

A Comparative Study Between Video-Sharing Social Networking Platform; Tik Tok vs. Likee

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Abstract

The growth of the technological era has driven social media developers to compete in making social media for users' entertainment needs such as TikTok and Likee. TikTok and Likee are video-sharing social networking platforms that were widely used especially by young people. Both applications had many attractive features in which can make videos more interesting and went viral. Thus, this study was conducted with the aim to determine the most preferred video-sharing social networking platform (TikTok Vs. Likee). 25 students of Academic Writing class of Universitas Teknokrat Indonesia were sampled. Online questionnaire about students' preference was distributed via WhatsApp application. Study found that TikTok was the most preferred video-sharing social networking platform in the form of features, design, and popularity among students.

Key words: Video-Sharing, Social Networking Platform, TikTok, Likee, Students

INTRODUCTION

Which one is more fun? TikTok or Likee? Along with the growth of the technological era, many variations of social media have developed (Ahluwalia, 2020; Fakhrurozi et al., 2021; Pajar & Putra, 2021; Sari & Oktaviani, 2021). Moreover, with the enhancement of internet connection speed around the world, social media developers has compete in making social media for users' entertainment needs, such as TikTok and Likee (Keith et al., 1974; Novitasari et al., 2021; Nugroho et al., 2021; Puspaningtyas & Ulfa, 2020). TikTok and Likee are video-sharing social networking platforms that are widely used especially by young people. Both applications have many interesting features (Phelia et al., 2021; Siwi & Puspaningtyas, 2020; Sulistiani et al., 2021). Videos can incorporate music samples, filters, quick cuts, stickers, and other add-ons (Arpiansah et al., 2021; Choirunnisa & Sari, 2021; Fitri et al., 2021). In July 2020, TikTok has reached around 30.7 million TikTok users in Indonesia based on selular.id website (Ardyanto & Pamungkas, 2018; Naconha, 2021; *Strategi Pengembangan Bisnis Usaha Mikro Kecil Menengah Keripik Pisang Dengan Pendekatan Business Model Canvas*, 2020). TikTok has some strength in the form of feature such as you don't need to register an account to view videos and the filters of this application are diverse (Alita, 2021; Febrian et al., 2021; Schrape, 2018). Meanwhile in contrast, its biggest competitor Likee, doesn't allow users to see videos without registering an account (Lina & Permatasari, 2020; Novawan et al., 2020; Tuhuteru, 2020). But Likee also has some strength in its feature such as equipped with a filtering system, has a research and development center and the effects and stickers are dynamic (Hootsuite, 2019; Juliarti et al., 2021; Rahman Isnain et al., 2021).

Both TikTok and Likee have becoming an entertainment for young people including students in the past few years (Nugraha et al., 2021; Priandika & Widianoro, 2021; Reza & Putra, 2021). Studies have found that the motivation for using networks among groups of young people who use social media is to address perceived vulnerabilities within

themselves (Aminatun, 2021; Indonesia, 2022; Mandasari & Aminatun, 2020). Thus, This study is conducted to get the students' perception to determine the most preferred video-sharing social networking platform comparing TikTok and Likee.

LITERATURE REVIEW

Formerly known as 'Like', this photo and video editing app give users the freedom to experiment on their videos and photos as much as they want. Just like TikTok, Likee is a social video platform that provides several fun ways to create music videos, short videos, and recreate famous scenes from movies, as well as share funny moments with followers (D Apriyanti et al., 2014; Fithratullah, 2019; Novanti & Suprayogi, 2021; Nurmala Sari & Aminatun, 2021). The app utilizes an artificial intelligence algorithm for exact content recommendations for its users (Ahmad et al., 2018; Nurkholis, Sitanggang, et al., 2021; Suaidah, 2021; Susanto et al., 2021). While, released in September 2016, TikTok is the most popular short-form, video-sharing app. Often referred to as a "lip-syncing" app, it gives users the freedom to create and share 15-second mobile videos on any topic (Tiku Ali & Patombongi, 2016; Ulfa & Saputra, 2019; Utari, 2018). It is a fun and entertaining app that has emerged as one of the biggest marketing and social networking platforms today (Guru et al., 2021; Ismatullah & Adrian, 2021; Rahmasari & Yanuarsari, 2017; Sensuse et al., 2020).

