

CHAPTER I

INTRODUCTION

A. Background Of The Study

There are many mediums that can be used to express the climate change issues that humans are facing today. One such medium is TikTok. TikTok content can also be useful as a medium to provide knowledge. Because if you only learn from books in the present, it is not enough as a reference for humans in gaining knowledge, especially in globalization knowledge. Moreover, TikTok contains narratives that are not only text but also visual. TikTok is a potential educational space for teaching by spreading accurate information, engaging the audience, and working to open lines of communication (Duggan, 2002). Then the role of social media is also needed to increase human knowledge. TikTok content also acts as a medium for life to understand the extent of our world today

There are many types of interesting content inside the TikTok app. One of them is content about building environmental awareness. As we are now witnessing the destruction that our earth is suffering from, promoting environmental awareness becomes visible to be vital (Paradewari et al., 2018). This content about environmental awareness has attracted a lot of attention from TikTok users. Users of the TikTok app are mostly attracted to this content because the content is relevant to the current situation. This content can build our awareness of the environment. Because many of us still don't really care about our environment.

Now climate change as one of the most influential environmental problems in human life. Climate change makes changing climate systems and weather on the planet a big problem for humans. Climate change is defined as the shift in climate patterns mainly caused by greenhouse gas emissions from natural systems and human activities (Fawzy et al., 2020). And human awareness about protecting the

environment is very minimal resulting in the increasing problem of climate change. Furthermore, food, water, health, ecosystem, human habitat, and infrastructure have been identified as the most vulnerable sectors under climate attack (Fawzy et al., 2020). We as human beings must strive to address this issue of climate change. According to (Mukhtar, 2020) global issue of climate change could be addressed by taking worldwide cooperation and action and adopting sustainable measures like the use of alternative energy sources.

Humans are also very important to understand the content on TikTok about the narration of climate change. The importance of understanding the content is because humans also contribute to protecting the environment. In addition, they are also expected to be able to understand the narrative of not only the text but also the narrative in visual form. Social media platforms such as TikTok are important tools for understanding popular opinion regarding public health issues such as global climate change (Basch et al., 2022). Because, what they do to the environment will have an impact on their lives now and in the future. Because if there are still few humans who care about their environment, it could be that in the next few years this problem of climate change will be worse than it is now. Therefore, TikTok content about the climate change narrative must be understood by the public.

TikTok has had the largest increase in the number of users, in a very short time (Frăţilă, 2021). In this application, users are not only for entertainment. But they also use TikTok as their medium to seek new knowledge. And since many people are now using the TikTok app then researcher want to analyze some TikTok content about the narration of climate change. So that I can learn the implied and expressed narrative through TikTok. And how big is the content of the narrative in it so that many people are interested in this social media.

According to Graha Nurhadi's page Of the 4.8 Billion internet users, 20.93% are TikTok users. And it has 1 Billion active users every month. Because of the popularity of the TikTok application, now the TikTok application is not only for entertainment. Now TikTok can also be used as a learning medium. (Linke, 2022) explain TikTok itself is very suitable for short learning videos, as the network focuses on video content on the one hand and only allows short videos on the other. This incident is due to the large number of TikTok content creators who provide education through the content they create.

B. Limitation Of The Study

Based on the identification of the problems obtained by the authors, the limitations in this study are more focused on the researcher will analyse text narration and visual narration of climate change in the three TikTok content video that the researcher chooses.

C. Statement Of The Problem

Based on the limitations of the research obtained by the author, the formulation of the problem focuses more on analyzing the climate change narrative in TikTok Contents, including:

- 1) How can TikTok Content provide an understanding of the climate change narrative to the public?
- 2) How can visual narration reinforce the text narration in TikTok content about climate change?

D. Purpose Of The Study

The purpose of this research is based on the formulation of the existing problems, namely:

To find out how TikTok content can provide an understanding of climate change narration to public.

E. Significance Of The Study

The significance of the study can be theoretically and practically.

1) Theoretically

- To add references to literature studies related to TikTok Content and the social environment of Climate change narration.
- As a reference in similar research conducted in the future.

2) Practically

- Increase public understanding of social knowledge about climate change so that improve the quality of public education with technology development.