A as the consultant for valuable discussion and endless support in reviewing this research. Researcher also thanks Erwin Rasyid, S.I.Kom., M.Sc. and Hari Akbar Sugiantoro, S.I.Kom., M.A for advice and feedback on the manuscript. Thanks also researcher conveys to the participants who have been willing to take the time to realize

this research. This work was supported by Department of Communication Science, 'Aisyiyah University of Yogyakarta. Hopefully this publication article can provide benefits and contributions in various research and learning activities, especially in the realm of communication sciences and the other social sciences.

References

- Akhyani, I. (2020). Integrated marketing communication 'Gadis modis' sebagai usaha mikro kecil dan menengah dalam meningkatkan loyalitas konsumen. *Commicast*.
- Arasli, H., Abdullahi, M., & Gunay, T. (2021). Social media as a destination marketing tool for a sustainable heritage festival in nigeri: A moderated mediation study. *Sustainability (Switzerland)*, 13(11). <https://doi.org/10.3390/su13116191>
- Azpeitia, J. (2021). Social Media Marketing and its Effects on TikTok Users. *Theseus*.
- Bakpayev, M., Baek, T. H., van Esch, P., & Yoon, S. (2022). Programmatic creative: AI can think but it cannot feel. *Australasian Marketing Journal*, 30(1). <https://doi.org/10.1016/j.ausmj.2020.04.002>
- Bucknell Bossen, C., & Kottasz, R. (2020). Uses and gratifications sought by pre-adolescent and adolescent TikTok consumers. *Young Consumers*, 21(4). <https://doi.org/10.1108/YC-07-2020-1186>
- Burton, H., & McQuail, D. (2021). Perspectives on Mass Communication. In *Perspectives on Mass Communication*. <https://doi.org/10.2307/j.ctv22jnpbn>
- Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117. <https://doi.org/10.1016/j.jbusres.2018.07.005>
- Christopher, & Swathi, G. K. (2020). A Study to Analyse The Impact of TikTok App on Student Academics and Psychology. *International Journal of Emerging Technologies and Innovative Research*, 7(3).
- Cope, A., Rajendram, P., Rafael, S., Matsiko, J., Mougammadou Aribou, Z., Barker, K., Senter, K., & Riley, A. H. (2022). Qualitative findings from Girlsplained: a social media application of the Sabido methodology for sexual health and HIV prevention in the United Kingdom. *Journal of Visual Communication in Medicine*, 45(2). <https://doi.org/10.1080/17453054.2021.2010520>
- Deuze, M. (2021). Challenges and opportunities for the future of media and mass communication theory and research: Positionality, integrative research, and public scholarship. In *Central European Journal of Communication (Vol. 14, Issue 1)*. [https://doi.org/10.51480/1899-5101.14.1\(28\).1](https://doi.org/10.51480/1899-5101.14.1(28).1)
- Downing, J. D. H., McQuail, D., Schlesinger, P., & Wartella, E. (2004). *The SAGE handbook of media studies*.
- Evelina, L. W., Safitri, Y., Program, M. C., Barat, J., & Evelina, L. W. (2021). Social Media Interaction in Virtual Tribe for Effective Brand Communities Case Study on Instagram. *PalArch's Journal of Archaeology of Egypt/ Egyptology*, 18(1).
- Fadillah, D., Farihanto, M. N., & Setiawan, R. A. D. (2022). "Senggol Bestie" as Media Promotion Among Muhammadiyah Universities. *Komunikator*, 14(2), 148–158.
- Hsu, C. L., & Lin, J. C. C. (2021). The effects of gratifications, flow and satisfaction on the usage of livestreaming services. *Library Hi Tech*. <https://doi.org/10.1108/LHT-02-2021-0069>
- I Putu Hendika Permana, & Ni Putu Suci Meinarni. (2021). Ratio Analysis on Tiktok (Social Media) for Qualitative Research Using Explorative Methods. *Jurnal Ekonomi & Bisnis JAGADITHA*, 8(1). <https://doi.org/10.22225/jj.8.1.2944.30-38>
- Indonesia, C. (2020). TikTok Aplikasi Terpopuler, Kalahkan WhatsApp dan Zoom. *CNN Indonesia*.
- Islamiyah, H. (2020). the Effect of the Intensity in Using Tiktok on Children'S Body Shaming Behavior. *Dakwah Dan Komunikasi*, 11(1).

