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Peran Fitur-Fitur TikTok dalam Peningkatan Kecanduan Konsumsi Konten oleh Pengguna

The Role of TikTok Features on Enhancing the Addiction of Content Consumption among Users

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Abstrak

Aplikasi Short-Video Apps (SVA) TikTok merupakan salah satu aplikasi paling populer saat ini. Namun, terjadi peningkatan tren kecanduan konsumsi media sosial dalam skala global, termasuk kecanduan mengonsumsi video TikTok yang berimplikasi pada penurunan kualitas dan jumlah interaksi bermakna serta risiko kesehatan mental. Meskipun penelitian-penelitian terkini telah menjelaskan mengenai kecanduan TikTok, belum ditemukan penjelasan detail mengenai peran fitur TikTok dalam peningkatan kecanduan konsumsi konten. Penelitian ini bertujuan untuk menganalisis bagaimana penelitian-penelitian menjelaskan kecanduan konsumsi konten TikTok; apa saja fitur-fitur utama TikTok untuk mengonsumsi konten; dan bagaimana fitur-fitur tersebut berperan dalam meningkatkan kecanduan konsumsi konten. Melalui observasi dan studi literatur, penelitian-penelitian menunjukkan bahwa kecanduan TikTok merupakan luaran dari proses terciptanya *flow experience* yang diberikan oleh platform kepada para pengguna. Terciptanya *flow experiences*, meskipun berisiko menghasilkan implikasi kecanduan konsumsi konten, penting bagi TikTok, karena perusahaan ini menerapkan model bisnis ekonomi perhatian atau *attention economy*. TikTok menawarkan berbagai fitur untuk meningkatkan keterlibatan pengguna dan memperpanjang durasi konsumsi konten, di antaranya Laman Menonton Video, Kolom Pencarian, dan Notifikasi *Push*. Ketiga fitur tersebut memiliki peran dalam menciptakan *flow experience* yang berujung pada kecanduan konsumsi konten. Laman Menonton Video berperan vital karena memberikan keempat aspek kualitas sistem yang dapat mempertahankan perhatian pengguna. Sementara peran fitur Kolom Pencarian dan Notifikasi lebih sempit karena aspek fleksibilitas dan *ease of use* tidak sebaik Laman Menonton Video.

Kata kunci: Fitur TikTok; Kecanduan TikTok; Kualitas Sistem; Flow Experiences; Short-Form Video Apps

Abstract

The Short-Video Apps (SVA) TikTok is currently one of the most widely used mobile applications. However, there is an increasing trend of social media consumption addiction on a global scale,

including addiction to TikTok videos which has implications for reducing the quality and number of meaningful interactions and poses a risk to mental health. Despite recent studies shedding light on TikTok addiction, no detailed explanation has been found regarding the role of TikTok features in the rise of content consumption addiction. This study aims to analyze the explanations provided by previous studies on TikTok content consumption addiction, identify the main features of TikTok for content consumption, and determine the role these features play in increasing content consumption addiction. Through observation and a review of the relevant literature, relevant studies revealed that TikTok addiction is an outcome of the process of creating flow experiences for users on the platform. Despite the potential for generating content consumption addiction implications, the creation of flow experiences is important for TikTok, as the company implements an attention economy business model. TikTok offers a variety of features designed to enhance user engagement and prolong content consumption, including the video viewing page, search column, and push notifications. These three features contribute to the creation of a fluid experience that encourages the consumption of addictive content. The video viewing page plays a vital role in this experience, as it provides all four aspects of system quality that can sustain user attention. Meanwhile, the Search Column and the Notification feature serve a more limited function, as they lack the flexibility and usability of the Watch Video Page.

Keywords: TikTok features; TikTok addiction; System qualities; Flow experiences; Short-form video apps

I. INTRODUCTION

The short-video app (SVA) TikTok is one of the most popular types of apps today. The average use of short video apps reaches 2 hours and 6 minutes per day (Ipsos, 2023). According to Ipsos data, the penetration of short-form video application platforms in Indonesia reaches 70% or 7 out of 10 people access short videos.

