

WASTING FOOD PRACTICE ON TIKTOK: MICRO-FAME, PROFIT, AND TRENDINESS

Lontar: Jurnal Ilmu Komunikasi, 2023
Vol. 11 (2), 2023
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DOI: 10.30656/lontar.v11i2.7576
<https://e-jurnal.lppmunsera.org/index.php/LONTAR>

Article History

Submission: Oct 17th 2023

Revised: Nov 11th 2023

Accepted: Dec 12th 2023

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ABSTRACT

This research aims to investigate the phenomenon of wasting food practice, which once became a trend on TikTok, during pandemic era. This study utilizes a qualitative method with elaboration and literature review on several research related to the issue. The analysis revealed that the emergence of wasting food content trends on TikTok was related to the coherence between globalization as the root of the era of technological progress, the ideology of capitalism driven by changes in people's mindsets, and active participatory culture as capitalist behavior that promotes the wasting food content for the sake of individual satisfaction (fame and trendiness) and profit. This study also concluded that TikTok served as the social media which offered public benefit in the form of creative video content that might violate the social norms.

Keywords: *Global Capitalism, Self-satisfaction, TikTok Trend, Wasting Food Content*

INTRODUCTION

The trend of food waste gained significant attention on social media, especially during the pandemic. It became increasingly popular as the number of reactions and high engagement with food waste content grew, despite the fact that such content is often considered irrational and immoral. Judgments on food waste behavior may vary, but many cultures have linked it to morality. Misiak et al. (2020) and Gjerris (2020) revealed that food waste was considered immoral or ethically unacceptable.

During the global lockdowns imposed in response to the pandemic, food waste became a prominent trend on social media, particularly on the TikTok platform. The economic demand motivated content creators on TikTok to come up with unique and innovative content in a different direction. Ironically, the food waste trend was in line with a hunger crisis during the COVID-19 pandemic. It was reported that in 2021, 702 to 828 million people experienced hunger crisis, with an increase of approximately 150 million due to the pandemic (FAO et al., 2022).

The practice of wasting food became a trend on TikTok, a social media platform known for its ability to hegemonize and normalize even seemingly senseless trends. TikTok is a place of creativity and experimentation with virtually limitless possibilities for content creation. It emphasizes the user's production compared to other social media platforms, which tend to revolve around consumption. Furthermore, with the widespread and advanced usage of online media, where creators' content is accessible to the public, there are virtually no limits to expressing oneself and showcasing creativity (Bresnick, 2019). In this era of advanced technology and consumer capitalism, individuals are driven to do whatever it takes on social media to fulfill their desires.

The emergence of food waste content on TikTok was driven by user demand. Since its launch in 2017, following ByteDance's (TikTok owner) merger with Musical.ly, TikTok has become one of the fastest-growing social media platforms, particularly during the pandemic. This is evidenced by its achievement of over 3 billion downloads in 2020 (Rach, 2021). As of the October 2022 update, TikTok officially boasts more than 1 billion monthly active users, ranking fourth among other social platforms (Wallaroo Media, 2022). The substantial user base further exacerbates the trend on TikTok and often leads to irrational behaviors. In the context of TikTok trends and engagement, Dillon (2020) explains that social media has become a top priority in daily life, which has resulted in a "Fear of Missing Out" (FOMO), or the fear of missing something critically important that others are currently experiencing.

It's worth noting that extensive research on food waste trends on the TikTok platform is lacking. Lahath et al. (2021) discussed social media usage as part of the food waste phenomenon, arguing that the constant use of social media can trigger food waste behavior. They explained that people often promote themselves to fulfill the need for belonging and self-expression through social media. Additionally, Islam (2020) examined the perceptions of students in Korea regarding food waste, revealing that gender and age differences significantly influenced food waste behavior. The study showed that most individuals engaging in food waste had limited knowledge about the consequences of their actions.

In contrast to the studies mentioned above, this article investigates one of the deviant aspects of "Wasting Food" on the TikTok app, which went viral during the COVID-19 crisis period and became a trend. It analyses the way of the content creators engaging in food waste practices, the responses of the TikTok community in hegemonizing and normalizing this seemingly irrational content on a major social media platform, and the underlying reasons for such behavior.

