TRENDS OF SADFISHING PHENOMENON AND DISAPPEARANCE OF SELF-PRIVACY ON SOCIAL MEDIA TIKTOK

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Abstract: Content creators are competing to increase viewers and enter the TikTok homepage or commonly known as FYP (For Your Page). The existence of this FYP encourages content creators to start doing something that makes their TikTok account viral, one of which is creating sad content or sadfishing. Sadfishing has become a trend where this trend occurs because artists, actors or even ordinary characters share unimportant sadness to get the attention of many people so that they will feel satisfied and are encouraged to continue to sell their sad stories to bring fame. This study uses the basic concept of sadfishing and Dramatism Theory. The approach in this research is qualitative with case study research method. The data collection technique was carried out by in-depth interviews. The data analysis technique uses a method that is carried out in three stages, namely: data reduction, data presentation, and conclusions or verification as a technique for compiling research. The results show that influencers who own TikTok accounts share sadness or Sadfishing because of the "Trend" insistence on TikTok Social Media in order to gain sympathy and empathy, content creators will increasingly look for ways to keep their content liked by many people. the point of it all is that they just want to go viral and be famous.

Keywords: Sadfishing, self-privacy, Social Media, TikTok.

INTRODUCTION

Information obtained from the databox of telephone, internet and social media users according to wearesocial (2019), the population in Indonesia is 268.2 million users, while telephone users are quite high at 355.5 million users, this contains telephone users higher than the population itself. . The use of mobile phones to access the internet is 150 million users, the internet is also used to open social media or around, and those who open social media actively are about 150 million users or 56%. Then it went up coupled with social media users using cellphones reaching up to 130 million users or about 48% of users of the total population (Databoks.katadata.co.id, 2019).
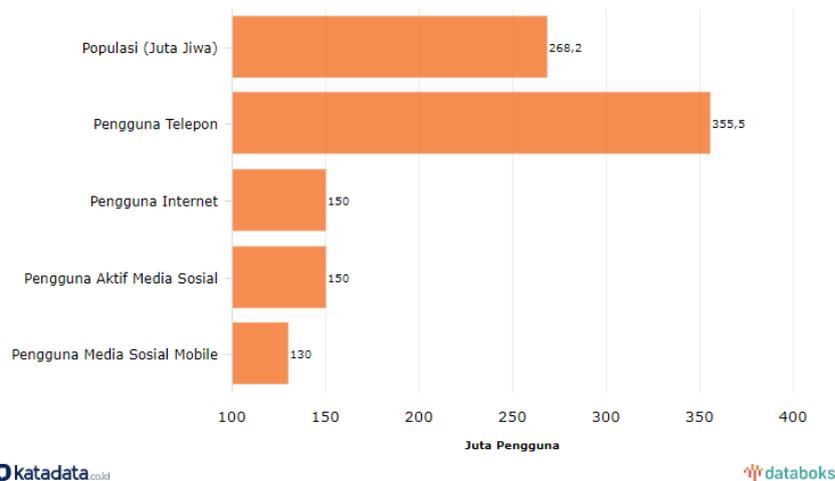
Figure 1. Indonesian Phone, Internet, Social Media User Data in 2019
Source: (Databoks.katadata.co.id, 2019)

It can be said that in Indonesia almost all people use cell phones and use the internet. From the internet, most of its functions are used to access social media, so it is not surprising that Indonesia occupies the third largest position in the use of social media in the world. In technology and communications, social media use in asia has grown 21 year over year, with 482 million new users signing up during 2016. Only five countries accounted for more than half of that growth: China (with 134 million new social media users over the past year).), India (+55 million), Indonesia (+27 million), USA (+22 million), and Brazil (+19 million) (Technicasia, 2017) (Amaritasari & Pangestu, 2020).

Social media today has a major impact on the development of the era, the more people who use social media, the more issues or problems that occur. Social media is a media platform, one of which focuses on the existence of social media users who facilitate them in their activities and collaboration. Therefore, social media can be seen as an online facility that binds so that it can strengthen between one user and another as well as a social bond. Social media invites anyone who is interested in certain content to participate and provide feedback in the form of likes, shares or comments. Usually the information provided spreads faster in cyberspace (W. S. R. Putri et al., 2016). The rapid development of technology brings the reality of today's social features in various phases and stages that challenge many aspects of people's lives in terms of security, privacy, communication, interaction, and trust. Opinions and narratives can be manipulated and mislead (Amaritasari & Pangestu, 2020).

TikTok is a short video social media platform supported with a variety of music. The music is usually used for dance, role playing or as a video background. Users are encouraged to imagine freely and include their expression freely, the content created can be shared with friends or the whole world. TikTok itself is claimed to use a facial recognition method at high speed which will suggest attractive facial features, cute, cool, silly and embarrassing expressions (Annur, 2021).

TikTok social media is a medium that is currently being widely used by all ages from small children, teenagers, and even the elderly. TikTok itself is a medium that can convey information in the form of audio or visual with a certain duration, in using TikTok social media users will be busy creating creativity or something new so that it can be seen by

the public. Not only creativity but users tend to share sadness in their TikTok account, which is the goal to get people's attention or what can be called viral. Media content is part of information and news published using media platforms (Bahanan, 2020).

