

User Interaction Patterns on *User-Generated Content* of Hindia's Song "Membasuh" on the TikTok Application

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ABSTRACT

The use of Hindia's song "Membasuh" on TikTok has generated various User-Generated Content (UGC) with similar narratives. This study aims to analyze the patterns of interaction and meaning of communication formed in the comment section of the UGC. Using a qualitative approach with a netnography method, data was obtained from two contents with the highest interaction and then analyzed using website-based software, namely Apify Consol and Voyant Tools, with Braun and Clarke's thematic analysis combined with the Miles and Huberman model. The results of the study show that user interactions form two main themes, namely personal experience reflection and emotional support. This study shows that comment sections are not only a space for responses but have developed into a digital social space that fosters empathy, appreciation, and interconnectedness among users in the context of participatory culture on social media.

Keywords: User Generated Content; Interaction Patterns; Hindia; TikTok

INTRODUCTION

Advances in digital technology in the era of globalization have brought significant changes in the way people communicate and interact. Currently, social media has become the main space that facilitates the exchange of information, expression of emotions, and sharing of life experiences (Amah, 2023). One platform that has experienced rapid growth is TikTok, a short video application that shares content or short video clips containing information or narratives made as

interesting as possible. Officially launched in 2016, the TikTok app has attracted millions of users. According to data cited by We Are Social and Meltwater in July 2025, Indonesia is the country with the most TikTok users in the world, reaching 194.37 million users. This indicates that around 22.4% of the total world population has used this short video app, with the number of global users reaching 1.84 billion in April 2025. Many users utilize the app and its features as a source of entertainment, information dissemination, and virtual interaction.

The TikTok app emphasizes User Generated Content (UGC) with characteristics that differ from other platforms such as Instagram, Facebook, or X. User Generated Content (UGC) is content in the form of photos, audio, animations, or videos created and uploaded by users on social media platforms. UGC also includes all user-generated digital content shared online. People are encouraged to create and share content that reflects their experiences or activities from a personal perspective (Wardani, 2024). According to (O'Hern & Kahle, 2013), UGC can be understood through four main dimensions, namely informing (information delivery), co-communicating (joint communication), co-creating (collaborative content creation), and pioneering (innovation carried out by users). Although this concept was originally developed in the context of marketing communication, these dimensions are also relevant for analyzing the dynamics of interaction on social media. In the context of this study, the dimension of co-communicating is relevant because it describes how users respond to each other, share experiences, and build conversations in the comments section.

TikTok features such as the comment section create certain affordances that facilitate interaction between users. This feature has the potential to shape patterns of interaction between users through User Generated Content (UGC). The comment section serves as a public space for users to respond, share experiences, and implicitly form conversations (Salsabila et al., 2024). Content that uses song snippets as background music often triggers various forms of response from users, ranging from comments, likes, to reposts of the content. One musician whose work is often used as background music for content on the TikTok app is Hindia.

Hindia is the stage name of Daniel Baskara Putra, a musician from Jakarta who was born on February 22, 1994. He is a singer, songwriter, music producer, and composer from Indonesia

with several songs to his name, such as Membasuh, Masalah Masa Depan, Secukupnya, and Ramai Sepi ini Milik Bersama. These songs frequently appear in various video content, particularly the song titled "Membasuh," released on July 17, 2019, which has sparked interactions such as content creation using the song as background music, as well as comment interactions that foster communication among users on the TikTok app.

The selection of the song "Membasuh" as the object of analysis was based on its frequent use as background music in User Generated Content (UGC) on the TikTok platform. This use triggered various interactions and responses from users, indicating differences in interpretation of the song's meaning. According to a report by Kumparan, the song "Membasuh" by Hindia is interpreted as a depiction of an emotional journey and a process of self-reflection. The article quotes the book *Learn to be a Leader* by Mentee Mentoring Leader (2021), which interprets "membasuh" as a metaphor for cleansing oneself of emotional burdens and inner wounds, so that this song is understood as a space for contemplation and self-healing. This view is reinforced by a writer who expressed their opinion on the Medium.com platform, who assessed the song "Membasuh" as a form of self-awareness in relationships with others. The song illustrates that selfishness can slowly destroy relationships and have a negative impact on friendships and romantic relationships. Thus, the song "Membasuh" can be concluded as a meaningful work that contains an implied message about the importance of self-reflection and sincerity in social relationships.

