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FOLLOWERS RESPONSE TO PARENTING EXPERT ACCOUNTS ON SOCIAL MEDIA (Study on Tik Tok Account Followers Rensia_Sanvira)

by Frida Kusumastuti

FOLLOWERS RESPONSE TO PARENTING EXPERT ACCOUNTS ON SOCIAL MEDIA
(Study on Tik Tok Account Followers Rensia_Sanvira)

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ABSTRACT. Social Media brings changes about expertise in various fields. You don't have to go through special education and a long period of time to become an "expert." Like Rensia Sanvira, through her social media accounts on Tik Tok , now the @rensia_sanvira account has four million followers. S-O-R theory is applied to describe followers' responses from the cognitive responses aspects, affective responses, and conative responses. Through a qualitative approach with interviews with followers, this study aims to describe the responses of followers of @rensia_sanvira. Purposively selected followers aged 20-34 years, and have children under five. The data is processed with Nvivo12 software. The results of the study show that the cognitive response of followers said that @rensia_sanvira's content was about parenting, so that followers learned a lot from @rensia_sanvira's 's content about parenting tips, especially about parenting. In the conative response, all followers take the right action to the child according to the content or tips on the @rensia_sanvira account. It was found that there was a relationship between one response and another, specifically between the cognitive response and the affective response. This study concludes that the @rensia_sanvira account is a reference for followers in parenting. This can be seen from the cognitive, affective, and conative responses shown by followers of @rensia_sanvirasatas uploaded content, although Rensia Sanvira has no special background and long experience in parenting. Informative content, according to the needs as a parent of toddlers, and presented in an attractive manner, the @rensia_sanvira account can introduce Rensia Sanvira as a "parenting expert."

KEYWORDS: *Response, Followers, Parenting Expert, Social Media*

1   INTRODUCTION

Social media that is very rapidly used in Indonesia and popular among all users is Tik Tok (Hasiholan, Pratami, & Wahid, 2020). Tik Tok has 700 million users by the end of 2019 (TECH – CNBC Indonesia TV, 2020) and 1 billion videos that are broadcast every day (TEKNO & SAINS, 2020). Julian Chan, who is a Mobile Insight Analyst from Tik Tok, said that as of July 2020, Indonesia was in the second position with the most Tik Tok software installations after the United States with 9.7% followed by Indonesia at 8.5% (Hidayat, 2020). According to tekno.kompas.com, active users of the Tik Tok software in Indonesia have reached more than 10 million. Sensor Tower conveys data that the Tik Tok software has been downloaded 2 billion times through the Google Play Store and Apple App Store. DetikINET also cites the origin of Tech Crunch, Tik Tok has just won a record with 1.5 billion downloads in 5 months. In the first quarter of 2020 alone, 315 million people downloaded the Tik Tok software (Putri, 2020). The number of Tik Tok downloads in Indonesia alone has reached 30.7 million users from Android and iOS smartphones as of June 30, 2020 (Pusparisa, 2020). It can be said that currently Tik Tok is an alternative for the community, starting from simply eliminating boredom during the Covid-19 pandemic as well as useful knowledge and information.

The advantage of Tik Tok is its ability to present content in 15-180 second video formats and has a variety of interesting features, music, filters in it. Most of the Tik Tok software users in Indonesia are millennials or commonly known as Generation Z (Bohang, 2018). Ease of access and how to make Tik

Tok chosen to be the media used to express the boredom of society, especially among generation Z. Not only seeing and imitating, users can also make videos with creative ideas and then get high likes and viewers. train users in cultivating creative communication patterns. The Tik Tok software is loved by users with an increase of 20% and is considered positive software by its users since the Covid-19 pandemic when deciding on the PSBB which requires all people to stay productive at home.

The owners of certain Tik Tok accounts who have a large number of followers have an important role in changing the way of thinking and in for followers. During the three years of Tik Tok in Indonesia, Tik Tok Indonesia's Head of Content and User Operation Angga Anugrah Putra at a video conference, said that educational content is one type of content that has increased (Annur, 2020).

