THE EFFECT OF VISUALIZATION OF TIKTOK CONTENT VIDEOS AND OOTD STYLE CONTENT ON INTEREST IN BUYING FASHION FOR ADOLESCENT VILLAGE KARYA MAKMUR

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Abstract

This study was conducted with the aim of finding out 1) whether there is an effect of visualizing TikTok content videos on the interest in buying fashion for village youth by Makmur, 2) whether there is an effect of OOTD Style creator content on buying interest in fashion for village youths by Makmur, 3) whether there is an effect of video visualization of TikTok content and OOTD Style of creator content on interest in buying fashion for village youth by Makmur. The sample in this study amounted to 171 respondents. This study uses a quantitative method with a comparative causal survey approach. Sampling technique used non-probability sampling with Quota sampling where the researcher took samples from the population that met the requirements. The data collection tool used in this research is the Likert scale in the form of a questionnaire. The data analysis technique used is multiple linear regression analysis. The results showed that 1) there was a positive and significant effect of visualizing TikTok video content on the interest in buying fashion for village youth by Makmur, 2) there was a positive and significant effect of OOTD Style creator content on the interest in buying fashion for village youth by Makmur, 3) there is a positive and significant effect of video visualization of TikTok content and OOTD Style of creator content on the interest in buying fashion for village youth by Makmur.

Keywords: visualization, TikTok content, ootd style creator, buying interest

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1. Introduction

The development of technology in the era of the industrial revolution 4.0 is very rapid so that a lot of social media applications have sprung up, one of which is the TikTok application. The TikTok application was created by the Chinese company Byte Dance, which is engaged in artificial intelligence technology and has a global reputation for describing information through electronic media. Globally the TikTok application has been downloaded more than 2 billion times on the Google Play Store and App Store (Annur, 2020). According to (Fanaqi, 2021) TikTok is a form of application that contains support services for making short videos by providing interesting, unique and innovative effects. In addition, TikTok is also a social networking application and Video Music Platform where users can create, edit, and share short video clips complete with filters and accompanied by music as support (Winarso, 2021).

According to Hand of User and Content Operation , Angga Nugraha Putra said that there are five most popular content , namely comedy, fashion and beauty, vlogs, food (Mumtaz & Saino, 2021). Reviews product Fashion often appear in TikTok content with reviews and interesting visualizations that make other users curious to try Style as the content creator. Content creator itself is a profession whose activities are to create content in the form of writing, images, videos, sound or a combination of several materials (Coach B in (Pratiwi, 2021)). The stages of creating TikTok content as a means of marketing with social media are 1) Shooting or taking videos that introduce what we have to offer, record videos one by one. 2) Merge video clips that have been taken in the TikTok social media application, 3) Add some effects from the features in the TikTok application, 4) Share videos to the TikTok application (Sopanah & Puspitosarie, 2020).

From the visualization of videos, interesting content makes potential consumers have an interest in buying a product (Anggasta, 2021). Visualization is a form of conveying information that is used to explain something with pictures, animations, or diagrams that can be exported, calculated and analyzed the data. while video According to (Hayadi, 2017) is an audio-visual media that describes objects that move together. According to (Winyaningsih, 2016) there are visual signs of communication used in videos measuring the value of video

visualization including 1) Display of models in the video, 2) Expression in conveying feelings, or a certain idea. 3) Activities carried out in an activity. 4) Property and setting as facilities and infrastructure when taking video. And the theory according to (Kotler & Armstrong, 2008) regarding specific communication to reach audiences in introducing a product including, providing information (to inform), persuade (to persuade), remind (to remind).

According to (Susetyarsi & Harminingtyas, 2021) buying interest is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product. According to (Maoyan et al., 2014) in his research states that buying interest is influenced by social media which is carried out through consumer perceptions of the product. Factors that influence consumer buying interest are internal factors and external factors (Maulidah & Russanti, 2021). Buying interest is decided because of the attention to a feeling of pleasure towards the product, so that individual interest will grow a sense of desire that causes feelings of individual belief that the product they are interested in has its own benefits. According to (Ferdinand, 2014), indicators that foster buying interest include transactional interest, referential interest, preferential interest, and exploratory interest.

From TikTok content that teenagers are interested in, one of fashion which is of particular concern by everyone so that the way of dressing is not outdated and always follows developments until the term OOTD (Outfit Of The Day) appears. According to (Fauzi & Reni Nuraeni, 2017), OOTD (Outfit Of The Day) is a designation to show style is used on that day. OOTD has developed into a popular culture in society because it can be done by anyone. OOTD can be a form of self-expression and self-actualization through the clothes worn, and used as a place for someone to show that he or she is a fashionable every day (Irawan & Ramdhan, 2018). Everyone tends to want something that reflects style, because through style a person can define himself.