This difference is not only limited to personal interpretation but also appears in the narrative content created by social media users, especially on TikTok, and has the potential to influence the attitudes, behaviors, and perspectives of the audience. This can be seen from how users utilize the song "Membasuh" as part of UGC, thereby creating a space for social reflection among viewers and listeners. The reflective and emotional lyrics of the song Membasuh emotional lyrics make it easy for listeners to relate to their personal experiences. This encourages users to not only use the song as background music, but also to share stories, respond, and react to other users' experiences through the UGC comment section. Additionally, the song's popularity, marked by the "sound popular" label on the TikTok app and according to data quoted from Spotify charts,

shows that “Membasuh” ranks 6th in the Top Songs Hindia category on Spotify with 202,121,535 streams, indicating the high intensity of netizens listening to the song. Therefore, the song "Membasuh" is relevant and interesting to study because it not only functions as a musical work but also as a digital communication tool that represents social dynamics and collective meaning-making practices in the digital space.

A previous study conducted by (Djamzuri, 2025) entitled "Analysis of Interaction Patterns and Meaning Construction of the #KaburAjaDulu Hashtag on Social Media" examined how social media users interact through hashtags and construct collective meaning. This research uses a netnographic approach and emphasizes the role of hashtags in expanding narratives, shaping perceptions, and influencing public opinion in Indonesian society. However, the study only focuses on hashtag-based interactions without examining the dynamics of interactions that occur in the comments section. Another study researched by (Wardani, 2024) entitled "Netnographic Study of User Generated Content @vmuliana on the TikTok Social Media Platform" highlights the high interaction and engagement of the account's followers. Using a netnographic approach, this study emphasizes content quality, interactions in the form of likes and comments, and variations in themes related to the world of work.

The results show that the @vmuliana account has successfully built an active community through discussions in the comments section. However, this study focuses more on content and audience engagement, so it does not provide a broad understanding of how user interactions are formed through the comments section on User Generated Content (UGC) songs or music on the TikTok application. Additionally, a previous study conducted by (Gautama, 2022) titled "User-Generated Content on TikTok and Its Use Among Young People" examined the use of UGC on TikTok, particularly among young people. This study highlights content characteristics, its purpose for promotion, education, and self-expression, as well as how UGC encourages engagement and builds a community. The results show that TikTok is very effective as a space for creativity, although it still faces challenges such as the risk of negative content and copyright issues. However, this study focuses more on the general function of UGC and does not explore the

patterns of interaction between users in the comments section of the song Membasuh on the TikTok app.

In general, research on User Generated Content (UGC) on social media still focuses heavily on the role of creators, content creation strategies, and audience engagement as measured by the number of likes, views, and comments. In this approach, audiences are often positioned only as recipients or consumers of content, rather than as parties who actively interact with other users. As a result, comment sections are often understood merely as a measure of engagement, rather than as a digital social space where conversations, relationships between users, and the process of shared meaning formation take place. In practice, however, the comment section on User Generated Content (UGC), especially on content that uses music as background sound, becomes a space for communication between users (user- to-user) that allows for the sharing of experiences, responding to other people's views, and building a social discourse that develops naturally, without being completely controlled by the content creator.

Based on this research gap, this study was conducted to explain how users interact through comment sections on User Generated Content (UGC) that uses the song Membasuh on TikTok. Although previous studies have discussed User Generated Content, the role of hashtags, and audience engagement on social media, research that specifically examines the dynamics of interaction in TikTok comment sections triggered using music as background music is still very limited. Most previous studies have focused more on the popularity of singers, the meaning of song lyrics, or the influence of music on listeners' emotions, while the process of how users respond to each other, build conversations, and form collective meaning in the comment section has not been widely studied. In fact, the high intensity of use of the song Membasuh by Hindia in content creation reached 43,800 posts accompanied by engagement such as likes, comments, and reposts, indicating a pattern of communication in each post. This shows that users not only enjoy the music but also engage in conversations that shape a shared experience on the platform.