RESEARCH METHODS

This study employs a qualitative methodology, utilizing a systematic, explicit, and reproducible literature review to identify and assess pertinent research findings concerning food waste practices and content trends on TikTok by relevant scholars. This qualitative approach effectively analyzes and comprehends the implications of seemingly absurd content within a society that has been influenced by the constraints of digital capitalism, using a critical mindset. The research centers on content-related issues and public discourse, aiming to construct critical and logically sound supporting arguments, supported by numerous reviews from diverse sources to measure the value of concrete observations.

The results of the review of arguments from various sources delve into topics such as the nature of the content itself, specifically how the content creator community twisted their brains to produce unique and anti-mainstream content in the era of globalization. Additionally, it explores how such content got public attention and subsequently became normalized. The analysis is conducted with a global perspective, examining the behaviors of content creators engaged in food waste practices for personal satisfaction and profit. Notable content creators, such as @wasildaoud and @topperguild, who amassed substantial followings during the pandemic, produced content that primarily focused on food waste, accounting for as much as 80% of their content. Their combined audience ranged from 1 million to 5 million followers. This phenomenon gave rise to a trend that sparked further active participatory within the community. An example of this is the "I am a Sandwich" challenge, which originated from a TikTok sound, and was subsequently adapted into food waste content.

RESULT AND DISCUSSION

During the implementation of lockdown in pandemic era, food waste memes started to become a trend on social media. The pandemic conditions led many people to access more entertainment on online platform. One of the entertainment alternatives that was booming at that time was TikTok. Under such circumstances, content creators saw this as an opportunity to gain more popularity and profit, so that their rationality was no longer used. Practices that showed wasting food were also used as content by several digital creators during pandemic.

TikTok is an online social media platform to distribute about 15 seconds to 10 minutes short-term video-on-demand with OTT (over the top) media service basis (Jaffar et al., 2019; Meng & Leung, 2021). In this app, people can upload short videos to get public viewers/responses. The algorithm of TikTok, known as "For You", is defined by the user's social experience and announced by its algorithm (Bhandari and Bimo, 2022). The algorithm comes from the behavior of engagement by its users. The minimum level of engagement on TikTok is by 'contribution', where users as active participants only see content and react to it (like, comment, share, save to favorites, or "duet" interactions commonly known as *stitch*). Furthermore, enhancing the level of engagement can be done by creating and posting content utilizing features to improve the quality of the videos, such as adding dance text, back sound music, or particular visual effects (Meng & Leung, 2021).

Wasting Food as a Trend on TikTok

Food waste is a significant environmental, social, and economic problem that is concerning globally. In developed countries like European states and several other countries such as Lebanon, Morocco, Tunisia, and Algeria, wasting food has become a global trend that increases community income and causes the transition from packing food to vulnerable foods (Wulandari & Asih, 2020). This is a highlight to show that the food-wasting action is not just to meet the needs, but also to meet the satisfaction. Pearson and Perera (2018) studied the behavior changes related to food waste among some individuals. They found that people knew and were aware of food waste, but they did not try and prioritize actions to reduce any food waste, so they were accustomed to wasting food during their busy routines.

It was observed that the creator on TikTok tended to make the content for their profits and existence obtained from the number of viewers. Through such content, the representation of the creator's behavior, characteristics, and identity can be assessed. Based on the findings, the content creator came from the middle to the upper class. This can be observed from the home condition that became the background of the video content as well as cost expenses and expectations spent on buying food for every content.

Various food waste practices are depicted on the TikTok application. Among them, we took the example of a creator who uploaded a video that contained wasting food, an account with the username *@wasildaoud*. The first video he uploaded contained elements of wasting food started on October 11, 2020, and reached more than 27 million views. By seeing the high numbers, he made this food-wasting content regularly in his account.



Figure.01: Screenshot of wasting food practice by TikTok user @wasildaoud

Figure.01 above comes from a video containing elements of wasting food practice content in Wasil Daoud's TikTok account that received huge engagement is wherein he wanted to represent how it would be like if someone who liked sweets ate ice cream. However, the video showed that he poured too much ice cream, sprinkles, and chocolate syrup into the bowl, so that everything overflowed and spilled on his table. The post that he uploaded on February 24, 2021, has reached more than 128 million views, with a total of up to 7.6M likes. It was also commented on more than 208K times, stored in 'collection' by more than 189K accounts, and shared more than 189K times (Daoud, 2021c). With that much engagement, not a few people had at least seen this video. Not to mention that many people who, from viewing, then made reaction videos to their content with the 'stitch' feature (tool to combine user's video with other video), added to the amount of engagement they got from just this one content.

