

## **Analysis of Indonesian and Malaysian Netizens' Comments on TikTok Social Media on Urban Environmental Issues**

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### **ABSTRACT**

This study analyzes the comments of Indonesian and Malaysian netizens on the social media platform TikTok regarding urban environmental issues. Data was collected from comments on videos discussing urban environmental issues in Indonesia and Malaysia. Data analysis was conducted using qualitative analysis methods. This study aims to compare the behavior of Indonesian and Malaysian netizens in responding to trending environmental issues on TikTok. This study is expected to contribute to understanding how social media, especially TikTok, can be used to raise public awareness about environmental issues and provide insights into the responsibilities of society in terms of cleanliness and behavioral patterns in Indonesia and Malaysia. The results of the study show that the most frequently discussed urban environmental problems by Indonesian and Malaysian netizens are waste and air pollution. Indonesian and Malaysian netizens show concern about urban environmental problems and want concrete solutions from the government and the community. This study provides insights into how Indonesian and Malaysian netizens use TikTok social media to discuss urban environmental issues. These findings can be used to raise public awareness of urban environmental problems and encourage community participation in environmental conservation efforts.

**Keywords:** TikTok, the environment Indonesia, Malaysia

## INTRODUCTION

The use of TikTok social media in Indonesia and Malaysia has increased rapidly in recent years. The platform has become one of the most popular social media in both countries, with millions of active users every day. TikTok is not only used for entertainment, but also for various other purposes, including discussing social and political issues. Based on the We are Social report, the number of TikTok users in Indonesia was 126.83 million people in January 2024. This figure increased 19.1% compared to the previous three months which was 106.52 million people and occupied the second highest position after America, while Malaysia It was recorded that in early January 2023, the number of Tik Tok users was 19.3 million, a number that is almost equivalent to half the population of these two countries, proving that the use of Tik Tok as a social media is quite massive, this also encourages open access to information on the international scene or can also be called globalization. , where users can get information and even interact directly with netizens from other countries, this is what makes TikTok one of the most popular social media, various issues can be included in it ranging from: entertainment, celebrities, politics, economics, the environment to tourism.

While immersive platform designs such as those that might lead users with certain characteristics into problematic social media use or problematic TikTok use (addiction-like behavior), this related aspect of TikTok use has not been widely researched. However, strengthening TikTok usage is also very likely to be achieved through design elements such as “likes,” personalized and endlessly available content. The “For You” page otherwise known as TikTok's FYP learns quickly through artificial intelligence what users like, which will likely lead to longer use of TikTok than users would like, thereby leading to addictive behavior associated with TikTok on smartphones, resulting in media This social media becomes addictive for its users. Research shows that 40% of consumers now use TikTok to search for things they need or want to learn. This makes TikTok one of the largest search engines. One of TikTok's attractions is how it adapts content to each user's interests. About 40% of Gen Z users like the way TikTok displays videos that match their personal preferences. Even 26% of baby boomers are interested in TikTok story-style content. The same thing is also a trend in the two countries being studied, namely Indonesia and Malaysia.

Urban environmental issues are one of the issues often discussed on TikTok social media. In Indonesia and Malaysia, these two countries face various urban environmental problems, such as waste, air pollution and water pollution. These problems can have a negative impact on human health and people's quality of life. In Indonesia, the waste problem is one of the most serious urban environmental problems. Every year, Indonesia produces millions of tons of waste, and most of this waste is not processed properly. Untreated waste can pollute the environment and cause various health problems, such as diarrhea and cholera. Air pollution is also a serious problem in Indonesia. Air pollution is caused by various factors, such as motor vehicle emissions, industry and the burning of fossil fuels. Air pollution can cause various health problems, such as respiratory diseases and heart disease. Water pollution is also a serious problem in Indonesia. Water pollution is caused by various factors, such as industrial waste, household waste, and the use of pesticides. Water pollution can contaminate drinking water sources and cause various health problems, such as diarrhea and cholera. In Malaysia, urban

environmental problems are also a serious problem. This country faces many of the same urban environmental problems as Indonesia, such as rubbish, air pollution and water pollution.