The research questions in this study are: what patterns of interaction are formed in the comment section of User Generated Content (UGC) that uses the song Membasuh on the TikTok

application; what themes dominate the interactions between users in the comment section; and how the dimension of Co-communicating in the User Generated Content theory is manifested in the patterns of interaction between users in the comment section of the Membasuh song UGC. To determine these phenomena, this study uses the User Generated Content theoretical framework proposed by (O'Hern & Kahle, 2013). This theory divides UGC into four dimensions, namely informing, co-communicating, co-creating, and pioneering. However, this study only discusses the co-communicating dimension because it is most relevant to the context of interactions between users in the comments section. Therefore, this theory is expected to help explain how digital interaction patterns are formed through content that uses the song Membasuh by Hindia as background music on the TikTok application.

RESEARCH METHODS

This research is qualitative in nature, using netnography to analyze user interaction patterns on Hindia's User Generated Content on the TikTok platform. Netnography, as proposed by Kozinets (2015), is an adaptation of the ethnographic method that focuses on exploring social interactions and cultural practices that occur in the digital world. In this context, the netnography approach allows researchers to analyze the patterns of interaction formed between users through the comment section on User Generated Content, as well as to reveal the main themes that emerge from the communication patterns of users through the comment section.

The main data source in this study was user comments on User Generated Content on the TikTok application that used the song Membasuh by Hindia as background music. The content search process was conducted during the period of October and November 2025 using the keywords "Membasuh- Hindia" and TikTok audio that featured videos using the song Membasuh as background music. The content analyzed was limited to several public posts and was manually selected to match the cultural context relevance with the research focus. From the search results, the researcher selected 1 User Generated Content (UGC) with the highest level of engagement. The highest engagement in this study was determined based on the number of likes, comments,

and reposts, with an emphasis on the intensity of interaction in the comments section. This selection was made for a more in-depth analysis of user interaction patterns in the context of different content narratives. Data collection was carried out using the scraping technique with Apify Console software. Additional data such as the number of likes, comments, and reposts were recorded only as supporting context, while the focus of the analysis was directed at the content of the comments. The researchers did not aim to represent the comment population statistically, but rather to identify recurring and meaningful patterns of interaction qualitatively.

Next, the comment sampling strategy was carried out using purposive sampling, which is the selection of comments relevant to the content and focus of the research (Jannah et al., n.d.). The researchers analyzed approximately 40–45 comments from User Generated Content (UGC) selected based on specific criteria, namely comments that received more than 100 likes, had more than 10 replies, and contained emotional content that reflected the audience's response to the content. Comments with the highest number of likes (top comments) were analyzed to see the extent to which the comment narratives represented the collective point of view of the audience, while comments with reply chains were used to observe the dynamics of conversation and interaction between users. These comments were selected based on the variety of interaction patterns that emerged in accordance with the content narrative, such as personal experiences, emotional support, and conversations between users. Comments that were spam, advertisements, or irrelevant to the content context were manually separated.

The analysis process began with the visualization of word clouds using Voyant Tools website software to see the words or phrases that appeared most frequently in the comments on each piece of content. This stage served as an exploratory tool to identify initial trends in topics that users discussed most frequently in the comments section, thereby guiding researchers in compiling provisional thematic categories.

Data analysis was conducted using a thematic analysis approach according to Braun and Clarke, 2006 in (Fauzi & Nuraini, 2024), combined with Miles and Huberman's three-stage concept. The analysis process began with the data reduction stage, which included familiarization and generating initial codes, namely reading the selected comments in depth and assigning initial

codes to identify initial themes and interaction patterns, such as emotional expressions and emotional support in the comment's column. The next stage is data presentation, which includes searching for themes and reviewing themes, namely grouping comments into thematic categories and reviewing their suitability so that interaction patterns can be analyzed in a structured and systematic manner. The final stage is drawing conclusions, which includes defining and naming themes and producing the report, namely interpreting the interaction patterns that have formed, including how users respond to each other, reply to comments, and build conversations on User Generated Content (UGC) that uses the song *Memasuh* by Hindia. The entire analysis process was carried out with due regard for digital research ethics, such as anonymizing user identities, selectively quoting comments, and protecting user privacy.

RESULTS AND DISCUSSION

Engagement User Generated Content Lagu *Memasuh* karya Hindia

In this study, the researcher took two pieces of User Generated Content (UGC) on the TikTok platform that used the song "*Memasuh*" by Hindia as background music. These two pieces of content were chosen because they had high engagement levels, as seen from the number of likes, comments, and reposts. The high engagement on both videos indicates a significant level of user interaction on the TikTok app. This engagement data not only reflects the popularity of the content but also indicates the interaction that occurs between users who respond, share their personal experiences, and communicate with each other in the digital space. Along with advances in digital technology and the characteristics of social media as an interactive public space (Amah, 2023), to provide a clearer picture of the interaction activities and engagement levels on the two User Generated Contents, the images below display each content with the number of likes, comments, and reposts obtained.



