Exploring the Attractiveness of @Mursid241 Content on TikTok Social Media

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Abstract: Content appeal is an approach to understanding why and how certain content attracts an audience. With the increasing popularity of TikTok, various types of content have emerged, including entertaining content. This research aims to understand the factors that make Mursids' content attractive to TikTok users. The research method used is a qualitative method that uses a descriptive approach, as well as a survey of TikTok users who often consume the content. The results showed that the attractiveness of Mursid content on TikTok is influenced by several factors, namely the type of content, visual characteristics, unique narrative characteristics, relevance and active engagement of content creators with their audience, emotion and empathy, interaction and response between content creators and audience, and ongoing trends and context. This research provides insights for creators of entertaining daily activities on effective strategies to increase the appeal and reach of their content on the TikTok platform.

Keywords: Content, Mursid, Attraction

Introduction

The development of increasingly sophisticated times has made social media a very influential platform for influencing user behavior and preferences. One of the platforms that is popular among the public is TikTok. The TikTok application was popular in Indonesia in early 2020 and has created a global trend in digital culture. The rapid development of TikTok has attracted the interest of many users to create interesting video content, thus gaining a lot of attention from other users. In addition, many people from different backgrounds use the TikTok social media platform to showcase their personal lives and information. TikTok also provides a wide variety of unique and interesting features that can be used to create short videos(Amiri & Ghofran, 2024). There are supporting resources such as music, which can give users the freedom to express themselves through the content they create. (Dewa & Safitri, 2021), stated that many people choose to do promotions on TikTok social media because this platform has a large number of users, is attractive to users, is easy to use, is very popular among the public, and is also the leading social media in Indonesia. The social media phenomenon has significantly changed the paradigm of interaction and content consumption. As part of new media, the internet has provided many sites that can

be accessed by internet users as needed (Mardiana and Ratnawati 2023). TikTok, as an increasingly popular platform, offers a variety of content that is interesting and suits the needs of users(X. Li et al., 2023).

TikTok's popularity is due to a combination of factors. First, its simple and intuitive design allows users to easily create and share short videos. In addition, the focus on creativity and the use of music, filters, and interesting effects allow for the creation of engaging content(Horace, 2022). At the beginning of its development, the TikTok app was Chinese-only. However, as it expanded to all corners of the world, the app was eventually equipped with several languages. One of them is English and Indonesian (Batoebara, 2020). Frequent challenges and trends on these platforms also motivate users to participate and co-create content. In this digital era, both companies and individuals need a structured approach to creating, storing, managing, and distributing content efficiently to achieve business and communication goals. Witold Świeczak (2012:133) defines content as something that users want to read, learn, see, or experience. Content can be interpreted as the value that the company wants to convey, which is packaged in the form of information in the form of presentations available through various media, including electronic media such as television, radio, and the internet to communicate with the audience (Maulana & Suryaningwulan, 2020).

The TikTok account @mursid241 has become a hot topic of conversation among TikTok users through its unique personal branding. Mursid is a content creator from Cirebon who is currently known for creating cooking content and reviewing food. Mursid's name has now become a viral public spotlight on TikTok social media due to the content he uploaded(Genova et al., 2023). Mursid is a TikTok content creator who previously went viral for singing TikTok sounds, then later he switched to creating unique food cooking content using voice-over and using his regional language style. Mursid is also a content creator who is quite active and consistent in uploading video content on his TikTok account. In addition to cooking content and food reviews, Mursid also shares content about his daily life which is no less funny and absurd. One of the interesting things that distinguishes Mursid from other content creators is that Mursid often makes recipes that are later eaten and reviewed by himself. Another characteristic that stands out among TikTok users is the word *"Lejat and Bergiji"*, as well as the Cirebon regional accent he uses. This uniqueness has an impact on increasing the interaction of the @mursid241 account. Mursid was able to package the content in a relaxed style but full of useful information, making the audience feel entertained while gaining new knowledge. The popularity of these videos has also resulted in a significant increase in Mursid's followers, reaching 4.5 million followers and 176 million likes as of November 30, 2023. Since his videos have gone viral, many viewers have come to

expect similar content from Mursid, making him one of the most anticipated content creators on the social media platform(Bai et al., 2020).

Figure 1. TikTok social media account @Mursid241
Source: Tiktok account @Mursid241

TikTok users create content to show their branding and always try to bring new content on TikTok to show their existence to their followers (Susanty 2023). The content displayed by Mursid has generated a huge level of appeal among TikTok users, this can also be seen from the increase in the number of followers. The appeal of TikTok content is influenced by various factors, including creativity, relevance, emotion, and social factors such as trends and interactions between users(Kim et al., 2022). An in-depth analysis of audience preferences, behaviors, and responses to TikTok content can help in identifying patterns underlying the success of content on this platform. Thus, understanding the dynamics of TikTok content appeal from an audience perspective can make a significant contribution to the development of effective and relevant content strategies. Mursid's success in presenting cooking and food review content has gone viral and gained consistent interaction. Therefore, this study aims to analyze the content published by the TikTok account @mursid241 from the audience's perspective on content on TikTok. By analyzing the content published by the TikTok account @Mursid241, it is hoped that this research can provide a deeper understanding of the factors that influence the success and appeal of TikTok video content(Shan et al., 2022).

