

Tiktok Utilization as Youth Contribution in Improving The Economy and Creating Jobs in the Era Of Society 5.0

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ABSTRACT

Developments in technology and the internet have had a major impact on changes in business and e-commerce in Indonesia. One example is the TikTok application, apart from being used for entertainment, it contains various kinds of information regarding education, news, employment and can even be used as a business area. This research was conducted using qualitative research. The data that the author obtained comes from the Tik Tok application. The data source that the writer takes is the Tik Tok video, and the data that the writer chooses is a video related to selling product promotions. Testing the validity of the data in this study includes 4 stages, namely the internal validation stage of member checking data, external validation of compiling reports systematically, reliability and objectivity or confirming to informants. Based on the results of the research and discussion that the authors have done, the conclusions that can be drawn are: 1.) Utilizing the Tik Tok application as a form of contribution for young people can improve the economy and create jobs. So young people can take advantage of the Tik Tok application for various businesses including: 1. Making content more interesting and creative, 2. Branded hashtag challenges and 3. Brand promotions by utilizing influencers. The tik tok application can also create jobs such as: 1. Become an agent for a product, 2. Become a reseller and 3. Become a content creator for a product. 2. The Tik Tok application is very influential in the business world. Besides being used to accompany free time, the Tik Tok application is also very useful for promoting a product and can even be used as an application for creating creative content.

Keywords: Economy, Employment, Era Society 5.0, TikTok

INTRODUCTION

Era super *smart society* or which We know with *society 5.0* is the development of the times in which people are more utilizing technology. On at first *society 5.0* was developed by Japan date January 21, 2019. The younger generation in the era of *society 5.0* is required to be creative, careful, and innovative in utilise technology. Because generation young own role urgent in increase various Thing wrong only one for increase economy. along _ With the advent of the digital transformation era, the government continues to accelerate the digital economy Indonesia with skills development digital on Generation Millennial.

In a country Indonesian from year to year the problem about economy. So Therefore the Ministry of National Development Planning/Bappenas invites all parties to actively participate in voicing, do achievement efforts SDGs/TPBs. SDGs/TPBs that load 17 Purpose andtarget global year 2030 which declared good by country proceed nor country developed at the UN General Assembly in September 2015. One of the goals of the SDGs namely number 8 regarding economic growth and decent workers. Usage and mention *sustainable* terms *Development Goals* (SDGs) relatively popular in a manner global and has socialized through various forum, coordination, activity communication, advocacy andthe media coverage.

As a form of contribution in improving the economy in the era of *society* 5.0, this generation Young people must be able to create jobs that are decent and easy to do anybody. In the era of *society* 5.0, of course, it is based on advanced and sophisticated technology, here generation young educated must more role in leveraging technology To use improve the Indonesian economy.

In the times now which the more proceed and many generations young which difficulty in getting a job. In the era of *society* 5.0, the younger generation must compete in create field work for people other. Because in era *society* 5.0 this all digital naturally generation young must creative and careful in use technology for open effort. Existence media social in circles subject young already.

Appearance various *platform* as Instagram, Facebook, twitter, even now the Tik Tok platform is the most existing among other *platforms*. Especially since pandemic, inhabitant Indonesia even in whole world productive use the application. It's not only young people who use the Tik application Knock as receptacle creativity, but circles old even thus.

Previously, the Tik Tok application only contained *dance* or entertainment content. However, along with the development of the times, content creators began to be creative in making these applications more Color is not just for entertainment. For example, video tutorials or procedures packaged briefly and clearly. Even now the tik tok application can be used as buying and selling place, promoting selling products with features that make the product more interesting. With this update, the Tik Tok application has side positive which urgency can be taken.

