



## Communication Behavior Use of Short Video Features by Adolescents

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### **Abstract**

On mobile devices, the short video feature is gaining popularity on various social media and is becoming increasingly popular among teenagers. Short video features with algorithms through artificial intelligence that has been curated by users are increasingly being liked and drowning users to continue accessing the next content. This is what then changes the communication behavior of users in this case teenagers. This study aims to examine the communication behavior of adolescents in the use of short video features on social media. The research was conducted using descriptive qualitative methods on students at Senior High School Karanganyar, Indonesia. The research was carried out from July 2021 to December 2021. The results showed that various communication behaviors using short video features were influenced by features such as immersion, presence, perceptual realism, and entertainment. In addition, the background of using the feature is the ease of use, benefits, and perception of the feature.

**Keywords:** *Communication Behavior; Feature Short Video; Media Ecology; Youth*

### **Introduction**

The use of the internet has become part of everyone's routine, especially by teenagers in various activities such as learning needs, looking for news or entertainment because of the reliability and accessibility of the facilities offered. Various content between users emerged from the Web 2.0 platform which also gave rise to various social media. Social media networks themselves have several advantages that have led to the emergence of other applications that have features similar to social media such as short video platforms that allow users to search, create and share content (Wang, 2020; Xiao, Wang, & Wang, 2019).

On mobile devices, the short video feature is gaining popularity on various social media. The trend of consumption of short video features is increasingly favored by users due to the fast-paced adjustment of modern life. A previous study by Wright (2017) explained that user preferences for short video features on social media are due to convenience and content curation, where the algorithm collects a selection of posts that have been curated to be presented to users. A content curation strategy is likely to be able to tailor social media content for users and create more content traffic in a short time interval.

The development of short video features started in 2012-2013 (Xiao et al., 2019), during this period mobile internet technology developed rapidly. In Indonesia, internet use continues to increase from

year to year, according to the We Are Social data report (2021), internet users reached 202.6 million, or 73.7% of the total population in Indonesia. Meanwhile, active social media users reach 170 million or 61.8% of the total population in Indonesia, meaning that most of the population who access the internet has used social media. While social media platforms that are widely used and have short video features include Youtube (Shorts Feature) as much as 98.8%, WhatsApp (Stories) as much as 87.7%, Instagram (Story, Reels) as much as 86.6%, Facebook (Stories, Reels) Feed) as much as 85.5%, TikTok 35.6%.

The use of the short video feature is increasingly popular with the public, especially teenagers in Karanganyar Regency, Indonesia. The results of field interviews with high school students in Karanganyar Regency from student representatives/classes revealed that teenagers at this high school access and use the short video feature due to, (1) the ease and convenience of use both in consuming and distributing content, (2) content -the content presented is very in line with what they are looking for this is because the algorithm collects a selection of posts that have been curated by users, (3) entertainment media and for self-existence. This shows that the short video feature with algorithms through artificial intelligence that has been curated by users is increasingly being liked and draws users to continue to access the next content. This is what then changes the communication behavior of users in this case teenagers.

Changes in communication behavior in the use of new media in this case short video features are in accordance with the media ecology theory proposed by McLuhan (1962) that media, technology, and communication affect the human environment. So in this study, the theory of media ecology is used to examine more deeply how the ecology of new media in short video features influences adolescent communication behavior. Then to analyze how technology acceptance, in this case, short video features by teenagers, is used the Technology Accepted Model (TAM) analysis by Davis (1989).

The phenomenon of the emergence of new features on social media and the trend of its increasingly popular use is very interesting to study considering that the literature related to the use of short video features and changes in communication behavior is still very limited, especially in the framework of the complexity of use and communication behavior (Rozaq et al., 2021). So it is very interesting to study how the communication behavior of using short video features by teenagers is currently very popular for teenagers.

This study aims to examine the communication behavior of adolescents in the use of short video features on social media. We offer a more in-depth approach using a qualitative approach using a descriptive case study method for students in high school in Karanganyar Regency, Indonesia from student representatives/classes so that they can obtain variations of research subjects and can examine the phenomenon being studied in accordance with research objectives related to communication behavior youth use of the short video feature.

### **Media Ecology Theory**

Media ecology theory (McLuhan, 1962) reveals that media, technology, and communication affect the human environment. Ecology in this context refers to the environment in which the medium is used and the medium is the technology in which human culture grows (Postman, 1985, 2006). This is what then changes communication behavior in the use of new media, in this case, the short video feature. So in this study, media ecology theory was used to examine more deeply how the ecology of the new media (environment) in the short video feature affects the communication behavior of adolescents in high school in Karanganyar Regency, Indonesia.

There are many theories about the use of media, especially new media, for example, Uses and Gratifications Theory (UGT) which has been used in research on the use of social media Facebook (Hossain, 2019), Cultivation Theory which has been used in research on perceptions of privacy of social media users (Tsay-vogel et al., 2018), Channel Expansion Theory (CET) which has been used in research on user experience of communication technology in organizational context (D'Urso & Rains, 2008).