- Kriegel, E. R., Lazarevic, B., Athanasian, C. E., & Milanaik, R. L. (2021). TikTok, Tide Pods and Tiger King: Health implications of trends taking over pediatric populations. In *Current Opinion in Pediatrics* (Vol. 33, Issue 1). <https://doi.org/10.1097/MOP.0000000000000989>
- Kriyantono, R. (2017). *Teori-teori public relations perspektif barat & lokal: Aplikasi penelitian & praktik*. Kencana.
- Kriyantono, R., & Rakhmat, S. J. (2006). *Metode penelitian komunikasi*. Bandung: PT Remaja Rosdakarya.
- Laksana, N. Y., & Fadhilah, A. (2021). Computer-mediated communication and interpersonal communication in social media Twitter among adolescents. *Journal of Social Studies (JSS)*, 17(1). <https://doi.org/10.21831/jss.v17i1.39015>
- Lissitsa, S., & Kushnirovich, N. (2020). Is negative the new positive? Secondary transfer effect of exposure to LGBT portrayals in TV entertainment programs. *Journal of Applied Social Psychology*, 50(2). <https://doi.org/10.1111/jasp.12644>
- Ma, Y., & Hu, Y. (2021). Business Model Innovation and Experimentation in Transforming Economies: ByteDance and TikTok. *Management and Organization Review*, 17(2). <https://doi.org/10.1017/mor.2020.69>
- Mammadov, R. (2020). News media commercialization in Chindia: Changing theoretical perceptions. *Global Media and Communication*, 16(3). <https://doi.org/10.1177/1742766520922267>
- Mayfield, A. (2008). *What is social media*.
- Miles, M. B., & Huberman, A. M. (1994). *Qualitative data analysis: An expanded sourcebook*. sage.
- Moyer-Gusé, E., & Nabi, R. L. (2010). Explaining the effects of narrative in an entertainment television program: Overcoming resistance to persuasion. *Human Communication Research*, 36(1). <https://doi.org/10.1111/j.1468-2958.2009.01367.x>
- Nouwen, M., & Duflos, M. H. C. M. G. (2021). TikTok as a data gathering space: The case of grandchildren and grandparents during the COVID-19 pandemic. *Proceedings of Interaction Design and Children, IDC 2021*. <https://doi.org/10.1145/3459990.3465201>
- Novita, D., Yuliani, N., Erzed, N., & Herwanto, A. (2022). Effectiveness of digital strategic branding for msme's using tiktok. *International Journal of Social Science*, 2(2), 1267–1270.
- Nurdin, F. N. A. (2021). Pengaruh intensitas penggunaan tiktok terhadap kemampuan interaksi sosial pada remaja. Universitas Muhammadiyah Malang.
- Ostapenko, I. V. (2020). Social media potential for development of student youth's civic competence. *Ukrainian Psychological Journal*, 2 (14). [https://doi.org/10.17721/upj.2020.2\(14\).10](https://doi.org/10.17721/upj.2020.2(14).10)
- Pastor, E. M., Pérez, R. V., & López Medel, I. L. (2022). Children and young people in front of the devices: new communication phenomena and new product creators. *Icono14*, 20(1). <https://doi.org/10.7195/ri14.v20i1.1811>
- Ramazanoglu, M., & Hakan Toytok, E. (2021). An Investigation of Pre-Service Teachers' Motives for Using Instagram. *International Journal of Curriculum and Instruction*, 13(1).
- Riggio, A. (2021). The Small-er Screen: YouTube Vlogging and the Unequipped Child Entertainment Labor Laws. *Seattle University Law Review*, 44(2).
- Rimadias, S., Alvionita, N., & Amelia, A. P. (2021). Using TikTok in Social Media Marketing to Create Brand Awareness, Brand Image, and Brand Loyalty on Tourism Sector in Indonesia. *The Winners*, 22(2). <https://doi.org/10.21512/tw.v22i2.7597>
- Rosyadi, M. I. (2018). TikTok Jadi Aplikasi Terbaik di Play Store. Diakses Dari <https://inet.detik.com/Mobile-Apps/d-4329137/Tiktokjadi-Aplikasi-Terbaik-Di-Play-Store>.
- Rozalena, A. (2020). Creative content on the digital campaign tokopedia "seller story." *Jurnal Komunikasi: Malaysian Journal of Communication*, 36(4). <https://doi.org/10.17576/JKMJC-2020-3604-10>
- Rubin, A. M. (2009). Uses and gratifications. *The SAGE Handbook of Media Processes and Effects*, 147–159.

