

The Attractiveness of TikTok Live Shopping to User Emotional Satisfaction

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Abstract *The aftermath of the Covid-19 Pandemic had an impact on the physical and mental health. Even for workers, it causes anxiety due to job loss. The background of this research is the phenomenon of a pandemic that causes excessive public pressure. The emergence of Tik Tok Live Shopping in 2022 provides an alternative to building people's mental health during the Covid-19 pandemic. TikTok Live Shopping is one of the social media that offers real-time entertainment functions. This study aims to determine the effect of the attractiveness of TikTok Live Shopping on User Emotional Satisfaction. The theory used is emotional gratification as a derivative of the gut and gratification theory. Attractiveness is measured on three dimensions: source credibility, content creator, and message content. This study used an explanatory method, purposive sampling technique, and multiple regression analysis as data analysis. The results of the study show that there is an influence between the attractiveness of TikTok Live Shopping on User Emotional Satisfaction. User satisfaction is indicated by emotional involvement. Through TikTok Live Shopping, users can feel the sensation and have a direct experience. This, the research hypothesis is accepted, the use of TikTok Live Shopping contributes to providing emotional satisfaction to its users.*

Keywords: *content creator, emotional gratification, tiktok live shopping*

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INTRODUCTION

The Covid-19 pandemic has had a long-term negative impact on various sectors of human life worldwide. It starts from the economic, social, cultural, physical, and mental health sectors. Even though the Covid-19 Pandemic has ended, these problems continue, especially in countries with many vulnerable populations (Bughin et al., 2017). Indonesia, a developing country with a vulnerable population of 26.16 million people, is still struggling with various problems that have continued after the Covid-19 Pandemic (BPS, 2021). A significant problem impacting the country's development is the rate of mental health problems, which continues to increase due to the impact of the Covid-19 Pandemic. The number of Indonesian people suffering from

depression, anxiety, and other mental illnesses is still high. This phenomenon aligns with the number of people living with mental illness worldwide (Krisdianto & Mulyanti, 2015), reaching 970 million people in 2022 (Santoso et al., 2020) anxious, frustrated, confused and do not know how to overcome their conditions. Depression occurs because of negative thinking about oneself and others, so special management is needed in the midst of a COVID-19 pandemic. The aim of this study was to provide an overview of the depression levels of students in the pandemic. Methods: The method in this study was a quantitative research with cross sectional approach. Descriptive analysis is used to provide a description of the level of depression that occurs in students. Data collection used the Beck Depression Inventory II (BDI

II. Therefore, adapting to the new average era forms various individual and social cultures daily. The interaction will go well if there is effective communication because the communicant has attention to the messages being exchanged (Triwidyati & Pangastuti, 2021).

One of the cultures that are formed is the way people try to overcome their psychological (Sulistiyorini & Sabarisman, 2017) and emotional problems (Santoso et al., 2020) anxious, frustrated, confused and do not know how to overcome their conditions. Depression occurs because of negative thinking about oneself and others, so special management is needed in the midst of a COVID-19 pandemic. The aim of this study was to provide an overview of the depression levels of students in the pandemic. Methods: The method in this study was a quantitative research with cross sectional approach. Descriptive analysis is used to provide a description of the level of depression that occurs in students. Data collection used the Beck Depression Inventory II (BDI II (Simanjuntak & Fitriana, 2020)). The culture of using the internet as a medium for interaction and distraction has become popular due to the Covid-19 Pandemic, which requires people to interact socially online (Prasetya et al., 2021). The use of the internet globally has increased dramatically compared to before the Covid-19 Pandemic (Ratulangi et al., 2021), (Sutisna, 2020). Social media dominate this use as the only type of social interaction allowed when facing the Covid-19 Pandemic (Nadeak et al., 2020) adapt in order to attend lectures with the new system, students are required to be skilled in using social media, familiar with the online system so that they can keep up with all learning. This study aims to determine the correlation of critical thinking skills and the use of social media on learning outcomes in the online learning process during the Covid-19

pandemic. The policy of learning from home with online learning using social media such as Facebook, Instagram, and Youtube has become a policy set by the Universitas Kristen Indonesia for the implementation of lectures. This research uses a quantitative approach, with a correlation design conducted online to 254 students who are then analyzed using correlation analysis and multiple correlation analysis. The results showed that there was a positive correlation between (1, (Winarti, 2021). According to Bold, social media is a collection of software that allows individuals and communities to gather, communicate, and collaborate or play with each other (Nasrullah, 2015).