## METHODOLOGY

This research uses a qualitative content analysis research design. This approach was chosen to understand the meaning and patterns in comments by Indonesian and Malaysian netizens on TikTok social media regarding urban environmental issues. Qualitative content analysis to examine in depth and detail how netizens comment and interact with urban environmental issues through the social media platform TikTok. Using comparative techniques, classify netizen comments on urban environmental issue content.

Pro Intan's Opinion	Contra Intan's Opinion
<b>Comments in the same opinion :</b>	<b>Dissenting comments :</b>
- "Jakarta is dirty, especially in certain areas."	- "Intan is not objective because it only shows the negative side of Jakarta."
- "I've been to Jakarta and felt the same way as Intan."	- "Intan should be more patient and seek further information before visiting Jakarta."
- "Intan just wants to share her experience and doesn't mean to badmouth Jakarta."	- "Intan should not have made this video because it could offend Indonesians."
<b>Comments provide suggestions:</b>	<b>Critical comments:</b>
- "Intan should try to explore other areas in Jakarta that are cleaner and more orderly."	- "Intan should not generalize all of Jakarta based on her experience in one place."
- "Intan should give tips to other tourists who want to visit Jakarta."	- "Intan should be more respectful of Indonesian culture and habits."

## FINDINGS AND DISCUSSIONS

**The theme of Indonesian and Malaysian netizens' comments is related to urban environmental issues**

Recently, social media was shocked by comments from a Malaysian TikToker named Intan Nurliana (@intanurliana), who called Jakarta dirty, dirty, and chaotic. This statement sparked heated debate among Indonesian and Malaysian netizens, with some confirming it and others

denying it. Regardless of the pros and cons, Intan's comments raise important concerns about the negative impact of urban environmental issues, especially in Jakarta. Intan's comments focused on the cleanliness and beauty aspects of Jakarta. He showed several photos of places in Jakarta that looked dirty and chaotic, such as crowded streets, unkempt sidewalks, and shabby food stalls. This has sparked concerns about Jakarta's image as the capital of a modern and advanced country.

Dirty and unkempt environmental conditions can have a bad impact on people's health. Accumulated trash and poor drainage can become breeding grounds for disease. Air pollution from vehicles and industry can also cause various respiratory health problems. Furthermore, a dirty and unkempt environment can reduce people's quality of life. This can make people feel uncomfortable and unsafe. The neglected beauty and aesthetics of a city can also have a negative impact on people's mental and psychological well-being. Negative impacts can also occur in the tourism sector. Tourists may be reluctant to visit a city that looks shabby and unkempt. This can result in economic losses for local communities.

Intan's comments, although sparking debate, have brought attention to important issues regarding the urban environment. Concerns about cleanliness, health, quality of life, tourist attractions, and environmental sustainability need to be taken seriously by the government and society. Collective efforts to address urban environmental problems are essential to creating healthier, more beautiful, and more sustainable cities for all.

### **Jakarta's Urban Environmental Issues Through the Eyes of Malaysian Tourists**

The content of Intan, a TikTokker from Malaysia who comments on Jakarta's cleanliness, has had various significant impacts. This impact is not only limited to the individual realm, but also has implications for relations between countries.

First, Intan's content has increased tensions between Indonesia and Malaysia. His comments that were deemed derogatory to Jakarta have provoked negative reactions from many Indonesians, sparked heated debate on social media and even led to disputes between individuals. This of course worsened the diplomatic relations between the two countries which had previously been well established. Second, Intan's content has sparked a debate about Jakarta's cleanliness. Even though many admit that Jakarta still has many problems with cleanliness, Intan's way of conveying this is considered impolite and provocative. This sparked heated debate among Indonesian society, with some parties supporting Intan and others criticizing her. Third, despite the controversy it has caused, Intan's content has indirectly raised awareness about the importance of maintaining cleanliness. Many Indonesians are motivated to clean up and keep their environment clean after seeing Intan's content. This shows that even though it was delivered in a provocative way, Intan's message about cleanliness has succeeded in touching the hearts of many people.

