

Violent Narrative Content in Cyber Space: The Case Study of Indonesian Tik Tok's Short Storytelling Videos

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Abstract

This article focuses on the narrative contents of Indonesian short storyteller in TikTok. TikTok storytelling is one of the forms of literature in cyber space. The aim of the research is to explain about storytelling which contain of violent content by Indonesian TikTok up loaders. The research design applied is qualitative research. The result of the research shows that the TikTok's short storytelling videos are mostly violent narrative contents which take some themes dealing with the story genre of Indonesian horror, domestic violence, bullying toward children, religious punishment, bad relationship between husband and wife, bad relationship between children and parents, the punishment toward evil person, bad children and bad student. Storytelling in TikTok can affect the viewer's habit of speaking as they imitate the language used by the content creators in their daily conversation. The viewers include both teenager and underage. Through this research, the next researcher can gain insight literature form development in cyber space and it can be the reference of the study on language variation used by the millennial generation of 5.0 era.

Keywords: *narrative content, TikTok, storytelling*

Introduction

Nowadays in 5.0 era the usage of gadget especially android mobile phone is widely spread. People around the world can enjoy internet connection easily through their mobile phone. In line with the development of application of video making, there are a lot of social media applications are offered to be installed. Some of the social media provide some video preferences for the users. One of the preferences is storytelling. The social media, for instance, TikTok gives a chance for the users who have its account to upload, download and merely enjoy the other users' videos.

Indonesia is one of the countries which reach huge users of TikTok. The users are varied from adult to under age. They can open all of the videos shared in the account. They also can follow another user's account. TikTok opens the opportunity of the users to upload videos in specific genre such as entertainment,

music, cooking, even story telling etc. Story telling in TikTok holds an important role in the development of the form of cyber literature. The user usually uploads a short video by showing related animated motion pictures and inserts story narration. Story telling in TikTok now becomes a trend and it reaches high rating. Furthermore, many users who uploaded the videos have the space to be creative to create a video for the purpose of achieving high rating of their viewers. Most all of Indonesian TikTok's video creators upload interesting videos of storytelling targeted to teenagers. The language used in the videos often contains of teenager's slang with impolite expressions.

As a matter of fact, Indonesian users who enjoy story telling videos are not only teenagers, but also under age children. Consequently, they imitate the impolite expressions produced in story telling of TikTok in daily conversation. This one becomes a problem as they have not attained maturity in their mother tongue acquisition. They do not know some of utterances which belong to violent narrative story. The duration of enjoying TikTok videos becomes another factor which shapes the children's habit of speaking. Hence, it is very important to discuss the narrative content in form of storytelling of Indonesian TikTok storyteller, in order to learn Indonesian millennial generation language variation and some factors which influenced the creations of the TikTok videos which contains of verbal violence.

Research Methodology

The research design used to discuss the literary works in cyber space language used in TikTok's story telling is qualitative research. To achieve valid data and data reliability, the researcher attempt to selected related videos in TikTok which are related to the topic of the research. This research focuses on 100 videos produced by Top Ten (10) up loaders of TikTok's story telling who have high rating of 1M likes and 1K (100,000) followers minimally as the population of the research. The research takes only 10 (ten) TikTok's story telling which contain violent narrative contents as samples to be displayed in discussion point.

The procedures of collecting data consist of some steps, among others are installing TikTok account, signing up as a user's account, choosing story telling's

account to follow, watching and listening story telling videos simultaneously, selecting the videos contained of impolite expressions, making notes of the expressions contain of slang and violent expressions as the indications of violent contents, screen shooting of the related videos. The procedures of analyzing data consist of exposing selected videos as the main data. The next step is interpreted the selected videos.