Various types of social media have emerged and are experiencing rapid development due to the need for people to continue interacting even online (Depoux et al., 2020), (Hausmann et al., 2020). Some of the most popular social media used during the pandemic are Zoom, Instagram, YouTube, Twitter, and TikTok. Based on the results of Basilisco & Kyung Jin's research, there are several reasons why people would utilize social media: social connection, entertainment, information seeking, and convenience (Basilisco & Cha, 2015). At the same time, Joo & Teng concluded that social media is utilized to form and improve connections with family members among teenagers (Joo & Teng, 2017).

TikTok is one of the social media that has rapidly increased the number of users during the Covid-19 Pandemic. As a social media platform, TikTok has several features that revolve around short and vertical audiovisual content. TikTok has gained much popularity among young adults and teenagers amid the Covid-19 Pandemic. *TikTok* is a social media that was popular when it first appeared in 2017. The TikTok application has become popular because TikTok media

allows everyone to become a content creator most easily and simply so that it can encourage people's creativity. The TikTok Live service will enable creators to create live shows without duration limitations. The TikTok application allows anyone to record and present shows according to their creativity. TikTok was designed to demonstrate creativity and precious moments worldwide via mobile (Kumparan.com, 2020). *Emotions* are feelings or affections that involve physiological stimulation, conscious experience, and behavioral expression (King, 2016).

In August 2021, TikTok was the most popular app worldwide, followed by Facebook in second place, then YouTube, Twitter, and Instagram (BBC News, 2021). The COVID-19 pandemic has increased the latest TikTok content creators and consumers, making it one of the most used apps during the Pandemic. Google Play collected 1.5 billion downloads, which is 75%, while the App Store generated 495.2 million downloads, or 24.5% (Aninsi, 2021).

In response to the massive growth, TikTok constantly increases its software features. In 2021, TikTok released a feature called TikTok Live Shopping. TikTok Live Shopping is a real-time interactive video and audio display that creates an e-commerce experience that gives sellers and buyers a unique experience to make business interactions. TikTok Live Shopping provides an opportunity for content creators to display their creativity, thereby attracting the attention of its users while making it practical for the creator to sell their products and for the consumer to purchase them. Psychologically, the emotions awakened through TikTok Live Shopping will provide entertainment and a positive emotional boost for those watching. Even TikTok Live Shopping is not only used as a business platform but also to get

emotional satisfaction for its users during the COVID-19 period. One of the things this is done is to fill the boredom due to the conditions of COVID-19. One of the ways that people do this is by watching TikTok Live Shopping shows. The high use of TikTok provides opportunities for users to take advantage of TikTok Live Shopping to encourage positive energy from users. So that users continue to refrain from dissolving in negative thoughts. This will motivate the user to minimize the negative influence on them. In its future development, TikTok Live Shopping can be used as a medium to form positive motives for everyone, not only during the COVID-19 pandemic.

Meanwhile, emotions are based on what a person feels and a person's attitude in responding to certain situations. According to Goleman, emotions refer to familiar feelings and thoughts. Emotional feelings can be in the form of biological and psychological problems, which lead to a person's tendency to act (Goleman, 2015). Humans more often act according to emotion than logic, which is a truth in establishing effective human relationships with oneself and others (Sarasati & Nurvia, 2021). Emotions can motivate someone, so they can manage life to maximize positive and negative emotions (Brewer & Hewstone, 2004). In comparison, satisfaction is a comparison between what is desired and what is true in the experience that occurs in a person. Based on the results of Bartsch and Viehoff's research (Bartsch & Viehoff, 2010), the dimensions of emotional gratification in the use of entertainment media are (1) feelings of pleasure, (2) sensation, (3) emotional experience, (4) emotional involvement, (5) express feelings.

