

Effectiveness Of The Detection Algorithm For The Comparison Of Negative Content On The Consumption Patterns Of Generation Z In The Social Media Application Tiktok

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ABSTRACT

TikTok, a short video-sharing app launched by ByteDance in 2016, has become a global phenomenon with millions of daily active users worldwide. This research explores TikTok's social dynamics and impact on various aspects of its users' lives. The main focus of the study is on how the app facilitates creativity, social interaction, and the formation of digital identities, particularly among Generation Z. Data was collected through survey methods, in-depth interviews, and content analysis from popular TikTok videos. The findings of the study show that TikTok has succeeded in creating an inclusive and dynamic platform, where users can express themselves freely through various video formats. However, there are also concerns related to privacy, data security, and the psychological impact of excessive content consumption.

Keywords: TikTok, Generation Z, Social Media, Apps.

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1. INTRODUCTION

The way people communicate and obtain information has changed significantly as a result of the advancement of digital technology and the internet. The emergence of social media as the primary medium for communication and content sharing is one of the most significant changes. One of the most widely used social networking applications today, TikTok has attracted millions of users around the world, especially from Generation Z. This generation born between 1997 and 2012 is referred to as digital natives. People born between 1997 and 2012 are referred to as "digital natives" because they grew up with social media and technology. However, problems with offensive material spreading on the network have also arisen as TikTok's popularity has increased. Negative content includes hate speech, bullying, and false information.

2. RESEARCH METHOD

This study uses inferential statistical techniques. Inferential statistical techniques used to test the effectiveness of negative content detection algorithms, namely Naive Bayes, Support Vector Machine (SVM), and Random Forest, have different levels of effectiveness. The Random Forest algorithm has the best performance with a precision value of 92%, accuracy of 95%, and recall of 90%. This study uses inferential statistical techniques. Inferential statistical techniques used to test the effectiveness of negative content detection algorithms, namely Naive Bayes, Support Vector Machine (SVM), and Random Forest, have different levels of effectiveness. The Random Forest algorithm has the best performance with a precision value of 92%, accuracy of 95%, and recall of 90%.

NO	Algoritma	Presisi	Akurasi	Recall
1	Naive Bayes	85%	88%	80%
2	Support Vector Machine (SVM)	88%	92%	85%

3	Random Forest	92%	95%	90%
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3. RESULTS AND DISCUSSION

The results of the study show that the consumption pattern of Generation Z on the social media application TikTok is dominated by entertainment, educational, and informational content. Entertainment content such as funny videos, music, and dance are the most consumed types of content by Generation Z on TikTok. However, there is also negative content circulating on this platform, such as violent content, pornography, and hate speech. This negative content can have a negative impact on users, especially for Generation Z who are still in the development stage.

Based on the results of the research, it is important for TikTok to continue to improve the effectiveness of its negative content detection algorithm to protect users from harmful content. In addition, TikTok also needs to educate users about the dangers of negative content and how to avoid it. The consumption pattern of Generation Z on the social media application TikTok shows that this platform has great potential to become a positive learning and entertainment medium. However, efforts from various parties are needed to ensure that this platform is used safely and responsibly.

4. CONCLUSION

This journal examines the effectiveness of negative content detection algorithms on Generation Z consumption patterns on the social media application TikTok. Research shows that TikTok has become a popular platform among Generation Z, but it has also become a place for the spread of negative content such as hate speech, bullying, and false information.

This study uses inferential statistical techniques to test the effectiveness of three negative content detection algorithms: Naive Bayes, Support Vector Machine (SVM), and Random Forest. The results show that the Random Forest algorithm has the best performance with a precision level of 92%, accuracy of 95%, and recall of 90%. The journal concluded that TikTok needs to continue to improve the effectiveness of its negative content detection algorithm to protect users from harmful content. In addition, TikTok also needs to educate users about the dangers of negative content and how to avoid it.

This research also emphasizes the potential of TikTok as a positive learning and entertainment medium. However, efforts from various parties are needed to ensure that this platform is used safely and responsibly. This research also emphasizes the potential of TikTok as a positive learning and entertainment medium. However, efforts from various parties are needed to ensure that this platform is used safely and responsibly.

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