The Research Results and Discussion

The result of the study shows that TikTok's storytelling contain of violent narrative contents. The samples of the object of research can be identified in the table below:

Datum Number	Tik Tok Account	Total Number of Followers	Total Number of Likes	Total Number of Selected Narrative Contents	Form of Language (Formal or Informal Language)	Total Numbers of Violent Storytelling from 10 Selected Videos
1	@cherylantoinette	10.4M	595.8M	10	Informal Language	10
2	@klara_tania	9.3M	272.3M	10	Informal Language	10
3	@deasilistiani	3.8M	173.0M	10	Informal Language	10
4	@fatimahsridiahsiregar	1.0M	24.0M	10	Informal Language	10
5	@ccnatania	719.3K	16.5M	10	Informal Language	10
6	@arwinafram	577.7K	7.2M	10	Informal Language	10
7	@storytellerden	464.9K	6.8M	10	Informal Language	10
8	@craziahkey7	257.9K	3.6M	10	Informal Language	10
9	@wahyuraindu	211.5K	2.6M	10	Formal Language	10
10	@itsdhanii	123.8K	1.5M	10	Informal Language	10
Total	10 accounts			100 videos		

Data Related to violent narrative storytelling can be investigated in the title of the videos below:

Datum Number	Tik Tok Account	The Title of Videos	English Translation
1	@cherylantoinette	<ul style="list-style-type: none"> - Murid Punya Alat Ajaib Bikin Dia Bisa Nyontek Sepuasnya, Akhirnya Parah Banget...!!! - Tante Datengin Cewek Jomblo!!! - Nekat Gunting Foto Cewe Seksi Supaya Jadi Nyata!!! - Stres Suami Gak Suka Sama Telor Ceploknya!!! - Istri Nyesel Banget Nyirem Suami yang Lagi Tidur!!! Ternyata!!! - Setiap Dikasih Uang Pengemis ini Selalu Ngatain Pakai nama Binatang.....!!! Ternyata..... - Cowok ini Buat Dinding Kamar Hamil!!!! - Diceraiakan Suami Karena Terlalu Suka Warna Pink!!! - Artis Dipaksa Angkat Ketek... Tapi Akhirnya..... - 45 hari Masi Jomblo Akan Dirubah Jadi Binatang 	<ul style="list-style-type: none"> - The Student who has Magic Tool which Makes Him being able to Cheat as much as He can, The Ending is so Bad...!!! - An Evil Aunty comes to a Single Girl!!! - Dare to Cut Sexy Girl Photograph to Make it Real!!! - Getting Frustrated Due to Husband Dislikes of Her Sunny Side Up Egg!!! - A Wife Deeply Regretted Because of Showering Water as He was Sleeping!!! In Fact!!! - Everytime the Beggar was Given Money, He Always Call the Hars Name of Animal.....!!! In Fact..... - A Boy Makes a Wall Get Pregnancy!!! - Being Divorced by Husband because of GettingPink Color Maniac!!! - The Actress who was Forced to Lift Her Armpit... But finally..... - 45 Hari Masi Jomblo Akan Dirubah Jadi Binatang (45 Days Still Single Will be Changed to be Animal)
2	@klara_tania	<ul style="list-style-type: none"> - Nenek Cari Jodoh?! - Anak Benci Sama Ayahnya?! 	<ul style="list-style-type: none"> - Granny Search for Mate?! - A Kid who Hates His Father?!

		<ul style="list-style-type: none"> - Istri Masak Suami yang Jahat?! - Bocil Cowok Tapi Kayak cewek?! - Ibu Tiri Kena Azab - Makan Kecoa Supaya Cantik?! - Anak Jahat Kena Azab - Cewek Mager Kena Azab - Kakek Jahat Kena Azab - Nenek Jorok Kena Azab 	<ul style="list-style-type: none"> - A Wife who Cooked a Bad Husband?! - A Boy But He is Similar to a Girl?! - Step Mother Getting Doom - Eating Cockroach to be Beautiful?! - Bad Kid Getting Doom - Lazy Girl Getting Doom - Evil Grandfather Getting Doom - Dirty Grandmother Getting Doom
3	@deasilistiani	<ul style="list-style-type: none"> - Pria ini Tidak Bisa Meninggal Selama Hidupnya - Anak Yang diusir Kedua Orang Tuanya - Kisah Menjadi Seorang Ibu - Cewe Ini Sayang Banget Sama Cowonya Malah... - Bocil Ini Menikah Sejak Dini - Cewe Dianggep Jelek Malah endingnya Begini... - Bocil ini Dijauhi Teman2 Karena Hal yang Menurutnya Memalukan... - Bocil Ini Bandel Banget Bikin Pusing Orang Tua - Nenek Ini Suka Biskuit Sampe Rela Lakukan Ini... - Cowo Yang Selalu Di Prank Temannya 	<ul style="list-style-type: none"> - This Guy is not able to Die All along His Life - A Kid Being Outcast by His Parents - Thid Girl Love Her Boyfriend Very Much. In Fact... - This Kid Gets Married Early - The Girl is Considered Ugly. In Fact the Ending is like this... - This Kid Shunned by His Friends Due to Embarrassing Things According to Him... - This Naughty Kid Makes His Parents Dizzy - This Grandma Loves Biscuits so Willing to Do This... - A Boy who Always being Pranked by His Friends
4	@fatimahsridiahsiregar	<ul style="list-style-type: none"> - Karma Ibu Kandung Selingkuh & Mengambil Suami Anaknya. Akhirnya.. - Karma Mertua Jahat Membuang Aku 	<ul style="list-style-type: none"> - Karma of A Mother who Cheated & Took Her Daughter's Husband. Finally.. - Karma of Evil Mother in

