



A Multimodal Critical Discourse Analysis of TikTok FYP Video

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Abstract

This study contains the presentation of the results of critical discourse analysis on the FYP TikTok video which has now turned its function into a hedonistic lifestyle on an account with the initials TI because it displays a 10-second video with a description of you being married, I who are supported. This research has a basis for visually analyzing FYP videos on tiktok. This study uses a semiotic approach with the main focus on multimodal which includes linguistic, visual, audio, and body gestures aspects. Based on the results of the analysis, the sentence can represent that she really likes and enjoys her situation that even though she is not married to someone's husband, she still gets 'subsistence' or money. For that, she thanked his wife that she had let her husband provide for her needs. She also thanked her husband that she was very happy to have been given what she needed.

Keywords: *FYP; Hedonistic Lifestyle; Multimodal; TikTok; Video*

Introduction

The social media world was astonished in early September 2022 when a lady with the initials TI released a 10-second video with the message "You are the one who is married, I am the one who is supported." The video, which got several comments and answers from young moms, quickly became the target of internet trolls. Netizens who read and saw the video were moved by this message. This is prevalent since social media is a vital requirement in human existence nowadays, in addition to being a venue for social engagement and network expansion. TikTok is one of the most popular social media platforms in Indonesia nowadays. TikTok is a new social media software that lets users to make and share intriguing movies, as well as communicate in the comment's column or through private chat. This program provides intriguing and simple special effects. Tik-Tok is a popular program because it allows anybody to produce amazing videos. As evidenced by the Playstore application's rating of 4.6 out of 5 stars and approximately 27,827 users worldwide (Safitri et al., 2022).

TikTok can become popular in Indonesia today because it is a platform that focuses primarily on content. While users can search for videos, add friends, and chat on the app, its main goal is to become an endless entertainment platform where users can quickly relax watching short and fun videos that excite them. The capabilities provided make it simple for users to produce fascinating video material, which

they can then quickly share with other users. Another success factor for TikTok is the customization of content, which can be determined using different algorithms. The content recommended by TikTok for each user is based on their preferences and interactions, as evidenced by their number of likes, shares, or comments, and the content is specifically analyzed and filtered. TikTok employs Artificial Intelligence algorithms to recommend videos to viewers based on their interests (Wang et al., 2019).

In this topic, the TikTok trend refers to the FYP phenomena, which features content that elicits netizen emotions and remarks that spark controversy. FYP is an abbreviation for For Your Page, which refers to films chosen by the TikTok Algorithm to show on a user's TikTok homepage. FYP is the goal of content providers who want to get a large number of viewers and followers. As the number of followers grows, so do the number of endorsement proposals from corporate people.

TikTok account holders must have their own reasons or motivations for utilizing the TikTok program. According to (Rachmawati & Ali, 2018), the TikTok application is used for a variety of reasons, including entertainment, free time fillers, self-expression tools, and marketing. Within the TikTok program, users may also follow persons they are interested in. TikTok also features a hashtag (#) function, which allows TikTok users to share their postings with one another using the hashtag feature, also known as hashtag (#). In general, hashtags in TikTok help to organize content, search for content, and expand postings.

TikTok first arrived in Indonesia in 2018, with over 10 million downloads (Hasiholan et al., 2020). TikTok has been an attraction for generation Z in making video that is 15 seconds long in 2018 (Hasiholan et al., 2020). The music offered in the TikTok program helps users work more efficiently. A simple example is that the user selects a song and then improvises it using a video, adding special effects and a little flair or dance to make the material more engaging to watch (Hasiholan et al., 2020). However, TikTok became a state concern in mid-2018 because to several allegations of video footage containing undesirable content for minors, which finally led to the program being stopped by the Republic of Indonesia's Ministry of Communication and Information in July 2018 (Hasiholan et al., 2020). As a result of this prohibition, the Tiktok application offers its thoughts and one of its laws, namely an age limit of 11 years (Hasiholan et al., 2020).