Considering similar content that he had been making since 2020 and the number of related videos that gained many views, the content creator did not hesitate to make it frequently. Because regardless of the responses and reactions of the netizens who generated to the content, what important was that the content was rising and going viral. Through the last quarter of 2023, his number of followers has reached 11.9M with a total of more than 327.2 million likes, after he posted 1120 videos on TikTok (Daoud, 2023). He got these amounts after uploading his wasting food content. Exploring his previous uploads, he usually posted content videos in the communal communicative form, which contained memes or trends that expressed themselves and highlighted their cultural vitality (Schellewald, 2021).

A digital culture expert, Jamie Cohen argues that memes and trends are deliberately designed to create high engagement, so the practice becomes an extreme and absurd act (Adikwu, 2020). However, whatever reaction the audience has, it will create high engagement with the content. Seeing the engagement and fame that can be obtained, such content became a trend followed by other content creators. One of them was an account with the username @topperguild. Ever since he followed in the footsteps of @wasildaoud, his followers increased, and during pandemic he has more than 30 million followers. As seen from his personal TikTok account, the content he uploaded before was about pranks, tricks, and hacks.

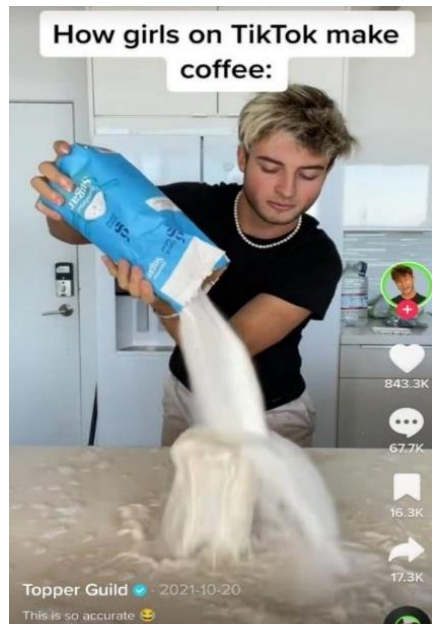


Figure.02: Screenshot of wasting food content video by TikTok user @topperguild

For the example, Figure.02 was taken from @topperguild posted video on October 20, 2021 that containing wasting food practice was recreated the content uploaded by @wasildaoud on January 8, 2021, even with the same caption (Daoud, 2021b; Guild, 2021). In the videos, they tried to represent how the women on TikTok made their coffee by pouring more milk, creamer, and sugar, with less coffee. Thus, he poured too much amount that even spilled all over since the glass could not contain all the condiments. From the upload, T. Guild got more than 34.5 million viewers with more than 843K likes, 64K comments, and 16.4 thousand shares (Guild, 2021). By recreating the wasting food content, @topperguild and @wasildaoud had got even bigger popularity since their first upload. However, since they received harsh criticism from public, towards the end of 2022, they began posting the videos that still showed large amount of food, but they then distributed the meals to the beggars or homeless around their neighborhood.

Besides, the behavior of wasting food on TikTok was also triggered by the viral trends at the time. Content creators use such trends to get their video content into the FYP algorithm (or the tab on TikTok filled with recommended content that users will enjoy the most). On TikTok, sound also gets attention in calculating the FYP TikTok algorithm, especially if people widely use the title of the song or its sound. Therefore, sound on TikTok also supports content creators to get

public attention. Herein, it is also related to the absurd trends in the content of sound video content.



Figure.03: TikTok sound by user @laidbackregularguy, which went viral for wasting food content challenge - "I am a Sandwich"

Figure.03 is an example of TikTok popular sound created by a TikTok user @laidbackregularguy, which was a verse remake of the song *Savage* by Megan Thee Stallion that received much public attention. The lyrics mentioned various ingredients or condiments to make a sandwich, such as "...mayo, mustard, relish, hot sauce, and Italian dressing..." (2020). From these lyrics, the sound could potentially become a meme for TikTok; since it was a verse remake from a popular song that was familiar to TikTok users in general and the lyric itself was easy to remember. Hence, other content creators finally used the sound to produce their content.

When producing content, creators have to be creative in order to be noticed and unforgotten by the audience. Thus, such "over-creative" content could be created, which happens inappropriate and does not deserve to be normalized. However, with the viral and trend labeling, the public tended to ignore the consequences of the content they copied and created, so that the behavior of wasting food presented in those kinds of content was not affirmed as an oddity that is harmful to human's critical thinking and the surroundings.