Rensia Sanvira is one of the owners of Tik Tok @rensia_sanvira which has 4 million followers, and already has a verified account label or commonly known as a blue tick, which can be seen as the authenticity of the account recognized by the social media. Rensia uses Tik Tok as a place to share information, experiences, and provide communication about parenting. Besides being distributed through Tik Tok, Rensia's content is also distributed through You Tube and IG. The video content presented by Rensia Sanvira uses "light" language and immediately practices with her children according to everyday events. So Rensia Sanvira also involved her son Elsheva Orlin Tjia in creating content that was packaged as attractively as possible.

Rensia Sanvira's account in 2022 has left 98.9 million likes. Less than a year after actively creating content on Tik Tok, Rensia Sanvira entered the Best of Learning & Education Tik Tok Awards Indonesia 2020 and received the Rising Star of the Year Tik Tok Awards Indonesia 2020 award and also Rensia has received a verified account label on Tik Tok.

The phenomenon of Rensia's account strengthens the phenomenon where expertise can be achieved by anyone who controls social media. Several facts show that Rensia is a graduate of Economics who graduated as the best graduate of Ciputra University, claims to have a psychology educational background, but has liked psychology since high school and started studying psychology after becoming an Economics degree. Rensia reads books, attends seminars and workshops and takes certifications in fingerprint analysis and graphology, to be able to open her own counseling practice. Now Rensia is the Founder of @mamalyfe.id and receives free consultation via DM on Instagram. Rensia initially only uploaded content about parents and family on Tik Tok. One of Rensia's content that went viral on September 3, 2021, got 9.5 million views, 213.4 thousand likes and 1383 comments.

1.1 Followers on Tik Tok Social Media
Followers can be categorized into several types of Followers account characters as follows (Diva, 2013).

(1) Fake, which is a type of account that is created only for the purpose of increasing the number of followers, or usually used to stalk other people's accounts so that it is not known who the users are. Will not respond to this type of follower, sometimes even used for spam purposes.

(2) Bots, which are accounts that have generally been set up automatically when carrying out activities on Tik Tok such as auto post, auto mention, auto follow. You can be sure your account is not read by this type of account.

(3) Quite, which is an account whose main indication is that they rarely comment, rarely post, but these accounts often log in and see the posts of the accounts they follow. So this type of account is often referred to as the reader type.

(4) Active, which is the ideal type of account or can be said to be the ideal follower. Because apart from actively commenting, they also interact by replying, mentioning, and stitching. So that there will be two-way communication with accounts like this type.

Interaction with followers is now important in order to create a response. Many successful Tik Tok accounts have large numbers of followers, not just interesting content, but large numbers of followers

because of the treatment given to their followers like friends. There are many advantages to considering that interaction with followers is important, namely:

(1) Followers feel cared for or notice their existence by accounts that have been followed. This is usually done by answering questions in the comments column.

(2) Knowing that the content provided is interesting will be a pleasure when the content is responded positively by followers, usually known through the enthusiasm of followers from comments and the number of likes.

(3) Two-way communication, this is a sign of a good relationship with followers. Followers will easily give interaction by way of like-comment-share.

Of the various categories of followers, social psychology of followers has a role in responding to a phenomenon. Followers tend to be dependent and easy to accept the opinions of others. Flexible, easy to get along with, independent, high self-confidence, but not ambitious (Kristianto, 2011). Those who have followers are called Influencers. According to the Cambridge Dictionary, an influencer is someone who influences or changes the way other people behave (Cambridge Dictionary, 2020). Influencers are people who actively use social media with many followers and have the power to influence their followers. In social media, these influencers are referred to as opinion leaders or leaders of ideas that can influence and build followers' awareness (Meifitri, 2020).

