VIRTUAL COMMUNICATION CULTURE ON TIKTOK SOCIAL MEDIA (A NETNOGRAPHIC STUDY OF CLEAN BEACH WASTE CONTENT AT LOJI BEACH ON TIKTOK @PANDAWARAGROUP)

Amelia Hermawan[1] & Chairun Nisa Zempi[2]

Universitas Pembangunan Nasional Veteran Jakarta [1&2]

Correspondence author's email: nisazempi@upnvj.ac.id

Abstract

This research aims to understand the culture of virtual communication on the TikTok social media account @Pandawaragroup in the context of beach clean-up content at Pantai Loji. The theory used in this research is Computer-Mediated Communication (CMC) Theory, with the research focus being the TikTok account @pandawaragroup. This study employs the netnography method, which is conducted to study behavior and social interactions in the virtual world. The findings show that Pandawara Group successfully uses TikTok as a platform to disseminate information about environmental issues. Community interactions form specific discussion topics related to the issue of Pantai Loji, and the use of emoticons and special terms by the community expresses their emotions.

Keywords: *TikTok, Pandawara, Virtual Communication, CMC, Netnography*

INTRODUCTION

In the current digital era, social media is not only used to communicate, but is also used to form identities, voice opinions and participate in various social movements. Existing technological advances have changed people's communication habits from previously conventional ones to more sophisticated and efficient modern communications, such as through social media. Clifford Geertz interprets culture as a value that historically has its own characteristics and can be seen from the symbols that appear (Dur'akal Puling, 2022). This symbol has meaning as a system of concepts of communication expression between humans that contains meaning and continues to develop along with human change and development. One of the social media that is widely used by people to build virtual communication is Tiktok.

Tiktok is an audio-visual based application that can entertain or provide information to the public. Tiktok has been in Indonesia since 2016 until now. The number of active Tiktok accounts in Indonesia currently reaches 30.7 million users (Pebrianto & Setiawan, 2021), this makes Indonesia the country with the most Tiktok application downloads in the world. TikTok has succeeded in changing the way people consume information. With the short video format, information can be conveyed briefly and concisely, making

it easier for the public to access and understand. One of *content creator* who uses social media to socialize the existing waste problem, namely Pandawara.

Pandawara Group is an environmental activist group that carries out trash clean-up activities in several locations that require special attention. The Tiktok account @Pandwaragroup is the main forum for Pandawara to campaign for environmental clean-up activities. Through the video content they upload, Pandawara Group invites the public to take part in helping clean up dirty environments.

Pandawara's content has succeeded in getting a lot of positive responses from the public and the government. Many people gave encouragement and supported Pandawara in carrying out its activities, but apart from the positive response received by Pandawara, researchers found a polemic that occurred between Pandawara and the local government in the video uploaded regarding Loji Beach.

Picture 1. Pandawara

Sumber: Instagram pandawara, (2024)

Pandawara was rejected by the regional head because his party objected that Loji Beach was the 4th dirtiest beach in Indonesia. In the local area, residents and the Sukabumi Regency Government also objected to the video uploaded by Pandawara, even the Simpenan District Youth Organization asked Pandawara to clarify the content of the video so that there would be no misunderstandings.

The Pandawara group uploaded 5 videos on its Tiktok account discussing Loji Beach. The five videos include, 1) Pandawara invites the public to clean up, 2) Pandawara provides information about Loji Beach, 3) Pandawara clarifies problems at Loji Beach, 4) Pandawara clarifies with local agencies, 5) Pandawara cleans Loji Beach . The five videos uploaded by Pandawara show the conditions and problems that exist regarding Loji Beach. On Pandawara's social media account, many netizens commented on the five uploaded videos. Netizens also conveyed various interactions and reactions in

the comments column. Some netizens think that Pandawara is innocent in uploading this content, but there are also those who say that Pandawara should first ask permission from the local government to upload this content.

Internet, social media, *cell phone*, and digital applications are now an important part of people's daily lives. Along with the development of technology, the internet has changed the way we interact and communicate. One of the new forms of communication that has emerged as a result of this progress is virtual communication, which allows people to communicate online *real-time* nor *non-real time* or through *platform* digital without requiring physical presence.