Fashion style can be seen from several aspects, namely 1) Personality has an important role in building a person's dressing style. 2) Role models are styles that are currently popular or trending, such as those worn by the capital city and even Hollywood. 2) The environment where friends gather, and a place that often spends a lot of activity will have an influence on the style of dress. 3) A friend's style like a role model, when someone often sees the theme is very interesting with the vintage used, it automatically appears in him a feeling of wanting to try a similar style. Trends that are currently hits namely ,trend fashion item fashion a must-have (Sherman, 2016).

The results of research conducted by (K. T. Putri, 2020) show that Style has a positive and significant effect on consumer buying interest in the city of Bandar Lampung, with a t count value of 3.091 > t table 1.9847 and a significance of 0.003 < 0.05. Research conducted (Nabilla & Rifani, 2020) states that promotion through social media can increase buying interest in Doctor Fashion in the city of Banjarmasin. Research on the use of the TikTok application as a promotional medium in increasing buying interest in Gresik City conducted by (Mumtaz & Saino, 2021) results of the study stating that the use of the TikTok application as a promotional media can increase buying interest in Gresik City.

From the description above, there are problems that explain TikTok's video content attracts the attention of the audience because of how it looks. The phenomenon of using TikTok is getting more and more crowded and OOTD Style is growing following trends that make an impact. From the explanation of the problems above, this study aims to find out 1) Is there any effect of video visualization of TikTok creators on buying interest in fashion for teenagers in Karya Makmur Village, 2) Is there an effect of OOTD Style content content creators on the interest in buying fashion for the youth of Karya Makmur Village, 3) is there any effect of video visualization of the content of the creators of TikTok and OOTD Style on the interest in buying fashion for the youth of Karya Makmur Village, .

The hypotheses in this study are 1) There is an effect of video visualization of TikTok creator content on buying interest in fashion for the youth of Karya Makmur Village. 1) There is an effect of OOTD Style content content creators on the interest in buying fashion for the youth of Karya Makmur Village. 3) There is an effect of video visualization of TikTok creator content and creator content's OOTD Style on buying interest in fashion for the youth of Karya Makmur Village.

2. Method

This study uses a quantitative method with a survey design where only part of the population is sampled (Harsono, 2019, p. 50). The population in this study were 298 adolescents in Karya Makmur Village aged 12-21 years and the sample size was 171 adolescents. Researchers in determining the size of the sample use the Solving formula with a critical value of 5% (Priyono, 2016, p. 120). Where Quota sampling technique in this technique the researcher takes a sample from a population that meets the requirements (Abubakar, 2021, p. 65). Data

collection techniques using a questionnaire. Through the development of the grid on the questionnaire instrument. Data processing is done with the help of SPSS V.21 for windows.

The questionnaire instrument test used the validity test and the reliability test was given to 30 teenagers outside the sample. Test the validity of the TikTok content video visualization questionnaire with 14 question items, the OOTD Style 10 question items, and the interest in buying fashion 15 question items. From each item, there is 1 question item in the OOTD Style the creator content is declared invalid, the rest are declared valid. 1 question item that is declared invalid is not used so that in the Style OOTD there are 9 question items, the TikTok content video visualization contains 14 question items, and interest in buying fashion as many as 15 valid question items that will be used as research instruments. The reliability test of the TikTok content video visualization questionnaire, OOTD Style, buying interest in fashion were declared reliable.

The analysis prerequisite test techniques used include normality test, linearity test, multicollinearity test, and heteroscedasticity test. Data analysis used multiple linear regression analysis with hypothesis testing using partial significance test (t test) and simultaneous significance test (F test). In measuring the proportion of the contribution of all independent variables and those contained in the regression model with the dependent variable, the coefficient of determination (R2) test is carried out (Ghozali, 2016, p. 97). To determine the contribution of each independent variable to the dependent variable, the Relative Contribution (SR) test was carried out. Finally, the Effective contribution test (SE) was conducted to determine the effective contribution of each predictor by taking into account other independent variables not examined.