The use of SVA can have various implications, including problematic use. This is based on the opinion of Kanungo et al. (2022) who categorized digital harms in digital media consumption. He categorized digital harms into five types: weakening of socio-psychological abilities, blurring of social reality caused by augmented reality, decreased use of logic and reasoning capacity in solving ethical problems, social fragmentation, and compulsive behavior of digital media use or addiction. The researcher argues that among the five digital dangers, the problem of addiction is getting stronger in the era of SVA dominance. Short video addiction is one form of social media addiction. Brailovskaia et al. (2020) define social media addiction as a person's uncontrollable desire to stay online and neglect other aspects of their personal life.

Recent events have shown that social media addiction significantly impairs one's intrapersonal communication (Keller, 2013). Social media is changing the way we interact and communicate, so that more people tend to prefer mediated and intrapersonal communication through the consumption of short videos, rather than direct and interpersonal interactions. This phenomenon leads to a decrease in the quality and number of meaningful conversations in real life, and reduces the ability to respond to emotional and social cues directly (UoPeople, 2024).

Recent statistics show that excessive use of social media can trigger increased levels of cortisol, a hormone related to stress. This results in increased anxiety and sleep disturbances, all of which negatively impact an individual's

mental well-being (Huff, 2022). In addition, social media addiction also contributes to the phenomenon of information overload, where individuals feel overwhelmed by the amount of information they receive and need to process (Keller, 2013). This creates an environment where individuals are more digitally connected, yet less engaged in deep and meaningful face-to-face relationships.

The risk of addiction is related to the techno-psychological aspects of short video platforms, particularly TikTok. The technological aspects of TikTok are designed in such a way that the platform is able to keep users' attention for as long as possible (Qin et al., 2022, 2023a). This actually also happens on other social media platforms, such as the Twitter timeline feature which facilitates a person to form certain mindsets, including hatred towards groups (Wirawanda & Wibowo, 2018).

Research by Bhargava and Velasquez (2021), relying on Nussbaum (2011), concluded that the attention economy business model underlies the design that has an impact on violating the dignity of users. However, this study did not conduct a specific analysis of the role of SVA features in increasing short video addiction.

Sahebi and Formosa's research (2022) shows the same thing. Social media users experience a loss of autonomy over their actions, due to the platforms' control and manipulation of users' personal data, attention, and behavior. This study does not focus on the implications of short videos on digital addiction and what features contribute.

Liu et al. (2022) specifically analyzed the implications of disseminating fragmented videos, or videos cut into several parts, in China. Through focus group discussions with children and parents, Liu et al. concluded that short videos increase users' desire for novelty and increase users' sensitivity. As a result, users tend to have a low level of focus on a complex text, such as a book. However, this study does not rigidly map out what particular qualities of TikTok features facilitate excessive content consumption.

Research by Qin et al. (2022) in China, based on the Stimulus-Organism-Response paradigm of Mehrabian and Russell (1974), revealed that the quality of TikTok's information system acts as an environment (stimulus) that stimulates the user's internal personality (organism) in consuming TikTok. This research explains that the technological aspects of TikTok, rather than the informational aspects, have a certain appeal, resulting in the overuse of TikTok by users. The technological aspects consist of system qualities, including flexibility, integration, ease of use, and response time. However, Qin et al.'s research did not formulate what are the good structuring features for flexibility, integration, and ease of use.

Based on the above, this study aims to analyze how studies explain TikTok content consumption addiction; what are the main features of TikTok for content consumption; and how these features play a role in increasing content consumption addiction.