- Schober, M. F., Pasek, J., Guggenheim, L., Lampe, C., & Conrad, F. G. (2016). Social media analyses for social measurement. *Public Opinion Quarterly*, 80(1), 180–211.
- Shufford, K. N., Hall, D. L., Randall, A. K., Braunstein, B. M., O'Brien, M. M., & Mickelson, K. D. (2021). Connected while apart: Associations between social distancing, computer-mediated communication frequency, and positive affect during the early phases of COVID-19. *Journal of Social and Personal Relationships*, 38(10). <https://doi.org/10.1177/02654075211041316>
- Sood, A. (2021). 3.2 tiktok: a new playground for the child psychiatrist? *Journal of the American Academy of Child & Adolescent Psychiatry*, 60(10). <https://doi.org/10.1016/j.jaac.2021.07.028>
- Syahara, T. A., Indahsari, C. A., Susanti, D., Analisis, P., Penggunaan, K., Edukasi, M., & Masa, C.-. (2021). Tiktok and Pandemic (Content Analysis Tiktok Utilization As Education Medium During Covid-19. *Urecol Journal. Part H: Social, Art, and Humanities*, 1(1).
- Tanta, I., Mihovilović, M., & Sablić, Z. (2014). Uses and gratification theory - Why adolescents use facebook? *Medijska Istrazivanja*, 20(2).
- Valshstein, T. J., Mutter, E. R., Oettingen, G., & Gollwitzer, P. M. (2020). Relatedness needs and negative fantasies as the origins of obsessive thinking in romantic relationships. *Motivation and Emotion*, 44(2). <https://doi.org/10.1007/s11031-019-09802-9>
- Vaterlaus, J. M., & Winter, M. (2021). TikTok: an exploratory study of young adults' uses and gratifications. *Social Science Journal*. <https://doi.org/10.1080/03623319.2021.1969882>
- Vizcaíno-Verdú, A., & Aguaded, I. (2022). #ThisIsMeChallenge and Music for Empowerment of Marginalized Groups on TikTok. *Media and Communication*, 10(1). <https://doi.org/10.17645/mac.v10i1.4715>
- Weimann, G., & Masri, N. (2020). Research Note: Spreading Hate on TikTok. *Studies in Conflict and Terrorism*. <https://doi.org/10.1080/1057610X.2020.1780027>
- Wendt, R., & Langmeyer, A. N. (2021). Computer-Mediated Communication and Child/Adolescent Friendship Quality after Residential Relocation. *Journal of Child and Family Studies*, 30(11). <https://doi.org/10.1007/s10826-021-02102-2>
- Wickramanayake, L., & Jika, S. M. (2018). Social media use by undergraduate students of education in Nigeria: A survey. *Electronic Library*, 36(1). <https://doi.org/10.1108/EL-01-2017-0023>
- Widiastuti, T. (2021). The commodification of virtual community content in increasing media traffic. *Media and Communication*, 9(2). <https://doi.org/10.17645/mac.v9i2.3737>
- Yasin, A. (2021). Pengaruh Penggunaan Media Sosial Tiktok @Erigo.store Terhadap Keputusan Pembelian Produk Erigo. *Commercium*, 05.