Figure 1 Number of similar UGC engagements using the song Membasuh Hindia (Source: TikTok @noone_fukk)

Screenshot of one of the User Generated Content (UGC) videos on TikTok that uses Hindia's song "Membasuh" as background music. The content refers to the perception of the word "Human" and has a high level of engagement, with 1.4 million likes, 7,345 thousand comments, and 59.7 thousand reposts. This data reflects the high level of active interaction from users. A similar content post, posted by the @dpidd account, also shows a high level of engagement.



Figure 2 Number of similar UGC engagements using the song Membasuh by Hindia (Source: TikTok @dpidd)

The content shows one of the similar User Generated Content (UGC) videos posted by the @dpiid account. The content refers to self-validation and has a high level of engagement with 196.1 thousand likes, 429 comments, and 5,705 reposts. These figures not only illustrate the popularity of the content, but also the intense interaction among users, which is the main focus of analysis in this study.

User Interaction Patterns in the Comment Section

Based on observations of the comment section, user interactions are not limited to single comments but also develop into reply to threads. Some comments trigger chain responses of up to hundreds of replies, while other comments receive no further responses. From a total of 240 replies to one initial comment thread, the replies were then classified based on the dominant interaction function, such as Agreeing/Amplifying, sharing personal experience, Providing emotional support. A summary of the forms of interaction along with representative quotes is shown in Table 1 below.

Table 1 Results of data presentation on user interaction patterns

Conversation stage	Narative Theme	Interaction Function	Form Interaction	Example Quote	Number Response
Initial comment	Self-reflection	Sharing personal experience	Personal confession	"We've all been mean at some point..."	240
Initial Response	Self-reflection	Agreeing / amplifying	Statement of agreement	"Yeah, I feel that way too."	95
Follow-up reply	Similar experiences	Sharing personal experience	Follow- up stories	"I experienced the same thing."	80
Next reply	Emotional support	Providing emotional support	Empathy /validation	"Hug from afar, you are not alone."	45
Minor response	Interaction light	Maintaining interaction	Short response	"For real."	20
Initial comment	Self-reflection	Sharing personal experience	Personal confession	"We've all been mean at some point..."	240

Source: Compiled by researchers

Table 1 shows the flow of interactions in a TikTok comment thread, illustrating how an initial comment develops into a collective conversation.

Main Themes and Interaction Patterns

Based on a thematic analysis of 7,325 user comments on UGC 1 content and 429 comments on UGC 2 from 2 User Generated Content that used the song Membasuh by Hindia, several dominant themes emerged in the content, namely: social criticism, morality, reflection on personal experiences, and the need for appreciation and emotional support.

Theme 1: Social Criticism, Morality, and Reflection on Personal Experiences

The theme of the interaction pattern of User Generated Content (UGC) comments in Figure 1, which uses the song Membasuh by Hindia, refers to the content about the perception of the word "Human" as depicted in the following word clouds:



Figure 3 World Cloud UGC 1 using the song Membasuh by Hindia

(Source: Voyant Tools)

Figure 3 shows a word cloud graph of comments on User Generated Content (UGC) that uses the song Membasuh and content that refers to the narrative perception of the word "Human". Dominant words such as "Human" (Manusia), "Evil" (Jahat), "Cry" (Nangis), "Person" (Orang), "Me" (Aku), and "Pain" (Sakit) indicate a focus on building a theme of interaction patterns, namely social criticism, morality, and reflection on personal experiences from each user.

Theme 2: Appreciation, Support, and the word "Thirsty"

The theme of the interaction pattern in the User-Generated Content (UGC) comments in Figure 2, which uses the song "Membasuh" by Hindia, refers to the content of self-validation depicted in the following word clouds:



Figure 4 Word Cloud of UGC 2 using the song "Membasuh" by Hindia

(Source: Voyant Tools)

Figure 4 shows a word cloud graph of comments on User Generated Content (UGC) that uses the song Membasuh and content that refers to self-validation. Dominant words such as "Appreciation"(Apresiasi), "Support" (Dukungan), "Thirst" (Haus), "Need" (Butuh), "Me" (Aku) and "Family" (Keluarga) indicate a focus on building a theme of interaction patterns, namely the need for appreciation and support from family.