Likee is one of the many social-video sharing apps that have been making waves worldwide amid the privacy concerns and the ban imposed by the Trump administration on TikTok. The app is best for older teens and young adults. The app is ideal for users who love singing and dancing. Also, the app lets users star in their own music video and then share them online (Anuar et al., 2020; Nauvallia & Martini, 2020). For teenagers who understand what's apt to post in social media, can keep negative comments in perspective, and are prepared for some mature comment, Likee provides a great deal of entertainment and opportunities to show off creativity. The app has a 17+ age restriction (Kurniadi, Y U., 2020; Nurkholis, Susanto, et al., 2021).

Just like Likee, teenagers and younger people are the main users of TikTok. It is used by GenZ as a platform to express their creativity. According to GlobalWebIndex, about 41% of TikTok's users are of the age group 16 to 24. A majority of TikTok's users are content creators who wish to expand their reach through short videos.

METHOD

The subject of this study is 25 students majoring English Education batch 2017-2018 who were taking Academic Writing course in Universitas Teknokrat Indonesia. The aim of this study is to get students' perception about the most preferred video-sharing social networking platform. This study used Descriptive Qualitative Approach which defined as an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting (Pahdi et al., 2020; Suprayogi et al., 2021). This statement also supported by (Ambarwati & Mandasari, 2021; Dian Apriyanti & Ayu, 2020) that qualitative research is a descriptive method in which the data collected in the form of words or pictures rather than numbers.

Since this study was conducted in pandemic era, to collect the data, the online questionnaire through Google Forms has been distributed via WhatsApp application. The object of the study is the students' perceptions about the most preferred video-sharing social networking platform comparing TikTok and Likee. Data in the form of table

questionnaire result are used to present the findings of this study. The questions made are about the students' preference in the form of close ended question used "TikTok" and "Likee" as the options. Questions provided in the questionnaire are as follows:

Table 1. Question of Questionnaire

NO	QUESTION
1	Do you have video-sharing application such as TikTok and Likee? If yes, which application do you have?
2	In the form of features such as filters, effects, and sounds, etc. which application do you prefer?
3	In the form of design such as logo, theme colors, which application do you prefer? (TikTok logo and theme are simple in black & white color, Likee logo is heart shape and theme is in various colors).
4	Students have been popular with TikTok and Likee, which app do your friends use?
5	From both applications, which one do you prefer?

RESULTS AND DISCUSSION

This section shows the result table of questionnaire given to the students distributed via Google Form in December 2020 – January 2021.

Table 2. Result of Questionnaire

No	QUESTION	Respond Percentage	
		TikTok	Likee
1.	Do you have video-sharing application such as TikTok and Likee? If yes, which application do you have?	88%	12%

As we can see from the table of question number 1, 88% of participants have downloaded TikTok and only 12% participants have downloaded Likee. It shows that TikTok has reached the users more than Likee.

Table 3. Result of Questionnaire

No	Respond
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	QUESTION	Percentage	
		TikTok	Likee
2.	In the form of features such as filters, effects, and sounds, etc. which application do you prefer?	92%	8%

The second table proves that in the form of filters, effects, and sounds 92% voted TikTok has the best features. It's clearly evident that diverse filters, effects, and sounds are more preferred than the dynamic features own by Likee with only 8% votes.

Table 4. Result of Questionnaire

No	QUESTION	Respond Percentage	
		TikTok	Likee
3.	In the form of design such as logo, theme colors, which application do you prefer? (TikTok logo and theme are simple in black & white color, Likee logo is heart shape and theme is in various colors).	92%	8%

Third table shows 92% voted for TikTok and only 8% participants voted for Likee. The result indicates that simplicity in the form of design is more preferred than the colorful one among young people.

Table 5. Result of Questionnaire

No	QUESTION	Respond Percentage	
		TikTok	Likee
4.	Students have been popular with TikTok and Likee, which app do your friends use?	96%	4%

Table number four indicates 96% participants voted TikTok. This result shows that TikTok application is more popular among young people especially students. Only 4% of participants voted Likee.

Table 6. Result of Questionnaire

No	QUESTION	Respond Percentage	
		TikTok	Likee
5.	From both applications, which one do you prefer?	92%	8%

The last table demonstrate that 92% participants prefer TikTok application. Only 8% participants prefer Likee as the video-sharing application.

CONCLUSION

Based on the students' perception, the most preferred video-sharing social networking platform comparing TikTok and Likee has been determined. Young people agree that the simplicity in features and designs of TikTok made this application more preferred than colorful designs. TikTok popularity among young people is also unbeaten even with its biggest competitor Likee application. It can be conclude from the significant difference in the percentage of study results, TikTok application is the most preferred among young people.

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