3. Results and Discussion

a. Analysis Prerequisite Test

1) Normality Test

The purpose of the normal test is to find out that the data from the samples taken from the population regarding the assumption of a normal distribution or not. The normality test criterion is if the significant value is > 0.05, it can be said that the data is normally distributed. Based on the results of the normality test that the variable Visualization Video Content Creator TikTok, OOTD Style Creator's Content Fashion show a significance value of $0.125 > 5\%$, so it can be concluded that each variable has a normal distribution or has a normal distribution of data.

2) Linearity Test

The purpose of the linearity test is to find out how the relationship between the independent variable and the dependent variable is. The relationship between the independent variable and the dependent variable can be said to be linear if the calculated < F table or significant value > 0.05. From the linearity test data, it is known that the significance value (P value Sig) in the Devation From Linearity > 0.05 for video visualization of TikTok content (X_1) is $0.675 > 0.05$, OOTD Style (X_2) is $0.056 > 0.05$. Therefore, it can be concluded that the video visualization of TikTok content (X_1), Style (X_2) OOTD and buying interest in Fashion (Y) have a linear relationship.

3) Multicollinearity Test

Multicollinearity test was conducted to determine whether the regression model found a correlation or not between the independent and independent variables. If the tolerance > 0.10 and the VIF value is < 10, then there is no multicollinearity between the independent variable and the dependent variable. Based on the results of the multicollinearity test, it is known that each independent variable has a tolerance > 0.10, which is 0.399 for the video visualization variable for TikTok content and OOTD Style. The Variance Inflation Factor (VIF) value that occurs is 2,503 TikTok content video visualization variable and 2,503 In the OOTD Style for creator content, both of which are below 10, it can be concluded that there is no multicollinearity.

4) Heteroscedasticity Test

The purpose of the heteroscedasticity test is to find out whether there is an inequality of variance. In conducting the heteroscedasticity test, the researcher used the geyser. If the significance value of the independent variable is > 0.05, then there is no heteroscedasticity. Based on the results of the heteroscedasticity test, it can be concluded that the video visualization variable for TikTok content obtains p-value sig of 0.160 and 0.998. In the OOTD Style for creator content, both > 0.05, it can be concluded that the video visualization variable for TikTok content and the OOTD Style for creator content are not heteroscedasticity occurs, and deserves to be researched.

b. Multiple Linear Regression Analysis

In hypothesis testing, the data analysis used is multiple regression analysis. From the results of multiple regression analysis, it can be seen that the multiple linear regression equation is:

$Y = 1.368 + 0.872 X_1 + 0.262 X_2$

The interpretation of the multiple linear equation above provides information that the constant is positive, namely 1.368. This means that if the video visualization variable is TikTok and OOTD content style, the value is zero, which has a positive effect on buying interest in fashion by 1.368. The regression coefficient of the TikTok content video visualization variable (X_1) has a positive value of 0.872. This means that if the TikTok content video visualization experiences an increase of 1 point, it will increase the interest in shopping for fashion by 0.872. Assume other variables are fixed. Variable regression OOTD style creator's content (X_2) has a positive value of 0.262. This means that if OOTD style creator's content fashion by 0.262. Assume other variables are fixed.

1) Partial Significance Test (t TEST)

The t test is used to determine how much each independent variable has an effect on the dependent variable. From the Significance test, the effect of video visualization on TikTok content (X_1) on buying interest in *fashion* (Y). From the results of the partial calculation of the effect of video visualization of TikTok creator content (X_1) on buying interest in *fashion* (Y) the regression coefficient (b_1) is 0.872. At the 5% significance level, it is known that the results of the analysis $t_{arithmetic} > t_{table}$ are 14,793 > 1,974 with a significance value of 0.000 < 0.05, the first hypothesis reads "there is a positive and significant effect of video visualization of TikTok creator content on buying interest in *fashion* for the youth of Desa Karya. Prosperous*"* accepted.

Significance Test of the Effect *of OOTD Style* creator content (X_2) on buying interest in *fashion* (Y). From the results of the partial calculation of the effect of *OOTD Style* creator content (X_2) on buying interest in *fashion* (Y) the regression coefficient (b_2) is 0.262. At the 5% significance level, it is known that $t_{count} > t_{table}$ is 2,271 > 1,974 with a significance value of 0.024 < 0.05, the second hypothesis reads "there is a positive and significant influence *OOTD Style* creator content on buying interest in *fashion* for teenagers in Karya Makumur Village*"* accepted.