The Tik Tok application is software that contains short creative videos which appeared in September 2016 (Xu, 2019:59). Tik Tok includes many applications users, tested with the ratings obtained by the application, namely 4, 5, 6 and 27,827 users around the world (Deriyanto & Qorib, 2018). Then according to (Aji, 2018) on July 3, 2018 the Tik Tok application began to be blocked in Indonesia. Kominfo comments already carry out monitoring to application which concerned. Reason komkominfo because formerly many very content negative, very vulnerable for children. Various considerations and new regulations so that in August 2018 the Tik Tok application can return *downloaded* . _ One of them is regulation which is stated there is a user age limit that is 11 years old. So, the Tik Tok application is a *platform* that is used by content creator to upload a short creative video.

Through the tik tok application, young people can use it to open a business can even create jobs for young people whose status is not yet working. For example selling as product make up, clothes, shoe, even in application TikTok We can sell food without being tired of walking around. With the tick tok shop feature, we can using tik tok is not only to accompany us when we are bored, but us can take advantage of it for increase economy self alone without must Secrete power which excessive. Especially in era *society* 5.0 which everything use technology. As a young generation, of course, you have to think creatively and soul effort to earn.

Based on description on writer interested for make work write about "**Utilization Application TikTok As Shape Contribution Child Young In increase Economy and Create Field Jobs In Era Society 5.0**"

Formula Problem

Based on background behind on, writer could formulate problem as follows:

1. How to use the Tik tok application as a form of contribution for young people In Improving the Economy and Creating Jobs in the *Society Era* 5.0?

2. How much Big Influence Application TikTok In Increase economy and creation jobs In Era *Society 5.0*?

Purpose Problem

Based on the formulation of the problem that has been formulated by the author, the objectives from formulation of the problem including:

1. describe Utilization Application TikTok As Shape Contribution Child Youth in Improving the Economy and Creating Jobs in the Era *Society 5.0*.
2. expose How much Big Influence Application TikTok In Increase Economy And Create Field Profession In Era *Society 5.0*.

Benefit Study

Writer please study this could give benefit for generation young which want to entrepreneurship good theoretically nor by practical, ie as following.

1. Benefit theoretical
 - a. Results study could made proof which empirical that application tick Tok gotutilized for entrepreneurship as well as create jobs.
2. Benefit Practical
 - a) For Researcher
Results study could Becomes ingredients study more carry on about increase economy and create job field which take advantage of technology.
 - b) For Child Young
Study this beneficial for child young which currently look for or createfield work with take advantage of technology which advanced.

LITERATURE REVIEW

Researchers need a theoretical basis or basis to strengthen the results of their research, it's the same as when building a house requires a foundation to stand firm. The author uses the use of the Tik Tok application as a form of child contribution Youth in Improving the Economy and Creating Jobs in the *Society Era 5.0*.

Tik Tok app is one medium social which is being *boom* in all circles. This Tik Tok application is very unique and interesting, because there are various *specials effects* that users can use to create unique and short videos interesting. The Tik Tok application can create short videos that have music support a lot so that users can perform with dance, freestyle, and still many which can push creativity para user *content creatore* (Sisulowati, 2018). Besides having interesting videos, the Tik Tok application can also used as a medium of business or business. Even the Tok Tik application can create field profession.

Application TikTok is device soft which inside it load videos creativeshort that appeared in September 2016 (Xu, 2019:59). Tik Tok includes applications many users, tested with the ratings obtained by the application, namely 4, 5, 6 and 27,827 users worldwide (Deriyanto & Qarib, 2018). Then according to (Aji, 2018) on July 3, 2018 the Tik Tok application began to be blocked in Indonesia. Komenkominfo already carry out monitoring to application which concerned.

Reason komkominfo because there used to be a lot of negative content, very vulnerable to children. Various considerations and new regulations until August 2018 the Tik Tok application can re- *downloaded* . One of the regulations that was stated was a user age limit that is 11 years old. So, the Tik Tok application is a *platform* that is utilized by content creator to upload creative videos short.

Over time, the technology created by humans is growing. One of them is the Era of super *smart society* or what we know as *society 5.0* which is a development era which Public more utilise technology.