1.2 The Concept of Response in S-O-R Theory

The S-O-R (Stimulus, Organism, Response) theory has a simple principle, namely the response to a reaction or feedback given by someone when receiving a stimulus or stimulation from the media. The principle of this stimulus-organism-response theory states that the information message given by the mass media is on a large scale so that it will be received simultaneously on a large scale as well, not only for individuals. The S-O-R theory was discovered by Hovland (1953) which originally came from psychology. But along with the development of this theory is also used in communication science. According to the S-O-R theory in the communication process is a change in attitude part of the "how" not "what" and "why" aspects. It means how to communicate in terms of how to change attitudes. In this attitude change process, it can be seen that there is a change in attitude if the given stimulus really exceeds the previous one. There are three important variables in the distribution of attitudes, namely attention, understanding, acceptance (Effendy, 2003).

The S-O-R model states that the mass media quickly has a great influence on the communicant. Media is likened to a stimulant (S) which has great power in generating responses (R). so the elements in this model are: message (Stimulus, S), communicant (Organism, O), Effect (Response, R). As for the relationship between the S-O-R theory model in this study:

(1) The stimulus in question is the content shared by the @rensia_sanvira account
(2) The organisms in question are followers of @rensia_sanvira
(3) The response in question is a follower comment on the @rensia_sanvira account

Response or commonly referred to as a response is the result obtained from an observation. Response can occur as a result of communication efforts made by the communicator in the hope that it will cause a response or response from the communicant. This can be seen from the philosophy dictionary that the response is an action in response to a stimulus (Sudarsono, 1993).

Stimulus which is a message from the communicant can be accepted, the answer from the response can mean a reaction of affirmation or rejection such as indifferent to what the communicator has conveyed. In general, the response can occur to a stimulus or a stimulus. So, the response is the activity of the

organizer to a certain object based on the stimuli received by the communicant which may be accepted or rejected when the communicant goes through the response stages (Widjaja, 2000).

The response itself is divided into three levels according to Effendi in Communication Dynamics (Effendy, 2002).

(1) Cognitive response that arises in the communicant that causes a person's knowledge to increase on information about something. This response can occur when there is a change in understanding or perception by the audience.

(2) Affective response cooperates with feelings, behavior and someone's assessment of something. Affective responses can occur when there is a change in feelings, not just knowing, but feeling moved, sad, happy by certain audiences.

(3) Connotative or behavioral responses related to the emergence of real actions or actions on the communicant.

Followers' responses related to this S-O-R pattern can take place by liking the object, and vice versa if someone does not respond, they will tend to stay away from the object. Video content on Tik Tok @rensia_sanvira is used as a stimulus (message) in this study. Then, the organism of followers of @rensia_sanvira who will process the message with attention, understanding, then accept it as shown in the chart above. Stimulus and response will act like cause and effect, so if you make a communication message it will form an effect. The response occurs between a person will tend to like the object, and vice versa if someone does not respond, they will tend to stay away from the object.

2 RESEARCH METHODE

The data was taken through interviews with 6 followers of Tik Tok @rensia_sanvira with the criteria (1) having carried out comment activities on the @rensia_sanvira account in the period August-October 2021, (2) 20 to 34 years old (3) Having children under five, (4) Lives in the city of Balikpapan and (5) Minimum education graduated from high school. The data obtained were processed using Nvivo12 software. The results of the data can find the meaning of connectedness regarding Followers' responses on the @rensia_sanvira account. To determine the level of reliability in this study, Nvivo 12 coding features were used as a tool to perform analysis using analysis features, including matrix coding and project maps.

