

Communication Accommodation Through Tiktok Account @Megamustikasundari2

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ABSTRACT

Objective: This study aims to analyze how the TikTok account @megamustikasundari2 establishes personal communication with its audience through an authentic and empathetic communication approach. **Method:** Employing a descriptive qualitative method with the **Communication Accommodation Theory** as the analytical framework, the research explores strategies of convergence, divergence, and over-accommodation applied in the creator's interactions. **Results:** The findings indicate that the account owner effectively fosters emotional closeness by utilizing familiar language, a consistent communication style, and active engagement through personalized greetings, comment responses, and content adaptation to follower characteristics. Furthermore, non-verbal elements such as facial expressions, tone of voice, and gestures significantly enhance the perceived empathy and authenticity of communication. **Novelty:** This study contributes to the understanding of how social media creators can apply accommodation strategies to build genuine and loyal digital communities, emphasizing TikTok as an emerging platform for relational communication and digital identity construction in contemporary interpersonal communication studies.

INTRODUCTION

Being a social being, humans always want to relate to others. People communicate because they want to interact with others. Therefore, communication is essential for all aspects of human life. Communication processes human life [1]. Communication in social media does not only involve the context of mass communication. In other words, social media users talk to each other and act as communicators and communicators [2].

Communication is an important thing in human life to be able to achieve a goal [3], humans also depend on communication. Through various forms of communication, both verbal and written, we interpret, convey ideas, express feelings, and receive information every day. For an interaction to occur in society, communication is very important for an interaction to occur, there must be contact and communication [4].

Although it may seem simple, the way we communicate affects our personal and professional relationships, as well as our success in various aspects of life [5].

Accommodation itself is a person's ability to change, or regulate the way they act towards others. This usually happens unconsciously [6]. The ability to interact effectively and meaningfully with others, whether in social, family, or professional relationships, Effective communication helps build stronger relationships, improve understanding, and avoid conflict. With the rapid development of information and communication media, people can now communicate anytime and anywhere. Information can spread so quickly, and people can find out what's happening anywhere [7]. The ability to understand the feelings and perspectives of others is empathy, which helps in communication to avoid

misunderstandings and build better relationships, In addition to words, communication is done through eye contact, posture, hand movements, and facial expressions and the latter Speaking honestly creates trust, while speaking honestly makes others more comfortable interacting with you.

Nowadays society coexists with social media, social media itself has become a popular place for creative expression [8]. Social media is often the center for people who have a home-run business, Social media itself is often used to connect producers and consumers [9]. Not only business, but TikTok is also able to be a forum to build personal communication. Since the existence of this social media, many people have been helped by introducing their businesses. Social media offers many ways to communicate and get information [10]. With the help of this social media, people are helped to channel their desires in selling through social media which was previously only at home, but with this social media, they can sell goods through the marketplace, one of which is TikTok. Initially, TikTok was a social media platform designed to upload entertainment [11]. At this time, social media has developed into one of the factors of people who are buying and selling, one of which is TikTok social media, it is important to understand how TikTok content can contribute to brand formation [12]. Many businesses now use TikTok social media as a medium [13]. TikTok allows everyone to create something and share it through videos or photos [14].

TikTok requires an authentic and interactive approach to building communication. To make your audience feel closer, one of the best ways is to showcase your own personality. You should use a natural speaking style and adapt it to your target audience in a relaxed, educational, or humorous way. Livestreaming, replying to comments with videos, and using duets and stitches can help strengthen relationships with followers. Tik Tok is an application that provides unique and interesting features and effects [15]. In addition, audiences will feel more engaged with content that invites interaction by using story styles, asking questions, and inviting audiences to comment [16]. Consistency is also important, both in the frequency of uploads and in replying to comments or direct messages, thus building a closer relationship with the audience. Following trends and using relevant hashtags can help reach more people, but it still has to be adapted to the communication style you want to build. With a combination of authenticity, interaction, and consistency, personal communication on TikTok can be well established, creating a loyal and active community [17].

Today's society often relies on TikTok social media where information about an item can be obtained quickly through TikTok, Tiktok itself is one of the popular social media platforms at this time and has been widely used by the public because it is included in the audio-visual group because it displays images and videos [18]. TikTok is one of the most in-demand social media platforms [19]. Not only displaying images and videos but information can be obtained from TikTok, TikTok is also a forum for buying and selling activities, TikTok itself has existed since 2018 and began to be widely used by people of various ages in 2020-2021 and became a new culture at that time in Indonesia [20]. TikTok, which has recently attracted a lot of attention from social media users, is influencing

business activities [21]. TikTok is a trend where users can channel their expressions through TikTok, either videos or photos [22]. Tiktok has also gone viral from other social media as shown by the data below.