This research uses theory *Computer Mediated Communication. Computer Mediated Communication* (CMC) is a term that refers to the communication process between two or more people interacting via different computers (Putri & Hamzah, 2022). John December defines CMC as the way humans communicate using computers, engage in certain contexts, and participate in the process of forming media as a goal (Nasrullah, 2014). CMC can be done with various devices such as messages *instant*, electronic mail, *SNS (Social Networking Sites)* or forums. *Computer Mediated Communication* (CMC) develops along with advances in communication and internet technology. CMC has changed communication patterns in society, which was previously done face-to-face, can now be done via the internet (Kapriadi & Irwansyah, 2020).

Referring to the background and previous research above, the researcher is interested in further analyzing how society's virtual communication culture relates to the content on Tiktok accounts. @Pandawaragroup regarding Loji Beach. The information provided by Pandawara in the video of cleaning up rubbish at Loji Beach succeeded in attracting a lot of public attention.

METHODOLOGY

The research method used by researchers is qualitative with descriptive research and a netnographic approach. Netnography is a method used to research the internet and observe users when using the internet. Netnography also reflects the relationship between communication and computer media (Nasrullah, 2017).

The netnography method in this research helps researchers to analyze public comments on posts on the Tiktok account @Pandawaragroup regarding the Loji Beach case. Researchers will know and understand people's specific habits in using technology as a means of communicating in the internet world using this method. Netnography will provide specific research results and can help researchers to collect research data.

RESULTS AND DISCUSSION

The Relationship of Messages in Pandawara's Content Related to Loji Beach

Figure 2. Interconnection Between Words in Loji Beach Content

Sumber: Diolah Peneliti Menggunakan Vosviewer (2024)

Figure 2 is an image that illustrates the overall interconnection between words. There are 40 clusters or groups, 3,108 networks, and 500 words. The words with the most connections are 'sampah' 'Pandawara,' and 'Bantar Gebang,' as detailed in Table 3

Table 1 " Relationship Between Words of Content

No	Word	Cluster	Network
1	Sampah	32	214
2.	Pandawara	31	156
3	Bantar Gebang	17	115

Source: Processed by researchers, 2024

Referring to the classification results, the researchers observed the interconnections between each word. The first word is "sampah" (trash). "Sampah" is the most frequently discussed word in Pandawara's content related to Loji Beach within Cluster 32. It is connected to 214 other words. Words that frequently appear include "kita" (us), "dari" (from), "membuang sampah" (throwing trash), "pada" (on), "buang" (throw), "kemana" (where), "pandawara," "bantar gebang," "bersihin" (cleaning), "mana" (where), "bang," "kalo" (if), "main" (play), "kalau" (if), "bola" (ball), "bagus" (good), "pantai"

(beach), "banyak" (many), "jadi" (become), "indah" (beautiful), and "bisa" (can).

"Pantai" (beach) is the second most frequently discussed word in Pandawara's content related to Loji Beach within Cluster 25. It is connected to 111 other words. "Loji," "bagus" (good), "padahal" (although), "konoha," "kotor" (dirty), "indonesia," "bisa" (can), and "bang" are words associated with the keyword "pantai."

"Pandawara" is the third most frequently discussed word in Pandawara's content related to Loji Beach within Cluster 31. It is connected to 156 other words. "Harus" (must), "kemana" (where), "buang" (throw), "bersihin" (cleaning), "jadi" (become), "buat" (make), "Indonesia," "kita" (us), "Malaysia," and "dari" (from) are words associated with the keyword "pandawara."

"Bantar Gebang" is the fourth most frequently discussed word in Pandawara's content related to Loji Beach within Cluster 17. It is connected to 115 other words.

