

THE INFLUENCE OF POPULAR CULTURE ON THE F&B PRODUCTS IN TIKTOK CONTENT

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Abstract:

This research aimed to identify the characteristics of popular culture used in the content of F&B products on TikTok based on John Storey's theory and also the influence of popular culture on F&B products. The TikTok video contents were the F&B products: Mixue, McDonald's, and Starbucks. The videos were from 2022 until 2023. Documentation techniques were used in collecting the data and information supporting the analysis. This research used a descriptive qualitative method. The result of the analysis showed that the F&B products were following the six characteristics of popular culture, there are 3 data found that Popular culture is widely liked by many people, 3 data found that Popular culture is to say that it is a culture that remains after we have decided what high culture is, 4 data found that Popular culture is referred to as 'mass culture', 3 data found that Popular culture is a culture that comes from the 'people', 6 data found that Popular culture as a place of struggle between the 'resistance' of subordinate groups and the 'aggregation' forces that operate in the interests of the dominant group, and 6 data found that Popular culture is a culture of postmodernism. Popular culture also influences people's eating habits through F&B products. People become consumptive and they buy things not for necessity, but only for their satisfaction.

Keywords:

F&B products; John Storey; Pop Culture; TikTok Video



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INTRODUCTION

Culture is the whole system of ideas, actions, and results of human work in the context of community life which belongs to humans by learning (Koentjaraningrat, 1985, p. 180). In the era of development with the existence of various kinds of culture and cultural development is a form of cultural studies theory. Cultural studies are divided into three approaches, namely ethnography, textual approach, and reception studies. The ethnographic approach is often associated with an approach to cultural analysis and life experience, usually regarding values and meaning in the context of a culture's life and cultural identity. The cultural identity approach is often found in popular culture studies. (Storey, 2015, p.5). According to Storey, there are six characteristics of popular culture, the first characteristic of popular culture is a culture that is widely liked by many people, meaning that every product produced is always liked and followed by many people, popular culture can create trends. The popularity of a culture can be seen from the

quantitative dimension and looking at the research figures regarding it, popularity can be in the form of fashion products, food, entertainment, music, etc.

The second characteristic of Popular culture is the culture that remains after deciding on high culture, meaning that popular culture can determine high cultural differences and standards are needed to meet high cultural categories, according to Storey current popular culture cannot be determined on high or low culture because the division between high and popular culture is no longer so clear, for culture has been replaced by economics and is expressed between the 'rich' and the 'thousands'. That way popular culture in the second characteristic can be determined by selling points.

The third characteristic of Popular culture as mass culture is that popular culture is a hopelessly commercial culture. It is mass-produced for mass consumption. Storey argues that popular culture provides 'an escape that is not an escape from or anywhere, but an escape from ourselves' meaning that popular culture is temporary and timeless depending on the people who make up the popular culture itself and how to maintain it.

The fourth characteristic of Popular culture is a culture that comes from the people. In this characteristic, the term should be used only to denote the 'original' culture of the 'people'. This is popular culture as folk culture: folk culture for the people. The culture of the people originates from the people who form the culture itself that it becomes popular and then the popularity of this culture collaborates with popular culture originating from the people thus the popularity of the culture is from the people and for the people, the fact remains that people do not spontaneously produce culture from material.

The fifth characteristic of popular culture is popular culture as a place of struggle between subordinate group 'resistance' and 'aggregation' forces that operate in the interests of the dominant group, meaning that popular culture is made by a group of people or amalgamations that have the same goals as their respective interests.

The sixth characteristic of popular culture is a culture of postmodernism is an idea that replaces modern times, meaning that popular culture is culture of postmodernism, which is a culture of the people that grow from below, is original, made by the people without the help of high culture to meet their needs. Thus, the culture of postmodernism is assisted by industry and only emerges through industrialization.

On the culture of postmodernism and popular culture which depend on the existence of a capitalist market economy. This characteristic shows that the context of popular culture can be introduced with the help of the mass media. In the era of technological development, popular culture is often found through the mass media and is most often found in social media because today's life is very dependent on social media thus it is easily formed from the life of modern society. (Storey, 2015, pp.5-12)

Based on the explanation above, this research aimed to identify the characteristics of popular culture used in the content of F&B products on TikTok based on John Storey's theory and also the influence of popular culture on F&B products.

Social media is a place for users to easily adapt and socialize each other with online in the form of communication or sharing content to achieve certain goals or provide the latest information therefore many social media users are interested in that content. One social media that is currently being talked about and widely used by the modern generation is TikTok.

According to Anwesana & Prosenjit, n.d. (2021), TikTok is an internet-based social media application that provides features for creating and sharing content in the form of short videos. The TikTok application is an audio-visual media application, often content that is spread very quickly or viral is more commonly found in this application, making it easier for users to find trending content thereby influencing the public to follow trends and can change old patterns of community life to new ones.

