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The Influence of the TikTok Poison Phenomenon as a Glow Up Trend on Interest in Buying Beauty Products

Isti Nurul Hidayah, Dwi Agus Sulis Setiowati, Dwina Elvrida Estefani Sianipar,
Najwa Anisa*

Universitas Mercu Buana Yogyakarta, Sleman, Indonesia

*najwabintmuhannan@gmail.com

ABSTRACT

The lifestyle offered by information changes new patterns in the behavior of human life to suit the times. This occurs in buying interest in a product which is influenced by many factors such as the glow up trend. One of them is the TikTok poison phenomenon, this has resulted in an increase in one's buying interest in beauty products as seen in the TikTok poison phenomenon. The purpose of this study was to find out whether the TikTok toxic phenomenon as a glow up trend has an influence on buying interest in beauty products. The population in this study were female students of the Faculty of Communication and Multimedia, Mercu Buana University, Yogyakarta, class of 2021. The sample was female students who used the TikTok app and had bought beauty products. The instrument used in this research is the ticktock poison phenomenon questionnaire as a glow up trend and buying interest. The data obtained were then analyzed using the Statistical Package for Social Science (SPSS). The results of this study state that the phenomenon of TikTok poisoning has a relationship with the buying interest of female students, where a Pearson Correlation value of 0.410 is obtained, which means that there is a strong relationship between the variable of the TikTok toxic phenomenon and the buying interest of female students. In addition, it was also shown that the TikTok poison phenomenon affected female students' buying interest by 16.8%. So that the other 83.2% is influenced by other variables not examined.

Keywords: *Buying Interest; TikTok Poison; Trend Glow Up*

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INTRODUCTION

Technological developments are now very significant in all walks of life. With the development of this technology, there are lots of positive and negative impacts that can bring changes to social values, social norms, patterns of social behavior, and social interaction. Technological developments give rise to globalization as an integration process that makes it easy to get and even access information and keep abreast of the information they get. The current era can be said to be the era of globalization in which the world of technology and information is developing rapidly. In its development

created various new ways of life. The development of technology and information that occurs is supported by the existence of the internet. On the internet, there are various kinds of information that both provide benefits and negative impacts. Now people can easily access modern or wireless-connected internet (Budhyati, 2012).

In today's digital era, a lot of social media is used as a promotional tool for a company. This happens because of the demands of technological and information developments which through social media provide benefits with various available features so that users can do them practically and quickly. Through social media we can use it as a business facility, music facility, data storage, entertainment facility as well as an information tool and documentation tool. Social media has become the consumption of internet users in Indonesia, in fact, almost everyone has social media. Social media itself is part of digital media.

According to Mumtaz et al. (2022), meeting current needs is accompanied by fulfilling popular lifestyles so that buying interest increases. This happens because content uploaded on social media pages can indirectly affect a person's desire to buy something that was not planned. With access to social media that is quite broad and easier, the interest and curiosity will increase, making it easier for brands to reach them and make them a target market (Lestari & Latabulo, 2022).

One of the social media that is widely used today is the TikTok application. TikTok is a social networking application and video platform launched in September 2016. This TikTok application allows its users to make music videos as creative as possible. Content from TikTok then develops with product information such as unboxing or reviews (Nuryani et al., 2022). Initially, the TikTok application only contained a short video, but as technology develops, TikTok provides a variety of interesting features, such as a shopping feature called the TikTok shop. According to (Praditasetyo & Saputri, 2021) stated that the TikTok shop itself is a social e-commerce feature which can enable its users, both creators, to promote and sell products as well as carry out shopping activities. TikTok provides interesting content that can invite many viewers. TikTok toxic content is considered successful in making users who see the content poisoned and buy the product being reviewed. According to (Manurung et al., 2022) states that the purchase decision is the buyer's stage of a product of goods and services that consumers like or need after the intention or desire to buy is formed. Another thing that makes the TikTok application, especially the TikTok shop feature more attractive, is the TikTok shop feature, the availability of various attractive promos and prizes that can be obtained for all users, such as free shipping to discounted prices.

The TikTok platform or application is a social media application based on creating short music video content. There is a lot of creativity created using very diverse content such as funny content, dance, tips and tricks, mini vlogs to stories of personal experiences. As is the case with personal experience stories, many content creators tell something that happened to them either in an activity or experience that the content creator has experienced. One example is regarding the physical changes that occur to him or what is called the word glow up. This can also be in the form of video tips or tricks.

Glow up has the meaning of changing yourself significantly from time to time in your appearance to produce a success in your life that helps increase your self-confidence. The word change itself has the meaning of an effort to be "beautiful" to have white and clean skin, slim, tall body, sharp nose and others. Mumtaz & Saino (2021), said

that the emergence of various trends in the media such as makeup is the reason for someone to buy a product. In the TikTok application, there are many videos that contain tips on how to beautify yourself, such as whitening your body, losing weight, or increasing your weight. These videos are usually uploaded by content creators to be seen by other TikTok users so that those who see or watch the video become interested in following the tips given by the content creator in the video. In making video tips like the one above, usually many content creators make the video a marketing strategy so that their products sell a lot and increase brand awareness. Usually when making these videos use the word poison TikTok or use hashtags like #racunTikTok so that it attracts the attention of other users.