Reception Theory that has been used in research on acceptance of the learning process on digital media (Rozaq et al., 2022). However, in relation to the phenomenon of the emergence of new media, in this case the short video feature of media ecology theory will be the most relevant to examine trends in the use of short video features and their influence on the growth of a new culture that changes adolescent communication behavior.

### **Technology Accepted Model (TAM)**

Media ecology looks at how communication media affect human understanding, feelings, and values, and how user interactions with media facilitate or hinder users' opportunities to develop, so to analyze how technology acceptance, in this case, features short videos by teenagers is used the Technology Accepted Model analysis (TAM) by Davis (1986). The Technology Accepted Model (TAM) is based on the Theory of Reasoned Action (TRA), to understand the causal relationship between the beliefs, attitudes, and internal intentions of users and to predict and explain the acceptance of computer technology (Davis, 1989). So that this model is suitable to be used to examine the acceptance of technology by teenagers related to the use of short video features.

### **Method**

This study uses a qualitative approach using a descriptive case study method with the aim of being able to provide an overview of the phenomenon being studied (Yin, 2018). Then the research location was carried out in Karanganyar Regency, Indonesia specifically in junior high schools where the school received an award from the relevant institution on digital skills for local champions.

The sampling technique was carried out by the purposive method. We determine the criteria for students according to the research objectives, including (1) are students in grades 10, 11, and 12 with male and female gender, (2) students who use social media with short video features as a medium of daily communication. , (3) active and have followers who often interact with users. While the maximum variation sampling technique is selected by category according to gender. Three types of informants were selected in this study, namely key informants, main informants, and supporting informants.

The data sources in this study are primary data and secondary data obtained from interviews, observations, and documents in July 2021 – December 2021. Then, the validity test is carried out by triangulation to obtain accuracy and alternative explanations. After the data is collected, data analysis techniques are carried out in accordance with the suggestions by Miles & Huberman (2014).

### **Results**

#### **Research Informants**

<b>Informant</b>	<b>Class/Age</b>	<b>Gender</b>	<b>Social Media Used</b>	<b>Short Video Features</b>
<b>AN (N1)</b>	11/ 16 Years	Male	-Facebook	-Feed, Story
			-Instagram	-Reels, Feed, Story
			-Tiktok	-Tiktok
			-Whatsaaps	-Story
<b>AH (N2)</b>	10/ 15 Years	Female	-Whatsaaps	-Story
			-Instagram	-Reels, Story, Feed
			-Tiktok	-Tiktok
			-Facebook	-Story, Feed
<b>ES (N3)</b>	11/ 17 Years	Female	-Twitter	-Feed, Story
			-Whatapps	-Story

			-Instagram	-Feed, Story, Reels
			-Youtube	-Shorts
<b>HS (N4)</b>	11/ 16 Years	Male	-Whatsaaps	-Story
			-Instagram	-Story, Reels, Feed
			-Tiktok	-Tiktok
			-Facebook	-Feed, Story
<b>SS (N5)</b>	12/ 18 Years	Female	-Tiktok	-Tiktok
			-Youtube	-Short
			-Instagram	-Reels, Story
			-Fcebook	-Story, Feed
<b>AV (N6)</b>	12/ 18 Years	Male	-Instagram	-Reels, Story, Feed
			-Youtube	-Shorts
			-Tiktok	-Tiktok

### Teenagers' Communication Behavior In Using Short Video Features On Social Media

It has been stated previously that media ecology theory is the study of media, technology, and communication and how they affect humans. The medium environment refers to the short video features on social media that are used by teenagers, and its influence, in this case, is the communication behavior of teenagers in the use of short video features. Gould & Kolb (1964) (1964) explain that communication behavior is an action or response in the existing communication environment and situation, such as thinking, being knowledgeable and insightful, feeling, or taking actions that are adhered to by someone in seeking and disseminating information. Factors that influence communication behavior are (1) media and communication credibility, (2) motivation, (3) environment.