2) Simultaneous Test (F Test)

This test is used to determine whether the independent variables jointly affect the dependent variable. It is known that the results of the simultaneous test (Test F) at a significance level of 5%, obtained $a_{calculated}$ 345.486> 3.05 with a significance value of 0.000 <0.05, so the third hypothesis is "There is a significant positive effect on visualization of TikTok content videos and the *OOTD Style* the content of creators together on the interest in buying *fashion* for the youth of Karya Makmur Village*"* accepted.

3) Coefficient of Determination (R^2)

The coefficient of determination is used to determine how large the percentage of independent variables together in influencing the dependent variable. From the calculation results of the R2 test[0.804], this means that buying interest *fashion* is influenced by video visualization of TikTok content and the *OOTD Style* of creator content is 80.4%, while the remaining 19.6% is influenced by other variables not examined.

4) Relative Contribution (SR) and Effective Contribution (SE)

Relative Contribution and Effective Contribution are used to determine how big the contribution of each variable is. The calculation results from SR and SE show that the video visualization variable for TikTok content provides a Relative Contribution of 88.7% and an Effective Contribution of 71.3%.for *OOTD Style* content creators provides a Relative Contribution of 11.3% and an Effective Contribution of 9.1% *variable OOTD Style* Creator Content.

a. **The Effect of Visualization of TikTok content videos on Interest in Buying *Fashion***

The results of the multiple linear regression analysis that have been carried out can be seen that the regression direction of the TikTok content video visualization variable (b_1) is 0.872 or positive, so it can be stated that the TikTok content video visualization variable has a positive effect on interest in buying *fashion products*. From the results of the partial test (t) of video visualization of TikTok content on buying interest in *fashion* , it is known that the t_{count} value is 14,793 and the significance probability value is 0.000, so it can be seen that the significance value is <0.05 and the t_{count} is greater than the t_{table} , namely 14,793> 1,974 with a relative contribution (SR) of 88.7% and an effective contribution (SE) of 71.3%. So, it can be concluded that the visualization of TikTok video content has a positive and significant influence on the Interest in Buying *Fashion* for the youth of Karya Makmur Village.

In line with the research conducted (Mumtaz & Saino, 2021) that the TikTok application as a promotional medium can increase buying interest. Then research (Susetyarsi & Harminingtyas, 2021) states that promotion through social media is very important in increasing consumer buying interest. *context, communication, collaboration and connection* affect consumer buying interest, but *context* has the most dominant influence on consumer buying interest. This is reinforced by research (Han, 2020) TikTok is a short video platform based on entertainment and can be used to share information, discuss, and view sales about products of interest. And according to (Tang, 2019) stated that the TikTok application has an active role in the short video ad market, ease of viewing and distribution is an important part of the company mix and the TikTok application is unique, creative, easy to understand and easy to find in advertising. By using social media effectively, promotion results can increase consumer buying interest higher (Winarsih & Harsono, 2019).

Visualization of TikTok content videos has an important role in increasing interest in buying *Fashion* where the more attractive the appearance of TikTok content videos will have an impact on interest in buying *Fashion* for teenagers. Many sellers of *fashion* already use TikTok content to market the products they sell, if the visualization of the TikTok content video that is made is interesting, then what teenagers have to offer will be interested and have an interest in buying.

b. The Effect *OOTD Style* Content Creator on Interest in Buying *Fashion*

The results of the multiple linear regression analysis that have been carried out can be seen that the regression direction of *OOTD Style* Content Creator (b_1) is 0.262 or positive, so it can be stated that *Style OOTD has* a positive effect on buying interest products *fashion*. At the partial test stage (t) *OOTD Style* Content Creator on interest in buying *fashion* , it is known that the t_{count} value is 2.271 and the significance probability value is 0.24 so that it can be seen that the significance value is <0.05 and the t_{count} is greater than t_{table} , namely 2,271 > 1,974 with a relative contribution (SR) of 11.3% and an effective contribution (SE) of 9.1%. So, it can be concluded that the *OOTD Style* of Creator Content has a positive and significant influence on the Buying Interest of *Fashion* for the youth of Karya Makmur Village.