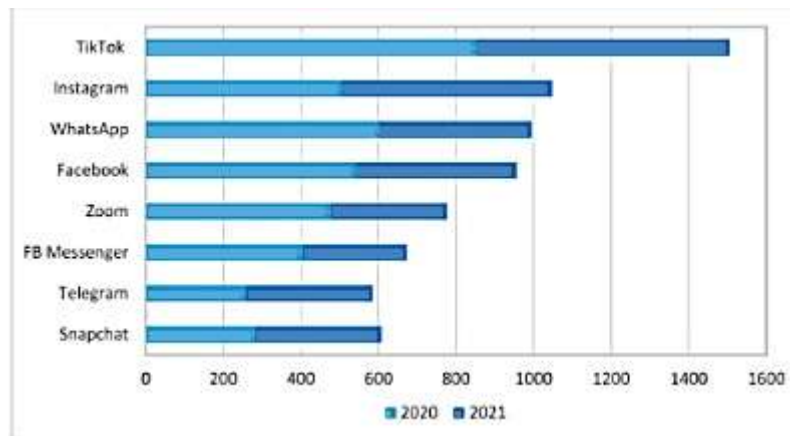


Figure 1. Top eight download apps of 2020 and 2021. TikTok is at the no.1 level. Source [23]

TikTok itself is an audiovisual platform, so users of the account can only post videos using the editing tool in the application. This medium is complete and simple so that it is easy to use [24]. This video content is very interesting because it reaches out to each other and is interspersed with content that will be posted by friends. Tiktok utilization is an admission activity that uses and takes advantage of Tiktok social media [25]. TikTok is an application that offers unique and interesting features to its users, such as their ability to produce videos with a fairly short duration and extraordinary results and show them to friends or other users, by using TikTok users can channel their expressions in a personal form [26].

The following is evidence of content analysis on the TikTok @megamustikasundari2 account

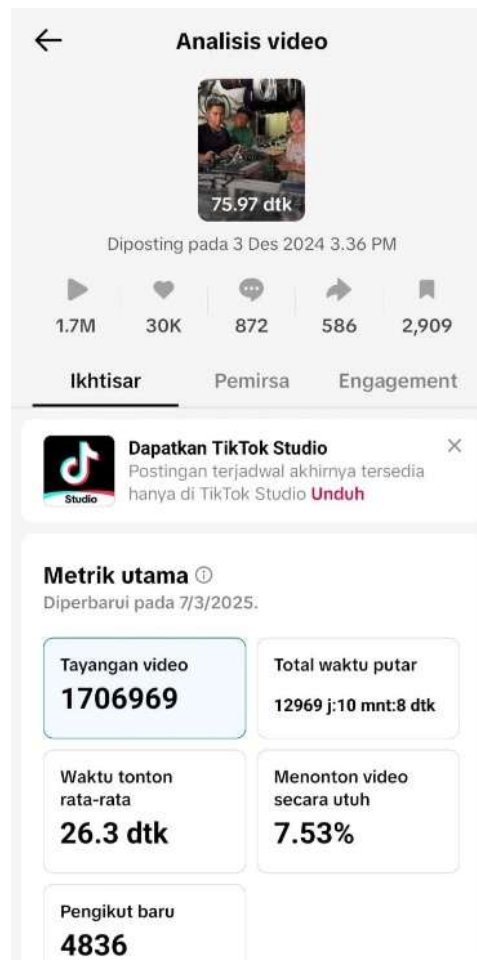


Figure 2. Image of viral content

The photo screenshot evidence above shows the high number of video views, likes, comments, forwards, and saves, which is certainly the difference between content made with guest stars and without guest stars, the photo evidence above shows the presence of a guest star commonly called Haimin, with the arrival of this guest star Mega content becomes viral and has a differentiator from other content.

The uniqueness of promoting products on TikTok is the main factor to attract the hearts of consumers, with the skills possessed by sellers in promoting their products will yield positive results in the future [27]. With the success of a good personal communication activity, there are usually signs where these signs can be seen from how the consumer responds to the goods that have been promoted by the seller, the success in this good personal communication can be seen when the consumer gives a positive response to the goods that have been promoted, the personal communication activity itself aims to introduce the characteristics and uniqueness that exist in the characteristics of the individual [28]. TikTok itself gives people the opportunity to build personal communication, which is an attempt to convey their self-image [29].