Despite the restriction issue, TikTok is the most popular app among Generation Z. According to tekno.kompas.com, the percentage growth in the number of downloaders grew to 1.6% over the previous year's period, with Indonesia accounting for 11% of total TikTok downloads (accessed on January 10, 2021 from tekno.kompas.com on September 11, 2020). TikTok's presence enables content producers to access material made by subscribing to business accounts based on the amount of viewers and followers, and in particular, obtaining product suggestions on accounts that content creators wish to promote. You may earn money from your viewers and followers, especially if you acquire sponsorships from companies who wish to promote on your account (Yang, et. al., 2021).

Based on the above debate, we formulate the issue as follows: "How does the TikTok social media phenomena modify its role to become an arena for global hegemony by presenting the hedonistic lifestyle carried out by the TikTok account with the letters TI?" As a result, the TikTok application has the potential to produce undesirable outcomes such as bullying and outrage among housewives who wish to keep their families together.

Methods

This study employs a qualitative approach using multimodal analysis methodologies (Van Leeuwen's social semiotics), with an FYP video stored in the first TI account serving as the unit of analysis (Shang, et. al., 2021). The video was chosen based on a video depicting a type of hedonism. The

word "multimodal" refers to how individuals communicate using several modes at the same time (Kress & Van Leeuwen, 2006), which may be described as the simultaneous and specific usage of numerous semiotic modes in product design or semiotic events. It is used to supplement, strengthen, or be in a certain order (Kress & Van Leeuwen in Hermawan, 2013).

This method refers to how people communicate using different modes at the same time (Kress and van Leeuwen, 1996), which can be defined as "the use of several semiotic modes in product design, or semiotic events simultaneously, and in certain ways the mode-these modes are combined to strengthen, complement, or be in a certain arrangement" (Kress and van Leeuwen, 2001).

According to, the stages for multimodality analysis are as follows: (Kress & Van Leeuwen, 2006). First, utilizing this analysis process, we must analyze pictures as if they were words. This means that pictures are thought to be used as a language to actualize ideational metafunctions; how an image expresses an experience. The second metafunction that pictures realize is interpersonal or interactional. When we analyze images, we examine how relationships are formed and maintained between the maker, the observer, and the things in the image. This is achieved in photographs through gaze, frame and shot size, and perspective/angle. These three realizations explain the 'demand' or 'offer,' social distance (close, far, or public), the object's power and attitude toward the beholder, and vice versa. Textual is the third metafunction performed by images. That is, we must examine how the pictures are organized and displayed. The arrangement of the parts in the sentence, like in spoken sentences, affects the overall meaning of the phrase. Diverse picture compositional arrangements allow for different textual interpretations and informative values.

Results and Discussion

Multimodal is a semiotically focused analytical approach to social semiotics that focuses on identifying modalities (language, pictures, music, sound, and motion) as discourse providers (Jewitt and Kress, 2003). The multimodal learning model is an educational technique to comprehending discourse that uses several modalities (language, visuals, music, sound, and motion) to convey information and make sense (Jewitt and Kress, 2003). Multimodal learning focuses on discourse, design, production, and distribution elements by investigating the contributions of semiotic materials deployed in many modalities (language, visuals, music, sound, and motion), as well as interaction and integration in the discourse coherence process (Kress and Leeuwen, 2001). The FYP TikTok video was utilized as the data in this debate. The multimodal form of the FYP TikTok video You are married to, I am supported is as follows (Darvin, 2022).

Language

This video displays informal language used in regular conversation with the pronouns I and you (Lisdawati, 2021). The image above depicts the words "wedded" and "supported." 'Marital' in Indonesian refers to a marriage bond (contract) performed in line with legal laws and religious teachings. Meanwhile, 'favor' refers to lifelong shopping; (monetary) income. However, according to Islamic law, a husband's financial assistance to his wife during marriage and after divorce is required. A living is a property that is provided to individuals who must work for it. Food, clothes, and shelter are examples of subsistence. Breadwinner recipients include spouses, pregnant women who have been divorced, and, during the *iddah* period, parents, young children, and slaves. Pets are also provided livelihoods.