II. RESEARCH METHOD

The approach in this research is a descriptive qualitative approach. Through this approach, researchers comprehensively analyze specific research objects. The researchers implemented the observation method on the features of the TikTok application. In addition, researchers also applied literature studies, which is the acquisition of data from academic sources that are already available. The researcher collected, assessed, and synthesized literature relevant to the research topic. This method allows researchers to understand previous developments and findings, as well as identify existing research gaps (Snyder, 2019). Researchers obtained academic texts in the form of scientific journal articles and proceedings from the Google Scholar and Dimensions.Ai databases. The keywords used were "TikTok" AND "addiction", "TikTok" AND "problematic social media use", and "TikTok" AND "problematic TikTok use" and the search results were limited to articles that contained these keywords in the abstract or title and published since 2020. In analyzing the role of TikTok features on increasing addiction to content consumption, we refer to the thesis of Qin et al. (2022) thesis that TikTok addiction is caused by the technological aspects of the application that create a flow experience. Researchers constructed how TikTok features provide flexibility, integration, ease of use, and response time. Flexibility is the extent to which a system can adapt to various user needs and changing conditions. Meanwhile, Integration is the extent to which a system facilitates the combination of information from various sources to support decisions. Ease of Use is the extent to which a system and the system-related information it contains can be accessed with relatively low effort. Finally, Response Time is how fast the system provides information or actions requested by users.

III. RESULT AND DISCUSSION

Recent Research on TikTok Consumption Addiction

The literature study shows that basically the use of TikTok is a means for users to fulfill their needs for easy-to-digest information and entertainment suggestions (Anggreany et al., 2022; Montag et al., 2021) and increase creativity (Ente et al., 2023; Fitri et al., 2021; Hutagalung & Syahminan, 2024). This means that its use may be based on rationality regarding certain uses (utility). However, there is also a risk of overusing SVA and having a negative impact on the user. This situation is called problematic social media use (PSMU).

One form of PSMU is addiction. Research shows that there is an increase in addiction among adolescents globally and this is quite worrying seeing that teenagers are in their infancy (Hou et al., 2019). Hou et al.'s research also shows that around 12 percent of social media users worldwide are addicted. However, there is no data on SVA addiction, especially TikTok.

Researchers agree that the duration of time users are online to be categorized as addicted is five to seven hours per day, which has a significant effect on users' mental health (Cedrún & Civilá, 2024), an increasingly

challenging phenomena among adolescents (Arafah & Destiwati, 2024; Aulia & Ritonga, 2024). Social media addiction also leads to decreased work performance (Müller et al., 2016), strained social relationships (Xanidis & Brignell, 2016), and sleep disturbances (Koc & Gulyagci, 2013). For adolescents, social media addiction risks worsening academic performance and compromising self-confidence (Hou et al., 2019). In the case of TikTok, young, low-income and low-education users are more prone to addiction (Balasubramanian & Parayitam, 2023; Huang et al., 2021).

Based on these studies, TikTok addiction is an outcome of the process of creating a flow experience provided by the platform to users (Brailovskaia et al., 2020; Hendrikse & Limniou, 2024; Qin et al., 2023b; J.-H. Ye et al., 2022). Flow experience refers to a situation from which he gets pleasure (enjoyment), experiences concentration, and experiences time-distortion (Qin et al., 2023). According to Schellewald (2023), the flow experience provided by TikTok is also closely related to the construction of user identity, namely through affordances for audiences to personalize.

There are several versions of the indicators that make up TikTok consumption addiction. Smith and Short (2022), starting from Griffiths's conceptualization of addiction indicators (Griffiths, 2005), developed the Problematic TikTok Use Scale (PTTUS) and described the indicators of TikTok addiction: Saliency, Tolerance, Mood Modification, Relapse, Withdrawal, Conflict.

According to Smith, saliency and tolerance are similar, both referring to the latent phenomenon of obsessive use of social media. In the TikTok context, Saliency means that users have made using TikTok one of the most important activities in their daily lives, and this attitude has a negative impact on their thoughts, feelings, and behavior. Tolerance refers to users increasing the intensity of TikTok use to get the satisfaction they have previously gotten. For example, users tend to scroll continuously because TikTok always shows adorable cat or dog videos.

Withdrawal and relapse also have similarities, both of which are related to the latent phenomenon of weak user control in using social media. Relapse is the tendency of users to use TikTok again with high intensity, after not using it for a long time. Meanwhile, withdrawal refers to the feeling of discomfort that users experience when not using TikTok or when the frequency of use is reduced.

Mood modification is when users experience a certain subjective experience, such as a feeling of relaxation, when using TikTok. Conflict is the user's experience of being at odds with people around them or themselves, thus making TikTok a short-term solution.