Figure.04: Screenshot of wasting food content represented in the "I am Sandwich" challenge by TikTok user @call_to_duty

Proven by the sound then became a trend called the "I am a Sandwich" challenge, where people made sandwiches on their partner's head (Call_to_duty, 2020). By following the lyric, the viewers could follow the trend since the challenge used it as an instruction. As in the figure 4 above, a TikTok account @call_to_duty (2020), took part in this challenge and showed the overused ingredients. These viral contents and trending sound motivated the public to create content using that sound so that their video content was also elevated to the FYP TikTok algorithm which did not sort out the content—even though it is considered as senseless and immoral. This wasting food behavior in the sound trend generated millions of views and likes because apart from the sound being viral, the content was also considered unique and different by the public who normalized the absurdity of content as a personal achievement.

Misiak et al. (2020) was linked immoral behavior with demographic and economic aspects. Hence, even though the practice is absurd and beyond rational, only for the sake of fame and profit obtained from the content they create, creators put their minds aside and create such content that is very wasteful and detrimental to the environment. Ironically, much of this content was uploaded during the COVID-19 pandemic, when many food ingredients were difficult to obtain.

Normalization of TikTok's Community Guidelines in Wasting Food Content

The TikTok algorithm intensively causes addiction, reinforced by the results of studies from Mieczkowski et al. (2020), which showed that negative mindset arose over time a person was exposed to social media, so that they were controlled beyond their capacity. Coherence between a TikTok platform and consumer society is based on a technological revolution that has led to changes in the action and behavior of radical people. As a result, individuals have actualized into the virtual world in various ways and ideas that justify wrongdoing for their own profits, not based on their primary needs.

Nevertheless, how the public responds to the content also has the role of normalizing absurd content, such as wasting food. Since every user has their own sight, some divergence in opinion might be seen on this social media platform. In the case of wasting food content done by the creators, some people might see it funny whereas others were not. The following are several examples of how the people gave comments on the content.

Not ur regular: "Why waste food"

Aciernfl: "It's a waste"

Ardi : "The pinnacle of comedy (irony)"

Ek : "Funny huh?"

Such responses showed how people found this joke as irony and such a shame to spoil and waste food just for content. There was also another response such as, *"You know that the children of Africa are starving and eating the soil and you who have money and food waste it to make us laugh."*, or *"There are People in my world who are hungry, millions"* which were written by user name *Tambien doy tips* and *Izinox* under the wasting food content by @call_to_duty (2020). They showed their irony of the practice despite there are many people around this world who suffer and struggle to get foods. Those kinds of comments were shown their disapproval towards the content. Moreover, with their disapproval responses, the public openly voiced their critical arguments to content creators to stop making this content. They only liked the comments of other netizens who had arguments commensurate with theirs, so their responses are considered passive. Nevertheless, in spite of the disapproval, people will still watch the content as a natural reaction without being accompanied by firm and absolute action such as in the form of an account report. Therefore, the passive response of the public, which expressed their disapproval, was covered by responses in the form of praise and support from the public who liked the content.

Unfortunately, some people were observed as ignorant or not even aware of the immoral acts in the content. Therefore, they only talked about how it was considered funny, related to their habits or other unimportant things. The following are the comments showing that those kinds of content was seen as a funny joke by some people.

Marianne : *"I'm dying lol"*

Ziagittens : *"I honestly don't care if this a waste cause this is so funny lol"*

Riley Cooray : *"This is practically the Tiktok version of HowToBasic lol"*

Its_just_camilo: *"ik u don't like cleaning it up lol"*

Another kind of comments showing approval of how relatable was the act of wasting food in content with the user's habits that can be observed below

K and L : *"That's so true I love having so much hot sauce on my chips :D it's true tho it taste so good" (giving compliment)*

Tinx : *"Me asf"*

Moreover, another comment made by @wasildaoud (2021a) even blatantly showed support for the creator who had been working hard to come up with content ideas for his fans. Such comments were written by user name *-edit-:* *"ignore these haters-its annoying that they keep saying ItS nOt FuNnY aNyMoRe"*, and from the user names *B)*: *"all this people who are saying its just a waste of food are such haters like look at the mess this guy has to clean up just for his fans"*. Further, a username *Jit Irippin* said *"Imagine what it's like cleaning that after"*, might not seem like supporting the content, but the person behind the comment ignored the importance of wasting food, which needs to be criticized. Therefore, this case is also one of the reasons for the normalization of wasted food content because the content creators see subjectively which comments that support and like their content as much as possible, so he ignores the public's critical power, which rejects the normalization of wasted food content.