Based on the breadwinner categories listed above, it is evident that the lady in this video does not fit into any of them. This has aroused discussion and enraged many netizens, particularly women. Concerned that the sort of lady depicted in the video may harm his family.

You're married, and I'm supported. Following this line are the feelings 'thumbs up,' 'shuts up,' and 'kiss.' These sentences may indicate that women have issued incorrect punishments. This is indicated by the emotion 'shut up.' However, the statement You are married to, I am the one who is supported indicates that he truly loves and appreciates his status, and that even if he is not married to someone else's spouse, he still earns a 'living' or money. He complimented the lady for allowing her husband to provide for her needs. He also expressed gratitude to the man's husband for providing him with what he required.



Figure 1. The Own HP and Handsfree

The photograph above was shot using a smartphone camera; you can see that the woman has a heads-free ear, implying that the photograph was taken with a personal device. The close up type is used in the shooting type. Close-up photography may be utilized to capture the subject's facial expressions in more detail, allowing the spectator to feel the emotions portrayed by the subject. A smile look made by shutting her eyes and placing her right palm on her cheek implies that the woman is picturing something nice or perhaps 'pleasure.' Her hair is pulled back with a ribbon-shaped bandanna. Bandana is a Sanskrit word that meaning "bind or connection." As a result, it might be interpreted as the lady was successful in binding someone's spouse.



Figure 2. Close-Up Image, Woman as Much Happier

The close-up image on the side displays the woman as much happier than she had previously anticipated. His broad grin indicated that he was overjoyed. Red lipstick was utilized. The red hue creates a brilliant, stunning, seductive light and becomes the center of attention, indicating that she is an attractive lady. According to her clothing, the woman was simply wearing a nightgown. This indicates that there are ladies in the room. This is also demonstrated by his half-lying stance against a doll. Dolls are girl's toys that depict a childlike and spoilt woman.



Figure 3. How Much Fun She Has Doing What She Does?

The image on the side is still of the closed-up variety. Closed eyes, pouted mouth, and thumbs up. This image depicts how much fun she has doing what she does. This is expressed by the thumb raised expression. The thumbs up represent hope, appreciation, thanks, praise, and thankfulness to God, oneself, and others, so that one day they can be top and first rate. A thumbs up with a pouty lip indicates that the lady is complimenting someone else's spouse, and she rewards her with a kiss. The wearing of a ring on the middle finger represents the uncompromising character's will to succeed. Furthermore, the ring on the middle finger signifies that you want to draw attention to yourself or show off your jewels. As a result, the woman's ring in the accompanying image signifies the fact that she will never stop having sex with other people's spouses.

Music and Sound

Dj Everyone Nose X Parjamban Viral - Ritchy DTM provided the music and sound for the video. This song has been utilized with diverse material by 1.3 million Tiktok users (Xu, et. al., 2019). Millennials refer to this sort of music as *jedug* music.