The previous researcher uploaded by A. Deswita [30] mentioned in his research on Student Communication Strategies in Building Relationships Based on Communication Accommodation Theory. Further about the research conducted by A. Muftisirod [31] which also discussed in his research on the Use of Variety of Relaxed

Languages in Tourism Accommodation Business Marketing on Instagram Social Media, The results of the study show that a variety of relaxed languages are used in tourism accommodation settings.

There is another previous researcher uploaded by D. Salsabila [32] with the title Accommodation of Cross-Cultural Communication Between Foreign Managers and Staff at PT. ICC The results of the study show that foreign managers make convergence adjustments in blending and communicating in Indonesian with the staff. Furthermore, there is another from a previous researcher from H. Nurrohim [33] with the title Effectiveness of Communication in Organizations with research results By communicating well with people directly involved in the organization and outside the organization, organizations can get the necessary information.

And the last one uploaded by B. Arianto [34] with the title The Role of Social Media in Strengthening Civic Business Communication in the Digital Economy Era with the results of the study show that the presence of social media can be very helpful in civic business communication, such as building public trust, two-way communication, and information channels.

To build effective communication, one not only conveys the message verbally, but also pays attention to how the message is conveyed. In this study, The researcher uses Communication Accommodation Theory becomes important. The Communication Accommodation Theory, coined by Howard Giles, explains that a person's tendency to adjust or maintain their communication style depends on social situations, relationships with the interlocutor, and the purpose of the interaction [35]. One form of this adjustment is convergence, which is an attempt to get closer by adjusting your speech style, intonation, word choice, or nonverbal behavior to be similar to the other person. Social relationships, status and power, interaction goals, and prevailing cultural norms are some of the factors that influence communication accommodation. This theory provides an understanding that interpersonal communication is not only about message delivery, it is also about how the style of interaction is adapted to achieve certain social goals [36]. This theory emphasizes that people will change the way they speak based on their social situation, the interlocutor, and the purpose of the interaction. Voice intonation, speaking speed, language style, word choice, and nonverbal expressions such as eye contact can be part of this adjustment. Convergence, which is the adjustment of speech styles to resemble each other, often occurs in individual communication between communicators and communicators [37]. The goal is to build intimacy, show empathy, and strengthen emotional bonds. On the contrary, in situations where a person affirms differences in identity or wants to keep their distance.

Based on the background that has been outlined, the main problem of the study is how TikTok account owners @megamustikasundari2 communicate with their audience. These problems include how communication techniques such as convergence, divergence, and over-accommodation are used to foster emotional closeness, build identity, and strengthen the loyalty of digital communities. This study aims to describe and analyze the communication accommodation strategies used by TikTok

@megamustikasundari2 account owners to communicate with their followers. Specifically, the aim of this study was to determine the types of convergence, divergence, and over-accommodation used in the content created and the interactions that were built. The purpose of this study is also to find out the communication accommodations, and non-verbal elements function in building emotional relationships, building closeness, and strengthening the personal identity of account owners in the digital world. This research is expected to help research on digital communication, especially related to the use of TikTok social media as a way to communicate personally and as a strategy to build virtual communities.

These adjustments show social and emotional awareness of Mega's content when interacting, which is critical to building healthy and meaningful personal communication. Through convergence, Mega shows that she appreciates and wants to be accepted by the interlocutor, increasing trust. Meanwhile, with polite and strategic divergence, one can maintain professional or personal boundaries without causing conflict. In addition, according to this theory, communication is not just sending messages, it also builds, maintains, or even restructures social relationships. Therefore, the ability to adapt your communication style in personal relationships, be it family, friendship, or romantic, is essential because it can strengthen emotional connections and make conflict resolution easier.

