

Analysis Of Online Begging Phenomena in Tiktok (Case Study of Changes in the Structure of Social Problems About Online Beggars)

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ABSTRACT

This article focuses on social media TikTok so that it can have a negative impact on society, such as the emergence of the phenomenon of "online beggars" and mud baths as a form of online begging action on TikTok. This article analyzes "online beggars" who use social media as an online fundraising platform and as a way for online beggars to ask benefactors for financial assistance on TikTok. The writing method uses case studies with a qualitative approach based on New Media Theory related to technology. The author conducted an analytical study on social media TikTok regarding the activities of online beggars in social media, especially TikTok. The conclusion of this article is that the emergence of the phenomenon of "online beggars" is caused by social inequality, poverty and inability to live. This is seen from the sophistication of TikTok's social media technology which can be used as an online fundraising platform. So "online beggars" take advantage of TikTok's social media as a place to show their misery and to attract empathy from the audience live TikTok.

Keywords Social Media, Tiktok, Technology, Online Beggars

1. INTRODUCTION

According to [1] social media is one of the internet networks, not only written data or information that can be obtained and exchanged, but also sound and images, both still and moving images, for example movies and animations. TikTok is an application made in China with a platform that specializes in videos, music and images developed in this country known as the Bamboo Curtain.

The TikTok application has received music support from various singers around the world. Users can create videos that include dancing or freestyle any way they like [2]. The highest percentage of Tiktok users is the majority or 38.5% of those aged between 18-24 years. Over time, advances in technology make it easy for people to communicate and socialize [3]. One of the phenomena that is currently booming among teenagers to adults is online beggars who carry out their activities on one of the digital platforms, namely Tiktok.

Online beggars use TikTok social media to get donations from the public, unlike beggars in general who stand on the side of the road or at crossroads [4]. This phenomenon has recently become popular and attracted the attention of the wider community. The behavior exhibited by online beggars on Tiktok ranges from taking mud baths and soaking in dirty water to pouring cold water on themselves for long periods of time. Many of those who carry out these activities are elderly, because they have the potential to get greater sympathy from donations of Tiktok coins which can be exchanged for cash [5].

According to [6] the main function of social media is to make it easier for people to communicate without space and time boundaries, providing information from anywhere in the world. Being a beggar online is morally acceptable as long as it is done out of necessity and in the age of digital development, it can even be considered a creative way out for those who are poor.

However, the situation is different when content related to beggars on the internet is deemed to be directed by irresponsible individuals.

In this case, Tiktok also experiences several difficulties, including the emergence of inappropriate content or content that violates the rules, causing controversy regarding some of the content uploaded by its users, including religious blasphemy and discrimination, as well as many issues that trigger discussions about the negative impact community use of TikTok. TikTok is trying to overcome these difficulties by improving security and user policies.

Ismail Fahmi, social media observer, said this phenomenon occurs because everyone feels compelled to make an impact on social media by creating viral content. Seeing the characteristics of Indonesian social media lovers, viral content can be obtained in two ways, namely through controversial and moving content. This feature at least explains why the phenomenon of "online begging" is carried out in a mud bath. Live on tiktok and Indonesians demand it a lot [7].

The viral phenomenon of "online beggars" taking mud baths on Tiktok, live videos sometimes show teenagers and even mothers willing to splash their bodies with water or mud in exchange for coins that can be exchanged for rupiah. Some videos are even broadcast live for 1-2 hours from noon to night.

2. METHODOLOGY: A BIBLIOMETRIC ANALYSIS

This research method was written using a qualitative approach with case studies related to social phenomena that are currently rife on Tiktok social media. According to Creswell, in [8] a case study is a type of research, qualitative in which the author conducts an in-depth exploration of programs, events, processes, activities towards individuals related by time and activity. The author also conducts interviews with an expert practitioner who understands the use of Tiktok and how viral content can occur.

3. RESULTS AND DISCUSSION

3.1 The Phenomenon of Online Beggars on Social Media TikTok

On the other hand, the lowest increase was observed in the Virtue aspect. Owing to the subjects generally felt that they never violated rules, values, or norms in their environment, so it was not a prominent issue discussed during the therapy sessions.

It is unavoidable that social media has a huge impact in the daily life of every individual. Previously unknown individuals became famous through the use of social media. The pace of social media has also been observed to outpace the mainstream media in terms of news dissemination, especially with regard to the app TikTok, which has become increasingly popular with online begging news going viral [4].