		<p>Ke Sumur Karena Aku Gendut. Tapi Akhirnya..</p> <ul style="list-style-type: none"> - Karma Mertua Yang Membenci & Membuang Menantunya di Jalanan - Azab Orang Kaya Pura Pura Miskin Rebutan BLT & Raskin - Karma Cowok yang Pakai Celana Dalam Buat Pelet Cewek - Kisah babi Ngepet Diperkosa Babi Hutan Saat Beraksi. Karmaaaaa niii - Aku Masih Minum Susu Ibu Sampai Aku Dewasa. Tapi Akhirnya - Aku Masih Ngompol di Usiaku yang ke 30 Tahun - Azab Tukang Bakso Pakai Pesugihan Tanah Kuburan - Nasib tragis Si Penjual Bakso Ulat. Tapi Akhirnya 	<p>Law Throwing Me away Deep Down into a Well Since I was Fat. But Finally..</p> <ul style="list-style-type: none"> - Karma of Mother in Law who Hates & Throw Her Daughter in Law on the Street - Doom for a Rich Man Pretending to be a Poor Man who Seizures Money and Rice for Poor People - Karma for A Boy who Wore Underwear to Attract A Girl - The Story of Fake Pig Being Raped by Real Jungle Pig as He Did Action. This is Karmaaaaa - I Still Drink Mother's Milk Until I am Adult. But Finally - I Still Wet the Bed in My 30th Years Old - Doom for Meatball Seller who Dealt with the Devil Used Grave Soil of - The Tragic Destiny of The Caterpillar Meatball Seller. But Finally
5	@ccnatania	<ul style="list-style-type: none"> - Curi Snack Masuk Penjara? - Dipaksa Kawin Sama Kakek Peyot Sampai Hamil - Bocil Pikir Nayatain Cinta ke Guru Bakal Jadi Bocil Terkuat - Bayi Gamau Lahir Sebelum Rumahnya Pasang Wifi 	<ul style="list-style-type: none"> - Stealing Snack was Sent to Jail - Being Forced of Getting Married with the Old Man until Getting Pregnant - Small Kid Thought that Expressing Love to His Teacher can Makes Him the Strongest - A Baby Doesn't Want to be Born Before His House was Installed with Wifi - Small Kid Thought that Eating the Waste can Make

