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The Influence of Information Wealth in Tiktok Content on Increasing Cross-Cultural Knowledge

Survey of @iamegamei Followers regarding Diversity in India

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ABSTRACT

This research aims to determine the effect of the richness of information in @iamegamei content regarding diversity in India on increasing Followers' cross-cultural knowledge. This type of research is quantitative research with a positivism paradigm, data will be obtained using a questionnaire which will be distributed to 100 Followers of @iamegamei, samples determined based on the Slovin formula, then the data will be analyzed using IBM Statistics 25 Software. The results show that variable X and variable Y have values The significance is 0.000b and the hypothesis test value shows that the t-count value is 10,270 > t-table 1.987 and the significance is 0.000 < 0.05, which means that H0 is rejected and H1 is accepted. The results of the coefficient of determination test (R2) show that Information Wealth has an influence of 51.8% on increasing Cross-Cultural Knowledge of @iamegamei Followers, so it is concluded that Information Wealth in @iamegamei's TikTok content which discusses India's diversity has an influence on increasing Cross-Cultural Knowledge in among his Followers.

KEYWORDS
Culture, India, Information Wealth, TikTok Content and Cross-Cultural Knowledge

INTRODUCTION

The industrial revolution era 4.0 presents technological advances including communication technology. The increasingly developing communication technology makes the realm of communication unlimited. This allows everyone to communicate easily anywhere and anytime just through the internet (Rahmarani, 2023).

The internet and new media are an inseparable whole. The presence of new media is the most modern means that currently makes it easier for people to interact and access information. Online media has several advantages such as being fast and immediate in conveying information, nonlinearity or multiple pagination, allowing multimedia media to have unlimited space and the news can be archived properly (Ade Irfan Abdurrahman, 2020).

The social life experienced by each individual in each country is of course different and varied. Each region has its own uniqueness and characteristics, starting from customs, culture, language used, types of food and types of clothing as well as other diversity such as India. India is a country that is famous for its various characteristics such as the Bollywood film industry, various culinary, cultural, clothing and religion as

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well as extraordinary natural beauty, but there are also many general stereotypes about India that influence the world's view of India itself, one of which is the statement that India is a dirty, unhygienic country and only consumes curry as a daily food (Commisceo Global, 2022).

Stereotypes often create a narrow and inaccurate perception of a country, such as India. India is a country rich in diversity, this stereotype limits the world view so that it ignores the rich history, art and cultural diversity that India has. It is important to emphasize that India is also experiencing very rapid modernity, as evidenced by India being crowned as the country with the largest film industry in the world, producing a global technology center, and so on. Therefore, appreciating and understanding India requires deep understanding to avoid falling into too narrow a stereotypical thinking.

Currently, cross-cultural understanding is increasingly important to obtain because it is useful for expanding networks of tolerance, cooperation and respect for diversity and differences. Understanding of cross-culture can now be easily obtained through various internet networks and social media such as TikTok if the content is informative and educational. Like the content uploaded by one of the content creators who packages his content in the form of short videos with a duration of 1 - 10 minutes, namely Mega Mei Wahidawati with the TikTok username @iamegamei (Inayah, 2023).

The information conveyed through @iamegamei content about India is very diverse, starting from portraits of life in India, various typical foods, clothing, rituals and celebrations as well as other cultures, proving that India is a country with very diverse culture and uniqueness. The explanations provided by @iamegamei in the content are very informative and educational. Through its content, @iamegamei tries to change the world's view of India by providing a broader and deeper perspective, apart from that, this can be a form of new information and knowledge about India that will be obtained by the audience through the TikTok account @iamegamei.

Nowadays, social media not only acts as an entertainment platform, but can also be a source of obtaining positive information that is educational in nature. This research will evaluate the extent to which the richness of information in TikTok @iamegamei content provides opportunities for obtaining cultural information about life abroad, especially India, for its audience. Therefore, the author is interested in raising the title "The Influence of Information Wealth in TikTok Content on Increasing Cross-Cultural Knowledge (Survey of @iamegamei Followers regarding Diversity in India)" because they want to know how exposure to diversity information content in India in @iamegamei content has on increasing cross-cultural knowledge of its followers.

This research uses the S-R (*Stimulus-response*) theory which will be tested to answer the problems in the research, where richness of information is a stimulus and increased cross-cultural knowledge is a response that is expected to be received by the audience. This theory assumes that media messages containing stimuli will produce different responses among the audience. The resulting impact is a specific reaction to the message or stimulus, so that the match between the message and the audience's response can be expected and predicted. Apart from that, this theory also assumes that a message will be distributed systematically on a large scale, so that the message will be conveyed

simultaneously to a portion of the audience, not a number of individuals (Amalia Yunia Rahmawati, 2020).