In line with research (T. Putri, 2020) that life *style* has a positive effect on consumer buying interest, where the phenomenon of the current trend that is followed by the community as a consumption pattern that has commonly influenced consumer buying interest. In addition, research conducted by (Koesherawati, 2019) states that *fashion lifestyle* has a significant effect on buying interest in *fashion*. This can be strengthened by research (Irawan & Ramdhan, 2018) that visualization of celebrity photos in an *OOTD (Outfit of The Day)* is considered more effective in creating positive perceptions in the minds of consumers who are the target of a *fashion* in the current era of industry 4.0. Someone who is *fashionable* built from *outfits* they wear when taking *OOTD* and various things that *make their OOTD style* more attractive (Fauzi & Reni Nuraeni, 2017). Of the reasons why teenagers buy *fashion* is because they follow *fashion trends* according to the times. So, if *the OOTD Style* Content Creator always follows the trend and keeps up with the times, the desire of teenagers to buy *fashion* that are trending is increasing.

c. Effect of Visualization of TikTok content video and *OOTD Style* of Creator's Content on Interest in Buying *Fashion*

The results of multiple linear regression analysis that have been carried out at the simultaneous test stage have known the$_{calculated}$ of 345,486 and the significance probability value of 0.000 so that it can be seen that the significance value is < 0.05 and F value$_{calculated}$ is greater than the F_{table} , which is 345.496 3.05. So, it can be concluded that the visualization of TikTok video content and *OOTD Style* Content Creators have a significant influence on the intention to buy *fashion* for the youth of Karya Makmur village.

Based on the results of the research coefficient of determination The effect given by the combination of TikTok content video visualization variables and *OOTD Style on* Buying Interest *Fashion* 0.804 or 80.4% while 19.6% is influenced by other variables not examined. From the research results, it is known that the relative contribution (SR) given by the video visualization variable for TikTok content is 88.7% and the effective contribution (SE) is 71.3%. While the variable *OOTD Style* Content Creator gave a relative contribution (SR) of 11.3% and an effective contribution of 9.1%. By comparing the value of the relative contribution and the effective contribution, it is known that the video visualization variable of TikTok content has a dominant influence on the buying interest of *fashion* for the youth of Karya Makmur Village compared *OOTD Style* content creators.

In line with research (Murjiati, 2021) where the TikTok application can make a large contribution to buying interest and the TikTok application can give an attractive impression to consumers. In addition, the results of research (Azizah et al., 2021) state that the use of TikTok social media as a promotional media has a positive and significant influence on consumer buying interest. This can be strengthened by research (Mumtaz & Saino, 2021) that the TikTok application has an active role in the short video ad market, is easy to watch, and is an important part of marketing. According to (Afriza & Selvi, 2021) from the results of his research, TikTok social media is a *platform* that is very popular with the public so it is easy to promote products, through content created by TikTok creators so that the products marketed can be recognized by consumers. The use of social media as a marketing medium can help build and attract consumer interest, namely by maximizing content, and always providing the most attractive appearance possible in order to get maximum image results (Sari & Syah, 2021).

In line with research (T. Putri, 2020) in which *life style* has a positive influence on consumer buying interest. And these results are in line with research (Kim & Yu, 2019) regarding the influence of *fashion lifestyle* on buying interest, which explains that *fashion lifestyle* has a positive and significant effect on buying interest. Reinforced through research (Irawan & Ramdhan, 2018) technological developments form a popular culture in society and are a major factor in the interest in *OOTD* as a form of individual self-expression. Visualization *OOTD* considered more effective in creating positive perceptions in the minds of consumers who are the target of a *fashion* in the current 4.0 era. Visualization of TikTok content videos that can attract attention so that it can increase interest in buying *fashion* Karya Makmur village youth. Besides *OOTD style* used by content creators that follows the trends and developments of the times when creating TikTok content so that it attracts the attention of teenagers to have an interest in buying *Fashion products.*

4. Conclusion

This research was conducted to examine the effect of video visualization of TikTok content and *OOTD Style* on buying interest in *fashion*. Based on the results of the analysis and discussion that have been proven both quantitatively and concluded that the visualization of TikTok content videos has a positive and significant effect on the buying interest of the youth of Karya Makmur Village. If you want to increase your interest in buying *fashion* can do this by increasing the visualization of *fashion* through the TikTok application. The results of the study stated that there was a significant effect of *OOTD Style* creator content on the interest in buying *fashion* for the youth of Karya Makmur Village. If you want to increase your interest in buying *fashion*, it can be done by creating content for *fashion* that are marketed following trends according to *fashion* at that time. From the results of the analysis, it is stated that there is a significant effect of video visualization of TikTok content and *OOTD Style* of creator content on the interest in shopping *fashion* for the youth of Karya Makmur Village. If you want to increase your interest in buying *fashion*, visualizing TikTok content videos and *OOTD Style* content creators, visualizing interesting TikTok content videos and *displaying OOTD Styles* that are in accordance with current trend developments will increase interest in buying *fashion*.

5. Acknowledgement

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