

COMMUNICATION PATTERN BETWEEN PARENTS AND CHILDREN TIKTOK SOCIAL MEDIA USERS

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Abstract. Communication patterns are very influential in maintaining relationships with the environment such as friends and family. One of the challenges in establishing effective communication patterns for children is social media. The Tiktok application is one of the social media that is now favored by many people, including children. This study aims to analyze the communication patterns between parents and teenagers using social media tiktok. This study uses Mary Anne Fitzpatrick's theory which reveals that family communication patterns depend on two important types of orientation, namely conversation orientation and conformity orientation. *This study took place in Puyun village, Halong sub-district, Balangan district and was conducted by 10 informants, namely 5 children of tiktok users and 5 parents of children who use tiktok. The results of the study show that 1) one family of TikTok users has a communication pattern with a high conversational orientation and a high sense of compliance. 2) one family of children using tiktok has a communication pattern with low conversation orientation and high sense of compliance. 3) Three families of children who use tiktok have communication patterns with low conversation orientation and low sense of compliance.*

Keywords: *Communication Patterns, Kids, Tiktok*

BACKGROUND

Rapid technological developments have brought the world into an advanced and modern era of globalization. In this modern era, humans are required to follow the era where life is practical, effective and efficient. Therefore, tools were created that can help smooth and lighten the workload of humans, one of which is gadgets. Gadgets are media that are used as modern communication tools that facilitate human communication activities (Saniyah, Setiawan, & Ismaya, 2021, p. 2133).

One of the features contained in the gadget is social media. Social media is an online media. Social media users can easily participate, share and create content including blogs, social networking wikis, forums and other virtual worlds. Social networks are social media that are commonly used by people around the world. Another opinion says that social media is online media that supports social interaction. Social media uses web-based technology that turns communication into interactive dialogue (Rafiq, 2020, p. 19). Social media makes it easy for someone to communicate with other people regardless of their distance and location (Putra & Yasa, 2019, p. 2).

Tiktok is one of the social media that is favored by various groups, including children. Indonesia is the fourth country after India, the United States and Brazil as the country with the highest Tiktok users in the world with a total of 30.7 million Tiktok users. Then, from a different source, from research results released by the Sensor Tower company (August 2020), Tiktok was able to attract as many as 63.3 million new users. Thus it was concluded that the number of new downloaders for the Tiktok application increased by 1.6%. With the increasing number of social media in Indonesia such as Facebook, Instagram, Twitter, Whatsapp, etc. Tiktok is also an option for social media users as a place to share and interact (Safitri, Ramadhany, & Irwansyah, 2021, pp. 4–5).

But behind these advantages, there are negative impacts from using gadgets. One of the negative impacts of gadgets with all their features is reducing children's ability to communicate with other people. Children will become more individual with their comfort zone with gadgets so that they are less concerned about other people (Saniyah et al., 2021, p. 2133). This also does not rule out the possibility of a decrease in the intensity of communication with the family

The environment that most influences the child's personality is the family environment. The family is the first educational institution known to children in which there are parents who act as primary educators for them (Jatmikowati, 2018, p. p.2) (Wardhani, Arumsari, & Wijayanti, 2019, p. 107). The communication that exists between parents and children is interpersonal communication. Devito revealed that interpersonal communication is the delivery of messages by one person and the receipt of

messages by another person or group of people with various impacts and with opportunities to provide feedback.(Rumambi, 2022, p. h. 1941).

Family communication is defined as the status to discuss everything with the family, both pleasant and unpleasant, also ready to handle all problems in the family with discussions that are carried out with perseverance and sincerity and acceptance.(Muslimah, 2022, p. 52). Examples of communication can be considered as examples of connections between at least two individuals in sending and receiving messages in the right way so that the messages conveyed can be felt.(Permatasari, 2022, p. 65)

Communication between parents and children is a process of building a relationship between parents and children, both verbally and non-verbally which takes place in everyday life in the family environment. Communication between parents and children can be said to be effective if both of them have a close relationship, like each other, understand each other and are open so that communication between the two takes place pleasantly.(Jatmikowati, 2018, p. h.3). Among the functions of communication according to Hafield Cangara are trying to improve human relations, avoiding and overcoming personal conflicts, reducing the uncertainty of something as well as knowledge and experience with other people.(Baharuddin, 2019, p. 114)

THEORETICAL STUDY

Family Communication Patterns

Soekanto said that the communication pattern is a simple description of the communication process that shows the link between one communication component and another. Meanwhile, according to Anta, the communication pattern is a form of relationship between two or more people in the process of sending and receiving messages in the right way, so that messages can be received and understood.(Hidayah & Hosnawiyah, 2020, p. p.38).

Family communication patterns focus on the relationships and interactions between parents and children in a family. These relationships and interactions are established to reach an agreement between parents and children. Family communication patterns according to Fitzpatrick and Koerner are as follows:

1. conversation orientation

Fitzpatrick and Koerner define the conversational dimension as the extent to which the family creates an atmosphere in which all family members are encouraged to actively participate in interacting and communicating with each other.