In his study of university students in Trinidad and Tobago, Smith concluded that withdrawal was the strongest symptom of TikTok addiction, followed by relapse. Smith showed a positive relationship between loneliness and withdrawal on the platform. The higher the user's level of loneliness, the higher the feeling of discomfort experienced when not using TikTok or the reduced intensity of use.

The creation of flow experiences, despite the risk of producing addictive implications of content consumption, is important for TikTok, as the company implements an attention economy business model (Bhargava & Velasquez, 2021). The company profits by maintaining attention, which is then sold to advertisers. The longer users are active and interact on the platform, the more profitable the company becomes. This is because the longer the user interacts, the more he or she is exposed to advertisements, so the company gets a higher payment from advertisers (Bhargava & Velasquez, 2021).

Studies have identified aspects of TikTok that support such a business model. The design of the platform largely determines how long users are active and ultimately over-consume content (Petrillo, 2021). This is also reinforced by Lu et al. (2020) who showed that some people in China decided not to use TikTok because they were worried that the app would greatly affect their content consumption patterns. Retrospectively, system features overload and not attracting users' attention will make users exhausted and in turn deactivate (D. Ye et al., 2023).

Various studies have shown how TikTok provides flow experiences and causes addiction to content consumption. However, these studies have not clearly mapped what TikTok features play a role in this. Features in an information system provide a variety of potential functionalities that may vary for each user (affordance). Therefore, the influence of each feature on the level of user addiction varies.

TikTok Key Features for Content Consumption

TikTok provides a range of features designed to enhance user engagement and extend the duration of content consumption. Here are some of the main features for content consumption along with their descriptions and functions:

1. Video Watching Page

Short-Video, short videos are the main content in this application. The duration of the videos available varies, from a short duration of 30 seconds to a maximum of 5 minutes. New videos can always be brought up by the user, by pulling down on the top video. The videos are equipped with attractive visual elements, including beauty mode or face filters and augmented reality (AR) and are edited by the creator using editing tools. In terms of shooting, the videos displayed can be the result of the app's camera recording (in-built camera) or recordings from the creator's gallery. In addition, the audio aspect of Tiktok videos is also quite important in supporting content virality. The audio background in the video comes from a sound library containing popular music or dialog quotes from other media texts. The voice effect (Fx) feature can also enrich certain nuances in the content, including through voice manipulation to create a sense of humor or drama.

TikTok videos feature production schemes that enable trending and virality, including Duet and Stitch. A duet video is a video from one creator alongside a video from another creator. Usually creators use this feature to collaborate with other creators. Meanwhile, stitch content is a video that takes part of a video made by another creator to be displayed in the content. There are also challenge videos that show dance trends or certain challenges.

For You Page (FYP), the first page that appears when a user opens the app. This menu provides videos based on the user's particular interests, preferences, and profile. This page displays videos recommended by TikTok's algorithm based on the user's previous behavior. This includes likes, comments, viewing duration, and frequently viewed content types. On this page, the app provides such personalized content (personalized feeds) through an algorithm that is able to get more specific results than other social media.

Following. A page that displays videos from other users followed by the user. This page provides a stock of the latest videos from the accounts followed by the user. The recent content refresh on this menu is limited to showing the latest content from the accounts followed, such as friends, family, or celebrities. This feature strengthens social connections and encourages repeat engagement as users want to see updates from the accounts they follow. Unlike FYP, the video content available on this page is limited. Users will not always get new content and content relevant to certain digital trends, such as challenges or viral dances.

Profile, this is a button that directs users to the channel of the content creator they are watching. Likes, this button shows the number of users who like the content in question. Users who want to give a like can easily do so, double-tapping the screen and a red heart logo will appear on the screen, indicating the user has given a like. Comment, is a feature for users to respond to content in the form of text, emojis, or graphics. The comment field for each content is not displayed unless the user taps the comment button. Once clicked, the comment column will appear filling almost the entire part of the user's screen. Users can comment, mention other users, like other users' comments, or react through emojis. The order of comments on the content is based on the number of likes each comment gets.