The Use of Netlingo and Netspeak

Interactions in the virtual world occur through text-based mediums. Nasrullah (2017) explains that there are two terms that can be used to approach language in the virtual world: netspeak and netlingo. Netlingo refers to specific terms, abbreviations, acronyms, and jargon used in the virtual world. Netlingo focuses more on concise and efficient language usage. Netspeak refers to a distinctive style or manner of speaking in online communication. It includes how people express themselves through text, emphasizing communication styles that involve informal language, creative writing, and adaptations from spoken to written forms (Dwiantoro, 2021). The researcher identified the use of netlingo in this study. The use of netlingo is evident in the presence of emoticons in several comments on five of Pandawara's video uploads related to Loji Beach. The emoticons in Pandawara's uploaded videos have diverse meanings. The researcher elaborates on the meanings of the terms, abbreviations, or emoticons used by the public in greater detail in Table 1.

Table *1 Filed Noted* Netlingo

No	Symbol (Emotion)	Usage Behavior	Interpretation
1	LOL	*"cuman bisa ngakak wkwk lol banget"*	The word "LOL" is an abbreviation for "laughing out loud." In the sentence, "LOL" refers to the writer's sarcasm towards the local government in response to the statement they made.

| 2 | GG | *gg bang* | The word "gg" is an abbreviation for "good game." This term originates from the world of video games. In this sentence, "gg" expresses the writer's appreciation towards Pandawara for their efforts in cleaning Loji Beach. |
| 3 | 😮‍💨 | *apa harus datang pandawara dulu baru pemerintah setempat bertindak,* 🥲🥲🥲🥲 | The emoticon 😮‍💨 represents someone exhaling a breath. The writer uses this emoticon to convey feelings of frustration and disappointment over the local government's failure to take any action to address the existing situation. |

Netspeak was also identified by the researcher in the comments of the five Pandawara video uploads, in the form of abbreviations or terms. These abbreviations or terms are usually derived from words. Below, the researcher provides a more detailed explanation regarding the netspeak observed in Pandawara's video uploads.

Table 2 *Field Noted* Netspeak

No	Symbol (Emotion)	Usage Behavior	Interpretation
1	Anjir	*anjir bagus tuh pemandangan nya padahal*	The word "anjir" is a slang term derived from the word "anjing" (dog). The use of the word "anjir" in this sentence indicates that the writer is expressing admiration for the view presented in Pandawara's video upload.
2	Bobo	*pemerintah sedang bobo*	The word "anjir" is a slang term derived from the word "anjing" (dog). The use of the word "anjir" in this sentence indicates that the writer is expressing awe or amazement at the view presented in Pandawara's video upload.
3	Gue, gw, gwe	*pencarian gw pandawara buang*	The words "gue," "gw," or "gwe" are slang terms that mean "I" or "me." The use of "gw" in this sentence

sampahnya kemana	indicates that the writer is informing other digital users about the search results that appeared on their TikTok account.

The Virtual Communication Process on the Pandawara Group TikTok Account Related to Loji Beach

The current modern era means that people can interact through digital media with the help of the internet network. This is in line with what was expressed by John December who defined computer-mediated communication or commonly known as *Computer Mediated Communication* (CMC) where this is a process of communicating via computers that involves humans in a certain context and is involved in a process to achieve goals (Nasrullah, 2014).

Computer Mediated Communication (CMC) focuses on communication that occurs on the internet and social media is the main platform because it is flexible and effective (Putri & Hamzah, 2022). This is what makes Pandawara Group use Tiktok social media as a forum for disseminating information about environmental issues and campaigns to the public. Computer-mediated communication has several characteristics, including synchronicity, interactivity, anonymity, customization, social presence, large number of users and user homogeneity.

Referring to this explanation, the virtual communication contained in public comments on the five videos uploaded by Pandawara regarding Loji Beach is based on CMC characteristics, first, namely, synchronicity and interactivity, which can be interpreted as meaning that message exchange can be carried out immediately and the interactions that occur are two-way. In line with this explanation, people in practice use the Tiktok application as a medium for interacting with each other. The interactions that occur have a circular communication pattern where the exchange of messages between one and another occurs continuously due to gain *feedback*. The interactions that occurred between people who commented gave rise to various discussion topics related to Loji Beach.