The Uses and Gratification theory provides an overview of humans who have an active role and try to fulfill their needs. According to Katz, Blumer,

and Gurevith (West & Turner, 2010), the Uses and Gratification theory has five assumptions; (1) Active audiences and goal-oriented media users take the initiative in connecting needs and decisions; (2) Media competes to meet audience needs; (3) Audiences know how to use media; and (4) Only the audience can judge the contents of the media.

Based on the results of Katz's research (Mc Quail, 2010), there are five categories of needs in media use: (1) cognitive needs, (2) affective needs, (3) personal integrative needs, (4) social integrative needs, (5) release needs tension. Pressure from an unstable situation causes a person's mood to be disturbed. The air is a feeling that arises temporarily and occurs because of a problem experienced. These feelings include sadness, happiness, emotion, and others (Sulistyana & Lestari, 2022). Managing one's mood properly will provide a stable situation for someone. Mood management was initially referred to as a theory of stimulus regulation that influences user dependence (Bengtsson & Johansson, 2022). According to Zillman, media users choose content to elevate their mood (Sundar, 2015). Media users will look for content that will help increase positive moods and divert users from negative attitudes (Braghieri et al., 2022). Individuals who are in stressful situations will prefer messages that have

a positive influence on them. Stimulus regulation is guided by goals to minimize negative stimuli and maximize positive moods (Fernandes et al., 2020). The user chooses a method from various existing forms to translate the message he receives precisely according to the needs of the user's mood optimally (Reinecke, 2016)1988a, 1988b. The influence of mood management theory on the effects of media use focuses on four dimensions: (1) the presence of stimulus potential, (2) absorption potential, (3) semantic affiliation, and (4) hedonic valence.

METHODS

This study used a survey method with explanatory research. Survey research is used to obtain accurate, reliable, and valid data, so effort and thought are required (Bryman, 2012). The population in this study was 834.3 million TikTok active users as of January 2023. This study used nonrandom sampling techniques using purposive sampling methods because the population is specific, and the situation is exceptional. Purposive sampling can be used in various cases based on particular criteria (Neuman, 2014). This research's sampling criteria were: (1) using TikTok Live Shopping at least three times, (2) over 13 years old.

This study consists of variables: Source Credibility (X1), Content Creator (X2), Message Content (X3), and User

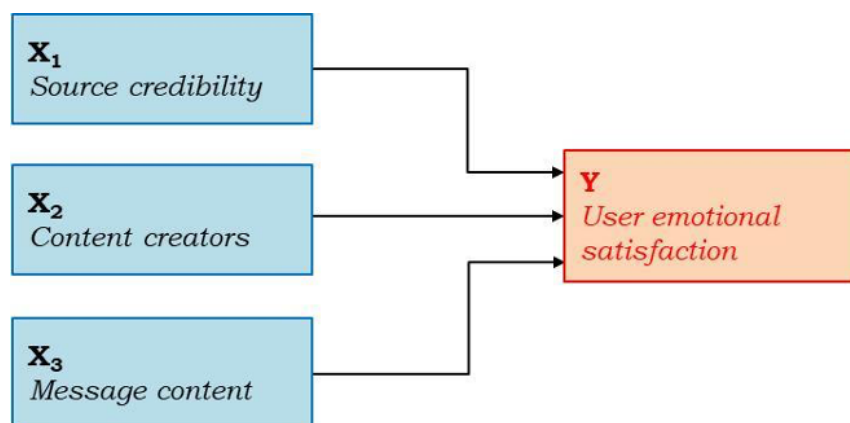


FIGURE 1. Research Model

Emotional Satisfaction (Y). The research model used in this study is described in Figure 1.

