



# The Effectiveness of Using Tik Tok Media in Increasing Social Entrepreneurship on Consumptive Behavior

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**ABSTRACT.** The improvement of computerized innovation impacts public activity advancement in the public eye. The digitalization era was born with increasingly sophisticated media that facilitates human transaction activities, thereby influencing the increase in people's consumptive behaviour. One example of this is the presence of Tiktok media in social entrepreneurship. The development of the digitalization era has shifted traditional methods of human activity, particularly in digital-based economic activities. as a social structure for balancing desires and needs. This study aims to determine the effectiveness of using TikTok media to encourage social entrepreneurship and societal consumption. Data collection methods include tests and non-tests, followed by data analysis methods, including a systematic literature review with VOSviewer processing biometrics and analysis with IBM SPSS 27. The research method is quantitative and quasi-experimental. The percentage of TikTok media effectiveness in social entrepreneurship activities can be interpreted as follows: 2) The level of influence that TikTok media has had on people's consumption habits. As a result, it is clear that the utilization of tick-tock media is a component of an effort to carry out social entrepreneurship activities and can potentially affect society's rising consumption habits.

**Keywords:** *consumption behaviour, social entrepreneurship, and Tik Tok media.*

## I. INTRODUCTION

The development of the industrial revolution, which is proliferating, has undoubtedly given rise to various platforms for the development of technological media. Countries have begun to take various steps to respond to the rapid developments in the Industrial Revolution 4.0 era. As a developed country in the technology field, of course, in following the digital era, countries that embody the primary technology and lead in proposing the concept of Society 5.0 [1]. Of course, this development is marked by the use of communication lines simultaneously. All forms of media rely on digital codes. Digital devices for storing and distributing information have become a basis for computing, media, and digital telecommunications [2].

The rapid development of technology at this time has an unavoidable role, especially in the economic field. The economy is an action on goods and services carried out by humans with ties to production, distribution and consumption. Someone who buys goods based on desire without regard to the uses and benefits of an item will only make that person a consumptive. Consumptive behaviour is a person's tendency to excessively buy something irrationally and prioritize wants rather than needs [3]. It is necessary to consider several factors that should help to avoid online loans to avoid making purchases that do not provide benefits and even lead to waste.

Consumption is an obligation because it is related to fulfilling a basic need. At the same time, consumptive behaviour is always associated with one's way of shopping because carrying out the activity of buying something or shopping is alleged to give a feeling of happiness to avoid fatigue. Besides that, it is also the lifestyle of students in the current era of globalization. Consumer behaviour studies unit purchases and exchange activities, including acquiring, consuming, and disposing of products, services, experiences, and ideas. The dynamic interaction between the effects of consciousness, behaviour and the environment in which humans exchange components of life is known as consumer behaviour [4]. Based on the actualization of *Pricewaterhouse Coopers (PwC) Global Consumer Insights 2020*, which stated that the increasing consumption level of society, especially in the era of digitalization development, was identified globally towards the consumptive behaviour of society, which influences consumer behaviour in various aspects of life.

## II. THEORETICAL REVIEW

### a. Social Entrepreneurship in the Context of Digitalization

Literacy in the economy is the knowledge needed by humans to master specific tasks related to economic problems. *Social media platforms are based on the development of the economic system that evolved from marketing 1.0 to the concept of an economic network in the era of disruption 4.0. Problems in people's economic lives include a decline and even problems regarding the economic sector in various regions* [5]. An effective economics learning process will achieve a goal, but in reality, not all students who are used as informants understand economic literacy in depth, such as not taking advantage of business opportunities in a problem.

Literacy is the ability to identify economic problems and formulate alternatives with consideration of *the benefits and costs* in applying economic principles, shopping for as many items as possible by spending the most negligible possible cost that can provide benefits by minimizing losses by prioritizing what items are currently loved and needed by consumers by spending money sparingly. Economic literacy is a fundamental concept and principle of economics in economic activities in the form of knowledge, understanding, and practical economic activity knowledge obtained in class. In this case, a teacher in the class will provide learning about economic literacy, how a student uses the money he has for an item or service that is useful in everyday life. Literacy in this economy is the knowledge humans need to master specific tasks related to economic problems [6].

Therefore, a person's buying behaviour, including lifestyle, is influenced by needs and desires. Another motivation is used as a basic guideline by someone in carrying out product purchasing activities, namely lifestyle. Individuals buying a product will always be based on their lifestyle or imitate those around them. Take advantage of reading situations and conditions by applying deeper economic literacy, such as opening up business opportunities on economic principles by shopping for as many items as possible by spending the most negligible possible cost that can provide benefits by minimizing losses by prioritizing what items are currently loved and needed by consumers [7].