3 DATA FINDINGS AND DISCUSSION

3.1. Cognitive Responses

The results of data processing show that there are 12 cognitive responses that are often expressed by informants. The 12 cognitive responses can be seen in the project map processed by Nvivo below:
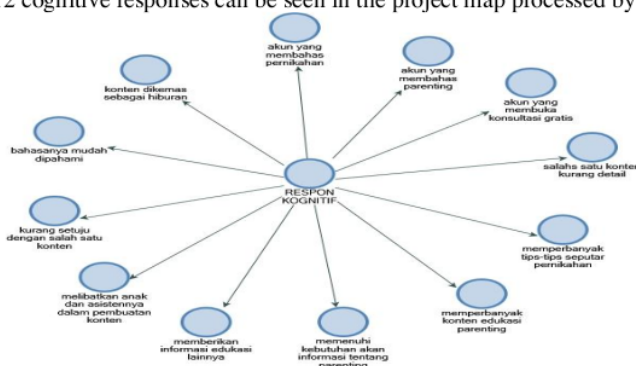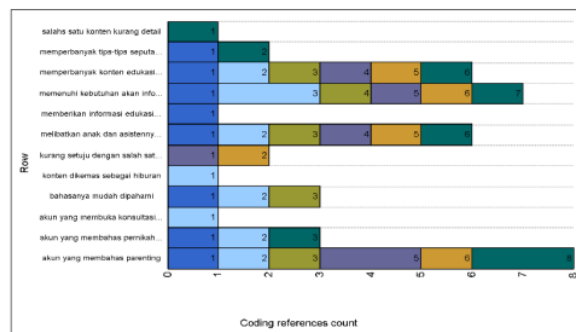

Picture 1. Cognitive Response Project Map
Source: Data Processed by Researchers (2022)

Based on the picture 1, it can be seen that the 12 cognitive responses of the respondents are: an account that discusses parenting, an account that discusses marriage, content is packaged as entertainment, the language is easy to understand, does not agree with any content, involves children and assistants in content creation, provides other educational information. , meeting the need for information about parenting, increasing parenting educational content, increasing tips about marriage, one of the less detailed content, accounts that open free consultations. Before showing answers from respondents that reflect cognitive responses, here are the topics of content and content packaging shared by the Tik Tok account @rensia_sanvira.

Rensia's content is not all about parenting. Although almost all of the content is about parenting. Rensia also shared a video clip from her You Tube account that discussed marriage. One of Rensia's viral content on Tik Tok with the title "Can't Husband Have a Girlfriend" this content got 10.8 million views and 731.0K likes. Rensia also expanded her content by sharing tips, namely folding towels, hacks using hansaplast, pigtails without rubber and tips that we need in our daily lives.

Rensia's content packaging is not always packaged as fun because of Srikintil's funny behavior. Every now and then Rensia packs it in a serious style but still uses language that is easily understood by the public. Packaged content is made similar to the events experienced on a daily basis.

Chary 1. Cognitive Response Chart
Source: Data Processed by Researchers (2022)

Based on the chart 1, it can be seen that the response to "accounts discussing parenting" has the highest number of references, namely 8. This would explain that the response to "accounts discussing parenting" was expressed 8 times by informants when interviewed regarding the Tik Tok account @rensia_sanvira. All informants perceive that the Tik Tok account @rensia_sanvira is an account that discusses parenting. This reason also underlies the informants to follow the Tik Tok @rensia_sanvira account.

3.2. Affective Responses

The results of data processing show that there are 6 affective responses that are often expressed by informants. The 6 cognitive responses can be seen in the project map processed by Nvivo below:
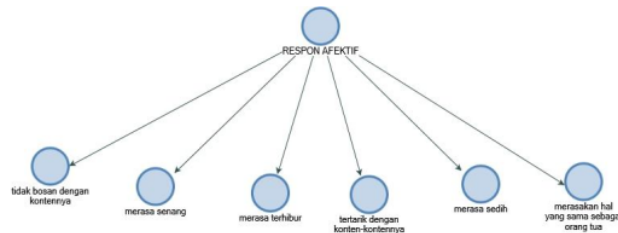

Figure 2. Affective Response Project Map
Source: Data Processed by Researchers (2022)

Based on the picture, it can be seen that the 6 affective responses of the respondents are: not bored with the content, feeling happy, feeling entertained, interested in the content, feeling sad, and feeling the same way as parents.