To obtain data as information about the problem under study, data collection techniques were used: questionnaires, literature studies, and documentation. The research instrument used a questionnaire in the form of a Likert scale. The scale consists of several items, each providing four alternative answers: strongly agree, agree, disagree, and strongly disagree. To find out the consistency and accuracy of the data collected from instrument users, a validity test was carried out using the product-moment correlation. The data is valid if the correlation coefficient (r) is less than 0.50. *Reliability* is an index that shows a reliable measuring instrument. The stages of calculating the reliability test using the Alpha Cronbach technique, namely: (1) determine the variance value of each question item; (b) determine the value of the total variable; and (c) determine the reliability of the instrument.

This study uses univariate and bivariate data analysis techniques because there are two main variables, the independent and dependent variables, where the independent variable influences other dependent variables. The hypothesis in this study is that there is an influence between the attractiveness of TikTok Live

Shopping on the emotional satisfaction of users, namely:

H₀: There is no influence between the attractiveness of TikTok Live Shopping and the emotional satisfaction of users.

H₁: There is an influence between the attractiveness of TikTok Live Shopping on the emotional satisfaction of users.

While the statistical hypothesis in this study:

If $p > 0.05$, H₀ is rejected, and H_a is accepted.

If $R > 0.05$, then the statement items are declared valid.

RESULTS AND DISCUSSION

Based on the results of statistical data processing with SPSS 25, the results can be described in Table 1. Based on this table, it can be concluded that the relationship between variable Y and variable X₁, Y variable and X₂ variable, Y variable with X₃ variable, and Y variable with X₁, X₂, and X₃ variables are:

The Relationship Between the Variable User Emotional Satisfaction (Y) and The Variable Source Credibility (X₁)

Based on Table 1, the statistical test results show a robust correlation between

Table 1. Table's Description

RELATION	R	Model Summary			Anova			Coefficient			
		R ²	Adjusted R	F _{test}	Sig.	Constant	cX	t _{test/1}	t _{test/2}	Sig.	
Y	X ₁ (Source Credibility)	0.879	0.774	0.772	413.252	0.00	16.754	0.784	12.117	20.329	0.00
Y	X ₂ (Content Creator)	0.844	0.712	0.709	298.491	0.00	18.842	1.114	12.512	17.277	0.00
Y	X ₃ (Message Content)	0.755	0.571	0.567	160.758	0.00	22.065	1.150	12.288	12.679	0.00
Y	X ₁ X ₂ X ₃ (Simultan)	0.920	0.845	0.842	217.052	0.00	13.479	0.398	10.903	6.381	0.00
								0.420		4.876	0.00
								0.372		4.836	0.00

Y and X1, indicated by the R-value of 0.879. When viewed from the coefficient of determination value, the variable Source Credibility on User Emotional Satisfaction is 77.4%. This is reflected in the R-Square value of 0.774. That is, Source Credibility has a proportion of influence on Emotional Satisfaction using TikTok media. While the results of the data using ANOVA (Ftest) obtained an F value of 413,252 with a significance value of 0,000, with a confidence level of 95%, then $0,000 < 0,050$, which means that H_0 is rejected, and H_a is accepted. Thus, Source Credibility affects User Emotional Satisfaction.

The Source Credibility with User Satisfaction regression equation shows $Y = 16.754 + 0.784 X1$. This explains that the value of the regression coefficient for Source Credibility is positive, meaning that when Source Credibility increases, User Emotional Satisfaction also increases. Likewise, when the source's credibility has decreased, the emotional satisfaction of users from TikTok media has also reduced. An increase in Source Credibility by 1 point will increase User Emotional Satisfaction by 0.784 points and vice versa; if there is a decrease in Source Credibility by one end, it will have a decreased impact of 0.784 points on TikTok media users' Emotional Satisfaction. If an influencer is considered trustworthy by their followers, that person can influence other people, such as followers or connoisseurs of the TikTok media. This is because the influencer represents the audience or the public. For this reason, an influencer must have the ability and mastery to make clear, accurate, communicative, rational, informative, and argumentative statements regarding the characteristics, performance, and quality of a product they offer.