This theory also assumes that verbal sentences, both written and spoken, non-verbal sentences containing certain symbols, signals, images and activities, can trigger, stimulate or encourage someone to respond in their own way (Novitasari, 2020).

METHOD

This research uses a quantitative research approach method. Sugiyono (2016) in Pratama (2019) stated that research using quantitative methods is defined as systematic research on a phenomenon by collecting data in the form of numbers that can be measured using statistical, mathematical and computational techniques. The aim of quantitative research is to develop and use mathematical models, theories or hypotheses related to social phenomena, as well as determine the relationship between related variables in a population (Jannah, 2016).

The population in this study was 951.8 thousand @iamegamei followers who were then classified using the Slovin formula to obtain 100 research samples. The sampling technique used was a non-probability sampling technique with incidental sampling type. Data was obtained using primary data through questionnaires which were tested using measuring instruments and classical assumption tests to answer research problems (Rozak, 2020).

RESULT AND DISCUSSION

Validity Test

Validity testing is a process used to evaluate the extent to which an instrument used can test the truth of research (Ghozali, 2017). In this research, the validity test was carried out using the product moment model which was tested by comparing the calculated *r*-value with the *r*-table using a significance of 5%, so the *r*-table value for 100 respondents was 0.195. If the *r*-calculation result is > 0.195 then the statement item is said to be valid. The following are the results of the validity tests carried out in this research:

Table 1. Questionnaire Validity Test Results

Information Wealth Variable (X)			
Item/Statement	r-count	r-table	Description
X1	0.459	0.195	Valid
X2	0.607	0.195	Valid
X3	0.517	0.195	Valid
X4	0.579	0.195	Valid
X5	0.633	0.195	Valid
X6	0.614	0.195	Valid
X7	0.577	0.195	Valid
X8	0.634	0.195	Valid

X9	0.631	0.195	Valid
X10	0.639	0.195	Valid
X11	0.618	0.195	Valid
X12	0.656	0.195	Valid
X13	0.635	0.195	Valid
Variable Increase in Cross-Cultural Knowledge (Y)			
Item/Statement	r-count	r-table	Description
Y1	0.595	0.195	Valid
Y2	0.694	0.195	Valid
Y3	0.684	0.195	Valid
Y4	0.613	0.195	Valid
Y5	0.627	0.195	Valid
Y6	0.610	0.195	Valid
Y7	0.663	0.195	Valid
Y8	0.467	0.195	Valid
Y9	0.618	0.195	Valid
Y10	0.675	0.195	Valid
Y11	0.696	0.195	Valid
Y12	0.588	0.195	Valid
Y13	0.728	0.195	Valid
Y14	0.720	0.195	Valid
Y15	0.616	0.195	Valid
Y16	0.573	0.195	Valid
Y17	0.277	0.195	Valid

(Source: Author's Process, 2024)

Judging from the results of the validity test in the table above, it can be seen that all the items analyzed for validity tests based on data from each variable totaling 30 items to test the influence of @iamegamei's TikTok content on increasing cross-cultural knowledge among its followers are valid, because each item has a calculated *r*-value greater than the *r*-table.

Reliability Test

According to Ghozali (2017), reliability testing is a process carried out to evaluate a questionnaire that functions as an indicator of a particular variable or construct. In this research, the reliability test was carried out using the Cronbach's Alpha technique on the basis of decision making, namely by comparing the results of the Cronbach's Alpha coefficient. If the Cronbach's Alpha coefficient value is more than 0.7 then the statement items in the questionnaire can be declared reliable. The following are the results of reliability tests on the data obtained in this research:

Table 2. Questionnaire Reliability Test Results

Information Wealth Variable (X)		Description
Cronbach's Alpha	N of Items	
0.850	13	Reliable
Variable Increase in Cross-Cultural Knowledge (Y)		Description

Cronbach's Alpha	N of Items	
0.895	17	Reliable

(Source: Author's Process, 2024)

It can be seen from the table above that the item variable X has a Cronbach's Alpha value greater than 0.7, as well as the Cronbach's Alpha result on the Y variable greater than 0.7, which means that each item or statement on the X and Y variables is reliable.