Based on the narrative presentation of the 6 affective responses, a chart can be made as follows:
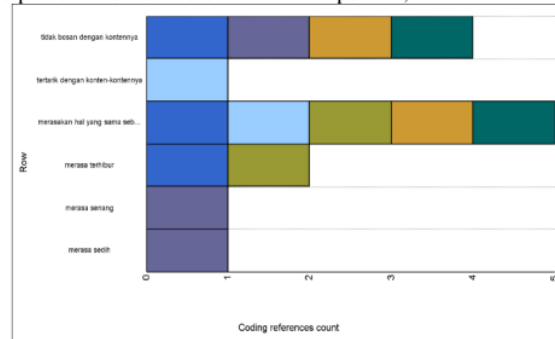

Chart 2. Affective Response Chart
Source: Data Processed by Researchers (2022)

Based on the chart 2, it can be seen that the affective response "feels the same as a parent" has the highest number of references, namely 5. Tik Tok account @rensia_sanvira. All of the informants felt empathy for the content about parenting that was shared by Rensia's Tik Tok account.

2.3. Conative Responses

The results of data processing show that there are 6 affective responses that are often expressed by informants. The 6 conative responses can be seen in the project map processed by Nvivo below:
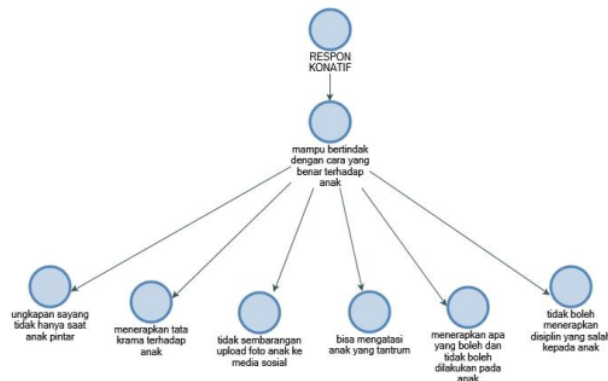
Picture 3. Conative Response Project Map
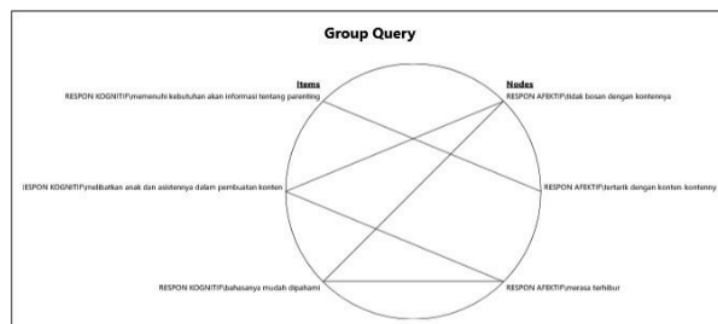Source: Data Processed by Researchers (2022)

All interviewed informants revealed that after watching parenting content on the @rensia_sanvira Tik Tok account they acted in the right way towards children. Even with different expressions, all the informants implicitly want to say that Rensia's content is able to change the way they act towards children.

Based on the presentation of data for each response, namely cognitive responses, affective responses and conative responses, it can be concluded that in cognitive responses, the responses that were most often expressed by informants were "Rensi's Tik Tok account discussing parenting; The most frequently

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expressed affective response was "feel the same as a parent (empathy)" and the most frequently expressed conative response was "the ability to act in the right way towards the child".