		<ul style="list-style-type: none"> - Bocil Kira Makan Bekas-Bekasan Gini Bikin Hamil - Cewek Taruhan Bakal Lakuin “Itu” Kalau Ga Jadian - Pura-Pura Kaya Padahal Pemulung. Akhirnya Nyesek - Ga Sengaja Send Foto Gapake Baju Ke Crush - Cowok ini Ga Sengaja Megang Itu Cewenya di UKS - Jadi Yatim Cuma Karena Pake hape N*kia 	<p>Her Pregnant</p> <ul style="list-style-type: none"> - A Girl Betting of Doing “That” If She is not Steady with - Pretended to be a Rich Man, In Reality He is a Scavenger. The Ending is Tragic - Unpurposely Sending Naked Photograph to the Crush - This Boy Un purposely Held the Thing of His Girlfriend in Student Healthy Center - Becoming Orphan Just Because of Using N*kia Mobile Phone
6	@arwinafram	<ul style="list-style-type: none"> - Pak Taik dan Anaknya Bikin Kacau - Hantu Penunggu Pohon Mangga - Pasar Setan di Tengah Kuburan - Ibu dan Ayah Spongebob Pilih Kasih - Spongebob dan Patrick yang Jahat - Ayah yang Pelit dan Bocah Baik Hati - Ayahnya Tegah Banget Sama Anaknya - Suami Tega Membiarkan Anak dan Istrinya Pergi - Ibu Spongebob Pergi Untuk Selamanya - Demi Cinta Bocil ini Pura Pura Terluka 	<ul style="list-style-type: none"> - Mr Taik (Mr Feces) and His Son Messed Up - Manggo Keeper Gosh - Gosh Market in the Middle of Graveyard - Spongebob Mother and Father’s Favoritism - The Evil Spongebob and Patrick - A Stingy Father and A Good Hearted Kid - A Father who was Meant to His Son - A Husband who was Meant to Let His Son and Wife Go - Spongebob’s Mother Went away Forever - For Love Sake This Kid Pretended to be Wounded

7	@storytellerden	<ul style="list-style-type: none"> - Dimarahin Ibu Jabrik Mata Belo - Bibir Jedir Dower - Akibat Dibully - Dikatain Kayak Ondel-Ondel - Ngeselin Banget - Pingsan Melihat Telur Kodok - Muntah di Muka Temennya - Gak Sengaja Brojol - Hamil Anak Ikan - Ibu Tidak Bersyukur 	<ul style="list-style-type: none"> - Being Scolded by Big Eyed and Spiky Hair Madam - The Full Lips - Because of being Bullied - Being Called as an Ugly Doll - Very Annoying - Getting Faint after Looking at Frog's Egg - Vomiting on His Friend's Face) - Unpurposely Giving Birth of a Baby - Getting Pregnant of Baby Fish - Ungrateful Mother
8	@craziahkey7	<ul style="list-style-type: none"> - Nenek Pemakan Anak Bocah - Lahir Bayi Setan - Pacar Hantu - Ternyata Dia Hantu - Monster Lemak - Pencuri Dihajar Hantu - Boneka Setan - Hantu Daster - Anak yang Udah Jadi Hantu - Dimakan Kanibal 	<ul style="list-style-type: none"> - Granny the Kids Eater - Giving a Birth of a Gosh baby - A Girlfriend Gosh - In Fact He is a Gosh - Fat Monster - The Thief was Beaten UP by A Gosh - A Gosh Doll - House Dress Gosh - A Kid who has Become a Gosh - Being Eaten by Cannibal
9	@wahyuraindu	<ul style="list-style-type: none"> - Hantu Tuyul - Azab Juragan Beras kikir 	<ul style="list-style-type: none"> - Kid Thief Gosh - Doom for the Stingy Rice Skipper - Is Kuyang Gosh a Male?

		<ul style="list-style-type: none"> - Kuyang Berjenis Laki-laki?? - Asal Usul Hantu Pocong - Kepala Baru Untuk Anak Ku - Nasi Goreng Setan - Teror Hantu Pocong Pak Santoso - Siluman Biyawak Penunggu Sungai - Teror Dari Hantu Genderuwo? - Teror Dari Hantu Kuntilanak Merah 	<ul style="list-style-type: none"> - Male Flying Head Gosh - The Origin of Pocong - The New Head for My Son - Rice Fried Gosh - The Terror Pocong of Mr Santoso Gosh -Lizard Gosh, The River Keeper - The Terror of Genderuwo Gosh - The Terror of Red Kuntilanak (Female) Gosh)
10	@itsdhani	<ul style="list-style-type: none"> - Spongebob yang Sedang Sakit Parah - Pak polisi yang Pusing Karena Bocil - Pria Culun Merampok Bank - Gadis Kecil yang Selalu Nakalin Boneka - Dibully Karena Kutuan - Serigala & Domba - Pesulap Yang Kesal Sama Kelinci - Kesal Main Ayunan - Monster Di Tengah Hutan - Cowok Yang Susah Banget Dibilangin 	<ul style="list-style-type: none"> - Spongebob who was Getting Serious Sick <i>Pak</i> - The Policeman Getting Dizzy Because of Kids - Geeky Guy Robbed a Bank - A Small Girl who was Always Naughty to a Doll - being Bullied Because of Having Lice - The Wolf & The Sheep - The Magician Who was Annoyed to a Rabbit - Being Annoyed Because of Playing Swing - The Monster in the Middle of Jungle - A Boy who is Hard to be Adviced