Methodology

The research conducted used descriptive qualitative research methods. Primary data sources were obtained through observation, interviews, and documentation. While secondary data sources, namely several documents and other literature related to the research topic. This research in its data analysis uses the technique of searching and compiling data obtained through interviews documentation and field notes systematically. There are three qualitative data analysis techniques, namely data reduction, data display, and conclusion drawing/verification.

Result and Discussion

Social media has now become an effective tool to facilitate connectivity, creativity, and social interaction among users. The role of social media is very important in shaping and enhancing the appeal of content(Miller, 2022). For example, TikTok is a very popular social media platform so content creators can easily reach a wide and diverse audience. Mursid himself uses his TikTok account as a channel that not only shares food recipes and cooking tips but also as a platform to interact directly with his followers. Mursid's unassuming manner also makes the audience highlight the content created by Mursid. The content uploaded by Mursid on the TikTok social media account also has attractive visuals. Each video is presented with a neat layout, proper lighting, and object capture that adds visual appeal. Mursid ensures that every detail of the cooking process is perfectly visible, from the ingredients used to the final serving steps(Wirtz, 2021). Every video he uploads on his TikTok social media account uses the voice-over feature as a visual companion that strengthens the narrative. Mursid's distinctive voice and dialect add to the appeal of his content. His famous jargon is *"Lejat and Bergiji"* and some of the dialects he often uses are *"kongsrang-kangsreng"*, *"dikepruk-kepruk"*, *"dikopet-kopet"* which not only strengthen Mursid's identity as a content creator but also become iconic to his followers. The uniqueness of these dialects not only adds to the appeal of the content but also helps Mursid to create an identity that is easily recognized and remembered by his audience(Y. Li & Aumeboonsuke, 2023).

Content attractiveness is related to the results of eye-catching content. Interesting content is content that has appeal (Veronika & Aulia 2022). Every video uploaded by Mursid can attract public attention, with the number of video viewers ranging from 500 thousand to 19 million viewers. The number of viewers indicates that the content displayed by Mursid has a strong appeal(Ibrahim et al., 2023). The number of audiences watching his content remains consistent, with almost all of his uploaded videos reaching 1 million viewers. Mursid can maintain audience engagement and interest over time. The content displayed

by Mursid has generated a huge level of attractiveness among TikTok users, this can also be seen from the increase in the number of followers of Mursid's TikTok account. Attractiveness is associated with how entertaining and friendly the person is to the audience (Hartanto, 2023), this can create a closer relationship between Mursid and followers. By displaying a humorous and friendly personality, Mursid can make followers feel more connected and entertained, which in turn increases their loyalty and engagement with the content(Mohammed, 2023). Through entertaining, upbeat, and compassionate content, Mursid can create a positive and supportive environment on the TikTok platform, where audiences feel welcome and supported in their spiritual journey. Mursid's success in capturing the attention of TikTok users is considered proof of the effectiveness of an innovative and relevant content strategy. In this case, his followers also responded positively to his content and appreciated Mursid's distinctive features(Y. Li et al., 2023).

The research results are revealed by elaborating on the concept of content attractiveness as follows(Wee et al., 2022):

1. Content Type

    The types of content that can be created on digital platforms are very diverse and tailored to the objectives and audiences reached. Almost all of the content uploaded by Mursid on the TikTok platform are daily vlogs such as cooking and daily activities. Mursid is known for his creativity in presenting entertaining cooking tutorial content while providing added educational value to his audience(Ding & van den Broek, 2023). His followers also revealed that *"The type of content that Mursid often creates is cooking content and food reviews"*. It can be concluded that Mursid's content covers a wide range of topics, from cooking tutorials, recipes, and practical daily tips, to funny activities about his daily life(Chen & Chua, 2021).

2. Visual characteristics

    The visual characteristics in Mursid's TikTok content are often characterized by the use of creative visual effects and aesthetic arrangements. Mursid is skilled in editing his video content so that the visuals displayed are very interesting in each video. In making videos, Mursid is also adept at managing lighting quality, to create good and clear visuals. This was also expressed by Mursid's followers who said that "*Mursid has a unique and recognizable visual character, the images displayed are visible, so the audience is interested in watching the content.*" Thus, the distinctive visual characteristics of Mursid's content not only beautify the appearance of the video but also provide an additional dimension that enriches the narrative and message conveyed(Liu, 2024).