Data Normality Test

The normality test is performed to determine whether the residual data values follow a normal distribution. An optimal regression model will show that its residual values follow a normal distribution (Ghozali, 2017). In this study, the data normality test was conducted using the *One Sample Kolmogorov-Smirnov Test* model on the residual values of variables X and Y. with the basis for decision making, namely if the significance value is > 0.05, then the residual value based on the tabulation data of the questionnaire results is normally distributed, while if the significance value is <0.05, then the residual value is not normally distributed.

Table 3. Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.88366157
Most Extreme Differences	Absolute	.085
	Positive	.054
	Negative	-.085
Test Statistic		.085
Asymp. Sig. (2-tailed)		.069[c]

(Source: Author's Process, 2024)

Based on table 3. it can be seen that the results of the significance value of the data normality test using the One Sample Kolmogorov-Smirnov model are 0.69. Because the significance result is 0.69 which means it is greater than 0.05, it can be concluded that the residual value of the data in this study, both in variable X and variable Y, has normally distributed data.

Simple Linear Regression Test

The simple linear regression analysis test is an approach method for finding the relationship pattern between one dependent variable and one independent variable. Simple linear regression analysis test is an approach method used to determine the relationship model between one dependent variable and an independent variable. The following are the results of the simple linear regression test in this study, namely:

Table 4. Simple Linear Regression Test Results

ANOVA[a]

Model		*Sum of Squares*	df	*Mean Square*	F	Sig.
1	Regression	1606.960	1	1606.960	105.466	.000[b]
	Residual	1493.200	98	15.237		
	Total	3100.160	99			

(Source: Author's Process, 2024)

Based on the SPSS output results listed in table 4. it can be seen that the results of the simple linear regression test on variables X and Y have a value of F Calculation = 105.466 with a significance value of 0.000b. based on these results it is known that if the significance value is less than 0.05, namely the results show a significance value of 0.000b, it can be concluded that between variables X (Information Wealth) and Y (Cross-Cultural Knowledge Improvement) there is a relationship between each other or in other words the information wealth variable (X) affects the cross-cultural knowledge improvement variable (Y).

Table 5. Simple Linear Regression Coefficients

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.463	4.478		3.006	.003
	Information Wealth	1.010	.098	.720	10.270	.000
a. Dependent Variable: Increase in Cross-Cultural Knowledge						

(Source: Author's Process, 2024)

Table 5 also explains that, the constant value (α) is known to be 13.463, while the Information Wealth value (b/Regression Coefficient) is 1.010, so the regression equation is:

$$\mathbf{Y = a + bX}$$

$$\mathbf{Y = 13.463 + 1.010X}$$

Meaning:

1. The constant value of 13.463 means that the consistent value of the Cross-Cultural Knowledge Improvement variable is 13. 463.
2. The X regression value of 1.010 states that for every 1% increase in the Information Wealth value, the Cross-Cultural Knowledge Improvement value will increase by 1.010. The regression coefficient value is positive, so it can be said that the direction of influence between variable X and variable Y is positive.

Correlation Coefficient Test (*r*)

The correlation coefficient is applied to evaluate the direction and strength of the relationship between variables (Oktri, 2020). The correlation coefficient (*r*) is used to show the degree of correlation between the independent variable and the dependent variable. The following are the results of the correlation coefficient test (*r*) on variable X and variable Y in this study:

Table 6. Results of the Correlation Coefficient Test (*r*)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.720[a]	.518	.513	3.903
a. Predictors: (Constant), Information Wealth				

(Source: Author's Process, 2024)

Based on the SPSS output results listed in table 6, it is known that the correlation coefficient value obtained based on the data of the Information Wealth variable (X) and the Cross-Cultural Knowledge Improvement variable (Y) is 0.720. Based on the coefficient interval value according to Sugiyono (2022), a value of 0.720 is included in the strong relationship level, because it is in the interval class between 0.60 - 0.799. Based on this, it can be concluded that the Information Wealth in @iamegamei's content regarding Indian diversity can increase Cross-Cultural Knowledge among its followers.

Coefficient of Determination (R^2) Test

The coefficient of determination test is essentially used as proof of how much influence the independent variable (X) has on the dependent variable (Y) (Apriliani, 2017). The coefficient of determination is a measure (quantity) that shows the level of strength of the relationship between variables in the form of a percentage (%). The following are the results of the Coefficient of Determination (R^2) test in this study:

Table 7. Results of the Coefficient of Determination (R^2) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.720[a]	.518	.513	3.903
a. Predictors: (Constant), Information Wealth				

(Source: Author's Process, 2024)

Based on the SPSS output results listed in table 7, it can be seen that the R-square or R^2 value is 0.518 or 51.8% of the increase in cross-cultural knowledge of @iamegamei followers is influenced by the Wealth of Information factor about India in its content, while the remaining 48.2% of the increase in cross-cultural knowledge of @iamegamei followers is influenced by other factors not included in this study.