Tik Tok account of storytelling which is owned by @cherylantoinette occupied top position with 10.4M followers and 595.8M likes. The videos that she uploaded are mostly about bad student and the punishment or the relationship between male and female. She used millennial slang to display the title of the story. The stories presented are full of bullying toward boy or girl who has no

girlfriend or boyfriend such as in the video of *Tante Datengin Cewek Jomblo!!!* (An Evil Auntie comes to a Single Girl!!!), *Cowok Buat Dinding Kamar Hamil!!!* (A Boy Makes a Wall Get Pregnancy!!!), *45 Hari Masi Jomblo Akan Dirubah Jadi Binatang* (45 Days Still Single Will be changed to be Animal). The titles tend to direct the viewers of the storytelling video into such of being thrilled and patronized if they do not have girl friends or boyfriends. In each of the titles of the video @cherylantoinette uses exclamation mark to emphasize the content of the story. It seems that the title of the story encompasses the patronizing issue inside. @cherylantoinette also uploaded the story of complicated relationship between husband and wife in the video of *Stress Suami Gak Suka Sama Telor Ceplok!!!* (Getting Frustrated Due to Husband Dislikes of Her Sunny Side Up Egg!!!), *Istri Nyesel Banget Nyirem Suami yang Lagi Tidur!!! Ternyata!!!* (A Wife Regreted of Having Her Husband Water Shower as He Slept!!! In Fact!!!), *Diceraikan Suami Karena Terlalu Suka Warna Pink!!!* (Being Divorced by Husband because of Getting Pink Color Maniac!!!).

Different from @cherylantoinette, @fatimahsridiahsiregar also uploaded some videos related to domestic violence done by the member of the family and its religious punishment or Karma. From the titles of the video show the hatred toward an evil person. The evil person should have sanitary as the consequences of his or her bad deed. The examples of the video contains of Karma can be watched in the video of *Karma Ibu Kandung Selingkuh & Mengambil Suami Anaknya. Akhirnya..* (Karma of A Mother who Cheated & Took Her Daughter's Husband. Finally..), *Karma Mertua Jahat Membuang Aku Ke Sumur Karena Aku Gendut. Tapi Akhirnya..* (Karma of Evil Mother in Law Throwing Me away Deep Down into a Weel Since I was Fat. But Finally..), *Nasib Tragis Si Penjual Bakso Ulat.. Tapi Akhirnya* (The Tragic Destiny of The Caterpillar Meatball Seller. But Finally). From the titles of the video @fatimahsridiahsiregar accentuates the statement of 'finally' to get the viewer's curiosity to watch the ending story without skip the storytelling presented. In Line with @fatimahsridiahsiregar, @klara_tania also exposes the tittles of the story contain of religious punishment or doom toward bad person such as *Ibu Tiri Kena Azab* (Step Mother Getting Doom), *Anak Jahat Kena Azab* (Bad Kid Getting Doom), *Cewek Mager Kena*

Azab (Lazy Girl Getting Doom), *Kakek Jahat Kena Azab* (Evil Grandfather Getting Doom), *Nenek Jorok Kena Azab* (Dirty Grandmother Getting Doom). It is very clear that @klara_tania stresses the word ‘Azab’ or ‘Doom’ in each of the videos. It implies that @klara_tania wants to show her viewers the doom consequences in the world for someone who is considered as a sinner or a person who possesses a certain bad habit.