### b. Consumptive Behavior in the Digitalization Era of the TikTok Media Platform

Consumptive behaviour begins with an urge to buy a product excessively. Individuals will continuously buy goods based only on what they want and not on what is needed. Based on the progress and development of the internet itself, one of which is the existence of an online shop, which implements technology in increasing business, selling and buying products using [8]. The development of this technology in communication causes the growth of internet users to increase. This is supported by the ease of accessing the internet anywhere and anytime because there are many possible accesses to support internet users. Then, consumptive behaviour increases due to the community's convenience in accessing entrepreneurship transactions online through various *e-commerce platforms*. Consumptive behaviour can not be separated in humans. At any time, humans can carry out consumption activities. Consumptive behaviour can be termed as the habit of consuming beyond limits without any calculations, in which society only looks at it from the side of happiness and prioritizes pleasure over necessity.

Several factors influence consumptive behaviour; one example is the hedonic lifestyle. A person has a hedonic nature because many needs could not be met before, then after the needs are met, new needs emerge, and sometimes these needs are higher. Consumptive behaviour is an action done over the use of a product. Then, there is a strong relationship between demographic factors and consumer behaviour. Also, age influences attitudes towards online shopping, usually done by students. They can easily and quickly buy online compared to older people because students can usually trust the ease of information obtained, causing consumptive behaviour [9].

Demands in the era of society 5.0 require society to follow the development of a more digitized social life, one of which is in the economic system. However, the fact is that social skills are an important element in realizing and welcoming the era of society 5.0, where people still do not understand the transaction economy in the digitalization era, so people must be able to provide information through communication and be able to participate in social life, especially closely related to the economy as part of the basic needs of people's lives [10] [11]. Economic development is urgent in a country, especially in increasing income and improving people's welfare.

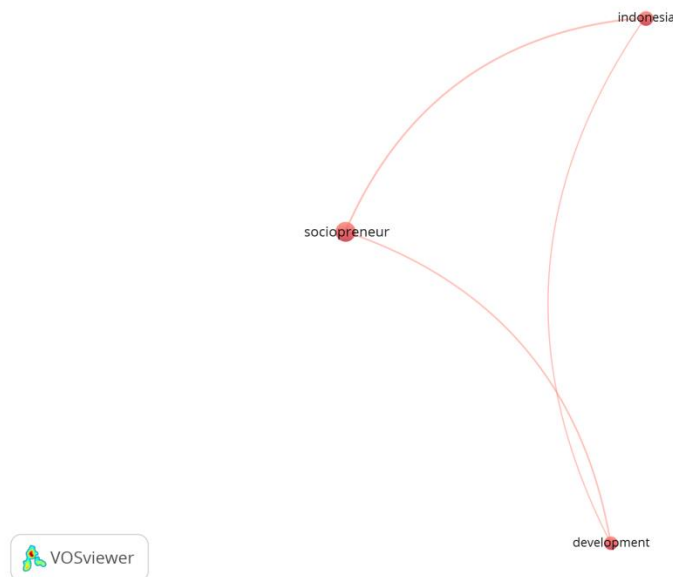
### III. RESEARCH METHOD

The research method used is through quantitative methods. Based on the design form of the experimental method, the researcher uses one of them, namely Quasi-Experimental Design Nonequivalent Control Group Design. This quasi-experimental design has a control group but cannot fully function to control external variables that affect the implementation of the experiment. Then, the design used is the *nonequivalent control group design* method, which gives a pretest first without randomly selecting both the control and experimental groups and the posttest after being given treatment in the experimental and control classes so that the treatment results can be known more accurately. Then, through systematic literature review (SLR), through bibliometric processing with the VOSviewer application [12].

### IV. RESULTS AND DISCUSSION

#### Results

Based on the research results on students of social science and community education study programs as the main link in stimulating communication and relationships between individuals. Then, the data were analyzed using a systematic literature review (SLR), which can be interpreted as follows:



Source: VOSviewer data processing results, 2023

Based on the identification of the analysis, it can be classified that there is only 1 cluster with three main items following the discussion of the study of sociopreneurs in Indonesia and its development patterns from the

three aspects of these elements have interrelationships with each other that the economy is in transaction activities so that this is in accordance with the social studies learning objectives which emphasize as a selection of social sciences and humanities disciplines, as well as basic human activities that are organized and presented scientifically and pedagogically/psychologically for educational purposes. Then, the economic network that developed in the 4.0 era is evidenced by rapid technological changes and the emergence of online or offline combinations and machine-to-machine, artificial intelligence, and full IoT support. Today's marketers and consumers are expanding their communications through a dynamic new medium called social networks. Marketing communication with promotions is most effective on social media because, in this digital era, marketing is based on social goals; most consumers are more interested in finding information via their respective smartphones.