Share, is a button for users to share content on the screen. When this button is clicked, the share interface screen appears. This screen has four rows of action options: the first row shares the content with friends (mutual following) within the app; the second row sends the content to other apps; the third row performs other relevant functions, such as reporting the content, saving the content, creating duet content and reactions, and adding the video to the favorites list.

Music disc is a disk-shaped button that rotates clockwise. In the center of the disc, the music profile of the content is displayed. When the user taps the music button, a page dedicated to the song used in the content appears. On the page, there are features to play the full version of the song, the user who uploaded the song, and data on how many times the song has been used. This

page also displays content that uses the song in question. At the bottom of the page, there is a red "use this song" button, in contrast to the white page color, which encourages users to create content with the same song.

Caption, an interactive text that describes the video content on the screen, is located at the bottom. Information such as song titles, special effects used in the content is available in this feature. Content creators can also customize special messages such as using hashtags. When the hashtag is clicked, the user is taken to a page containing videos with the same hashtag created by the creator.

Scroll, is the main action users take on a video viewing page. It can be said that scrolling or swiping is an activity for users to move from one content to another. If a user scrolls up at any part of the screen, the app will switch the video being played to the next video. Conversely, swiping down (scroll down) is to return to the previous video. Through this feature, the user seems to act very actively in consuming content, switching content with just one swipe. This easy and convenient approach to content consumption encourages users to unconsciously overuse the platform and spend too much time just watching short videos.

2. Search Column

Search, is a magnifier-shaped button that when clicked redirects users to the search page. There are 3 sections to this page, the first being the search field, a bar that users can fill in to search for specific content. Users can enter it through the keyboard or by using the microphone to do voice to text and, afterward, tap Search to start searching. The user will switch to a page that displays the top search results according to the keywords used.

3. Notification dan Push Notifications:

Notifications that appear within the app or as push notifications on the user's device. This feature notifies users of new likes, comments, followers, and live broadcasts from favorite creators.

The role of TikTok features in increasing content consumption addiction.

Based on research by Qin et al. (2022), the system quality TikTok has a significant influence on the formation of a flow experience which causes addiction to consuming content. System quality refers to flexibility, integration, ease of use, and response time. Based on those ideas from Qin et al., these are the roles of each TikTok features that shape flow experience and causing addiction to content consumption:

1. Video viewing page

Flexibility, TikTok's Watch Videos page is highly flexible in adapting to user preferences and needs. TikTok's algorithm on the For You Page (FYP) enables

continuous personalization of content according to changes in user behavior, such as videos that are liked, shared, or watched longer. Additionally, users can choose to watch videos from the Following Page or FYP, giving them more control over the type of content they see. Users can easily interact with videos through features such as Duet, Stitch, and the use of visual and audio effects that can be customized to suit changing trends. This shows flexibility in how content is generated and consumed, allowing users to express themselves in many different ways.

Ease of use, TikTok's Video Viewing page is designed with a very intuitive and easy-to-use interface. Users can simply scroll up or down the screen to move from one video to the next, which requires minimal effort, seamless and fluid. Short videos of varying lengths are very user-friendly as it does not take long to watch a single video. In addition, the Music Disc feature allows users to more easily enjoy content in an interactive way and connect with music trends. Captions and hashtags provide additional information that can make content more interesting and motivate users to engage with trends, although these effects may not always add to the convenience of consuming content.

The likes feature enhances the efficacy of identifying high-quality content without the necessity of viewing the entire video. It offers a more efficient interaction as users can engage without having to compose comments or undertake further actions. The comment feature is an effective tool for facilitating user interaction with content and providing insight into other users' perspectives. Pinned comments offer a convenient means of accessing additional context or general opinions about the content, which can enhance comprehension or enjoyment. However, while comments are an effective method of engagement, they may not always be the most efficient, as users must dedicate time to reading or writing comments. Additionally, users must tap the comment button to view the discussion, which introduces an extra step in the user experience.

Navigation within the app is also very simple, with FYP and Following Page clearly differentiated, allowing users to easily switch between the two types of content. This simplicity makes it very accessible to users from all walks of life, including those who are less familiar with technology.