Society 5.0 was developed by Japan on January 21 2019. *Society 5.0* itself is new just inaugurated 2 years ago which was made as a resolution on industrial resolution 4.0. In *Society 5.0*, the main component is humans who are able to create valuenew through development technology could minimize exists gap on man and problems economy in the future.

In this day and age the unemployed population is quite high due to various reasons reasons, one of which is not taking college. Then the younger generation must play a role in creating jobs that can be done by all groups, whether that which eat seat studying or no. In era *society 5.0* which all something using technology, young people must be more creative and innovative in using it social media. Social media can't only be used as entertainment, will it but when we examine more deeply social media can be used as business media. Media social this could We Use for promote product which We for, for example food, clothes, makeup ups, and others.

There is a number of studies which still bound context use Utilization Tik Tok App As Shape Contribution Young People in Improving the Economy and Create Jobs in Era *Society 5.0*. The first research was conducted by (Sidauruk KN, 2021) entitled "Utilization Tik Tok Social Media As A New Promotional Media By Bigissimo. Id in the Pandemic Period". This study aims to see how Bigissimo uses TikTok to be a useful marketing tool in the dissemination of information. In this study researchers using a qualitative descriptive research method with data collection used is interview, observation, documentation. Study also use Communication Marketing and linked with Bigissimo TikTok Account. Based on research results could concluded that Bigissimo use technique Mix Marketing in make sales directly through TikTok Bigissimo. There is a price fix Bigisismo makes TikTok a strategic location, the products used are appropriate with draft, Bigissimo did promotion with use media social.

The second research was conducted by (God, 2021) entitled "Utilization of Media Social TikTok As Media Promotion Industry Culinary In Yogyakarta On Period Covid-19 Pandemic (Case Study of Tik Tok Javafoodie Accounts)". This research aims toknow factors what which make ticktock as media promotion which effective

On period pandemic Covid-19. In do study this researcher use descriptive qualitative research method. The data used were obtained from observation and interview. based on the results of the study it can be concluded that TikTok is a media promotion which is effective because TikTok has many users, easy to use, popular among millennials, it is often used by celebrities and has TikTok *ads* features could optimize content distribution.

From the two studies conducted by (Sidauruk KN, 2021) and (Dewa, 2021) own difference with study time this. seen from facet method study and collection data, study first and second same, that is use method descriptive qualitative research. In terms of discussion, it is also almost the same, namely utilizing tik tok app as a promotion. The difference between the two studies above and this research namely in terms of discussion, this research discusses the benefits of the Tik Tok application in boosting the economy and creating jobs. From both studies on seen clear that application tick Tok really beneficial as media business.

RESEARCH METHODS

Study this is a study qualitative. Study qualitative this characteristic inductive, meaning that patterns are built and themes from the ground up. Research approach Those who have a naturalistic understanding (phenomenology) are called qualitative research (Mulyadi, 2013). Strengthened by the opinion (Siyoto & Sodik, 2015) that qualitative research is natural and more stress on a understanding which has lifted or formulated. Study qualitative conducted in a manner Keep going continuously with do in-depth research in the field (Siyoto & Sodik, 2015). Conclusions can be drawn that qualitative research is an approach that has a naturalistic understanding emphasize on understanding by doing study in a manner intensive.

Study this need time which enough long if want to more deep. However, because the time has been determined, the authors conduct research on December 11-18 2022. The data that the author obtained came from the Tik Tok application. Source data which writer take ie videos TikTok, and data which writer select is videos relating to the promotion of sales products. The data source is the regional area generalist which inside it load object and subject study. Whereas data is part which represents the general picture from data sources (Slamet & Hatmawan, 2020)

Testing validity data in study this covers 4 stage, ie stages validation internal do *membercheck* data, validation external do arrange report systematically, reliability and objectivity or confirm to informants. After that, the data analysis technique that the author uses is data analysis technical data analysis before enter field, and analysis data in field model Miles and Huberman. Data analysis before going to the field that is, the author did a number of formulation of the problem, background behind and focus study. Whereas analysis data in field writer do The 3 steps of analysis are reduction (selecting the required data), *display* (presenting the data which has reduced) and verification (do checking data which has got) (Slamet & Hatmawan, 2020).