2. Conformity Orientation

This orientation refers to the degree to which families emphasize homogeneity, attitudes, values and beliefs. Conformity orientation emphasizes uniformity in beliefs and attitudes, interactions within the family are more focused on conformity, conflict avoidance and interdependence among family members. This family adheres to intergenerational obedience as obedient to parents and adults(Savitri & Ramadhana, 2020, p. 70) (Putri & Supratman, 2021, p. 7264).

Definition of Social Media

Andreas Kaplan and Michael Haenlein define social media as a group of internet-based applications based on ideology and web 2.0 technology that make it possible to create and share user generated content.(Gani, 2020, p. 32) (Kosasih, 2019, p. 269). Social networks are sites that allow a person to have a personal web page and connect and share information and communication with other people(Rafiq, 2020, p. 19) (Siregar, 2020, p. 27).

Meaning of Tik Tok

Tiktok is a social networking application that allows its users to share short videos of singing and dancing(Dewa & Safitri, 2021, p. 66). Tiktok is a merger of two previous applications, namely Douyin and Musically(Ramadan, 2020, p. 530). In China, as the country of origin, Tiktok is known as Douyin. The official Tiktok app was launched in September 2016(Devi & Satwika, 2022, p. 209) (Pratama & Muchlis, 2020, p. 104). When creating this application, Zhang Yimin, as the founder of the application, has a mission to present creativity and capture moments from around the world via cellphones.(Safitri et al., 2021, p. 5).

RESEARCH METHODS

This study uses qualitative research with a phenomenological approach. Data collection techniques using interviews and observation. This research took place in Puyun village, Halong sub-district, Balangan district and was conducted on 10 informants, namely 5 children who use tiktok and 5 parents of children who use tiktok.

RESULTS AND DISCUSSION

Tiktok user

Here the author conducted interviews with 5 children with an age range of 9-10 years. With the initials F, H, J, L, and M,

The first informant, namely F, is a boy aged 9 years. He said he started using TikTok because he followed trends, but he never made videos, only watched other people's works.

The second informant, namely H, is a girl aged 10 years. He said that he uses tiktok because it is a place to express himself like dancing and singing. He is an active child using tiktok.

The third informant, namely J, is a 9-year-old girl. She said she uses tiktok because she wants to see her idol artist. He is a passive user who only likes watching videos on TikTok.

The fourth informant, namely L, is a 9 year old girl. He is a close friend of H. He is also an active tiktok user like H. They often make videos together.

The fifth informant, namely M, is a boy aged 10 years. He is an active tiktok user. He likes tiktok because of the features available on tiktok such as filters and attractive video packaging such as slowmotion.

Parents of children using Tiktok

The first informant, namely YK. She is a housewife aged around 35 years. He is F's parent. He said that F was a quiet child and was often in the room. He only plays his cellphone when he comes home from school, including when hanging out with his family. He is an obedient child, but does not talk much. If asked, he will do it right away.

From interviews with F and his parents, the writer can conclude that the communication pattern of F's family is included in the communication pattern with low conversation orientation and high compliance.

The second informant, namely S. He is a farmer, aged around 38 years. She is the mother of H. she said that she was rarely at home because she was in the garden all day. He said that H was a cheerful and sociable child. She is a talented child and often wins fashion show contests. However, H is a child who likes to refuse when asked to. If he is playing on his cell phone at home, he will only be busy dancing in front of the camera. When hanging out with family, he is also busy with his cell phone and does not respond to conversations.

From interviews with H and his parents, the writer can conclude that the communication pattern of H's family is included in the communication pattern with low conversation orientation and low compliance.

The third informant, namely D. He is a seller of cooked vegetables. She is the mother of J. She said that J was an obedient child, she only used her cellphone when she was alone. When told he also quickly do. While eating, at work or hanging out with family, we tell him to put down his cell phone and he does too.

From interviews with J and his parents, the writer can conclude that the communication pattern of J's family is included in the communication pattern with high conversation orientation and high compliance.

The fourth informant, namely S, is the mother of L. She is a basic food trader with her husband. He said that he rarely got together with the children so he didn't really know the children's activities at home.

From interviews with L and his parents, the writer can conclude that the communication pattern of L's family is included in the pattern of communication with low conversation orientation and low obedience.

The fifth informant, namely SR is the mother of M. She is a farmer with her husband. After school, M is usually told to look after his younger sibling at home. SR said that M rarely wanted to help with household activities such as cooking, washing, and

so on. When gathering and eating he is often scolded for playing too much on his cellphone.

From interviews with M and his parents, the writer can conclude that the communication pattern of M's family is included in the pattern of communication with low conversation orientation and low compliance.

CONCLUSIONS AND RECOMMENDATIONS

The results of the study show that 1) a family of adolescents who use tiktok has a communication pattern with a high conversational orientation and a high sense of obedience. 2) a family of children using tiktok has a communication pattern with low conversational orientation and a high sense of obedience. 3) three families of children using tiktok have communication patterns with low conversational orientation and a low sense of obedience. This is due to the influence of tiktok itself and parents who are rarely at home to accompany their children. Researchers hope that in the future there will be further research such as increasing children's productivity with tiktok media, so that its use is more useful in minimizing the negative impact of tiktok

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