Based on the analysis of the word clouds, there are two main themes that summarize the patterns of user interaction. The first theme relates to social and moral criticism and personal experience reflection, while the second theme emphasizes the need for appreciation and emotional support. A summary of the themes and representative quotes are shown in Table 2 below.

Table 2 Presentation of data summarizing the themes of user interaction patterns

Main Theme	Interaction Pattern/Narrative	Example Quote	Number of Comments
Social/Moral Criticism and Personal Experience Reflections	The comment column is moreemphasizes the experience and perception that humans can be 'evil' beings, both as perpetrators and victims. Figures who are considered evil are often those closest to us (father, mother, sibling, friend, partner). In addition, there is an awareness that everyone has been 'evil' in someone else's story, as well as a persuasion to forgive each other and remain strong in facing life.	@User 1: “We’ve all been the bad guy in someone else’s story.” @User 2: “Yeah, and it’s possible that I’m also the villain in someone else’s story.”	40
The need for appreciation and emotional support is not met	Most comments emphasize a thirst for emotional support, appreciation, and affection, especially from family. Many admit that since childhood they have never been appreciated or supported, so that as adults they feel empty, need validation, and envy others	@User 3: “It turns out that as I grow older, I realize how desperately I crave support and appreciation from my family...”	45

who receive appreciation.
Even the smallest support is
considered very meaningful,
because so far they feel that
their efforts and
achievements have never
been appreciated.

Source: Compiled by the researcher

From Table 2, it can be seen that interactions on User Generated Content (UGC) that use the song Membasuh are more centered on personal experiences regarding The perception of content narratives created by other users, the number of replies to each different UGC will trigger different interaction patterns. The need for appreciation and emotional support, which is often related to close figures, especially family, has an intense interaction pattern even though there are not too many replies from other users. However, each interaction pattern formed by User-Generated Content will differ, depending on the narrative included or the content created by the user.

The results of the study show that the pattern of user interaction on User Generated Content (UGC) that uses the song Membasuh by Hindia is not only a space for channeling emotions and expressions, but also a space for interacting with other users. Each narrative contained in User Generated Content plays an important role in building a theme in the pattern of interaction that exists in the comments column. The comment section feature is used to interact and build communication patterns between users on social media or other platforms (Husna & Rianto, 2021). As explained by (Munawwaroh, 2025) in the Keilmuan dan Keislaman journal, the comment section plays an important role in shaping the dynamics of social interaction in the digital world, through various forms of speech, each user. This is also in line with the opinion of (Putri & Qurniawati, 2025), who stated that the power of narrative in content is capable of building emotional bonds between creators and audiences through intense engagement in the comment section. In this context, content narratives function as the main trigger for the formation of themes

in interactions in the comment section, which are not merely responses, but part of the construction of meaning that is formed as a result of these narratives.

The narratives contained in User Generated Content form patterns such as social criticism, emotional support, and personal experiences of users, thereby triggering intense interaction and building meaning in each comment column. (Darmadi et al., 2025) in their national journal emphasize that comment sections serve as a space for users to express their opinions, construct meaning, and expand the context of the narratives presented in a piece of content or post. Comment sections can be viewed as a representation of participatory communication in which users play a role. in constructing a discourse that develops from the User Generated Content narrative. One of the user comments illustrates a pattern of interaction reflecting personal experiences that elicits replies from other users reflecting their own personal experiences. The word cloud analysis shows a dominance of reflective and emotional words that appear repeatedly in the comments section, indicating that user interactions are not individual in nature, but form a collective conversation. This reinforces the dimension of co-communicating (O'Hern & Kahle, 2013), where meaning is constructed collectively through responses, narrative repetition, and the exchange of experiences between users in the UGC comment space.

Through analysis of UGC comment columns using the song *Membasuh*, a pattern of interaction was found that led to social criticism, moral reflection, and the need for emotional support. This pattern can be explained using one of the dimensions of User Generated Content (UGC) proposed by O'Hern & Kahle (2013), namely co-communicating, which refers to the process of communication between consumers in a marketing context. However, in this study, the concept was adapted to interpret patterns of user-to-user communication in the digital space. The findings show that the patterns of emotional support, sharing of personal experiences, and moral reflection that emerged in the UGC comment section of the song "*Membasuh*" not only shaped the conversation but also built a shared understanding, which was formed through the exchange of narratives and collective experiences. This process shows that user interactions are not individualistic, but rather form digital solidarity, where users strengthen, validate, and build a sense of emotional togetherness through the comment section.