The Relationship Between the Variable User Emotional Satisfaction (Y) and The Content Creator Variable (X2)

Based on the test of the relationship between Y and X2, it can be concluded that the two variables have a robust correlation with a value of $R = 0.844$. The coefficient of determination R^2 is 0.712, which means that the content creator variable contributes 71.2% to the User Satisfaction variable. From the Anova data (Ftest), the F value is 298,491 with a significance of 0,000. With a confidence level of 95%, then $0.000 < 0.050$. This means that H_0 is rejected, and H_a is accepted. Based on the Coefficient data, the value = 18,842 and $\beta = 1,114$; thus, the Content Creator Variable influences the User Satisfaction Variable.

$Y = 18.842 + 1.114 X2$ can show the Content Creator and User Satisfaction regression equation. The existing meaning of this equation model shows that the regression coefficient value of the Content Creator variable is positive, where each increase in the number of Content Creators will have an increasing impact related to the Emotional Satisfaction of TikTok media users. Likewise, when the number of Content Creators decreases, it will affect the level of User Emotional Satisfaction. This can be interpreted every time a Content Creator appears will have an effect of 1,114 points on the level of Emotional Satisfaction of TikTok media users and vice versa; if there is a decrease in the number of content creators by one person, there will be a decrease in the level of User Emotional Satisfaction by 1,114 points. This condition indicates that the more content creators emerge, the more emotional satisfaction their users will have because users can make choices on the various kinds of content they will enjoy. In addition, users can also make comparisons between content creators regarding the work they produce. Content creators who are responsive

to feedback given by users, whether criticism, suggestions, or praise, give users emotional satisfaction. When the user feels satisfied, this feeling will directly increase user trust. A positive response is seen when live broadcasts involve active interaction between users and content creators. A trusted source will encourage users to continue interacting during live shopping. Intense interaction creates feelings of value, and users feel involved during the broadcast as stated (Wan et al., 2017) in their research that the intention to donate on social media platforms is determined by emotional attraction to content creators and functional dependency on social media. Social factors, identification, interaction, and information value positively affect users' emotions. These results show that social media with high interactivity can better meet user needs.

The Relationship Between the Variable User Emotional Satisfaction (Y) and The Message Content variable (X3)

As seen from Table 1, the R-value of the Message Content variable on the User's Emotional Satisfaction variable is 0.755; it can be said that there is a strong positive correlation between the Message Content Variable and the User's Emotional Satisfaction. Based on the coefficient of determination (R^2) results, the number is 0.751, which means that the Message Content Variable contributes 75.1% to the User's Emotional Satisfaction Variable. From the data obtained through ANOVA (Ftest), an F value of 251,052 was obtained with a significance of 0,000. With a confidence level of 95%, then $0.000 < 0.050$. Meanwhile, from the Coefficient data, the value = 22,065, $\beta = 1.15$, it can be concluded that H_0 is rejected and H_1 is accepted.

Based on the regression equation test on the Message Content variable with the User Emotional Satisfaction

variable, the equation $Y = 22.065 + 1.15 X_3$ is obtained. The meaning derived from this equation is the value of the regression coefficient of the Message Content variable on the User's Emotional Decisions, which is positive. Where every time there is an increase in the value of the message content, it will have an impact on the Emotional Satisfaction of TikTok Live Shopping Users; conversely, if there is a decrease in the value of the Message Content, it will have an impact on the level of User Emotional Satisfaction. This means that if the message content value increases by 1 point, it will affect expanding the level of User Emotional Satisfaction by 1.15 points and vice versa; if there is a decrease in Message Content by one end, it will have an impact of 1.15 points on the level of User Emotional Satisfaction. TikTok Live Shopping. The better and more interesting a packaged message is, the more attention it will receive from other users. The better the content of the message conveyed, the greater the level of emotional satisfaction of its users, and vice versa. For this reason, every content creator needs to pay attention to how the contents of the message are packaged and presented so that the level of emotional satisfaction of users will also be affected.