Based on the results of an analysis of the normality test on the level of use of TikTok media on consumptive behaviour in economic literacy. The following can be seen in the calculation of the normality test data in *the posttest*:

**Table 1. Posttest Data Normality Test**

<b>Class</b>	<b>sig. value</b>	<b><math>\alpha =</math> 0.05</b>	<b>Criteria</b>
<b>Experiment</b>	0.125	0.05	Normal
<b>Control</b>	0.055	0.05	Normal

Based on SPSS with *Shapiro-Wilk calculations*, the value of Sig. for the experimental class is 0.125 and control 0.055 because sig experiment and control  $> \alpha = 0.05$ , then the *posttest data* is normally distributed. Then, it is carried out to show the results of increasing the study goals. So, that level enhancement or decline in consumptive behavior in economic literacy activities between before and after using media tick tock can identified through test gain normalized.

**Table 2. Results** \_ Percentage The Effectiveness of Economic Literacy on Consumptive Behavior

<b>N o.</b>	<b>Catego ry</b>	<b>Lots Learners</b>	<b>Percentage</b>
<b>1</b>	High	1 5	<b>41.67%</b>
<b>2</b>	Moderate	2 1	<b>58.33%</b>
	<b>Low</b>	<b>36</b>	<b>100 %</b>

*Source: Results Processing Data 2022, Microsoft Excel 2022*

## Discussion

The product-based economic network system is a central part of service marketing based on the fact that service consumption is process consumption rather than result in consumption, where consumers or users perceive the production process as part of service consumption, not just the result of that process as in the marketing of physical goods in

what is called consumer action are all activities, activities, including the feeling process that supports the action before buying something, when buying, using, reducing a product after following the above or evaluating activities, *explore social media and social networking among young students using social media as a platform to conduct business within a particular network. This research contributes to developing media entrepreneurship* [12]. Consumer behaviour, an activity carried out by a person to obtain and fulfil their needs, to use, consume, and use goods or services, is one of the processes in deciding to take certainty. *The economic interpretation of the entrepreneurial function argues that entrepreneurship may be defined as a generalized set of improvisational acts by individuals motivated by the pursuit of social, non-profit-based gains* [13]. Consumptive behaviour is a rational development and tends to consume something without limits, where individuals are more concerned with their desires.

In consumptive behaviour it starts from a process that we do not realize when we think about what needs to be met by looking at cheap prices of goods with high quality. Interesting, although not a necessary item. Consumptive behaviour may arise when a person develops an interest in following a lifestyle or purchasing certain products as a type of desire for social status. *The continuing growth of the electronic system (e-commerce) gives entrepreneurs new experiences today. They are provided with fast, precise and accurate information about businesses, and then online shopping sites or practical applications daily offer various promotions to attract the wrong customers. One is through the Tiktok media as a platform for digitizing the economy* [14] [15]. The community's economic system has a significant comparison between ginger creative economic products that farmers have not managed and those that farmers have managed have a comparison in their economic system. People's consumptive behaviour is influenced by the lifestyle of the surrounding environment and the level of economic literacy, which is uncontrolled and counted as irrational because they look more at their pleasures, such as just wanting to appear trendy in front of many people without thinking about directed consumption patterns [16] [17].

Consumptive behaviour is also due to the convenience of online shopping, making it very easy for people to shop whenever they want. *Based on this, students' understanding needs to be applied. In Indonesia, as a developing country, the problem of poverty and social inequality is a significant problem in national development.* One is through the TikTok media, which can be used as an online economic transaction, where people can easily shop to meet their life needs. However, the era of digitalization, especially in consumptive behaviour, requires economic literacy in advance of situations of need. Of course, the media can have positive and negative impacts depending on how to use it wisely. Someone who tends to behave consumptively usually buys similar goods they do not need, even if they already have goods with the same benefits [18] [19].

## V. CONCLUSION

Based on the study's results, it can be concluded that the demands of era society 5.0 are skills in a digital economy based on digitization. Changes in consumer behaviour are increasingly developing, and the impact of the 4.0 disruption era also resulted in a more comprehensive economic network through social media networks that allow continuous two-way interactivity from anywhere and anytime. Looking at economic development in the technological era, digital is the role of education to increase students' economic literacy. Consumptive behaviour arises because of a process that is unknowingly when we think about what needs to be met by looking at low prices of high-quality goods. From these activities, unknowingly wasteful activities are also carried out because products are seen as too many and attractive even though they are not required items. So, to manage it, namely through economic literacy activities in identifying and controlling economic activities carried out by each individual in society.

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