The use of media becomes an active part of the communication process that occurs which is goal-oriented in the use of media (Miller, 2002). The use of social media among adolescents can be reduced in three domains, namely the reasons why adolescents use social media, the purpose of using social media, and the impact of social media. This is based on the characteristics of social media users. The short video feature on social media has several characteristics that make it increasingly popular among teenagers, including immersion, presence, perceptual realism, entertainment. The results of the study according to the characteristics of the short video feature in its use among adolescents show:

<b>Youth Communication Behavior In Short Video Features</b>	<b>Communication Media Credibility</b>	<b>Motivation</b>	<b>Environment</b>
	Interactivity is supported by advanced algorithm (N1), (N5).	Has many easy-to-use features that support (N1), (N2), (N3) interactiveness.	Supported by various features such as duets, comments, live streaming features that can add to the feel of living in a virtual world (N1), (N2), (N3).
<b>Immersion</b>	Presenting various kinds of creative content, up to date, fun, simple, light, according to the needs of teenagers (N2), (N3), (N4), (N6).	Used by many users from among teenagers so that it can exist and be updated (N4), (N5). (N6).	Ease of learning and using the provided features (N4), (N5), (N6)

<i>Presence</i>	The algorithm on the short video feature serves the preferred content quickly (N1), (N3).	Closer to friends (N4), (N2). Update various kinds of events (N1), (N3).	The various features provided make the user more present and close (N1), (N2), (N3), (N4), (N5), (N6).
	Features like streaming, commentary and duets bring fellow users closer (N2), (N6).	To find learning videos, motivation, humor (N5), (N6)	
	Optimal visualization brings users closer (N5), (N4)		
<i>Perceptual realism</i>	The content looks more real because it is supported by good visual quality (N1), (N3), various appropriate backsongs (N2), (N5), and various effects features (N4), (N6).	Various features of easy-to-use short videos (N4), (N6), full backsongs (N2), (N5), and smooth visualizations (N1), (N3).	It has smooth visualizations, backgrounds and effects and is compatible with a wide variety of mobile phones (N1), (N2), (N3), (N4), (N5), (N6).
<i>Entertainment</i>	Presenting youth-style entertainment with popular humor (N1), (N4).	To get entertainment at leisure (N4), (N3), (N5).	The various effects provided by the short video feature support content into engaging entertainment such as stickers, effects, motion, etc. (N1), (N2), (N3), (N4), (N5), (N6)
	Simple and striking humor according to local wisdom (N2), (N5).	Serves simple entertainment from various regions according to local wisdom (N1), (N2), (N6).	
	Humor is appropriate to accompany in your spare time (N4), (N3).		

The results showed that the use of the short video feature on social media by adolescents with various purposes in using it based on the characteristics of the short video feature showed. First, in the state of immersion, teenagers feel that the short video feature is very interactive because it is supported by advanced algorithms (N1), (N5), presents various kinds of creative content, up to date, fun, simple, light, according to the needs of teenagers (N2), (N3), (N4), (N6). Then the motivation in using short features is that many easy-to-use features support attractiveness (N1), (N2), (N3), used by many users from teenagers so that they can exist and be updated (N4), (N5), (N6). Furthermore, related to the environment, adolescents argue that various features such as duets, comments, live streaming features can add to the nuances of living in a virtual world (N1), (N2), (N3), Ease of learning, and using the features provided (N4), (N5), (N6).

Second, presence, the algorithm for short video features quickly provides liked content (N1), (N3), and features such as streaming, commentary, and duets bring fellow users closer (N2), (N6). Furthermore, the motivation for attendance is that teenagers feel closer to friends (N4), (N2), update various kinds of events (N1), (N3), and are supported by various features provided to make users more present and closer (N1), (N2), (N3), (N4), (N5), (N6).

Third, the short video feature looks more real (perceptual realism) because it is supported by good visual quality (N1), (N3), various appropriate back songs (N2), (N5), and various effects features (N4), (N6). And finally, the short video feature provides a wide variety of entertainment and appropriate humor. Presenting simple entertainment from various regions according to local wisdom (N1), (N2), (N6), which is suitable for watching at leisure time supported by effects such as stickers, effects, motion, etc. (N1), (N2), (N3), (N4), (N5), (N6) so that it hits more.

The presence of short video features is increasingly favored and used by teenagers as the main communication medium in their daily needs such as in seeking news, entertainment, learning, and existence, this is in accordance with what was stated in the media ecology theory (Postman) that the presence of new media affects humans. which in turn can change communication behavior in media based on media credibility, motivation, and media environment (Gould & Kolb, 1964).

### **Conclusions**

Various communication behaviors using short video features by teenagers are influenced by the characteristics of short video features, including, (1) immersion, teenagers feel that the short video feature is very interactive because it is supported by sophisticated algorithms, presents various kinds of creative content, is up to date, fun, simple, lightweight, according to the needs of teenagers and various features such as duets, comments, live streaming features that can add to the feel of living in a virtual world. (2) the short video feature mediates between users as if the user feels that they are interacting more closely with other users without being mediated (presence) which has been regulated by the algorithm so that they can serve the content they like quickly, and features such as streaming, comments, and duets bring fellow users closer together. (3) the short video feature looks more real (perceptual realism) because it is supported by good visual quality, various appropriate back-songs, and various effects features. Finally, the short video feature provides a wide variety of entertainment and appropriate humor. (4) the short video feature presents simple entertainment from various regions according to local wisdom, which is suitable for watching at leisure time supported by effects such as stickers, effects, motion, etc. so that it is more striking.

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