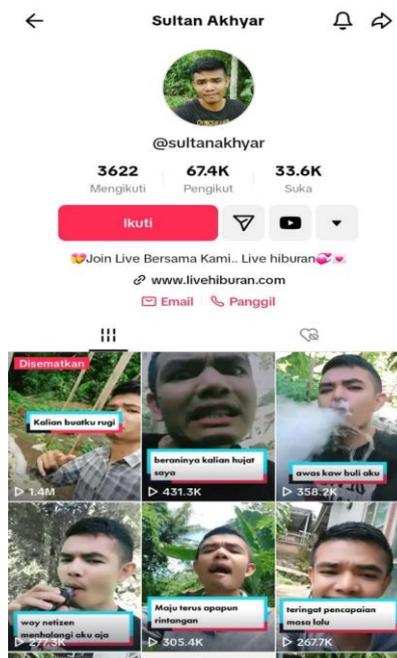
Online beggars early on included everything from dousing themselves with water to hours of mud baths recorded in full, on Tiktok [9]. Online beggars will usually sit in a short pool filled with water and mud, then they will splash the water on themselves. Not a few of those who do it are elderly, where elderly parents should not be encouraged to do this, because at their age they are vulnerable to getting sick easily, but due to economic needs they are forced to do this.

As was done by the content creator with Sultan Akhyar's TikTok account, which recently went viral and was criticized by netizens who watched it, because in a live stream he showed a

grandmother named Raimin's grandmother dousing herself with cold water mixed with mud and doing it for hours until his body shivered.

The owner of the TikTok account, Sultan Akhyar and grandmother Raimin, with their activities on Tiktok, were invited to a television show. In this event, he told how he started creating content for young people, but his friend later told him that he got money from live streaming mud baths for around 2-3 hours. with an income of IDR 700,000 in one appearance. Then her friend also told her neighbors and the story reached Raimin's grandmother, who, at that time, still needed money to support her life.

In the live streaming, when the viewer gives a gift in the form of a rose, it will be calculated at 0.01 dollars for one flush, if it is rupiah, you will get Rp. 200 with live limited to 1-2 hours. Not only the Sultan did this, but lots of content creators did it, even at night they still take mud baths on Tiktok. This is done because at night is the time that is watched a lot. One example of the Tiktok social media account owned by sultan akhyar or with the account name @sultanakhyar is a content creator that attracts attention because it takes a mud bath. The following is content on Sultan Akhyar's Tiktok social media:



Source: Tiktok application account @sultanakhyar

Image description: photo evidence of an account user (Sultan Akhyar) who manages live mud baths on Tiktok. Judging from his followers, who reached 67.4K with 33.6K likes and 3,622 followers. In his social media account, Sultan Akhyar gave the statement Join live with us, live entertainment with the hope that viewers who see his account will know that it is an account for entertainment. Here is a live shot of Sultan Akhyar taking a mud bath played by a middle-aged woman:



Source: Tiktok application account @sultanakhyar

The picture above is a documentation of the live mud bath. A photo of Raimini's grandmother doing a live mud bath on Tiktok with choices of 1 shower and 100 mud baths, to get a gift from the audience [3]. Enter into a tub filled with water mixed with mud. As seen in the comments given by the audience who feel sorry and also worried about the condition of Raimin's grandmother.



Source: regional.kompas.com

The picture above is one of the documentations of a Layar Sari grandmother doing a live mud bath on Tiktok with all the equipment to create content. If you look at the conditions in this live documentation, the equipment used is indeed a tool that can be considered quite professional, with a tripod and also *cellphone* [2]. This layered sari grandmother is willing to make content even though her body, which is no longer strong enough, has to take a long bath in mud. This is a reality that occurs in the era of technological development with the presence of the social media Tiktok.

3.2 Reasons for Online Beggars to Take Mud Bath Live Action on TikTok

The live mud bath phenomenon on Tiktok started with the many streams of Tiktok content that attracted viewers with extreme and unnatural activities, ranging from bathing to mud baths. This online begging phenomenon is mostly done by elderly parents to attract the audience's empathy.

Apart from grandma Raimini and grandmother Layar Sari, who is 55 years old, they are from Setanggor Village, Central Lombok, West Nusa Tenggara. Grandma Raimini and Grandma

Layar Sari are willing to do a live mud bath on Tiktok, because they do this to earn quite a lot of money, namely Rp. 9,000,000 per month. Judging from his income from plowing the fields, the money for the mud bath is far greater than his income. Grandma Sari admits that she uses the money she earns from living on Tiktok to support her family, including for her children's school needs, paying off debts and for household needs.