RESULTS AND DISCUSSION

A. Utilizing the Tik Tok Application as a Form of Youth Contribution In Increase Dan Economy Create Jobs

Economy is something study effort man in fulfil need- need life daily. Problem economy will appear when need-needs do not match income. Then there will be a gap economy in Public. Wrong one example problem economy which faced man in life is no fulfillment need food, clothing and need other life.

Factor main which trigger poverty is lack of field profession in the local area. In a more advanced and more sophisticated era, everyone is competing race for get profession which worthy without notice situation surrounding. When young people can think creatively, critically and innovatively with a technology which use media social child young could create field job for people other.

In the era of *society* 5.0, almost everything uses digital technology. Young adult can take advantage of this sophisticated technology to open a business, or business. By going through the WhatsApp *platform*, Facebook, Instagram and even the Tik Tok *platform* before used for fill in times leisure, now application TikTok could used to do business.

How do you use the Tik Tok application as a form of contribution for young people in boosting the economy and creating jobs? So, young man could utilise application Tick Tok for various business include:

1. Make content more interesting and creative

With unique and interesting features in the Tik Tok application. Young people can utilise features for make videos short about brands which will for sale. With add background music which interesting, colors product which is interesting. With interesting content, of course it will make the audience interested brands being sold. Young people can also make reaction videos using application The Tik Tok on finally will increase *engagement* user.

2. *Branded hashtags challenge*

By using hashtags it will be easier for users to see which brand for sale. When clicking on the hashtag it will automatically be directed to the page the brand. By using the Tik Tok application, young people make it very easy open effort or business.

3. Promotion brands with utilise *influencers*

Benefit TikTok for business next is own various *influencers* _ could invited work same in promote effort. Presence TikTok make anyone can become famous, so there are tons of *influencers* you can turn to select to help promote business.

Especially in the era of *society* 5.0 which all uses technology. Almost everyone definitely familiar with the Tik Tok application, therefore this is an opportunity to child young in increase economy family and in a manner no live will create jobs for people who do not have a job. Promotion a brands with use application TikTok more easy and interesting compared to using other social media. Why is that? Because in the app TikTok We could promote brands We through trend, content, even live stream. With live streaming, it will make the audience interested in seeing it the brands we sell. Because with live streaming consumers can see with details, ask with details about brands which traded.

The Tik Tok application is not only used as entertainment, however the Tik Tok application can also be used to create jobs. With using unique and attractive technology and features of the Tik Tok application is now the application TikTok could create field profession. Field profession which could conducted with Tik Tok applications include:

1. Become Agent A Product

By using technology, namely using our Tik Tok platform can create jobs. We can become agents of a product. We often promote our products on *live streaming* Tik Tok product which in promote will fast sold and even could import our products abroad. By using the product technology that we sell, we will spread wide inside hours.

2. Become *reseller*

By using the Tik Tok Application we can work as *resellers* . A This reseller's job is to resell products. With the Tik Tok application a resellers will find it easier to resell their products. Due to the Tik App Knock provide feature TikTok shop. In TikTok shop this *resellers* could promote their products whether it's in the form of short videos, content or *live stream*.

3. Become Content One Creator Product

The Tik Tok application apart from promoting a product, the Tik Tok application as well

could used as application for edit a videos short. With With unique and interesting features, of course it makes it easier for a *creator* edit videos. With own skills edit application TikTok create employment, namely cooperation with an agent to edit a videoproduct. With the Tik Tok application, of course, it makes it easier for creators to edit product videos, whether it's using a song *backsound* or sharpening colors as well as picture To use beautify and interesting attention consumer for buy it.

In era *society* 5.0 child young must more critical and creative in Thing manage and take advantage of technology. Especially young people who have an entrepreneurial spirit of course must make everything as a medium in bierentrepreneurship. As is application TikTok this make it easy child young in utilise technology for create jobs and increase economy.