Hereby, it is also argued that memes or trends like these are metaphors of bait for public attention. The response of people who enjoy and those who criticize is not the main point for the meme/trend maker because no matter what their response is, the result is still successful; the public will still watch the content. The maker's main point is the public's attention, who watches the content (viewers) so that a value affects the update algorithm in social media mode (Adikwu, 2020). The dissemination of food-proving content which depends on the TikTok algorithm system should be positive in the relationship with the awareness of the community's logic and mind. The public reaction should firmly reject content such as wasting food to maintain the straightness of the mindset and moral values of social people in social media. It should be noted that the wrong content is not sustainable for affirming, applied, and legalized.

The truth is that a TikTok platform still needs an expansion of the content, utility, and influence toward fulfilling its worthiness of publication in a trending/ FYP algorithm. As a result, the public can consume content that is both entertaining and educating. Trending Video on TikTok is limited to the FYP algorithm system, so the videos are easily published globally. However, this is offset by much eccentric content that is not separated by the TikTok feature and ends up getting many viewers and even becomes something slowly affirmed by the public. Bhandari and Bimo (2022) uncovered affective capitalism managed to control user identity through the TikTok

algorithm. As a result, online self-making is formed making social media a project to negotiate public expressions for their satisfaction in the flow of globalization (Papacharissi, 2013).

Users' Purposes on the TikTok

In the context of this discussion, TikTok users act as active participants in the concept of participatory culture. It is a term used to describe the involvement of users and consumers in creating culture and content including engagements, contribution, sharing, expansion, experience, and feelings (Jenkins, 2006). The alternative sources of media power could be formed from the collective intelligence of the participants' skills in this participatory culture sourced and combined (Fuchs, 2014; Jenkins, 2006). Therefore, in the context of user behavior as a participant in popular culture, TikTok users can act as producers/creators, disseminators, and consumers. The user's role as a consumer here applies as long as the video content has commercial value (Zuo & Wang, 2019).

Keep in mind that the download to use this application is free and has no user age restrictions, making it easier for everyone, including children, to access this application. However, TikTok users' expectations while login into the app is to discover content material to tune satisfaction of their aspire for drama, news, or pure recreation. TikTok provides a 'publicity' space suitable for people who want to achieve fame (Bizel et al., 2022). Therefore, TikTok is used as a place to get exposure and boost the creator's confidence at once, with many users enjoying or commenting on the video content. Proven by statistical data that 83% of TikTok users had uploaded videos (Wallaroo Media, 2022). Some of these are the most common reasons:

Micro-Fame

Micro-fame is a term that refers to a form of fame in social media. Other commonly used terms: TikTokers, Influencers, or micro-celebrity. One of the reasons that make content creators make videos is for fame. However, in some cases, micro-fame may also be used on creators who are still in the 'fame-seeker' period, where there may have yet to be any results or have only attracted attention in a short time (Mardhiyyah Binti Mohd Fauzi et al., 2022). It was explained earlier that there are expectations that users expect when using TikTok, so influencers here play a role in projecting these expectations (Bizel et al., 2022). When these expectations are achieved, a reaction will be generated.

However, the quality of this micro-fame is determined by the opposite paired elements. When the video produced has a value that can be offered to the audience—if a positive engagement contribution accompanies it—fame can be achieved, so that the creator can become a TikTok celebrity. Besides, fame can either last a long time or be short. Basically, becoming famous can be intentional or unintentional. Therefore, the main point of this micro-fame is its ability to maintain high online visibility. Because of the basic advanced Artificial Intelligence (AI) technology on TikTok that regulates the dynamics of viewing with its algorithmic preferences, we need to determine what the acceptance will look like and whether it is analogous to the FYP of the right person. The virality and fame within the scope of TikTok itself tend to be based on the performance of videos uploaded by individuals (Jaffar et al., 2019). Therefore, understanding the targeted audience and the algorithm of TikTok is essential for micro-fame creators, since it helps their content visibility throughout the app.