The Relationship Between Variable Y and Variables X1, X2, and X3 Simultaneously

Based on the relationship test conducted simultaneously between the Source Credibility (X1), Content Creator (X2), and Message Content (X3) variables on the User Satisfaction variable (Y), the R result is 0.920, which means that there is a robust positive correlation between variable Y and variables X1, X2, X3 simultaneously. The calculation of the Coefficient of Determination Adjusted R^2 shows a result of 0.842, which means that the variables Source Credibility, Content

Creator, and Message Content contribute 84.2% to User Satisfaction. Meanwhile, from the Anova data (Ftest), the F value is 217,052 with a significance of 0,000, with a confidence level of 95%, so $0,000 < 0,050$. Based on the Coefficient data, the value $\alpha = 13,479$ is obtained. $\beta_1 = 0.389$, $\beta_2 = 0.420$, $\beta_3 = 0.372$, it can be concluded that H_0 is rejected and H_1 is accepted. Thus, the variables Source Credibility, Content Creator, and Message Content affect the User Satisfaction variable.

Meanwhile, the regression equation for Source Credibility, Content Creator, and Message Content with TikTok Live Shopping User Satisfaction shows $Y = 13,479 + 0,389 X_1 + 0,420 X_2 + 0,372 X_3$. The constant value (α) is 13,479, showing a unidirectional influence between the independent and dependent variables. This indicates that if the variable Source Credibility, Content Creator, and Message Content is 0 or does not change, then the value of User Emotional Satisfaction is 13,479. This result is significant at 5% Alpha.

Suppose the regression coefficient value of the Source Credibility variable (β_1 or X_1) is 0.389. This value shows a positive (unidirectional) effect between the Source Credibility variable and the User Emotional Satisfaction variable, assuming the Content Creator and Message Content variables are fixed (unchanging). It can be interpreted that every increase in Source Credibility by 1 unit will increase User Emotional Satisfaction by 0.389. This result is significant at the 5% alpha of the t-test. Suppose the regression coefficient value for the Content Creator variable (β_2 or X_2) is 0.420. The influence exerted by Content Creators on User Emotional Satisfaction is illustrated in the level of emotional satisfaction obtained after users consume the work of content creators. If the work finished by users is to their emotional needs, users will feel happy and entertained.

Conversely, if users are not satisfied with the outcome of content creators, their emotional needs will not be met. This is in line with what was conveyed by (Wan et al., 2017) in their research which says that the intention to make donations on social media platforms is determined by emotional attraction to content creators and functional dependence on social media. In that case, it means that this value shows a positive (unidirectional) effect between the Content Creator variable and the User Emotional Satisfaction variable; assuming Source Credibility and Message Content are fixed (unchanging), then you can it is interpreted that each addition to the Content Creator of 1 unit will have an impact on User Emotional Satisfaction of 0.420. This result is significant at 5% alpha from the t-test results.

Meanwhile, suppose the value of the regression coefficient on the Message Content variable (β_3 or X_3) is 0.372. In that case, it means that this value shows a positive (unidirectional) effect between the Message Content variable and the User Emotional Satisfaction variable, assuming the value of Source Credibility and Content Creator is fixed (unchanging), it means that for every increase in message content by 1 unit, there will be an increase in the Emotional Satisfaction of TikTok Live Shopping Users by 0.372. This result is significant at 5% alpha from the t-test results. The results of this equation will give us an idea that the more we move towards the positive value of each independent variable (β in the linear regression equation), the greater the constant value.