B. Influence Application TikTok In Increase Economy And creation Field Jobs Across the Age Society 5.0

Influence is a directive that arises from an action or thing which conducted. No only in life daily which there is influence positive or negative. But in the economy is also very influential. Especially Economics is something that is very necessary to meet the needs of life daily.

Along it develops era now media social very *boom* used byall circles. No only circles subject young, will but people old also use media social for accompany time spare. Application which currentlylively used is application TikTok, almost all people own account TikTok. When We review more in, application TikTok very influential in lifesociety. Almost every time Public open application TikTok foraccompany time spare. By because that application TikTok could We Use forcreate creative content using various features in the Tik Tok application. Application TikTok could We Use for make videos short which is interesting even can where used for promote a product or brands which Wehave. Besides make it easy brand We spread every where, application TikTok alsocould make it easy sell buy. Not need afraid for lied to with something product,because application TikTok also provide feature which can do *live stream* so that make it easier for consumers in ask.

On September 25, 2022 researchers interviewed a *reseller* named Reza Amelia with the Tik Tok account *@rca.imel* regarding the level of sales usingsocial media and Tik Tok app. Based on the results of an interview with a *reseller*that before using the Tik Tok application he used social media Instagram, Facebook and WhatsApp to promote their products. Then Reza Amelia this try for promote the product in application TikTok withuse videos short which accompanied background music and features which make the product more interesting. Not expected level sale useapplication TikTok more fast sold and spread even *fyp* , so that make sale the more increase. So from that Reza Amelia decide forpromote the product in application TikTok, besides make it easy spread the current product, the Tik Tok bus application, does *live streaming* so it won't makeconsumer disappointed with product which not enough corresponding with his expectations. Becauselevel sales the more tall, on finally Reza Amelia this cooperate with a content creator for make the product more interesting and inviting consumer to buy it.

The Tik Tok application is very influential in the business world. Apart from being used for accompany time free, application TikTok also very beneficial for promote something product even could utilized as application for make content creative. Especially in era *society* 5.0 which almost all activity done using technology, the Tik Tok application is very useful for buying and selling without must walk to mall or to market We will get product which we want, Because in application TikTok there is various product which needed.

This Tik Tok application is very suitable to be used as a media or tool for support success in business. In addition to applications that are currently *being* used by all people, the Tik Tok application also makes it easier for someone to open business and promote their products. By using the Tik Tok product application what we *upload* on tik tok will easily spread to various corners of the world. With p that of course just increase results sale and income. Besides make it easy sales, the Tik Tok application can also create jobs for people people which want to work without must cape exhausting.

This Tik Tok application will be useful for young people who have thinking creative and innovative. However, this Tik Tok application will be an application thatIt's normal for young people who don't have the desire to be entrepreneurs. So from it be young people who have creative thinking by using technology which advanced for help increase economy even could create field jobs for people other.

CONCLUSION

TikTok as shape contribution child young in boost the economy and create jobs. So young people can utilise application TikTok for various business including: 1. Make more interesting and creative content, 2. *Branded hashtag challenge* and 3. *Brand promotion by leveraging influencers*. The tik tok application can also create fields profession as: 1. Become Agent A Product, 2. Become *reseller* and 3. Become Creator Content A Product. The Tik Tok application is very influential in the business world. Apart from being used for accompanying time free, application TikTok also very beneficial for promote something product even could utilized as application formake creative content. Especially in era *society 5.0* which is close all activities done using technology, the Tik Tok application is very useful for buying and selling without having to walk to the mall or to the market, we will get the product we want want, because in the Tick app Tok there are various product which needed. The results of the research that the author has examined may be useful. This research is still far from perfection, there is still much to be improved both in terms of less precise research methods and technique arrangement. So, from that very expected to future researchers so they can continue research on the benefits of the application TikTok as shape contribution child young in increase economy and create era of employment *society 5.0*.

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