RESEARCH METHOD

This study uses a qualitative descriptive method, namely a research method that aims to study social phenomena, events, or symptoms as a whole by using data collected from the experience of research subjects [38]. The subject of the research is Mega and the object of the research is the Tiktok account @Megamustikasundari2. The purposive sampling method is used to select the subject because of the existing conditions in accordance with the content created by Mega with the arrival of Haimin as a guest star who made the content viral with the number of 1.7M views, 30k likes, 872 comments, 586 forwarded and 2,909 saved. Mega is considered the most relevant and can provide complete information about the communication strategies used to manage accounts. The data collection technique is through in-depth interviews with Mega to discuss her communication strategies, experiences, and how she fits in with the audience. Meanwhile, direct observation of his activities on TikTok was used to see the communication patterns shaped by content, comments, and language styles. As for the interactive model data analysis technique, there is Data Collection, A data set is information that allows the researcher to make conclusions and make Actions, Data Reduction, selection or choosing, diverting attention or focus, and supporting all types of information that supports, Data Presentation: Data presentation is the process of creating information that allows qualitative research results. to determine the interview from Mega herself. In addition, the primary results are reinforced and validated with secondary data, which consists of articles, journals, and other academic sources. With this method, the research is expected to provide an in-depth understanding of how Mega uses

communication to interact with her audience through her TikTok account @megamustikasundari2.

RESULTS AND DISCUSSION

Result

Mega is also aware of how important context and timing are in conveying messages. For example, he chooses when to upload videos on TikTok when user traffic is high, and he changes his speaking style to discuss more serious topics, such as local history or ontel bike teaching. Mega also uses an accommodating language by combining formal Indonesian, slang, and sometimes regional languages. The use of this variety of language shows that they not only attract the attention of followers, but they are also friendly and open to different audiences' backgrounds. The relationship formed will feel more personal and authentic when followers believe that the communicator understands the way they speak and think. The audience has the impression as if they are talking directly to Mega because nonverbal communication emphasizes the verbal message. In every content on social media, often content creators are not so concerned with greetings for their users, because according to Mega himself, the initial greeting to start a content is a very important thing to do, because it is to strengthen the content characteristics of each content creator. Greetings themselves are an important part of communication, which is very important for building social and professional relationships. In digital interaction and marketing, greetings not only start a conversation but also show a friendly attitude, attention, and concern for the audience.

It's important to use language that is communicative and easy to understand as if you're speaking directly to your audience. Non-verbal communication such as staring at the camera, smiling, and speaking in a friendly manner is essential to conveying a message personally. Using easy-to-understand language is an important part of building effective and personalized communication. The simple, familiar, and communicative approach to language used in TikTok content @megamustikasundari2 has succeeded in creating an emotional closeness with the audience and making the content warmer and friendlier. To attract attention and maintain follower loyalty, the main strategy is light and relevant word selection, natural delivery, and consistency in language style. The resulting content is not only informative, but also capable of building a more human and memorable relationship with the audience.

Discussion

1. Convergence

The principle of convergence from the theory of communication accommodation has always been the main strategy in Mega content with Haimin seconds to 01.05



Figure 3. Mega is implementing convergence

There is a form of convergence, in establishing relationships with others. Mega changes her interlocutor based on age, social status, and situation, showing her convergence. Mega tends to use a relaxed and familiar style of language when talking to her peers. He changed his language style to popular slang, changed his tone to be more expressive, and showed open and relaxed body gestures. This is done to create a sense of comfort, emotional closeness, and equality in the relationship, which allows for natural and enjoyable communication.

Mega exhibits different convergence abilities in more formal situations, such as talking to people of the same age or below. He uses more formal and appreciative language, slows down the pace of his speech to make it clearer and more structured, and changes his tone of voice to be calmer and more polite. To show respect, Mega also pays attention to her body language, such as maintaining polite eye contact and sitting with a more upright body posture. This adjustment makes the interlocutor feel valued and accepted, demonstrating communication maturity and social sensitivity.

Mega's ability for convergence is also noticeable. Mega tries to understand the communication habits of people from different cultures before talking to them. For example, if he talks to people from cultures who value indirect communication and silence, he will reduce the intensity of eye contact, slow down the response, and change the intonation to be more subtle. This move shows that convergence is not just limited to the adjustment of words; It also includes an understanding of broader social communication standards.

Mega's convergence is not just a communication strategy, but also shows empathy and a sincere desire to build healthy relationships and respect each other. He realizes that communication is not only about conveying a message, it is also about how the other

person gets it and feels it. Mega manages to reduce psychological distance and build deeper emotional connections by changing the way she communicates. however, Mega is also aware of the limitations of convergence. He doesn't do it too much or seem far-fetched. By retaining its own identity and personality, the adjustments made feel original and natural. Therefore, the communication built remains authentic, and the relationships that are established in person have a strong foundation of trust.

