

TikTok and Indonesian housewives

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ABSTRACT

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The “TikTok” app is a short music-powered social video platform, whether it is dance music, freestyle, or performance. Expressive video-makers to be as creative as possible, imagine freely and express their expressions as funny as possible. Since 2017, the short video industry has been on the rise. The “Tik Tok” application is a music creative short video social software launched in September 2016. In 2017, this application became the dark horse of many short video applications. The purpose of this study is to determine how the influence of TikTok on homemakers. Every individual has a different level of need to use the media. This literature review starts with using TikTok social media to its effect on homemakers. To meet the objectives of this study, in-depth interviews were used to collect data from informants.

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1. Introduction

Short video applications have become increasingly popular in the past few years. This also drives the trend of making short videos to increase in cyberspace with technology that makes it easier for people to create and edit videos. Many short video platforms provide various video editing tools, features, and effects to create short videos that can grab much attention. This then triggers the audience to make their creative videos and try to become short video content creators. Many content creators have succeeded with their creative ideas and attracted many followers [1].

One of the most popular short video applications is TikTok. Lip-matching-up recordings have been a popular type of client-created content among adolescents since the introduction of social networking platforms [2]. TikTok is the most downloaded application. In 2020, the total download reached 850 million downloads [3]. According to statistics, among the user groups of Tik Tok, 68.97% are less than 24 years old, and 73.69% are less than 30 years old [4]. In other words, the application is popular among people, including homemakers.

A housewife is a woman who works to run or manage her family home, is responsible for educating her children, cooking and serving food, buying items for daily family needs, cleaning and maintaining the house, preparing and sewing clothes for the family, and so on. Homemakers generally do not work outside the home. A housewife is a married woman responsible for her household [5]. Homemakers are sturdy and robust pillars of a family [6]. The existence of free workspace and time increasingly encourages women, especially homemakers, to work as homeworkers [7]. The increase in household activities may increase their boredom, triggering the use of TikTok as entertainment.

The goal of this study is to determine how TikTok affects homemakers. This study also reveals their behavior in using this short video application. Finally, the result may suggest that homemakers are related to TikTok and its usage.

2. Method

This study aimed to determine the effect of short video content on TikTok for homemakers. This study uses a qualitative approach to describe the effect of short TikTok videos on homemakers. This method was chosen to determine the respondent's opinion based on the respondent's perspective in looking at a problem in detail. Respondents can freely answer the questions asked without pressure from others or shame in expressing opinions.

Data obtained from interviews conducted with four respondents are as follows.

H1. Housewife (40-50 years old), has a husband who is an entrepreneur, has two adult children

H2. Housewife (40-50 years old) has a husband, two adult children, and one teenager

H3. Housewife (40-50 years old), has a businessman husband, has one adult child, one teenager, and one toddler

H4. Housewife (35-40 years old), has a fisherman husband, has one adult child and one toddler

Questions posed to respondents have three topics. The first topic is general knowledge about TikTok. Researchers can determine how much respondents know about short TikTok videos on this topic. The second topic is the respondent's habit of watching TikTok. The third topic of the researcher is a TikTok video show. Respondents were asked to express their opinion about the video that was shown. The interview topic delivered to the respondent will be compared with previous research to determine the effects of TikTok videos on homemakers.

2.1. Knowledge of TikTok

Of the four respondents, all knew TikTok. H1, H2, and H4 learn from their children. Meanwhile, H2 prefers to explore TikTok itself. This suggests that there is a closeness between the housewife and her children. According to the research, mothers, and children negotiated interdependence as they moved functionally between vertical and horizontal interactions in their relationship [8]. So it can be concluded that children usually teach their parents social media.

H2 and H3 use TikTok as spectators. H4 uses TikTok as a viewer and creator. While H1 does not use the TikTok app, it only watches TikTok via Facebook. This shows that more people use TikTok as a viewer than as creators.

H3 and H4 are interested in recommending TikTok to others. H1 will not recommend TikTok because H1 does not install TikTok on its phone and is not very interested in TikTok. H2 does not want to make TikTok more attractive and will only show some exciting videos to others. H2, H3, and H4 like to show interesting videos to their friends. It can be concluded that one likes to show interesting things to others. Table 1 shows that H2, H3, and H4 often show the videos they find to others. This shows that mothers influence each other's TikTok spectacles.