In addition to the performance of uploaded videos, social media influencers are now also segmented by the number of followers, there are *micro-influencers* with a smaller number of followers and *macro-influencers* with a larger number of followers (Kay et al., 2020). It should be noted that, after all, TikTok is superficial. Research conducted by Bizel et al. (2022), revealed that TikTok users tended to feel free to express themselves on TikTok, and showed that most users were aware that TikTok content focuses on performance and appearance aiming to maintain views and hype.

Profit/Fees

The use of social media is now inseparable from digital capitalization. The development of an increasingly modern era makes everything dependent on science and technology. This certainly does not escape the observation of the dominants, as evidenced by digital technology, it is now becoming a medium for companies and industries to make the greatest profit. However, the value of power in digital capitalism shifts from the power of capital to the power of information

and knowledge. As a result, social media is now also a monetization tool (Senaharjant & Priscila, 2021).

In his work, Abidin (2020) argued that the focus of ByteDance (the TikTok owner) was on the economic monetization of gifts as a virtual currency exchange. According to Mardhiyah et al. (2022), users and advertising are two main components in TikTok's business model. TikTok, is a profitability social media, which could also be used for monetization tools to seek profit or fee (Literat et al., 2023). According to Mhalla et al. (2020), TikTok uses a freemium strategy which is a free app but also offers in-app purchases that could be converted to virtual coins for about 1.29 dollars for every 100 coins. These virtual coins then can be given to users' favorited content creators.

In the context of implementing monetization in the TikTok application, it is mainly the creation of content itself or lives broadcasting videos. Video content on TikTok has its commercial value, especially if there is marketing that supports it. However, TikTok on the Community page on its official website discusses the 'creator fund', which is the fund generated by the content creator by looking at several factors such as questioning, engagement, and compliance with TikTok's guidelines, so that his income can vary. It was determined that creators would achieve at least 100 thousand authentic views within 30 days in order to join the 'creator fund' (TikTok, 2021).

In addition, profits can also be obtained from live broadcasts. According to by (Kaye et al., 2021) the only way for creators to earn the money directly from TikTok is through the live broadcast. However, TikTok restrict only allows the live broadcast feature only for accounts with minimum 1000 followers. Within TikTok Live Broadcast, there is a 'gift' feature: virtual money's value. The audience need to buy a 'gift' in a certain nominal, and when the 'gift' is given to a particular broadcaster (creator), the money will be allocated for them and the app (Mhalla et al., 2020). By looking at satisfactory profitability, it is only possible for some to be indifferent to this opportunity.

Trendiness

TikTok users are loved mostly by young people, and research revealed that teenagers tend to be more easily influenced and follow trends (Sharabati et al., 2022). This can be influenced by their self-satisfaction and a sense of belonging when they become trendy. Hence, Scherr & Wang (2021) argued that TikTok's trendiness might be interrelated with the narcissistic personality traits. Trendiness shows how the content was rated exciting and anti-mainstream (unique). More than others social media apps, TikTok was the platform being used for its trendiness (Scherr & Wang, 2021).

The ethics of a practice or event becomes popular and viral in society, then produced vary of engagement is resulted into a trend. One of the high levels of engagement is creation. Hereafter, the trend will be recreated and produced continuously until it disappears over time. So, the trend can only be eliminated with time. Aside from time, responses or feedback from netizens can also affect the trend's sustainability. When the trend is judged wrong and weird, netizens' responses will likely be negative, allowing a trend to stop.

Content creators have to rack their brains to improvise with unique and engaging content to attract viewers from all social backgrounds. Unlike other applications that emphasize "persona-based or profile-anchored", the TikTok application is more centered on virality (Zeng & Kaye, 2022). Furthermore, the visibility of content is controlled by TikTok's algorithm which is based on the engagement of each user in using the application. This might allow the discovery or exploration of each individual. Therefore, large numbers of follower do not guarantee the stability of the amount of visibility of the creator's content. Hence, it triggers the emergence of strange or odd video or challenge trends. Since high visibility and engagement will be obtained by creating trends or recreating viral trends (Zulli & Zulli, 2022).

Citing the statement of one of these creators who made wasting food content, the content was intendedly shared for humor purpose. It should be triggered TikTok to establish the boundaries regarding to the expression of humor within TikTok's content (Matamoros-Fernández, 2023), because the TikTok community guidelines has not contain any restrictions on this. Hence, it might be a "time-bomb" for the app since humorous would either harmful or harmless. Moreover, no boundaries on "humorous" content nor commentary insisted onto the

cyberbullying (Steer et al., 2020), misinformation (Stieglitz & Ross, 2022), or wasting food. Until the time of writing, there is no significant action from TikTok itself, which resulted in toleration these contents by the public.