Joint efforts are needed from various parties, including the government, civil society, and individuals, to increase awareness about the importance of maintaining cleanliness and building harmonious relations between countries. Nonetheless, it is important to note that Intan only saw a small part of Jakarta. Jakarta is a vast metropolitan city with a variety of conditions.

There are many places in Jakarta that are clean, neat, and modern, such as the Sudirman, Thamrin, and Senayan areas. On the other hand, Intan's upload is also a reminder that there is still a lot that needs to be improved in Jakarta, especially in terms of cleanliness and city planning. Piling up rubbish, unkempt sidewalks, and illegal street vendors are problems that Jakarta has long faced.

Netizens' negative comments towards Intan, the TikToker, show their sense of nationalism and pride in Jakarta. This reflects the people's love for their country's capital and desire to see Jakarta become a better city. However, instead of attacking Intan personally, this energy should be channeled into pushing for improvements in Jakarta. Intan's upload can be a momentum for introspection and reflection for the community. We need to work together to make Jakarta a cleaner, more comfortable, and more livable city for everyone. This requires an active role from various parties, including the government and society. The government needs to take firmer steps in dealing with urban cleanliness and planning issues. Clear and comprehensive policies and consistent law enforcement are needed to overcome the problem of waste and chaotic city planning. The public also needs to increase awareness of the importance of maintaining cleanliness and disposing of trash in the right place. Educational campaigns and active community participation in maintaining environmental cleanliness are very important to creating a clean and comfortable Jakarta.

Even though many highlighted the negative side of Intan's upload, there were also positive and optimistic comments from netizens. Indonesian netizens admit that there are indeed several places in Jakarta that are dirty and chaotic, but they also believe that Jakarta has the potential to become a better city. These comments show that there is still hope and optimism for Jakarta's future.

### **Malaysian Urban Environmental Issues Through the Eyes of Indonesian Tourists and Native Malaysians**

After the content of a tourist from Malaysia, Intan Nurliana, went viral on TikTok social media and sparked tension among Indonesian netizens, Indonesian netizens began to express their reviews of Malaysia. Through the account @adisetiabudi26, which is an Indonesian netizen, the account owner uploaded a post reaching 816.9 thousand likes containing quite provocative criticism of Malaysia. The account owner stated that Melaka Sentral is chaotic, native Malaysians are being defeated by China and Bangladesh, gambling is found everywhere, and LRT is outdated. The appearance of the post is certainly considered provocative because, at a time when tensions in Indonesian society are rising due to Intan Nurliana's upload, hate comments are increasingly mushrooming, hate speech directed at Malaysia, and the majority of comments from this post with 816.9 thousand likes are filled by Indonesian netizens who agree. The content of @adisetiabudi26's upload shows that the majority of Indonesian people showed a negative response to the post by Malaysian tourist Intan Nurliana.

Contradicting the upload of Intan Nurliana, a Malaysian tourist who gave a rating of 0/10 to the city of Jakarta, Tiktokers from Malaysia with the username @reinalum uploaded a video that reached 62.8 thousand in response to the feud between Indonesian and Malaysian netizens. The account owner actually believes that almost all countries have their own

advantages and disadvantages, including Indonesia and Malaysia. Judging from what Intan Nurliana said, Reina, who admitted that she often visits Jakarta, has had an impressive experience. He said that to get adequate facilities, a tourist must be able to pay extra because it will be different in terms of comfort, safety, and quality of the places visited. Reina said that Jakarta actually gives a good impression. It cannot be denied that cleanliness in the city environment is not evenly distributed, and extra cleanliness and extra comfort also require an extra budget because both Indonesia and Malaysia have their own elite areas that guarantee cleanliness and comfort. Reina said that it cannot be denied that in Malaysia itself, especially in Jalan Alor and Chinatown, cleanliness is very poor and street rats are still often found.