The second characteristic is customization, where the mediated environment usually organizes or changes itself according to the user's wishes. In line with this, the Tiktok application gives people the opportunity to change the name they use on their Tiktok account. People who commented on the five uploaded videos about Loji Beach tended not to use their real identities on their Tiktok accounts. People do this to protect their personal identity. The third characteristic is that there are many users. The people who commented on the five videos uploaded by Pandawara regarding Loji Beach

were very diverse. This is shown by the large number of responses given by the public, resulting in many connections between existing words.

The communication process can be understood as the interaction carried out by society to achieve a goal. The communication process that occurs in this research, communicators use media to convey messages to communicants who are limited by geography. The media used in virtual communication in this research is Tiktok which uses the internet network. The Tiktok application allows users to upload and get information about various things easily in short videos. The virtual communication process that occurs in the Tiktok @Pandawaragroup account shows the existence of a concept *Computer Mediated Communication* (CMC). This is because interactions that occur in society are no longer limited by space and time.

Computer Mediated Communication itself has several dimensions, including a*ccessibility, speed, amount, cognitive effectiveness, relevance* And *motivating* (Azkia, 2018). In line with this, there are dimensions *accessibility* And *speed* in communication that occurs in comments on the Tiktok account @Pandawaragroup. This can be seen from the fast response of the public in the comments on the five videos uploaded by Pandawara. The public can also access uploaded videos regardless of geographic location. Dimensions *speed* This is also found in the comments, this can be seen from the many words that are connected to each other, which indicates that the public received information about the Loji Beach video quickly so they could respond quickly too.

Communication that occurs in the real world and the virtual world has several differences, there are four important aspects related to virtual interaction to form communication behavior (Nur, 2022), namely *Aspatial* as well as *asynchronous*. Aspect *aspatial* allows users to interact without geographical restrictions, this allows people to connect even though they have different cultural and geographical backgrounds. This is in line with the connection between various words in public comments. The diversity of words used by society is based on cultural and geographical backgrounds. The large number of connected words can be concluded that the people who commented did not only come from Indonesia, but also from other countries such as Malaysia.

Other aspects such as *asynchronous* It is also found in the comments on Pandawara's uploaded video regarding Loji Beach. Communication *asynchronous* allows the sender and recipient of the message not to need to be at the same time to communicate. Communication *asynchronous* has a significant role in shaping the virtual communication culture on TikTok. This is in line with aspects *aspatial* which shows that digital society does not come from the same place, so it is based on aspects *asynchronous* Digital society is also not at the same time. Referring to this explanation, it is known that people can provide positive, negative or neutral comments. In fact, in the video uploaded to the Tiktok account @Pandawaragroup, it was found that the

digital community provided support for Pandawara's actions through comments.

The virtual communication contained in public comments reflects the concept *new media*, this is characterized by the interactive and participatory nature of the community in responding to the five uploaded videos. Social media, with *platform*It is open and interactive, becoming a space for people to express themselves in various ways, including through ridicule, sarcasm and shared enthusiasm. This shows how virtual communication can be a place to celebrate differences and find commonalities in human experience. This is in line with one of the characteristics of social media described by Nasrullah (2017), namely *network*. Social media allows people to form networks between users so that they can connect through technology. Existing public comments are proof of the existence of a network that allows collaboration and active participation from *audience*.

Current developments in digital technology allow people to interact and communicate using the internet. This allows the use of technology to influence existing communications in society. *Computer Mediated Communication* emphasizes the role of technology in shaping communication. This is in line with the many patterns of words that often appear together and understanding how technology can influence the way a word is interpreted. Analysis of the connections between words draws conclusions about how the virtual communication process occurs on the Tiktok account @Pandawaragroup related to Loji Beach. This explanation shows the great potential of *platform* TikTok in facilitating social change through effective virtual communication.