Table.1 General knowledge of TikTok

Question	Object	Answer
Do you know TikTok?	H1	Yes, my friends and my sons have told me about TikTok
	H2	Yes, I know Titkok because sometimes my daughter makes a dancing video
	H3	Yes, I usually look for cooking and news videos on TikTok
	H4	Yes, I usually watch TikTok videos with my daughter
Do you have TikTok?	H1	No, I do not have TikTok. I am not interested in installing TikTok on my device
	H2	Yes, my daughter installed TikTok on my device

Question	Object	Answer
	H3	Yes, I have TikTok on my device to watch cooking videos
	H4	Yes, I Have TikTok on my device
How do you know TikTok?	H1	I know TikTok from friends. They usually talk about TikTok videos. And My sons have shown me a TikTok video
	H2	My friend told me about TikTok, and my children sometimes show me some TikTok videos
	H3	My friend usually sends me TikTok videos on WhatsApp group, and sometimes I watch TikTok videos on my Facebook and my Instagram
	H4	I know TikTok from online advertising on Facebook
Do you use TikTok as a Content Creator or Viewer?	H1	I do not use TikTok, and I watch TikTok videos on my Facebook
	H2	Just as a viewer, I do not think I will create a content
	H3	Just enjoy TikTok as a viewer
	H4	I use TikTok as a viewer, but sometimes I create a video by recording my daughter
Will you recommend TikTok to others?	H1	No, because I do not use TikTok, and I do not really like TikTok
	H2	No, I am not interested in recommending TikTok. Sometimes I only show some interesting TikTok videos to my friends
	H3	Yes, I often ask my friends to install TikTok on their devices
	H4	Yes, I will recommend TikTok to others to keep them entertained

2.2. Habits of Watching TikTok

The average housewife spends time watching TikTok of the four respondents, all watched cooking videos. H1 and H3 watch news videos. Only H4 often watches videos of dancing and singing. Only H3 watches gossip and parenting. Cooking videos are often a topic of conversation when mothers are getting together. Cooking videos proved more popular among homemakers than in other categories. So it can be concluded that mothers love to learn new things from social media. H4 sometimes records his son dancing on TikTok and is shown to his friend, H4's friends love the video. This is research that mentions that baby-related videos, which were about showing off how talented the babies were or what fun it was to have a baby do creative things, were attractive to most people [9]. This shows mothers are also very interested in videos about infants and toddlers.

All respondents said that TikTok affects their families. H1 is often shown cooking videos and asked to make the dish by his son. H2 sometimes sees his daughter making dance videos on TikTok. H3 often sends TikTok videos and discusses TikTok in his family's WhatsApp group. H4 has a daughter who often imitates the movements of a TikTok video show and shows the movement to others. This suggests that TikTok influences all families with different effects.

Table 2, only H1 uses TikTok for less than 1 hour. All respondents opened the video using TikTok and Facebook, except H3, which uses Instagram. Facebook is proving popular among mothers compared to Instagram. This corresponds to the survey results (Diah, 2020) of 30 homemakers. They use social media for marketing as follows WhatsApp (96.7%), Facebook (73.3%), Instagram (70%), YouTube (36.7%), TikTok (30%), Twitter (16, 7%), Line (13.3%) and Telegram (3.3%) [10]. The findings show that the average access to TikTok is 1-2 hours/day, which can be directly or through other social media

Table.2 TikTok Viewing Habits

Question	Object	Quantity
How long do you watch TikTok in a day? (Hour)	H1	0 - 1 Hour
	H2	1 - 2 Hour
	H3	1 - 2 Hour

Question	Object	Quantity
	H4	More than 2 Hour
What kind of videos do you watch?	H1	I do not watch TikTok videos daily, but sometimes my friends show me cooking and news. I also usually watch cooking and news videos that appear on my Facebook
	H2	My friends usually show me videos about cooking. So I watch cooking videos
	H3	I usually watch cooking, news, and gossip. Sometimes I watch parenting videos
	H4	I usually watch dancing and singing videos because my child loves that kind of video, and sometimes I watch the cooking video
Does TikTok affect your family?	H1	Anak saya terkadang menunjukkan video memasak dan meminta saya untuk membuat masakan yang ada di video tersebut
	H2	Ya, terkadang saya melihat anak perempuan saya membuat video menari di TikTok nya
	H3	Saya biasanya mengirim video TikTok di grup whatsapp keluarga saya. Anak laki-laki saya juga suka melihat video tentang sepeda motor di TikTok
	H4	Ya, putri saya biasanya meniru gestur yang ia lihat disebuah video TikTok. Bahkan ia sering menunjukkan gestur tersebut kepada orang lain
Do you often talk about TikTok with your friends?	H1	Just sometimes, when I join the gathering
	H2	Yes, but not often, sometimes I ask my friend about cooking videos
	H3	Yes, we usually talk about cooking, news, and gossip
	H4	Yes, I often talk about TikTok with my friends when we meet and talk about it on Facebook
Where do you usually watch TikTok videos?	H1	Sometimes some TikTok videos appear on my Facebook homepage. I do not use any other app to watch TikTok videos
	H2	Sometimes from TikTok, but more often on Facebook
	H3	TikTok, Facebook and Instagram
	H4	I usually watch on TikTok and Facebook

2.3. Response after seeing the TikTok video show

All respondents were asked to view a video view To answer the interview. The video shows Indonesian women aged 20-30 with thousands of spectators dancing for 30 seconds. The accompaniment of the music is the dangdut genre. In the video, the woman dances in skimpy clothes (short pants and short clothes). The movements performed by dancers are exotic. Table 3 shows respondents' responses to the video.