In this context, co-communicating not only functions as a two-way communication pattern, but also develops into a space for forming symbolic social bonds that resemble the concept of *communitas*, namely emotional bonds between individuals that are formed through shared experiences, even without formal social relations. In addition, this pattern is also in line with the concept of affective publics on social media, where emotions are the main driver for the formation of communication networks and collective participation. This concept is reinforced by affective publics (Clark & Clark, 2016), where emotions become the glue of communication networks that resemble virtual communities without formal structures. Thus, co-communicating in this study not only represents technical interactions between users, but also reflects the formation of a digital affective space that allows users to build shared meaning, emotional solidarity, and social connectedness through narratives, responses, and conversations that develop in the UGC comment section.

The co-communicating dimension according to (O'Hern & Kahle, 2013) emphasizes marketing communication, but this dimension has been adapted by researchers to identify interaction patterns or how users respond to each other, share information and experiences, and create a conversation together in a comment section. In the context of this study, the comments that appeared on the song *Membasuh's* UGC showed interactions that not only referred to individuals but also triggered active communication or conversation in the comments section. This is demonstrated by a comment that states: "Yes, and it's possible that I could also be the villain in someone else's story." This comment triggered 240 replies, indicating the willingness of other users to respond openly to personal experiences. The thread developed in a pattern of agreeing/amplifying interactions, in which users not only expressed agreement, but also expanded on the meaning with personal experiences. This pattern formed a sharing chain, a series of sequential replies that mutually confirmed emotional experiences, accompanied by validation responses in the form of empathy and affirmation. No significant patterns of debate or questioning were found, indicating that the interaction structure is dominated by emotional harmony between users and affective solidarity. These interactions reflect that social media functions as a digital conversation space.

In addition, a pattern of co-communicating is seen in how users express their need for emotional support, such as comments that mention "thirst for family support." These comments do not stand alone but are responded to by other users as a form of validation, empathy, and similar experiences. This process reinforces the function of UGC as a platform for sharing experiences while building a pattern of interaction on social media, particularly in the UGC comment section that uses the song *Membasuh*. Thus, the findings of this study show how the co-communicating dimension is manifested through the interaction patterns formed in the UGC comment section. In a marketing context, co-communicating generally functions to build consumer engagement with a brand (Feissylia et al., 2013). In a digital social context, however, co-communicating, as adapted by the researchers, serves as a pattern of communication for users to connect with each other through conversation, support, and shared reflection.

CONCLUSION

Based on the results of the research and previous explanations regarding user interaction patterns in the comments section of User Generated Content (UGC) that uses the song *Membasuh* by Hindia on TikTok, researchers can conclude that the interactions formed in the comments section are not only responsive in nature, but also show a pattern of communication that forms the theme of each User Generated Content studied. This pattern is evident in the way users respond to each other, interact, and express emotions related to the content's narrative. The interactions that are formed are not individual in nature, but develop in the form of conversation threads, reply chains (sharing chains), and repetitive interaction patterns such as agreeing/amplifying, sharing personal experiences, and emotional support, which form the structure of user-to-user communication.

Two main themes were found in the user interaction patterns, namely social and moral criticism and reflection on personal experiences, as well as the need for appreciation and emotional support. These themes show that users not only interpret songs as entertainment, but also as a medium for self-reflection, emotional expression, and a means of building shared meaning in the

digital space. The song Membasuh serves as a trigger for collective conversation that encourages emotional engagement and social interaction among users.

Theoretically, this study expands the meaning of the co-communicating dimension in the User Generated Content theory (O'Hern & Kahle, 2013) from the context of marketing communication to the context of digital social media, namely as a pattern of communication between users that builds collective meaning, emotional solidarity, and social connectedness in social media spaces. practically, these findings indicate that music with narrative and emotional content has the power to serve as a medium for forming digital communities and triggering meaningful social interactions, both for musicians, content creators, and digital platform managers.

Thus, this study confirms that music-based UGC on TikTok not only functions as digital content production but also as a space for forming social relationships, collective conversations, and shared meaning-making practices that reflect the dynamics of contemporary digital society communication.

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