In general, culture is a way of life and habits shared by a group of people or as a whole. According to Michael Richardson (2001, p.2), culture is simply what human beings produce and how we preserve what we have produced. While according to E.B Taylor (1920), culture is that complex whole that includes knowledge, belief, art, morals, scholarship, customs, and capabilities and habits acquired by man as a society.

Popular culture is a culture that is often enjoyed by the community and is developing in today's society and even popular culture is becoming commonplace in today's society's culture and is always followed by the community. Shirley A.Fedorak (2009, p.1) found that popular culture is the culture of our everyday lives.

Popular culture, abbreviated as pop culture, has become a habit of today's society and has gained space for society. According to Dominic Strinati (2000, p.40), pop culture is "the location of the battle, where from this meaning (the power struggle over the meaning that is formed and circulated in society) is determined and debated. According to John Fiske (1989, p.23), popular culture is not consumption, it is culture the active process of generating and circulating meaning and pleasures within a social system: culture, however, industrialized, can never be adequately described in terms of the buying and selling of commodities.

METHOD

This research was carried out using the documentation method for collecting data using the method of observation and documentation. Observation is the observation and taking notes of facts needed by researchers (Abubakar, 2021, p. 90). The steps for collecting data in this research are; choose the appropriate F & B video then search for an appropriate video especially trending products based on the theory that was taken before, after that watch the TikTok videos (2022-2023) four to five times to find the data based on the theory, the last step is classifying the data based on the characteristics. The data are in the form of screenshots that were taken from the TikTok videos. Data were collected and classified based on John Storey's theory.

After collecting the data, the next step is analyzing the data. The data analysis procedure of this research uses the method of discovering cultural themes and analyzing them by understanding the typical symptoms of the previous analysis. This analysis attempts to collect the various themes, cultural focus, values, and cultural symbols that exist within

every domain (Saleh, 2017, p.89). The steps of the data analysis procedure in this research are; presenting the data by showing the screenshots of trending products in TikTok videos, the next step interpreting the TikTok videos content according to the six characteristics of popular culture by John Storey, and analyzing them by explaining of the data. The last is making conclusions of the research based on the findings, and answering the problems of the research.

RESULTS AND DISCUSSION

Results

Based on the analysis of the six characteristics of popular culture, TikTok content namely McDonald's, Starbucks, and Mixue with twenty-five data findings categorised into the characteristics of popular culture. Based on the first characteristic of Popular culture is the culture that is liked by many people, there are 3 data found. The second characteristic of Popular culture is the culture that remains after we have decided what high culture is, there are 3 data found. The third characteristic of Popular culture is referred to as 'mass culture', there are 4 data found. The fourth characteristic of Popular culture is a culture that comes from the 'people', there are 3 data found. The Fifth characteristic of Popular culture is a place of struggle between the 'resistance' of subordinate groups and the 'aggregation' forces that operate in the interests of the dominant group, there are 6 data found, and the sixth characteristic of Popular culture is a culture of postmodernism, there are 6 data found.

Discussion

First Characteristic: Popular culture is the culture that is liked by many people

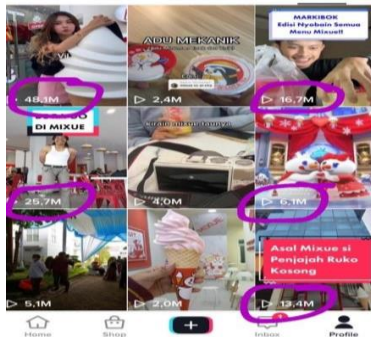


figure 1 Mixue ice cream is liked by many people

Source: TikTok compilations

In the figure 1 above there are some videos that contain the influence of Mixue ice cream which are reflected in the TikTok video. As stated by John Storey in his book, the first characteristic of popular culture is the culture that is liked by many people. As we can see from Figure 1, it shows that Mixue has a very large number of viewers on TikTok and the highest viewers reached 48.1 M, a high number of viewers shows that Mixue product is liked by many people, so it has become a trend and viral among the public and bring the influence of pop culture on society.

Second Characteristic: Popular culture is the culture that remains after we have decided what high culture is



Figure 2 Mc Donald's Contributions

Source: <https://vt.tiktok.com/ZS8gydMyr/>

As the characteristic of popular culture by John Storey that popular culture has exclusivity value in the sense of fulfilling a social function, the figure 2 above shows that the figure contains the influence of popular culture. The title of the video content is The Number of McDonald's Distributions in each province of Indonesia and this video explains that there are several McDonald's stores in several cities in Indonesia with different numbers. It can be concluded that McDonald's has an exclusivity value that can be seen from its rapid development in Indonesia and the large number of stores in Indonesia thus McDonald's has a high selling value and brings the influence of pop culture to society.