The emergence of various social media provides multiple choices for users to use according to their needs. TikTok is a social media that is currently popular with the public; its presence is felt to bring benefits, one of which can be used as a medium to satisfy users' emotional needs. Situations that are

still not normal cause individuals to experience psychological disorders. The mood has a significant impact on long-term human behavior. Mood can be present without having to present natural emotional objects (Adinugroho, 2016) the contribution of emotion towards human behavior is massively important. Many studies related to emotion and human behavior have shown that individual mood (positive or negative).

Based on the results of research conducted (Dilon, 2020), TikTok users like the application; it even has better protection services than other applications. TikTok presents its charm so that it can inspire the audience so that the audience feels part of it (Ng et al., 2021) where users express themselves through short video clips. A common form of interaction on the platform is participating in "challenges", which are songs and dances for users to iterate upon. Challenge contagion can be measured through replication reach, i.e., users uploading videos of their participation in the challenges. The uniqueness of the TikTok platform where both challenge content and user preferences are evolving requires the combination of challenge and user representation. This paper investigates social contagion of TikTok challenges through predicting a user's participation. We propose a novel deep learning model, deepChallenger, to learn and combine latent user and challenge representations from past videos to perform this user-challenge prediction task. We collect a dataset of over 7,000 videos from 12 trending challenges on the ForYouPage, the app's landing page, and over 10,000 videos from 1303 users. Extensive experiments are conducted and the results show that our proposed deepChallenger (F1=0.494). After the Covid-19 pandemic, TikTok users said they felt entertained by the content delivered through TikTok live Shopping.

Even though Covid 19 has already come to an end, the impact it has made on people in terms of psychological damage is still present. To get rid of anxiety and boredom, TikTok Live Shopping is a medium to address the various needs of its users, whether as a medium for entertainment, Shopping, or interaction with other people.

TikTok Live Shopping satisfies its users in dealing with unstable situations. When the Covid-19 Pandemic occurred, several factors led to perilous situations in Indonesian people's lives. These factors are the great fear of a deadly and highly contagious disease, the lack of information related to the illness that generates many misinterpretations of data, the constant ambiguous news (hoax), and propaganda from various mass media, especially social media. This situation has led to an epidemic of psychological distress, resulting in one in five Indonesians suffering from excessive anxiety (Anindyajati et al., 2021). Even TikTok Live Shopping can present more exciting visualizations so the audience feels involved in the spectacle. To change the user's mood to be more positive in managing the problem.

CONCLUSION

Based on the results of the study, it can be concluded that the use of mood management theory based on the results of statistical tests and relationship tests, it is evident that between source credibility, content creators, and message content as variables X1, X2, and X3 on TikTok Live Shopping shows strong positive correlation results and influences variable user emotional satisfaction as variable Y. TikTok Live Shopping users select content to elevate mood, help increase positive emotions, and distract users from negative emotions. Individual users of TikTok Live Shopping like the message conveyed so that it positively influences

their emotions. Based on the results, TikTok Live Shopping can provide stimulation to maximize positive moods.

There are few studies on TikTok Live Shopping that focus on emotional gratification in TikTok users. Live shopping. As a real-time social media, Tik Tok Live Shopping provides a different experience. Online shopping activities have another essence apart from meeting material needs as well as fulfilling the emotional satisfaction of users. Showing Tik Tok Live Shopping can fulfill the emotional satisfaction of users, significantly reducing anxiety in pandemic situations, especially during the Covid-19 pandemic.

However, on the other hand, using TikTok Live Shopping can cause someone to become very dependent on the platform. Therefore, further research is needed about the importance of digital literacy for society. The research results show that TikTok Live Shopping is not only used as an interactive e-commerce platform but also as an entertainment platform that is effectively used to provide emotional satisfaction to Indonesian people during the Covid-19 Pandemic. The public must constantly be reminded that social media does not only function as a medium of entertainment but is more utilized to support socio-economic activities in realizing welfare. Likewise, TikTok Live Shopping as a social media feature not only contributes as an entertainment platform but also contributes to learning about the economic interest of the Indonesian people.

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