This TikTok poison content itself contains discussion of shopping or contains recommendations about a product whether it is a place to shop for interesting products or items in a video that also attracts attention so that other users who see the video content are interested in buying the product or the item. The most popular TikTok poison content is about beauty which contains reviews of skincare and makeup tools with various benefits and uses. However, content that is located on TikTok poisons continues to develop, change, and adapt from time to time even though the content only becomes a trend for a certain period (Swastika et al., 2021).

Therefore, the researcher wants to know whether the phenomenon of toxic TikTok as a glow up trend has an influence on the interest in buying beauty products for students. In this study, researchers chose Communication and Multimedia students class of 2021 at Mercu Buana University, Yogyakarta as research subjects.

LITERATURE REVIEW

In research conducted by M D Triyanti, G.P Gratia, T Paringa and CH Primasari from the Information Systems Study Program, Atma Jaya University Yogyakarta entitled "The TikTok Poison Phenomenon on Student Consumerism Culture during the COVID-19 Pandemic Period reveals social phenomena that affect the level of consumerism in among students. The focus of the discussion carried out in this study is to examine the essence or structure of experience into human consciousness based on the category of behavior responding to the TikTok Racun trend that respondents buy goods quite often because they are interested in the product. Next from the impact category, TikTok's poison content is made in an interesting way so that it influences the buying interest of its users and has an impact on lifestyles that change to become consumptive. sources are interested in the toxic trend of TikTok because the videos displayed contain reviews and comments to be considered in making purchasing decisions (Gratia et al., 2022).

(Praditasetyo & Saputri, 2021) students at Telkom University Bandung said that the research theme entitled "The Influence of Social Media Marketing Through the TikTok Application on Online Purchase Decisions at Shopee Indonesia" This study was conducted to determine the effect of social media marketing on online purchasing decisions at Indonesian shops, which is where researchers will analyze how social media marketing can significantly influence or not the online purchase decisions made by Shopee Indonesia consumers. , social media marketing is very influential and has a significant and positive impact on social media marketing TikTok on purchasing decisions at Shopee Indonesia.

The influence of TikTok social media on student learning patterns is a title raised by Hayun Setiawan, Hermalia Oktaviana, Di Derdya Andawas fans, Muchamad Noval Zulkarnaen, and Winni Saripah. It explains that users of the TikTok application are dominated by women aged 20-23 years, teenagers, and adults. In a survey that proved the TikTok application could be a positive and negative influence on student learning, 20 respondents (37%) said TikTok was just an application that provided entertainment and 25 respondents (25%) said the TikTok application could be a source of news and respondents (22.7%) answered neutral (Setiawan et al., 2022).

Gratia et al., (2022) said that the COVID-19 pandemic, which has become an epidemic since December 2019, has changed the order of life in the world. So social activities that are usually carried out in person must be carried out online including work, study and shopping. M.D Triyanti, E.L.K Merah, G.P Gratia, T. Paringa, and C.H Primasari wrote a journal entitled "The Phenomenon of TikTok Poison Against Student Consumerism Culture During the Covid-19 Pandemic". This study uses a qualitative method with a phenomenological approach. From this research it is known how student behavior, the impact obtained, responses, and students' reasons for TikTok poison affect their level of consumerism. In this study, respondents used TikTok 4 to 6 hours a day. Respondents are very interested in TikTok poison. The toxic content of TikTok is made in an interesting way so that it greatly influences the buying interest of its users and has an impact on lifestyles that change to become consumptive.

The study entitled "The Effect of TikTok Poison Content on Purchase Decisions in the Prefix Community" was written by Rut Sheril Margaretha Manurung, et al. This research refers to the significant influence that TikTok views have on purchasing decisions.

The results of this study prove that the content of TikTok poisons has no effect on buyer decisions in the Prefix community and the attractiveness generated by TikTok poisons greatly influences buyer decisions in the Prefix community. The intensity of using the TikTok application has no effect on purchasing decisions in the Prefix community and the intensity that shows results does not have a significant effect on purchasing decisions in the Prefix community (Manurung et al., 2022).

METHODS

This research uses quantitative research methods. Quantitative research methods are used to examine certain populations or samples and data collection through research instruments, and data analysis is quantitative or statistical in nature with the aim of testing established hypotheses. This type of research is a mixed-methods approach. The research technique used was a survey by distributing questionnaires directly. The population in this study were female students of the Faculty of Communication Sciences, Mercu Buana University, Yogyakarta, class of 2021, consisting of 126 students. While the sample is a non-probability sampling technique, namely judgmental sampling with the criteria of using the TikTok application and having bought beauty products. The number of samples used was 100 female students using Krejcie and Morgan's theory.

The variable measured in this study is the phenomenon of TikTok poisoning as the independent variable, while buying interest is the dependent variable. The indicators used to measure purchase intention are customer satisfaction, service quality, brand preference, product quality, price, physical protection, and perceived value. While the

indicators used to measure the variables of the TikTok toxic phenomenon are intensity, message content, and attractiveness.