@ccnatania uploaded the same object of videos in which she tends to show off the videos about kid and teenager story. The bad attitude of kids can cause bad luck. The story can be watched in the videos of *Curi Snack Masuk Penjara* (Stealing Snack was Sent to Jail?), *Bocil Pikir Nyatain Cinta ke Guru Bakal Jadi Bocil Terkuat* (Small Kid Thought that Expressing Love to His Teacher can Make Him the Strongest), *Bocil Kira Makan Bekas-Bekasan Gini Bikin Hamil* (Small Kid Thought that Eating the Waste can Make Her Pregnant). The sexual harassment toward teenager is also uploaded in the video of *Dipaksa Kawin Sama Kakek Peyot Sampai Hamil* (Being Forced of Getting Married with the Old Man until Getting Pregnant), *Cewek Taruhan Bakal Lakuin “Itu” Kalau Ga Jadian* (A Girl Betting of Doing “That” If She is not Steady with), *Ga Sengaja Send Foto Gapake Baju Ke Crush* (Unpurposely Sent A Photograph without a Piece of Dress to Crush), *Cowok ini Ga Sengaja Megang Itu Cewenya di UKS* (This Boy Unpurposely Held the Thing of His Girlfriend in Student Healthy Center). In line with @ccnatania, @storytellerden uploaded the videos contain of bullying toward teenager for instances, *Akibat Dibully* (Because of being Bullied), *Dikatain Kayak Ondel-Ondel* (Being Called as an Ugly Doll), *Muntah di Muka Temennya* (Vomiting on His Friend’s Face). Meanwhile @itsdhanii provided random folk stories such as *Serigala dan Domba* (The Wolf and the Sheep), *Pesulap Yang Kesal Sama Kelinci* (The Magician Who was Annoyed to a Rabbit), *Monster Di Tengah Hutan* (The Monster in the Middle of Jungle). @itsdhanii also brings the issue of kid’s story such as *Spongebob yang Sedang Sakit Parah* (Spongebob who was Getting Serious Sick), *Pak Polisi yang Pusing Karena Bocil* (The Policeman Getting Dizzy Because of Kids), *Gadis Kecil yang Selalu Nakalin Boneka* (A Small Girl who was Always Naughty to a Doll).

@craziahkey7 uploaded the videos which are involved the theme of horror. @craziahkey7 presented each of the videos with informal language. The content of the story are full of violence and psychologically terror towards the characters as the victims of gosh both kids and teenagers. Some of the video titles are *Nenek Pemakan Anak Bocah* (Granny the Kids Eater), *Pencuri Dihajar Hantu* (The Thief was Beaten UP by A Gosh), *Boneka Setan* (A Gosh Doll), *Monster Lemak* (Fat Monster). In line with @craziahkey7, @wahyuraindu also uploaded videos which contained of Indonesian horror story, for instances, *Hantu Tuyul* (Kid Thief Gosh), *Kuyang Berjenis Laki-laki??* (Male Fying Head Gosh), *Asal Usul Hantu Pocong* (The Origin of Pocong Gosh), *Nasi Goreng Setan* (Rice Fried Gosh), *Teror Dari Hantu Genderuwo?* (The Terror of Genderuwo Gosh), *Teror Hantu Pocong Pak Santoso* (The Terror Pocong of Mr Santoso Gosh), *Teror Dari Hantu Kuntilanak Merah* (TheTerror of Red Kuntilanak (Female) Gosh). @arwinafram also uploaded gosh stories which full violent expression which can be seen in the videos of of *Hantu Penunggu Pohon Mangga* (Manggo Keeper Gosh), *Pasar Setan di Tengah Kuburan* (Gosh Market in the Middle of Graveyard).

Meanwhile, @deasilistiani often uploads videos related to bad kid's attitude, for instances, *Anak Yang diusir Kedua Orang Tuanya* (A Kid Being Outcast by His Parents), *Bocil Ini Menikah Sejak Dini* (This Kid Gets Married Early), *Bocil ini Dijauhi Teman2 Karena Hal yang Menurutnya Memalukan* (This Kid Shunned by His Friends Due to Embarrassing Things According to Him...), *Bocil Ini Bandel Banget Bikin Pusing Orang Tua* (This Naughty Kid Makes His Parents Dizzy). @deasilistiani tries to attract her viewers by using the word 'Bocil' or 'Kid'. The millennial slang of the word 'Bocil' stands for 'Bocah Cilik', in English is small kid. The statement of small kid means that a small kid does not have legitimation to do out of adults' directions or behaviors which are prohibited by adults' norms. In line with @deasilistiani, @arwinafram also used verbal violence in his videos such as *Pak Taik dan Anaknya Bikin Kacau* (Mr Taik (Mr Feces) and His Son Messed Up), *Ayah yang Pelit dan Bocah Baik Hati* (A Stingy Father and A Good Hearted Kid), *Ibu dan Ayah Spongebob Pilih Kasih*

(Spongebob Mother and Father's Favoritism), *Spongebob dan Patrick yang Jahat* (The Evil Spongebob and Patrick).