Overall, Mega shows that she is a flexible communicator, sensitive to the social environment, and able to build strong personal communication through communication accommodation theory, especially convergence strategies. Using this theory, Mega can build personal interactions that are emotionally and relationally rich in addition to being effective in terms of message.

2. Divergensi

How Mega builds relationships with audiences on TikTok shows divergence strategies in her content With Haimin at 00.01 seconds



Figure 4. Mega is implementing divergence

Shows the existence of divergence. Here, divergence is defined as trying to deviate from common or mainstream communication standards in order to conform to the characteristics of a particular social group. Mega conveys a message with expressions and intonation that are familiar to her audience, and uses her distinctive language style. This method helps you create your identity in the digital world and differentiate yourself from other creators. through these divergent practices, Mega builds emotional closeness with her followers, increases attachment and trust, and builds a community that feels culturally represented. This strategy demonstrates dynamic identity negotiation in the context of interpersonal communication on social media. Here, creators are not only the

conveyors of messages but also social actors who are actively involved in the formation of meaning along with their audience.

In addition, Mega uses divergence as a strategy to oppose cultural homogenization on social media. Mega chose a path that emphasizes local uniqueness as a form of identity affirmation, in contrast to many creators who choose to adopt a universal communication style to reach a wider market. This is an important indicator in the study of digital communication because it shows that the ability to collaborate with the mainstream is not the only factor that determines success in building personal communication; The ability to build a more intimate and authentic alternative communication environment is also an important factor. Mega has managed to play a dual role as a creative social media user and as a cultural representative. By positioning herself as a member of the local community but remaining in TikTok's global environment, she managed to fulfill both goals.

Divergence also shows the flexibility of communication that is very flexible towards the platform's algorithms. In the midst of the rapidly changing dynamics of TikTok's algorithm, Mega is able to maintain high engagement while maintaining her distinctive style. So, divergences in personal communication are not just a matter of style or preference; It is part of a complex and multi-layered digital communication strategy, with significant social and cultural impacts. This shows that, when done consistently and authentically, divergence is not an obstacle to reaching a wide audience.

3. About Accommodation

The over-accommodation strategy has become one of the strategies widely used by content creators in today's digital communication world to build a more personal relationship with their audience. Which seems to be done by Mega herself like the content snippet above which shows that there is overaccommodation. Overaccommodation is a term that refers to the act of excessive communication adjustment to the characteristics of the interlocutor. This was done deliberately on social media such as Mega's TikTok content with Haimin at 00.40 seconds.



Figure 5. Mega is implementing over accommodation

Shows the existence of over accommodation, to create an impression of familiarity and inclusivity. TikTok Mega creators often use this strategy, including the use of local dialects, the repetition of popular trends, and a very informal style of language. They also often use excessive emotional expressions. The goal is to reduce social distance between creators and followers so that the interactions built feel more intimate and personal even though they take place digitally and in large public spaces. In studies, over-accommodation communication can be considered manipulative or inauthentic, but in practice on TikTok Mega, this tactic is well received because it meets audience expectations for entertaining and engaging content. Therefore, overaccommodation plays an important role in creating a perception of closeness and emotional engagement between creators and their online community.

The TikTok Mega account shows how personal relationships can be formed tactically through online platforms. Mega creates a real emotional closeness with her audience by using various means of communication. Being able to use a relaxed, expressive, and empathetic style of language makes the audience feel personally cared for even though one-way communication is Mega's hallmark. Mega often shares relevant personal experiences, such as daily anxieties, funny stories, or life difficulties, in many of her posts. He also often greets the audience with terms that create a pleasant impression, such as "ehh gess delok en talaa gess delok en talaa".

Additionally, Mega often uses over-accommodation tactics, especially by changing the tone of speech, facial expressions, and even voice intonation to suit the demographics of its audience, the majority of which are made up of young people. To make his content feel lively and easy to digest, he often uses modern terms, popular audio trends, and dramatic mimics and gestures. To avoid visual and social distancing from the

audience, Mega deliberately changed her clothing style, the way she sits, or the background of the video. While this adjustment worked, the community welcomed it well because it showed concern for the audience's convenience.