### **Netizens' Positive Response to Debate Issues on TikTok Social Media**

Through the argumentative debate between Indonesian and Malaysian netizens in 2024, while this debate did disturb the peace between the two netizens, it provided enlightenment for Indonesian citizens to improve cleanliness and city governance to avoid dissatisfaction with foreign and domestic tourists when viewed from an issue perspective. clean urban environment. This is also supported by a viral video originating from an Indonesian netizen with the username @hey.tesss. Tessia said that the Indonesian people and government should respect themselves and compete with the existing hygiene system in Korea, starting with the health service and raising good food quality standards. "Let me represent perhaps a small portion of the voice of the Indonesian people who have good self-awareness," said Tiktokers, who are often called Tessia, in their post Monday (11/33). In contrast to the response of most Indonesian people who were angry when a post appeared by a Malaysian netizen named Intan Nurliana, who gave Jakarta a 0/0 rating, Tessia actually gave another point of view, which was that Intan's harsh criticism should be a learning material for all Indonesian people and not just the government's responsibility, to be able to increase self-awareness about cleanliness and start cleaning up. This tiktoker with 162.4 thousand followers said that, as an Indonesian citizen who had visited Malaysia, cleanliness in Indonesia was really lacking and needed to be improved.

"You can counter his opinion, but don't insult his personality," concluded Tessia. Apart from that, he also added that the Indonesian people must be smarter in responding to other people's criticism. She saw that the counter from the Indonesian people was actually very aggressive and attacked individuals who they considered embarrassing. She also added that Indonesian people must also be smarter when responding to criticism from other people.

Through the viral video of Tessia's tiktokers, there were many pros and cons from Indonesian netizens, but quite a few also validated Tessia's argument, so it can be concluded that with the lively debate between Indonesian and Malaysian netizens regarding this urban environmental issue, there are still people who are aware and do not participate in provoking opponents through negative comments, have awareness of improving the environment, and maintain an attitude in commenting as a good netizen.

**TikTok is a platform for disseminating information and education about urban environmental issues.**

In this digital era, social media such as TikTok has become a powerful platform for spreading information and education to various groups. One important issue that needs attention is urban environmental issues. TikTok, with its dynamic and engaging short video format, has great potential to become an effective platform for disseminating information and education about urban environmental issues. This platform offers several advantages, such as:

**Wide Reach:** TikTok has more than 1 billion monthly active users worldwide, with the majority being the younger generation who are active on social media. This allows messages about urban environmental issues to reach a wide and diverse audience.

**Engaging Content Format:** TikTok is famous for its dynamic and engaging short video format. This allows content creators to convey educational messages about the urban environment in a creative and easy-to-understand way, such as through video tutorials, practical tips, and inspirational stories.

**Interaction and Participation:** TikTok encourages user interaction and participation through comments, duets, and challenge features. This allows audiences to engage directly with urban environmental education content, share experiences, and exchange ideas.

**Diverse Content:** This platform offers various types of urban environmental educational content, ranging from air and water pollution issues to waste management to solutions for creating greener and more sustainable cities.

**Viral Effect:** Interesting and informative content on TikTok has the potential to go viral, reaching millions of users in a short time. This can increase public awareness about urban environmental issues and encourage real action from the audience.

However, it is important to remember that TikTok also has several challenges in terms of disseminating information and education about urban environmental issues, namely:

**Short Content Length:** TikTok's short video format can limit the depth of information conveyed. Content creators need to be creative in conveying complex messages in a short time.

**Accuracy of Information:** With so many content creators on TikTok, it is important to ensure that the information conveyed is accurate and credible. Users need to be critical in choosing information sources and verifying facts before sharing them.

**Sustained Engagement:** Maintaining audience engagement with urban environmental education content on TikTok requires a consistent and creative strategy. Content creators need to continue to innovate and present interesting and relevant content.

**Inequality of Access:** Limited access to the internet and smartphones in some areas can be an obstacle for audiences to get information and education about urban environmental issues through TikTok.

**Misinformation and disinformation:** The ease of spreading information on TikTok can open up opportunities for misinformation and disinformation about urban environmental issues. Users need to be careful when receiving information and look for credible sources.

Despite the challenges, TikTok still offers a promising platform for disseminating information and education about urban environmental issues. By harnessing the potential of these platforms effectively and responsibly, content creators, organizations, and individuals can play an important role in raising public awareness, driving real action and creating greener, more sustainable cities.