There are many factors which cause Tik Tok content creators to create storytelling videos with harsh statements or violent stories among others are sociocultural factor, economic factor, the desire of social climbing factor, and digital illiteracy factor. Below are the explanations of those factors:

Sociocultural Factor

The high level of users of the TikTok application in Indonesia is influenced by sociocultural factors. Indonesia is known as a developing country that has low interest in reading. TikTok is a social media platform for creating, sharing and discovering short videos. The app is used by young people as a channel to express themselves through singing, dancing, comedy, and lip syncing, and allows users to create videos and share them throughout the community. (<https://www.webwise.ie/parents/explained-tiktok/>)

The public does not yet fully have the ability to interpret all kinds of information that enters the public in print mass media such as newspapers and magazines as well as digital social media. Indonesian people in general experience a cultural leap, before they go beyond the culture of reading printed documents; the culture of watching television has entered first started from 1970s. Watching culture ultimately affects people's information literacy. People do not realize that the cultural leap from reading to watching creates a culture of imitating towards the next generation. The millennial generation in the 5.0 era is currently more familiar with gadgets than printed books. In finding information, the millennial generation relies more on search engines on the internet. The development of digital technology has penetrated into people's habits to enjoy entertainment with social media applications, one of which is TikTok. TikTok was launched in 2018. It becomes great social media in which it got a billion active users monthly accounted from the beginning of the year of 2021 according to Wallaroo Media in Investopedia. (<https://www.investopedia.com/what-is-tiktok-4588933#citation-3>)

Tik Tok content creators take the opportunity to upload videos without concerning the content of the story and etiquettes of communicating through social media. Uhls, Y. T., & Greenfield, P. M. (2012) stated that digital media has

increased the ability of the average person to gain an audience. Given their easy access to tools that invite public viewing, young people who grew up with digital media may be more comfortable than parents by performing on virtual stages for audiences they may never see in person. TikTok account users can search for videos recommended by TikTok. The cultural leap from reading to watching causes TikTok account users enjoy interesting videos, such as storytelling, rather than reading novels or short stories in the form of printed books. Viewers of TikTok videos can enjoy stories that are presented with sound effects, music, storyteller sounds and moving picture illustrations related to the story. Videos with short and dense durations allow TikTok storytelling viewers to save on their credit quota compared to watching Youtube with videos that are usually longer. Eventually, Youtube launched the Youtube Short application to answer the challenges of competition with TikTok and other applications that are in demand by the public today.

Economic Factor

TikTok application has a fairly high rating in Indonesia due to the high use of Android-based mobile phones. Digitalization implies the automation of all modern economic processes, from designing products to delivery to consumers and after maintenance. In our rapidly changing world, employers want the workforce ready to work with the latest and latest technology (Faleev & Faleeva in Abrosimova (2020). From an economic perspective, people take advantage of the cultural leap from reading to watching by manifesting their creativity to reap financial benefits. The TikTok application is one of the most promising applications for content creators. One of the things that attract TikTok content creators is that they can monetize their videos if they have a lot of followers and viewers. When the video has been monetized, the content creators will automatically earn some money. This is the main motive for TikTok content creators to compete to become the most recommended account users by TikTok. When TikTok users open their accounts, what will appear is the account they follow or the account with the most followers. For instance, when a TikTok account user types in the search storytelling menu, a video of the TikTok storytellers will appear who occupies the top rating first. The more video viewers,

the more content creators on TikTok will have the opportunity to monetize their videos. TikTok creator fund can be monetized if the creators of the video have a minimum of 10,000 followers. Has a video reach of 100,000 views in the last 30 days. User accounts must comply with TikTok's community guidelines and Terms of Service. (<https://www.ekrut.com/media/cara-mendapatkan-uang-dari-tiktok>)

Since the main goal of the audience is to get information and entertainment from the videos of TikTok creators who actually don't care about the content of their videos, whether educational or not. The tendency to create videos containing violent stories with titles that do not care about etiquette in polite language actually attracts the audience, especially teenagers and even underage kids. They feel that watching stories in harsh language with story content that requires violence is normal and even considered cool.