Mega also helps people get closer to her monologue content and live sessions, Mega herself often does live tiktok to make it easier for the audience to monitor her when reviewing goods, sometimes also giving away to her followers. In the comment column, He gave advice in empathetic language, often answered questions or comments from the audience directly, and showed a sincere expression, which made the audience feel appreciated. This method enhances the already existing parasocial relationship between Mega and the audience, who feel they have an emotional closeness to her like close friends, even though they never meet in person. Mega's success in communicating privately on TikTok shows that over-accommodation tactics can increase engagement in addition to increasing audience loyalty and forming a community that supports creators. Mega shows that adaptive, expressive, and consistent self-representation can effectively shape emotional connections in the context of digital communication. All this without losing one's true personal identity.

It cannot be ignored that appearance is an important component in building personal relationships through TikTok content. Appearance is not just a visual problem; It is the first representation that forms the first impression for the audience. In addition, the neat, unpretentious, and consistent appearance of the account @megamustikasundari2 gives a warm and approachable impression. Communication feels more natural and personal when you choose modest but attractive clothing, along with friendly facial expressions and open body gestures. A good appearance makes the message conveyed stronger. Viewers will find it easier to understand the value and feel the sincerity of the message if the visuals are in harmony with the content, such as a calm look when conveying an educational or spiritual message. The soft color of the clothes, the delicate makeup, and the neat hairstyle give the impression of being professional as well as down-to-earth, which ultimately creates a comfortable atmosphere for the audience like the photo below.

Consistent appearance can also be an easily recognizable component of visual identity. This has an impact on the emotional bond that audiences have with creators. A positive and fun visual impression is essential to grab attention and increase engagement on TikTok, as the videos are short. Therefore, a well-prepared display is an important component of a personal communication strategy in addition to reinforcing an attractive look. When the visuals displayed support the message and show the correct characters, the content is not only visually appealing but also touching.

In addition, Mega shows an incredible empathic ability to communicate on TikTok. When her followers comment with personal stories, she often responds politely, encouragingly, or even creates special content to grab her followers' attention. Social interaction itself is a group of people who influence each other. after there is an action and later it will produce a reaction [39]. It's this empathy that builds trust, which then makes the account a place to share and engage. In marketing, Mega's personal

communication strategy increases transactions and follower loyalty. The quality of the goods and the relationships built through communication contribute to a positive response to the product being promoted. Proper adjustments to the needs and expectations of the audience are essential to maintain meaningful digital relationships, as in accommodation theory.

Mega is able to create an active and engaged digital community using verbal, nonverbal, empathy, and consistent communication. This intimate communication increases the audience's trust in their authenticity as well as a close and reliable content creator. As a result, TikTok accounts under the @megamustikasundari2 name have evolved into more than just a platform to interact with others, with social and economic impacts.

It is very clear that strategies from communication accommodation theories such as convergence, divergence, and neutral accommodation are applied when communicating privately through @megamustikasundari2 TikTok account. Account owners use convergence strategies to tailor language styles, intonation, and topics to their audience, especially teens who are active on social media. His more relaxed use of language, more modern expression, and his selection of music and viral trends suggest that he seeks to build an emotional connection with his followers.

However, account owners can maintain their cultural identity by using divergence strategies in some content. This can be done by using local languages, traditional costumes, or educational content about local culture. In this way, self-identity is strengthened while maintaining the unique values that you want to display to a wider audience. With this balance between adjustment and identity preservation, the theory of communication accommodation is strategically applied, where the communication that is built prioritizes self-authenticity and emotional connectedness. As a result, TikTok accounts with @megamustikasundari2 name not only serve as a medium of entertainment but also as an effective tool to interact with others and build a closer relationship between the account owner and his followers, Communicators have enormous control over how messages are created and disseminated, so communicators must really pay attention to how messages are created and disseminated [40].

CONCLUSION

Fundamental Finding : This study concludes that the TikTok account @megamustikasundari2 successfully establishes meaningful and emotionally engaging relationships with audiences through the application of Communication Accommodation Theory, emphasizing convergence, divergence, and over-accommodation strategies that foster authenticity and empathy in digital interactions.

Implication : The findings highlight that social media platforms like TikTok can serve not only as entertainment spaces but also as effective channels for building personal communication, strengthening digital identity, enhancing audience trust and loyalty, and even supporting entrepreneurial activities through strategic self-branding. **Limitation :** However, this study is limited to a single case analysis, which may not represent broader

patterns of personal communication across diverse TikTok creators or digital contexts. **Future Research :** Subsequent studies are encouraged to conduct comparative analyses involving multiple influencers or cross-platform examinations to explore how cultural nuances, audience demographics, and technological affordances influence the dynamics of authentic and empathetic communication in the digital era.

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