### **TikTok as a platform for mobilizing environmental action and movements**

TikTok, a popular short video-based social media platform, has great potential to mobilize environmental actions and movements. With its wide reach that reaches the younger generation, interesting and interactive content format, and the viral effect that can occur, TikTok can be an effective tool for increasing public awareness about environmental issues and encouraging real action. However, to maximize this potential, a careful and responsible strategy is needed. Content creators need to create inspirational and educational content, collaborate with environmental organizations and influencers, use relevant hashtags, invite audiences to get involved, provide credible information and resources, and educate about misinformation and disinformation. By optimizing this strategy, TikTok can become a powerful platform for mobilizing environmental action and movements, reaching an active and enthusiastic young generation, and inspiring real change to create a greener and more sustainable future.

### **Concerns about the Negative Impact of Urban Environmental Issues**

Urban environmental issues are one of the big challenges in today's modern era, which ultimately raises concerns about the negative impacts of this issue, which over time continues to increase due to the rapid growth of urbanization. These negative impacts include poor air quality (air pollution), ineffective waste management, flooding, and the loss of green space and biodiversity in urban environments. Concerns about urban environmental issues in Indonesia need to be a collective concern.

Air pollution is a major problem in urban environments in Indonesia, which arises from, among other things, emissions from motor vehicles, factories, and power plants that use fossil fuels. Then, discussing waste management, which is still less effective, waste production in urban areas is relatively high, but the reduction process is less than optimal, which causes waste to accumulate at the final disposal sites. Problems regarding poor waste management can result in soil and water pollution, as well as the health of the community around the final disposal site. Then, regarding flooding, which is an increasing threat in urban areas, Flooding is caused by massive development resulting in reduced water absorption areas, in addition to being



caused by an inadequate drainage system. Lastly, it is related to the reduction in green space in the urban environment. Cities continue to experience the construction of tall buildings and infrastructure, where green space is often sacrificed. In fact, green spaces in urban areas act as the lungs of the city, which can help reduce air pollution.

Concerns about the urban environment can be addressed together through concrete steps. The government, as a policymaker, needs to implement stricter policies regarding emissions and waste management. The government is also expected to increase green space in urban environments. Apart from the role of the government, a role that is no less important is the role of the community. The community can play an active role by reducing the use of private vehicles, which is expected to reduce air pollution in urban environments. Then people can manage their own waste by recycling waste. One important thing that must be done by all parties in the urban environment is to protect the surrounding environment. Cooperation between government, society, and the private sector that is well established and implemented can be the key to overcoming the negative impacts arising from urban environmental issues.

## **CONCLUSION**

This research examines the comments of Indonesian and Malaysian netizens on TikTok social media regarding urban environmental issues, especially regarding the comments of a Malaysian TikToker named Intan Nurliana, who called Jakarta dirty, filthy, and chaotic. Intan's comments sparked a heated debate between netizens from the two countries, with some confirming it and others denying it. Regardless of the pros and cons, Intan's comments raise important concerns about the negative impact of urban environmental issues, especially in Jakarta.

This research found that Intan's comments had sparked debate about Jakarta's cleanliness and indirectly raised awareness about the importance of maintaining cleanliness. Joint efforts are needed from various parties, including the government, civil society, and individuals, to increase awareness about the importance of maintaining cleanliness and building harmonious relations between countries. Even though many highlighted the negative side of Intan's upload, there were also positive and optimistic comments from netizens. This shows that there is still hope and optimism for Jakarta's future.

Both countries must be open-minded to criticism if they are to develop. In particular, sanitation and the environment must be more equal so that there is no gap between elite areas and ordinary areas.

1. When using social media, maintain ethics and norms. Don't be easily provoked.
2. Don't let the pattern of relations between Indonesia and Malaysia worsen because of criticism. Instead of just insulting, it's better to start doing positive activities, collaborating like what @pandawara (an Indonesian youth who collaborated) did with Malaysian youth to clean up the Batu Rakit beach in Malaysia.

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