The Desire of Social Climbing Factor

Another factor that influences the creation of storytelling that contains stories that are violent and psychologically frightening is the desire for social climbing for TikTok video creators. The tendency of Indonesian audiences to enjoy stories with the local horror genre is the dominant theme for creators to create stories in the form of short videos that are packaged in a story style using millennial slang. The style of language used, for example in giving the title, often creates curiosity to open and watch their videos. With jargon and distinctive style of speech, creators become famous and go viral. When they go viral, then they are known to the wider community. In this viral position, whatever story they present becomes special in the eyes of their followers. Financially they benefit and socially they become popular like celebrities.

Through viral videos, it is common for TikTok creators to do social climbing sporadically. They do not care about the videos they upload, both in terms of story content and the language used. The harsher the language used, the more followers enjoy and are curious about their videos. Warner Carter (2011) stated that looking back, dreaming with famous rock and pop stars, celebrities, and educated icons is just a pure act of silly dreaming, and forcing oneself into their world is one display of social climbing. But today, these actions are now an irrevocable part of life. Everyone uses Facebook, nearly half of the population owns Twitter and

Google+, some have personal blogs and websites, and most depend on the Internet. And this reinforces the truth that today's silly dreams and social climbing are not bad at all.

Digital Literacy Factor

In the 5.0 era, all types of social media applications are not only a means of communicating between netizens, but also as a source of entertainment. The digital literacy has changed human civilization as an example, one of which is the form of printed literature into digital or what is known as cyber literature. Digital literacy means obtaining the skills you need to live, study and work in a society where communication and access to information is increasing through digital technologies such as social media, mobile devices and internet platforms. (https://www.westernsydney.edu.au/studysmart/home/study_skills_guides/digital_literacy/what_is_digital_literacy)

But unfortunately, this change was not accompanied by digital literature by the Indonesian people. Everyone has an android mobile phone, whether they live in urban or rural areas. Everyone has easy access to the internet. Print mass media is starting to be abandoned even though there are still those who buy printed newspapers, but nowadays it is very rare for young people to subscribe to newspapers or magazines. Newspapers and magazines also began to follow the change in form from print to e-newspaper or e-magazine. The change from print to digital is usually followed by Indonesian people in general, but the problem is when they are not able to filter digital information created by creators freely. Content creators on TikTok work individually and independently. Although there are regulations applied by the owner of the TikTok application, videos uploaded by creators still contain stories that are subject to violence and are not suitable for viewing by the public. TikTok video viewers from the elderly, teenagers and underage kids cannot filter whether the information provided in the TikTok video is factual or hoax. Indonesia occupies the second position of TikTok users after the United States. The Indonesian users based on the statistic data in 2022 are 66% female and 34% male. (https://www.houseofmarketers.com/which-countries-use-tiktok-the-most-tiktok-user-data-for-2022/#02_Indonesia_TikTok_User_Data_-_Everything_You_Need_to_Know)

The audience simply enjoys any video that is in the TikTok application. Getting entertainment from TikTok videos, especially storytelling is the main motive regardless of the content of the story and the language used by the TikTok creators. Furthermore, viewers are underage (under 13 years old) who watch TikTok accounts without their parents' supervision. They can easily be influenced by the content of the story and imitate the language used by the TikTok creators they follow.

Conclusion

From the discussion, it can be concluded that the language used in TikTok short story telling videos contain of violent narrative expressions. The expressions and slang variation produced by the Indonesian up loaders can be bad impact for the viewers as they imitate the expressions especially under age viewers. They bring the expressions as they hold daily conversation to their family and friends. Furthermore, as they become teenagers the habit of speaking which involve impolite and verbal violence can be considered as normal expressions to communicate to each other. In the long run, they will not recognize their own language which one belongs to impolite and polite expressions. Consequently, the elder generation considers the language degree of millennial generation language is low as they are not able to distinguish how to communicate to their same age or adults. However, it is the challenge for the adults to educate their children in using their language as they cannot control their children all the time in installing applications which contain of inappropriate content deal with children's language usage.

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