Movement


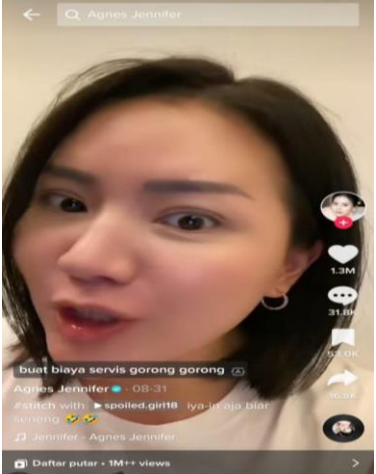
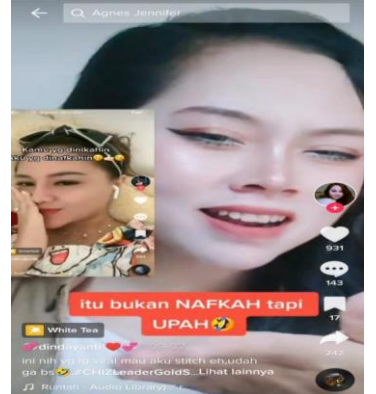
In the video, there is a lot of movement (Cervi, 2021). "You're the one who's married, I'm the one who's supported," she says, displaying her satisfaction in being a sexy lady. She considers herself successful since she has won someone's spouse, who is now regarded as a *pelakor* (man usurper). The gesture is also accompanied with a thumbs up. The thumb also has an important socio-cultural purpose. In Java, the thumb represents bravery or the eldest son who has the highest awu (kinship rank) in comparison to the other fingers. When someone invites a respected individual, the thumb is generally upheld. The thumb is likewise regarded exceptional in the majority of Western civilizations. A thumb pointing up is a positive indication. When turned upside down, the connotation shifts to a negative indication. Having said that, the Romans regarded the thumb up as triumph and the thumb down as loss.

Table 1. Representation

Kind of Representation	Meaning
Yoga woman	Shows an expression of pleasure and victory because it has succeeded in seizing the position of legal wife to earn a living
The one who is married to me is the one who is supported	As if to show other women that you don't have to be a legal wife to get maintenance rights from a man

According to the findings of the investigation, women are portrayed as hedonic slaves who are solely concerned with worldly happiness by explaining different ways to become famous and reap a variety of benefits, including becoming viral on social media, particularly Tiktok (Adriaansen, 2022; Eriksson and Akerlund, 2022).

Table 2. Interactive

Netizen	Comment
	<p>This primapiym account features images of many sorts of livelihood from Wikipedia. She was certain that this form of support was solely for spouses, pregnant women who had been divorced and were in their <i>iddah</i> period, parents, tiny children, and slaves. Pets are also provided livelihoods. Prim wonders if this TI is her parents, a kid, a slave, or a pet because it doesn't fit into any of the categories. At the end of the film, he notes that arguing with those who lack common sense is pointless.</p>
	<p>Agnes Jennifer's account casually stated that it was not a living, but money for culvert maintenance. She encouraged netizens to donate to the "charity box." Agnes Jennifer is also recognized among netizens for leaving controversial comments on videos. And this video has received 15 million views.</p>
	<p>Dindayanti's narrative in the video put an impression on the TI video by noting that it was a WAGES rather than a BREAKFUL, finishing with an emoji laughing out loud to tears.</p>



Mamaunca's account laughed because he felt TI couldn't tell the difference between Wages and Livelihoods. She said that TI mistook what she received for wages since she had worked. Because the only people who are entitled to maintenance are children and wives.



The Un.daaah account responds to TI's video with gestures that correspond to the beat of the song and a question. Can you tell the difference between "Maintenance and Wages"? The expression on her face suggests that she wants to stress the contrasts between the two words so that TI is more attentive in sorting through and selecting terms.



The @tajdiidul iman account tells the woman in the video to be embarrassed of her behavior, or at the very least to be ashamed of her parents. He then recommended them to repent right away since they were afraid of numerous venereal illnesses.



This @andini w.p account cautions this woman not to have unrealistic expectations. Because men are not as foolish as they think, there is one lady who has been duped by her guy because she believes she is different from her legal wife. When contrasted, the wife's salary will almost probably be more in nominal terms than the mistress's.

Conclusion

Due to time limits, this research could only look into one video that got an FYP on TikTok, in early September 2022. Furthermore, the approach utilized in this study permits us to look just at still photographs on one social media network, TikTok. Furthermore, this is a qualitative study that only collects data for one month. As a result, the findings may not be generalizable. Those interested in doing a multimodal critical discourse analysis of FYP TikTok videos should look at other FYP videos that are circulating on TikTok, according to us. Furthermore, study on other sorts of FYP films, such as better lives, would add to the field's knowledge. Furthermore, we suggest that future studies look at other types of viral films that are broadcast on different platforms, such as those on Instagram or YouTube.

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