Alternative answer choices are presented in just two points with the criteria "YES" or "NO". This was done to avoid doubtful answers from respondents which could lead to double meanings. This answer is not expected to appear in the research instrument because the "Neutral" answer option can risk eliminating a lot of research data so that the amount of information that has been collected has decreased. The data collected came from 100 respondents which were processed using Microsoft Excel software and the Statistical Package for Social Science (SPSS).

The first thing the researchers did was distribute questionnaires to a trial sample of 20 female cohort employees of the Class of 2021. This sample was used to determine the level of reliability and validity of the instrument. After the instrument is valid and reliable, the researcher continues the survey phase with 100 female students as the research sample. The second data analysis is used to determine the effect of the independent variables on the dependent variable. Then it was analyzed using linear regression analysis, while the differences in perceptions between the study sample categories were carried out by analyzing the independent sample t-test.

RESULTS AND DISCUSSION

This research was conducted by distributing questionnaires related to the TikTok toxic phenomenon (X), which consisted of 11 questions and buying interest (Y), which consisted of 19 questions.

Test Analysis Prerequisites

In this study, hypothesis testing was carried out to determine the relationship and influence of the TikTok poison phenomenon variable on buying interest of female students of the Faculty of Communication and Multimedia, Mercu Buana University, Yogyakarta, class of 2021. So, the Product Moment correlation test and simple linear regression test were used.

Testing the normality and linearity of this study was carried out using SPSS version 20 software on the Kolmogorov-Smirnov test. The data can be seen from the normality test results that are normally distributed or not. It can be seen in the significant value table (Asymp. Sig) by the results of SPSS processing. If the significance value is > 0.05 , it can be concluded that the data is normally distributed. Based on the results of data processing, it was obtained that it was significant (Asymp.Sig) of $0.000 < 0.05$ so that the TikTok poison phenomenon variable was not normally distributed. In addition, a significant value (Asymp. Sig) of $0.000 < 0.05$ was obtained so that the purchase intention variable was not normally distributed.

Furthermore, the results of the linearity test obtained the value of Sig. The Deviation from Linearity is $0.107 > 0.05$ which indicates that there is a linear relationship between the variable of the TikTok poison phenomenon and the buying interest of the Student of the Faculty of Communication and Multimedia Sciences, University of Meru Buana Yogyakarta, Class of 2021.

Hypothesis Test

Product Moment Correlation Testing

The hypothesis in this section is whether there is a relationship between the TikTok poison phenomenon (X) and female students' buying interest (Y). The results of the SPSS-assisted Product Moment correlation test obtained a Sig (2-tailed) value of 0.000 < 0.05, indicating that there is a relationship between variables X and variable Y. Furthermore, a Pearson Correlation value of 0.410 is obtained, which means that there is a fairly strong relationship between the phenomenal variables. TikTok poison with interest in buying female students.

Simple Linear Regression Testing

Once it is known that there is a relationship between the variables X and Y, then proceed with a simple linear regression analysis. This analysis is used to see the effect of variable X, the TikTok poison phenomenon, on variable Y, namely the buying interest of female students of the Faculty of Communication and Multimedia, Mercu Buana University, Yogyakarta, class of 2021. The results of the regression analysis show that the coefficient of r square is 0.168, which means that 16.8% is the phenomenon variable. TikTok poison is influenced by the variable buying interest. So that 83.2% of student buying interest is influenced by other independent variables not examined in this study.

DISCUSSION

In this study, it has been shown that there is a relationship between the variable TikTok poison phenomenon and buying interest in female students of the Faculty of Communication and Multimedia, Mercu Buana University, Yogyakarta, class of 2021. Then, the results show that female students of the Faculty of Communication and Multimedia, Mercu Buana University, Yogyakarta, class of 2021 feel an interest buy on TikTok poison phenomenon in everyday life. The Linear regression test shows that the phenomenon of tick-tock poison has a role in the life of Student of the Faculty of Communication and Multimedia, Mercubuana University, Yogyakarta, Class of 2021.

The relationship between the TikTok poison phenomenon and buying interest for female students is definitely very significant, female students will have an interest in buying when they see the TikTok toxic phenomenon and will buy beauty products as a necessity. Based on a survey of questionnaires and questionnaires that the researchers distributed, Student of the Faculty of Communication and Multimedia, Mercu Buana University, Yogyakarta, Class of 2021, has a high interest in buying beauty products when they see the TikTok poison phenomenon.

CONCLUSION

The results showed that the phenomenon of TikTok poisoning has a relationship with the buying interest of female students, where a Pearson Correlation value of 0.410 was obtained, which means that there is a strong relationship between the variable of the TikTok toxic phenomenon and the buying interest of female students. In addition, it was also shown that the TikTok poison phenomenon affected female students' buying interest by 16.8%. So that the other 83.2% is influenced by other variables not examined.

So that future researchers can follow up on other variables that influence the TikTok toxic phenomenon besides buying interest.

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