H1, H2, and H3 do not like such videos. Only H4 likes them. H1, H2, and H3 are worried that such videos are imitated by their children. It can be concluded that most mothers are worried if their children are negatively affected by erotic dancing videos on TikTok. However, according to H2, such a video may entertain some people. H4 likes such videos because he and his daughter often watch such videos. Her daughter H4 sometimes imitates some moves and sings like the woman in the video. H4 does not feel worried if her daughter imitates the video while under H4's supervision. H4 considers her daughter cute when imitating some of the gestures in the TikTok video.

Of the four respondents, all had watched such dancing videos. H1, H2, and H3 said their friends had shown them videos. H3 sometimes talks about such videos with his friends in WhatsApp groups. His daughter once showed H2 such a video. Meanwhile, H4 daily explores such singing and dancing videos with her daughter. H1, H2, and H3 have similarities in where respondents know TikTok videos from their environment. H4 knows TikTok videos because respondents have an interest in TikTok content.

H1 does not like videos like that. However, H1 said his two children are adults and can distinguish good and evil. If that is his son, he advises him to use social media wisely. H2 does not like it if the video is about his family. H2 will reprimand his family because, according to H2, such a

video is embarrassing. H3 will confiscate his son's gadget for a few days if his son makes erotic dancing videos. According to H3, children need to be supervised and warned not to get badly affected by TikTok videos. H4 does not know if the video is his daughter. H4 said that he always watched his daughter. according to H4, her daughter will not be affected by harmful effects because H4 controls her daughter's spectacle. H1, H2, and H3 have similar concerns about the video shown. Respondents showed a preventive attitude in dealing with the effects of the video shown. This is in line with research that mentions the increasing complexity of the media landscape, and the increasingly younger age at which children start using new digital technologies potentially gives rise to a new set of educational problems for parents [11]. At the same time, H4 is not worried about the negative effect of the video because, according to H4, H4 has been monitoring his son's use of the TikTok application.

Table.3 Response after seeing a TikTok video view

Question	Object	Answer
What do you think about the showed video?	H1	I would not say I like that kind of video. I am afraid it will be followed by children and have a negative influence
	H2	I think the video is quite entertaining for some people
	H3	I am worried that if my children watch that kind of video, it will hurt them.
	H4	The video is enjoyable to watch. I usually watch that kind of video with my daughter. Sometimes my daughter impersonates them
Have you ever seen a video like this before?	H1	Yes, I have watched this kind of video, my friends usually show me, and sometimes I watch it on Facebook.
	H2	Yes, I have watched that kind of video. Sometimes the video is shown to me by my friends or my children
	H3	Yes, I have. My friends usually send it on WhatsApp group chat, and sometimes my friends talk about it
	H4	Yes, I have. I often watch those kinds of videos with my daughter
If it was your family, what do you think?	H1	My sons are adults, so I will advise them to make videos wisely.
	H2	I would be embarrassed and rebuke my family. I don't like it when my family makes videos like that.
	H3	I would have taken the device for a few days if it were my kids. as a form of warning to prevent harmful effects.
	H4	If it is my child, I do not mind as long as it is not harmful content. After all, I watched videos like that with my child, and sometimes my child imitated what she saw. I think it is entertainment for my daughter and me.
How do you anticipate those kinds of videos not negatively impacting your family?	H1	I do not have a specific way to anticipate it. My Sons are all adults. I think they can wisely respond to those kinds of videos.
	H2	Sometimes I advise and remind my children to be careful and wise in using social media.
	H3	I permanently delete the videos sent by my friends after I watch them. I also sometimes control my child's gadgets. If I encounter a negative video on my child's gadget, I usually discuss it with them and advise them.
	H4	Although my daughter and I often watch such videos, I always keep an eye on my daughter. I do not let my daughter use TikTok alone, so I can still control it.

TikTok social media can be an entertaining app providing many benefits for homemakers. However, it still takes a wise attitude from users in choosing content and information. People also use TikTok as a means to spread bad examples. If a child or teenager watches lousy content, they will model it to create similar content. Parents must supervise the use of TikTok in their children.

Although TikTok contains negative things, we will have a positive impact if we use them well. TikTok application is helpful for various education because it is more attractive and music, so it can be more effective in delivering messages like Housewives who love content about cooking, news, and parenting. TikTok has much educational content; everyone can learn new things from TikTok videos.

3. Conclusion

With the rapid development of mobile communication technology, short video applications, which combine the features of both social and multimedia applications, have become popular [12]. TikTok has gained popularity as a result of user sharing. Some TikTok users became famous for their short videos. In this modern era, technological advances are proliferating. In this modern era, technological advances are proliferating. TikTok is a social media currently used by all circles, both children and adults. TikTok can have an impact on homemakers. TikTok can entertain and provide benefits for homemakers. However, TikTok can spread bad examples that harm its users. Users must be intelligent and wise in choosing videos when using TikTok to avoid harmful content and bad influences in the TikTok app.

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