Integration, the TikTok Watch Video page allows users to integrate a variety of elements, including visuals, audio, captions, and viral trends, into their creations. A combination of information from various sources may be viewed by users, including music from the sound library, visual effects, and content from other creators, through the Duet and Stitch features. Additionally, FYP furnishes personalized content based on user preferences, thereby exemplifying a robust integration between user data and the content presented.

Response Time, the Video Viewing Page responds very quickly as users scroll, swiping the screen to move from one video to another. TikTok's algorithm ensures that new content appears almost instantly, providing a smooth and fast user experience without significant delays.

The role of the aforementioned video viewing page, specifically FYP and scrolling, is quite large in creating the flow experience and excessive content consumption. Scrolling is a feature that has a mutually reinforcing relationship with the FYP algorithm in providing flexibility, integration, ease of use, and response time, ultimately creating the flow experience and addiction. The algorithm facilitates the consumption of increasingly intense content, from the first video to the next, and in turn, the user keeps scrolling until they get the video they like. The more they do this, the more precise the videos the app delivers to them. This cycle encourages the user to keep scrolling until they finally get the video they want. According to Petrillo (2021), this process is similar to a game of spinning reels, a machine composed of illustrated wheels. The player simply presses the button on the deck to start the spin. To win the game, one must press the same button to stop the spin and, when the wheels stop spinning, the image of each wheel must be the same or have a certain combination. In the context of TikTok, the content personalization feature on FYP is like a reels machine, users are encouraged to keep scrolling until they hit the "jackpot" of entertaining videos (Petrillo, 2021).

FYP and scrolling build flow experience through the construction of user identity. Research shows that users perceive TikTok as a fun personal space, because this application has an FYP feature that allows (afford) users to consume content that matches their preferences, based on real-time conditions (Schellewald, 2023). In other words, FYP facilitates users effectively and efficiently to maintain their attention, as they feel they can successfully associate themselves with the content they consume. The personalization feature of the feeds makes them prefer TikTok over other social media for time passing and escapism.

This feature, as Schellewald points out, allows users to actively personalize through low-cost interaction. In the FYP or home menu, the app provides videos based on the user's profile, starting from age, gender, location, search history, behavior using the app, to certain topics that the user may like. In turn, the user searches for videos according to his/her preferences. When he finds a suitable video, he can stay and consume it. When he does not like the next content, he can simply swipe the screen to move on to the next video. The user's choice to watch or not watch the videos provided by the app helps the personalization to produce content that increasingly matches the user's preferences. In addition, TikTok's algorithm also records users' activities of liking, sharing, and commenting on videos to provide similar videos.

Furthermore, FYP and scrolling also facilitate users to escapism effectively - thus immersing them in the flow experience. Research shows that the pleasure of watching short videos is one of the main motivations for users to use TikTok - since the platform is essentially a repository of entertainment content. This feeling helps users to distract their minds from their routines and certain psychological stresses. Since TikTok videos are very short, users watch a lot of videos and this

requires a lot of concentration. This concentrated engagement then makes the user immersed and experience time distortion or self-forgetfulness.

An example of FYP and scroll cases that can build flow experience and cause addiction is the Fear of Missing Out (FoMO) phenomenon. Research shows that users tend to compulsively consume content on certain specific topics, such as celebrity gossip, because they experience the feeling of FoMO (Wang & Shang, 2024). Users intentionally browse FYP pages, watch content related to the gossip, and skip unrelated content by swiping down, so that the app's algorithm works better.

The role of the Following page does not always provide the flow experience that the FYP feature does. While it makes users feel socially connected and makes it easier for them to see content from people they know or admire, it does not display content that may not always be relevant or up-to-date. Hence users may need more time to find the content they want.

2. Search Column

Flexibility, the Search Column has good flexibility in terms of search methods-either through manual typing or voice to text-but search results are limited to what TikTok has indexed. While search results can display different types of content (videos, hashtags, trends), users may feel limited in finding very specific or niche content that is less well indexed. While search can accommodate various input formats, the system's flexibility in tailoring results to very specific needs may not always be optimal, especially if the content searched for is unpopular or given less attention by the algorithm.