People carry out many activities in videos uploaded to the Tiktok account @Pandawaragroup regarding Loji Beach. Activities carried out by the community utilize CMC-based technology. In line with this, there are four main aspects that are characteristic of *Computer Mediated Communication* as explained by (Salsabila & Claretta, 2023), namely users do not need to be in the same location, communication does not have to take place simultaneously, computers function as a substitute for humans in communication and mental processes during communication can be replaced by communication tools. In line with this, the community has used CMC aspects in their interaction processes. First, the public does not need to be in the same location to respond to the video uploaded by Pandawara regarding Loji Beach. This is in line with the variety of topics and words that are connected to one another. Second, in practice people use technology to communicate with one another. This shows that the role of humans can be replaced by existing technology

Virtual Communication Culture in Pandawara's Tiktok Account

Rapid technological developments have changed the way of communication in people's lives. Nowadays, social media has become an inseparable part of everyday life. Social media users in Indonesia continue to

increase over time. Language, expressions and behavior are important aspects of communication, making it more effective. Unfortunately, face-to-face communication is now being replaced by the virtual world, causing changes in the way language and communication behavior are used and understood.

This shows that Tiktok is an example of the development of New media. New media is an evolution from conventional media to digital media which has characteristics, namely decentralization and high capabilities (Prasetya, D., & Marina, R., 2022). The first characteristic, the Tiktok account @Pandawaragroup has a decentralized character. This can be seen from the freedom a person has to create content without having to use television or print media, in this case the Pandawara Group is free to create and upload content they want to disseminate to the public. The public freely responded to Pandawara's upload regarding Loji beach. The variety of responses given by the public can be seen from the connections between words. The topics that many people discussed in the five uploaded videos were "Bantar Gebang", "Semangat" and "Pandawara". These three words are words that are connected to one another.

The second characteristic, Pandawara has high abilities which can be seen from the many people who respond and send messages quickly in unlimited numbers. This can be seen from the existence of people who are included in the Insider classification. There are 4 accounts that often comment on more than one uploaded video. The 54,668 public responses in comments on the five uploaded videos related to Loji Beach also show that Tiktok allows the public to provide an unlimited number of responses.

Pandawara group can upload its videos according to the desired time. For example, the first video was uploaded on September 28 2023, the second video was uploaded on September 29 2023, the third video was uploaded on October 3 2023, the fourth video was uploaded on October 5 2023, and the fifth video was uploaded on October 8 2023. The same thing was also done by community where they provide responses such as likes or comments without time limits. This shows that communication occurs using CMC which gives people the freedom to interact and convey their emotions through text regardless of space and distance.

This is in line with the CMC perspective according to (Nur, 2022), namely Virtual Interaction via System is Predominantly Asynchronous where existing communication can be based on the desired schedule and time. The Tiktok account @Pandawaragroup has succeeded in using the Tiktok platform to spread news and information related to environmental issues. Digital people also use Tiktok @Pandawaragroup as a place to access information and interact with other users

Currently, digital people are free to express their thoughts through the comments column on social media, as well as digital people who are free to express themselves through comments on the uploaded video ID Tiktok

@Pandawaragroup. People can express their thoughts freely in the comments column using various types of language. This can be seen from the connection between words where many people comment using foreign languages, such as English. People also comment using symbols such as emoticons.

Pandawara has succeeded in making social media their platform for providing information, especially regarding environmental issues. There are many social media that have emerged today, such as Tiktok, Facebook, Instagram and Twitter, but the process of spreading messages on each social media is different. The use of social media Tiktok to spread messages about Loji Beach succeeded in making many people respond positively to Pandawara's actions. This can be seen from the many comments on each Pandawara uploaded video,

CONCLUSION

The Tiktok application is used by the Pandawara Group as a medium for disseminating information and campaigns regarding environmental issues. The video that Pandawara Group uploaded succeeded in getting a lot of public responses, especially in the video about Loji Beach. The interactions in the comments column show various topics that are interconnected with each other. Netlingo and netspeak are also used by people in interacting so that the language they convey can represent their emotions and feelings.

Social media can be used as an alternative for its users as a safe place to share opinions and express emotions felt regarding current issues. The public can share various responses, ranging from criticism of the Government, suggestions to Pandawara and support and praise for Pandawara. Community members can also share stories they have experienced regarding waste issues so that their stories or experiences can be a lesson for other people. This research shows how society's virtual communication culture exists and is formed. Social media is used by Pandawara as a tool to provide information and campaigns related to environmental issues.

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