Hypothesis Test T (Partial)

T-test or partial test is conducted to answer how much a variable of Information Wealth (X) is able to influence the variable of Cross-Cultural Knowledge Improvement (Y) partially (Oktri, 2020). The following are the results of the T-test (Partial) in this study:

Table 8. Results of the T-test (Partial)

Coefficients[a]				
Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.

		B	Std. Error	Beta		
1	(Constant)	13.463	4.478		3.006	.003
	Information Wealth	1.010	.098	.720	10.270	.000
a. Dependent Variable: Increase in Cross-Cultural Knowledge						

(Source: Author's Process, 2024)

Based on the SPSS output results in table 8. it can be seen that the t-count value is 10,270, while the t-table value for 100 respondents, namely: t-table = (α / 2; n-k-1) (0.05 / 2; 100-1-1) (0.025; 98) = 1,987. with a significance value of 0.000 <0.05, so this shows that the t-count value of 10,270> t-table 1,987 and a significance of 0.000 <0.05 means that **H_0 is rejected and H_1 is accepted**, it can be concluded that the Wealth of Information in the TikTok content @iamegamei which discusses Indian diversity has an influence on Increasing Cross-Cultural Knowledge among its followers.

This study raises the issue of whether the richness of information in the @iamegamei content discussing India's diversity can increase cross-cultural knowledge, because according to Nauvalia & Setiawan (2022) Cross-cultural understanding is useful for expanding the network of tolerance, cooperation and respect for diversity and differences. So what is expected is that the richness of information about India's diversity in the @iamegamei content can increase the network of tolerance and break existing stereotypes about India among the community, especially Indonesia.

The results of the simple linear regression test analysis between the Information Wealth variable (X) and the Cross-Cultural Knowledge Increase variable of @iamegamei followers have a calculated F value = 105.466 with a significance level of 0.000 <0.05, which means that there is a significant influence between the Information Wealth variable and the Cross-Cultural Knowledge Increase variable, in addition, the regression value shows a value of 1.010, which means that for every 1% growth in the Information Wealth value, the Cross-Cultural Knowledge Increase value will increase by 1.010. With this positive correlation value, it can be stated that the higher the information richness regarding Indian diversity contained in the @iamegamei content, the higher the @iamegamei followers will receive an increase in cross-cultural knowledge, conversely, the lower the level of information richness regarding Indian diversity in the @iamegamei content, the lower the @iamegamei followers will receive an increase in cross-cultural knowledge.

The results of the determination coefficient analysis or R-square (R^2) were 0.518 or 51.8%, which means that the factor of increasing cross-cultural knowledge of @iamegamei followers regarding Indian diversity is influenced by the information richness factor of 51.8% while the remaining factor of increasing cross-cultural knowledge of @iamegamei followers regarding Indian diversity is influenced by other variables not in this study by 48.2%. Hypothesis testing carried out in this study was also carried out with results showing that the t-count value of 10,270> t-table 1,987 with a significance of 0.000 <0.05 means that **H_1 in this study is accepted**. H_1 in this study is translated related to the assumption that there is a significant influence between the richness of information in @iamegamei TikTok content discussing India on increasing cross-cultural knowledge of @iamegamei followers is true.

Based on the results of the analysis that has been carried out to answer the problem and test the theory used, namely the S-R (stimulus-response) theory which assumes that verbal sentences both in written and oral form, non-verbal sentences containing certain cues, images and actions, can stimulate someone to respond in a certain way, **is true**. It can be proven through the results of the research analysis, that information about diversity in India in the content packaged by @iamegamei including images, videos and narratives as stimuli can trigger a response, namely increasing cross-cultural knowledge among @iamegamei followers regarding Indian diversity and allowing for changes in behavior and attitudes of @iamegamei followers by 51.8%.

CONCLUSION

This study shows that the richness of information about Indian diversity in @iamegamei's content has a significant influence on increasing the cross-cultural knowledge of its followers. Every 1% increase in the richness of information can increase the cross-cultural knowledge of followers by 1,010. The results of the analysis show that 51.8% of the increase in cross-cultural knowledge is influenced by the richness of information in the content, while the rest is influenced by other factors. This study also supports the stimulus-response theory, where the content presented can trigger a response in the form of increased cross-cultural knowledge and potential changes in attitudes.

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