3.4. Relationship between Responses

Data processing using Nvivo found the relationship between one response to another. These findings can be seen in the following group query diagram:

Picture 4. Query Group Diagram
Source: Data Processed by Researchers (2022)

Based on the picture 4, it can be seen that there is a correlation between several codes between cognitive responses and affective responses. For example, the cognitive response "fulfills the need for information about parenting" has a relationship with the affective response "interested in the content". This was stated by one of the informants, namely Ansi Blue. It can be said that this informant is interested in the content on Rensia's Tik Tok account because the content fulfills her need for information about education.

The cognitive response "involving children and their assistants in content creation" has a relationship with the affective response "feeling entertained" and "not bored with the content". This implies that the informants feel entertained and are not bored seeing the content on Rensia's Tik Tok account, because she involves her children and assistants in creating parenting content.

The cognitive response "the language is easy to understand" has a relationship with the affective response "feel entertained". There are two informants who revealed this. This means that informants feel entertained watching Rensia's content, not only because it involves children and their assistants in content creation, but also because the language used in creating the content is easy for the informants to understand.

Conative responses that emerged from followers were more about taking the right action to children according to the results of watching parenting content on Rensia's account. Most of the followers' cognitive responses said that Rensia's content was about parenting, so followers learned a lot from Rensia's content about parenting tips, especially about parenting. So it's not surprising, if in the conative response all followers say the same thing, namely taking the right action to children according to the content or tips on Rensia's account. However, there is an interesting thing that the informant whose cognitive response about marriage, but the conative response to marriage did not appear.

4   CONCLUSION

Response is the result obtained from an observation. In more detail, it is revealed that the response is the result or impression obtained from observations about subjects, events, or relationships obtained by inferring information and interpreting messages (Rahmat, 1999).

The results of the data presentation revealed that the cognitive responses found were in the form of positive responses and some were in the form of negative responses. The negative responses found were "do not agree with one of the contents" and "one of the content lacks detail". Responses that arise can be in the form of: influence or rejection, judgment, likes or dislikes, positivity or negativity of a psychological object (Sarwono, 1998). Negative responses may arise because there is an assessment of the organism, in this case followers, on the content on Rensia's Tik Tok account.

In the affective response, it was found that there were 6 affective responses with the most widely expressed affective response being "feeling the same as a parent". Feeling the same thing in the language of psychology is also known as empathy. Most of the followers of Rensia's Tik Tok account also empathize with the delivery of content from Rensia's Tik Tok account. The Tik Tok account @rensia_sanvira has 4.1 million followers. One of the factors that play a role in increasing the number of followers is because of the treatment given to followers like friends (Diva, 2013). Treating followers as friends is one indicator of creating empathy for followers when watching content on Rensia's account.

The presence of empathy from followers towards the content on the @rensia_sanvira account can be examined from the point of view of proximity theory. Proximity or closeness is one of the elements of value that shows a person's strength towards an event or thing (Suciati, 2020). In this study, proximity is defined as an element of message value that shows the strength of followers of the Tik Tok account @rensia_sanvira on the content on that account.

There are three types of proximity, namely cultural proximity, psychological proximity and social proximity. In cultural proximity, closeness can arise because of similarities in terms of: beliefs, values, attitudes, views of the world, social organization, activity orientation, and perceptions of self and others. Psychological closeness can arise because of things like: values, hobbies, interests, experience, tastes, frame of mind. Meanwhile, social closeness arises because of the ties of social groups such as gender, work, religion, social class, and region or place.

The relationship between one response to another, specifically between cognitive responses and affective responses. The interrelated responses were: the cognitive response "fulfilling the need for information about parenting" and the affective response "interested in the content"; cognitive response "involving children and their assistants in content creation" is related to affective responses "feeling entertained" and "not bored with the content"; and the cognitive response "the language is easy to understand" has a relationship with the affective response "feel entertained".

This relationship may occur because in the process of receiving information there is always a change in attitude, and a change in attitude can be in the form of a change in opinion, a change in perception, a change in affection and a change in action. Therefore, one information can occur involving the relationship between the cognitive component and the affective component as well as the conative component.

5 ACKNOWLEDGEMENTS

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