Third Characteristic: Popular culture is referred to as 'mass culture'



Figure 2 Kopi kenangan as mass culture

Source: <https://vt.tiktok.com/ZS8gteUt4/>

Figure 3 above shows that there is a figure that contains the influence of popular culture based on the theory by John Storey. As we can see in the TikTok video, Starbucks products and Kenangan Coffee products have similarities in the product they sell, namely coffee, in the figure 3 above, it is stated that Starbucks has had 487 outlets for 19 years while Kenangan Coffee had around 400 outlets in 4 years, with the data survey shows that Starbucks has competitors, therefore Starbucks products would not trend and viral on their products, depending on how the marketing industry stand it.

Fourth Characteristic: Popular culture is a culture that comes from the 'people'



Figure 3 Mc Donald's-BTS-culture from the people

Source: <https://vt.tiktok.com/ZS8nBFA8j/>

In Figure 4 above, we can see the figure of video content that shows a person sharing his video with the concept of putting his items in the form of food wrappers, glasses, and several items purchased from McDonald's into a plastic box so that they can be collected and they can put them in a museum on the ground that these Mc Donald's items have a logo that collaborates with the famous boyband from Korea, BTS. The popularity of McDonald's as a food product was created by the mass culture itself, therefore, it became people's consumption patterns. Then, McDonald's collaborated with BTS, which is one of the popular Korean boybands, and both McDonald's and BTS are popular in society. This collaboration made people consumptive. They buy the products although actually, they don't really need them, it is because of their desire to have the items, not because they need to eat the food products. Therefore, it can be concluded that McDonald's product becomes a popular culture and the culture produced by the people is then given to the people with the aim that it will be liked by many people so that it becomes more popular among the society.

Fifth Characteristic: Popular culture as a place of struggle between the 'resistance' of subordinate groups and the 'aggregation' forces that operate in the interests of the dominant group



Figure 4 Mc Donald's Products with Indonesian characteristics

Source: <https://vt.tiktok.com/ZS8gGRPgB/>

Figure 5 above shows a figure that contains McDonald's influence on popular culture based on the fifth characteristic of popular culture by John Storey. As we can see from the figure above, it shows that someone bought one of the menus at McDonald's with Indonesian characteristics, namely *Soda Gembira* which is a typical Indonesian drink added with ice cream and McDonald's typical Mc Flurry with mixed ice cream topping becomes Mc Flurry Es Campur and Mc float with Soda Gembira, even though McDonald's is a restaurant from America, it combines western culture with Indonesian culture, especially Indonesian drinks by renewing the taste from the original and change the commodification habits of food and drinks consumed by Indonesian people. With this menu, people's current consumption patterns change and have new habits, so McDonald's has influenced people's consumption.

Sixth Characteristic: Popular culture is a culture of postmodernism



Figure 5 Mixue-Hot Wheels "post modernism"

Source: <https://vt.tiktok.com/ZS8gygSCd/>

Figure 6 above shows a figure that contains the influence of popular culture as defined by John Storey that pop culture is postmodernism culture. It can be assumed from the current era of postmodernism that can be seen from the current trend of society in several media and this is due to the culture that emerged after industrialization but from an economic standpoint it has the potential to have huge advantages for the industry that supports it and produces a culture of consumerism as if people only meet the needs of illusion or desire, as we can see on the figure, it shows that Mascot of Mixue has colonized other industries with products issued by well-known brands, namely Hot Wheels, so Mixue has profits in the industry and people will become consumerists where they only buy the thing based on what they want, not because they need it.

CONCLUSION

Based on the results of the data analysis of this research, there are conclusions regarding the data findings, based on the characteristics of popular culture by John Storey. The first characteristic of Popular culture is liked by many people, there are 3 data found. The second characteristic is the culture that remains after we have decided what high culture is, there are 3 data found. The third characteristic is referred to as 'mass culture', there are 4 data found. The fourth characteristic is a culture that comes from the 'people', there are 3 data found. The Fifth characteristic is a place of struggle between the 'resistance' of

subordinate groups and the 'aggregation' forces that operate in the interests of the dominant group, there are 6 data found, and the sixth characteristic is a culture of postmodernism, there are 6 data found.

The influence of popular culture on Mixue, McDonald's, and Starbucks products in TikTok content, can be seen from the way people consume Mixue, McDonald's, and Starbucks products which are influenced by popular culture because the products are liked by many people and become a trend and viral, the products have a high selling value so that they have exclusivity to the brand which influences the public consumption, the products become temporary and gain new rivals because they are not always become a trend, it is depended on how the industry maintains the products. These products have a culture that is produced from the mass culture and then this culture has been given to the people to be liked by the public and become more popular, the product has a phenomenon that shows a clash of cultural practices that change people's consumption lifestyles, this product is a trend of a new culture that was created due to the influence of pop culture, and the product has profits in the industry and people will become consumers where they only buy the thing based on what they want, not because they need it.

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