Ease of Use, the Search Column on TikTok is easily accessible with a clear magnifying glass icon on the screen. The search process itself is straightforward; users simply need to type in keywords or use voice to text to search for content. Search results are displayed clearly, and users can easily navigate through the various options offered. Moreover, this feature provides suggestions and recommendations on popular topics as well as those that may suit the user's preferences. This reduces the time spent on randomly browsing through content and instantly directs users to relevant results.

The search interface is simply designed, so users can quickly find the content they are looking for without significant effort. However, for users looking for very specific results, it may take a little more effort to find the most relevant results.

Integration, the Search Column combines information from multiple sources within the app, allowing users to quickly search for specific content. Search results that display top content, related trends, and hashtags demonstrate TikTok's integration capabilities in bringing together different types of information to support users' content selection decisions.

Response, after users type in keywords or use voice to text, search results appear quickly, allowing users to find relevant content in a short time. This

demonstrates a fast and efficient response in supporting users' information needs.

The role of this feature in creating a flow experience is limited to providing integration and response aspects. This feature is not as flexible and does not provide as much convenience as the Watch Video Page feature. This feature has limitations in meeting very specific user needs, so the element of enjoyment in the flow experience is not fulfilled.

3. Notification dan Push Notifications

Flexibility, TikTok's notifications, both in-app and push notifications, tend to have limited flexibility. The system provides notifications based on specific activity (e.g., likes, comments, new followers), but users have little control over how and when they receive these notifications. While users can choose to enable or disable certain notifications, there are limitations in the ability to further customize notifications according to personal preferences. This can limit flexibility, especially if users want more control over the type of information they receive and how they receive it.

Ease of Use, Notifications on TikTok, both in-app and push notifications, are easily accessible to users. Information about likes, comments, new followers, and live broadcasts are displayed directly on the app's home screen, making them easy to see and respond to. This feature makes it easy to keep users' attention connected to in-app activity, providing a sense of ongoing engagement and encouraging users to return to the app.

Integration, this feature integrates information from various sources within the app (e.g. likes, comments, new followers) and presents it in one place that is easily accessible to the user. These notifications help users stay connected to the activity happening around their content and their favorite creators, supporting decision-making regarding the content they want to interact with further.

Response Time, Push notifications appear almost instantly after an action occurs, such as when there is a new comment or when a favorite creator starts a live broadcast. Users can simply click on the notification and be directed to the related content or action, providing a quick and satisfying response.

This feature cannot fully create a flow experience that has implications for overconsumption, due to the limitations of the flexibility aspect. Users may be interested in consuming the content suggested by the notification again. But, when the content recommendations do not match the dynamic user preferences, the flow experience elements of enjoyment and concentration will not be achieved.

IV. CONCLUSION

This study found that various literatures have shown that addiction to TikTok consumption has negative implications for user well-being, especially for young and low-income users. Research suggests TikTok addiction is an

outcome of the process of creating flow experiences provided by the platform to users. The creation of flow experiences, despite the risk of producing addictive implications of content consumption, is important for TikTok, as the company implements an attention economy business model. TikTok offers various features to increase user engagement and extend the duration of content consumption, including the Video Viewing Page, Search Column, and Push Notifications. These three features play a role in creating a flow experience that leads to addiction to content consumption. The Watch Video Page plays a vital role as it provides all four aspects of system quality that can sustain user attention. Meanwhile, the Search Column and Notification features play a narrower role as the flexibility and ease of use aspects are not as good as the Video Viewing Page. More specifically, the Video Viewing Page plays a vital role as the personalized FYP algorithm and easy interaction through likes, shares and comments encourage continued use, while scrolling enhances the user experience by providing increasingly accurate content. For example, the Video Watching Page, with its FYP algorithm and scrolling, is able to facilitate the intrapersonal communication symptom that leads to addiction, Fear of Missing Out (FoMO). Users intentionally scroll through the FYP page, watch content related to a particular topic, and skip unrelated content by swiping down, so that the app's algorithm works better. This research has outlined how TikTok features play a role in increasing addiction to content consumption by users. However, the results in this study are limited to explaining content consumption addiction through the perspective of stimulus or retentive technology on TikTok. Future research is also needed that explores users' perceptions of the affordances of these features in maintaining the duration of content consumption.

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