If you look at this live mud bath, it's wishful thinking, even though her body has to feel cold and shivering, grandma Sari doesn't care about getting easy money. This is what made Grandma Sari take a mud bath even though her body was cold and shivering. Live content creators beg on Tiktok trying to appeal to their audience with actions that foster empathy. The most common motivating factor for someone to engage in online begging is to get attention and money. For the attention and empathy, they receive they will receive money from the gifts given by the audience [10].

However, the content presented is also mostly monotonous. If they continue to present monotonous content, it is very likely that it will no longer attract the attention and empathy of the audience from internet and social media activities. Thanks to the internet and social media, beggars will be richer, more comprehensive, more creative and more and more people will automatically see the live broadcast of the content. Various social media platforms and their features are made to add stories that appeal to the audience's empathy. However, it also sometimes includes edited or fabricated empathetic stories.

According to the Big Indonesian Dictionary (KBBI), the word viral is related to a virus or is widespread like a virus. The word viral is usually related to social media, for example, like Tiktok. Viral content is related to an account user or content that is currently popular or is widely practiced or discussed by the wider community. Usually, the category of viral content is recognized by the characteristics of attracting the attention of social media users and is something new to do, this is also influenced by an algorithmic system that can make this content rise and be liked by the wider community [11].

An easy algorithm to trick with hashtags, FYP (For Your Page) and viral keywords allows requests to get wider and faster attention. In addition, those who tend to create promotional content usually have a network of content creators who use a similar model. Social Media Networks and Algorithms: Algorithmic systems and social networks can hold promise for achieving better online media content.

Sensation and stage: With the sensation of attention, internet users are quickly addicted, then they will automatically go on the "stage", so the opportunity to make money will be greater. Usually, online beggars create weird and extreme content, meaning they understand from the start that sensationalism is the main goal. In the end, to create a feeling of empathy, that's why they made a lot of online begging content even more ridiculous and started to appeal to empathy.

boredom Users (users): Boredom takes up a lot of free time for many people, which they spend more actively begging online on social networks rather than having to work in a company or be self-employed. begging for spectacular stunts can give them a "stage" and will give them a big advantage. For donors, they are considered as benefactors because they often donate to beggars online and thus, they will also get a "stage" at the same event. Whether as a donor or a beggar for donations, gifts may come from the rich but boredom tempts them to try new things.

However, the emergence of this online begging phenomenon also shows the existence of an iceberg of poverty in Indonesia. Much poverty is not directly highlighted, poverty due to education levels, inequality, employment, political-economic turmoil and global crises are also mediated by online beggars. On the other hand, this online beggar can also be a way to deceive many innocent and generous netizens.

Apart from that, Indonesia is actually considered to be the most generous country in the world, making it even more supportive of online publishers on Tiktok. In this study we conducted a validity test, namely data triangulation by conducting interviews with one of the Tiktok content creators named Luqman. the way it is seen repeatedly by netizens, he also explains when the content can go viral at certain hours such as 11:00, 13:00, 17:00, 20:00 and he argues that currently the pace of social media, especially TikTok, is very sad, because the existence of the social media platform TikTok should be used in more positive ways, not even referring to areas that have a negative impact on the public, both those who use it and those who witness it''

3.3 Changes in Social Structure from Beggars to Beggars Online

Social structure is a relationship concept that involves interaction between individuals in community or group life. Changes in social structure from ordinary beggars to online beggars as time goes by and technological advances experience considerable changes in people's lives and also the response from the environment itself. Beggars who usually ask for money on the street are now experiencing a pattern of changing into beggars asking for money on Tiktok social media, this is a form of rapid technological progress [12].

The fact is that the current environmental conditions do not have the capabilities needed, especially the high population growth rate due to the increasing number of productive ages which is not balanced with the number of jobs, resulting in an increase in the number of unemployed. The presence of changes in the social structure of ordinary beggars to online beggars disturbs society in the scope of social problems, where people think that they are people who have a negative impact.

4. CONSLUSION

Based on the results of the research above, it can be concluded that the emergence of the phenomenon of "online beggars" is caused by social inequality, poverty and inability to live. This is seen from the sophistication of TikTok's social media technology which can be used as an online fundraising platform. So that "online beggars" take advantage of social media TikTok as a place to show misery and to attract empathy from the audience *live TikTok*. TikTok is a social media that is quite popular because it has *tools* and attractive display for the audience. Mud bath is no longer a taboo thing for middle-aged women who are willing to sacrifice themselves for big income in order to create live content *TikTok* this is a representation of the Indonesian people who do not understand media literacy and the wise use of social media. Using social media wisely can have a good impact on the audience and also for content creators.

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