However, adaptability to the shift to digital capitalism has led to the misclassification of positive and negative content. It enables the false thing to be approved, legalized, or normalized. It also leads to the repetitive action of re-creating high-engagement content without considering the positive or negative value that the content brings. It is only based on fulfilling the content creator's expectations of existence and satisfaction. Digital capitalism can influence changes in people's behavior and mindset, which can lead to consequences of low thinking competence.

Cultural Literacy as Social Control

Highlighting the negative impacts of social media, downstream sector policy must be applied that handles negative content based on established laws and upstream sector policies that handle negative content through efforts to build and create motivation for the community to empower the internet in a healthy and wise (Siagian et al., 2018). The application of handling negative content must be swift and firm in using priority steps through a cultural literacy approach to create social control and encourage public awareness in social media. Censorship/filtering technology approach should be also carried out based on complaints and enforcement of negative content, or content that has a bad impact on the mindset of society and the environment (Siagian et al., 2018). In this era of globalization, technological progress must be well and wisely empowered to maintain the stability of society and the world.

In this age, creating educational, useful, and creative content is increasingly difficult to attract the attention of the community that has been withdrawn from global capitalism. In this situation, people are prior to prioritizing something that they can satisfy themselves compared to something they need, so controlled content is considered a college and stiff. Frosh (2015) also highlighted that people who represent themselves with visual media tend to ignore the social context so that the media itself is emphasized as a priority tool to respond to capitalist globalization which has caused a decrease in the production of meaning and techno-culture in society (Thumim, 2012).

For these reasons, it is better to promote movements and campaigns to stop wasting food, such as movements carried out by the food guard community that utilizes food surpluses that have been considered Standard Operating Procedure (SOP) criteria to be distributed to small communities in need (Bastam, 2017; Garda Pangan, 2018). The change in people's critical thinking power to healthy thinking is a first step in rejecting the normalization of wasting food content which is solely a personal profit for weak-minded creator content.

This study found that globalization as a cause and effect of capitalism required society to be active participatory as a person with satisfaction and profit. Therefore, the power of capitalism emphasized the community to improvise brutally to earn a lot of instant advantages. Along with the age of technological advancement, content creator on social media used this as a tool or intermediary to distribute their profits. Media which has now become a staple in society, is used as a channel for one's satisfaction and profit. TikTok is one of the social media used as a distributor of public profits in the form of creative video content that might contrast with human social norms.

This research also proved that wasting food practice on TikTok was easily and quickly spread widely on social media because it was triggered by several contributing factors, including the characteristic of Tiktok which could create high engagement through its unique features. The content creators who made videos of throwing food away often got a lot of engagement and consistent high views. That's what triggered other creators to achieve similar benefits. Besides, they were also encouraged to reach micro-fame, profits, and trendiness, which are interrelated each other. Viewers continued to follow this trend, so that the immoral act was inevitable spread. Profit and fame have a big control in triggering the public to follow the trend. This high engagement is used as a field for obtaining fees or profits so that the impact of this wasting trend escapes their attention.

CONCLUSION

This study found that globalization as a cause and effect of capitalism required society to be active participatory as a person with satisfaction and profit. Therefore, the power of capitalism emphasized the community to improvise brutally to earn a lot of instant advantages. Along with the age of technological advancement, content creator on social media used this as a tool or intermediary to reap their profits. Media which has now become an integral part of the society, serves as a channel for one's satisfaction and profit. TikTok is one of the social media used as a distributor of public profits in the form of creative video content that might contrast with social norms.

This research also proved that wasting food practice on TikTok was quickly spread widely across social media because it was triggered by various contributing factors, including the characteristic of TikTok which could create high engagement through its unique features. The content creators who made videos of throwing food away often got a lot of engagement and consistent high views. That's what triggered other creators to achieve similar benefits. Besides, they were also encouraged to reach micro-fame, profits, and trendiness, which are interrelated to each other. Viewers continued to follow this trend, so that the immoral act was inevitable spread. Profit and fame have a big control in triggering the public to follow the trend. This high level of engagement is used as a field to generate income or profits, so that the impact of this wasting trend escapes their attention.

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