3. Narrative characteristics

    The narrative characteristics of Mursid's TikTok content often reflect a creative and diverse approach to storytelling(Butt & Ahmed, 2023). Mursid is skilled at crafting

interesting and compelling narratives in his video content, often incorporating humor, wit, and deep thought in each video. The storytelling on Mursid's Tiktok content is concise, in-depth, and relevant. The language style he uses in his audio narration is as casual and interesting as possible. Mursid uses the dialect or accent of the language he has in telling stories, in his audio narration Mursid often uses unique language such as *"kongsrang-kangsreng"*, *"well"*, *"dikopet-kopet"* which sounds unfamiliar to the audience so that it invites the audience's curiosity to watch the content video to completion(Assumma et al., 2019). This is also conveyed by his followers that *" Mursid's narrative character is very unique, he has a thick and distinctive accent, and signature jargon such as well, lejat and bergiji"."*.   Thus, the narrative characteristics in Mursid's TikTok content not only captivate the audience but are also a strength possessed by Mursid in attracting the attention of his audience. Through a combination of interesting narratives and clever humor, Mursid manages to capture the attention of his audience and provide a unique and meaningful viewing experience(Chang, 2019).

4. Relevance and engagement

Relevance is the extent to which an information, message, or content has a close and significant relationship with the needs, interests, and context of the audience. The relevance and engagement of Mursid's TikTok content is very high because Mursid manages to align his content with the trends and interests of his audience. Mursid himself always ensures that the relevance of the TikTok content he creates can be conveyed according to the needs and interests of his followers. Mursid shows a high level of engagement with his audience, which is characterized by active interaction with his audience in the form of answering comments and conducting live broadcasts with the audience. This was recognized by Mursid's followers who revealed that "The Tiktok content created by Mursid is following the needs and interests of the audience. Mursid also involves his audience by actively interacting with the audience". Direct interaction in the real world is also carried out by Mursid to increase engagement and build a more personal relationship with his followers(Shan et al., 2021).

5. Emotion and Empathy

Mursid's TikTok content is very effective in evoking emotions and generating empathy among his audience(Akarsu et al., 2020). Mursid can touch the emotional aspects of the audience with his use of humor in the language style of his narrative stories. Mursid can create a strong bond with the audience and draw the audience to actively participate in the discussion and their personal experiences. In addition, Mursid's empathetic response to comments and questions given by the audience also makes the audience feel heard and valued. As followers of Mursid's TikTok account said, *"Mursid can influence the audience and make the audience laugh with the stories told."*

6. Interaction and Response

With content, people can interact directly or indirectly through TikTok social media (Hapsari, 2023). Interaction and response on Mursid's TikTok content play an important role in building and maintaining an active and loyal following. Mursid interacts by replying to or answering comments from his followers. In addition, he also often broadcasts live through his personal TikTok account to conduct question-and-answer session interactions by writing questions in the comments column, which will then be answered spontaneously by Mursid in the live broadcast session. Mursid's followers revealed that the interactions often carried out by Mursid were *"replying to comments, doing live broadcasts, and answering comments through videos"*. By going live and participating in answering challenges proposed by his followers, Mursid creates a two-way dialog space that strengthens the sense of community(Ghasemi et al., 2024).

7. Trend and Context

Mursid's TikTok content always keeps up with the latest trends and adapts to relevant contexts to stay interesting for the audience. Mursid intelligently observes and capitalizes on trends that are popular on the TikTok platform, such as viral challenges, or things on the rise, to create fresh and entertaining content. However, this does not change the characteristics of Mursid's content, he can bring his version of popular trends. By combining elements of these trends with his unique style and personal perspective, Mursid manages to create content that is not only relevant but also authentic.

As expressed by Mursid's followers *"Mursid always follows the trends that are booming on Tiktok."*(Tang et al., 2023)

Conclusion

Based on research results, social media has become an effective tool in facilitating connectivity, creativity, and social interaction among users. In this context, the role of social media, such as TikTok, is crucial in shaping and enhancing content appeal. Analyzing the attractiveness of content on Mursid's TikTok account from the audience's perspective, it can be concluded that Mursid's content succeeds in attracting and maintaining the audience's interest. Mursid successfully utilizes the TikTok platform as a channel to not only share food recipes and cooking tips but also to interact directly with his followers. With a light, informative, and entertaining approach, Mursid manages to create content that is relevant

to the lifestyle and interests of his target audience. Eye-catching visuals, the use of informative captions, as well as direct engagement with the audience are key factors in creating a fun and meaningful viewing experience. The content appeal itself has key elements that affect the success and effectiveness of a piece of content. These key elements include the type of content presented, visual characteristics, strong narrative characteristics, relevance and engagement, emotion and empathy, interaction and active response, as well as compatibility with trends and context, all of which play an important role in creating content that is attractive and able to maintain audience attention. Based on the interviews and data analysis, it can be concluded that Mursid's content has key elements that greatly influence its appeal and success.

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