The trend of "sadfishing" or what is called the trend of sharing sadness on social media is where social media users create charms to provoke reactions, comments or sympathy by posting sad things and sharing sad stories (C. E. Putri et al., 2020). When there are features in their posts, they will make those who see the content give sympathy by liking or commenting on the post (Health, 2020). This sadfishing phenomenon aims to actualize feelings of disappointment, anger or deep sadness in order to attract the attention of many people on social media, with specific goals such as going viral and getting sympathy (C. E. Putri et al., 2020). In general, TikTok Social Media users use their creativity to get attention in the form of TikTok likes and comments. However, there is currently a lot going on with the trend of expressing sadness to get attention as well as sympathy from other users.

As social media develops, it turns out that more and more people are using this method to increase followers and viewers of the content they create. When TikTok Social Media became popular in Indonesia, it turned out that social media was the main target for creating sadfishing content, from telling stories of sadness due to family problems, friendships, romantic relationships, to infidelity. As an example of the "sadfishing" phenomenon that occurred in one of the content from the @geminiexpert and @fannyagustinalisdian TikTok accounts, the account created one of the content that indulged in sadness and had a viewer count of up to 5.6 M, thus making the number of followers increase drastically and get likes and comments in the form of sympathy. The @geminiexpert account tells of her personal problems on TikTok social media because of getting bad treatment from her ex-husband during their marriage, the @geminixpert account tells in the content that during dating the ex-husband was never rude and treated his lover very well, however, when he decided to marry everyone started to change from verbal and non-verbal violence all experienced by the @geminiexpert account and all these stories were poured into one of the content on TikTok social media.

Another example is the @fannyagustinalisdian account which creates content related to his sadness because his late father left him, where in the content the @fannyagustinalisdian account makes poetry and then reads it and is accompanied by quite sad music. In the poem the @fannyagustinalisdian account says that he misses his father very much because his beloved father has lived for 13 years and says that the @fannyagustinalisdian account must live life without a father. This content is enough to get the attention of other TikTok accounts, which is getting more than 500 views.

Issues in social media are a negative factor for social media, at this time social media users are not only teenagers but children, housewives and the elderly participate in using social media, problems in social media are detected from how negative comments thrown at user accounts and there are also posts that tell them they have experienced violence both in the real world and on social media. Social media makes users very interested, especially teenagers, they use social media to provide information related to their personal data, such as photos, home addresses, school addresses or even personal content, social media is considered less attention to the privacy issue of its users (Widianingsih, 2018).

Social media platforms provide analogue society with the ability to reach a global audience, and are instrumental in connectivity tools to seek information, socialize, and influence, unfortunately it also provides openings for breaches of privacy and security of users' personal data (Revilia & Irwansyah, 2020). Talking about privacy or self-limitation, the presence of social media and discourses on privacy are complex things in Indonesia, especially without the concept of private space that exists in an offline context. Moreover, with the existence of self-polymediation, which refers to the practice of multiplication of one's self in social media channels, where we and our reality are fragmented in many spaces at once (Herbig, Herrmann & Tyma, 2015) in (Fandia, 2020).

Self-polymediation is when we have many accounts in one social media channel, or use many social media, so that we are divided into these social media channels, thus the context of our privacy that we share in that social media channel is getting wider and wider. , social media users are increasingly unaware of posting their privacy stories to bring fame on social media or what we usually know as viral.

As for some of the previous studies that the researcher took as reference material as follows, the first research related to sadfishing was taken from a journal entitled "Sadfishing Phenomenon of #Justiceforaudrey (Hashtag) on Twitter" (C. E. Putri et al., 2020). This study analyzes the sadfishing phenomenon named Audrey, who is a teenager who shares sad content on social media claiming to be the victim of the beating of 12 high school students. In this case, many people are deceived because it is easy to believe before the real information is revealed. The police said that Audrey was declared to have no bruises including any "vital" organs, then the public started trending with the hashtag that previously #saveaudrey became #justiceforaudrey.

This proves that the internet can spread information quickly whether it is true or false. In just a matter of seconds an event will be easily spread, with the addition of this sadfishing phenomenon that is increasingly rampant without being realized by Indonesian teenagers. They think social media is a place to create personal content that can attract the attention and compassion of many people in the hope that it will go viral. Another previous research that supports this research is "Analysis of Social Media Phenomena and Millennials: A TikTok case study". The purpose of this study is to show young people that social media, which is commonly known as a medium for seeking entertainment, can be a medium that can provide many positive things such as a source of information or a business area. In addition, this application can also provide space for anyone who wants to be creative in expressing themselves or developing creativity. That what teenagers do to their social media or TikTok is something that should be the responsibility of the teenagers themselves, both negatively and positively, because in this case TikTok has given users the freedom to become "content creators" making music, movements, and even educational content. to make users more creative (Saputra et al., 2020)

In this era of technological advancements, people tend to try to attract the attention of the audience, whatever and in any way they try to give the best charm of their life's problems in social media. There is a trend like this that makes researchers interested in discussing this trend, the researcher takes a case from one of the content created by the @geminiexpert and @fannyagustinalisdian accounts which contains content that indulges in sadness. The TikTok account has uploaded content that should be the privacy

of the account owner. The researcher wants to find out about the trend carried out by the @geminiexpert and @fannyagustinalisdian accounts in creating sadfisihing content and why these accounts choose TikTok as a medium for creating sadfishing content and what are the limitations of their privacy when they upload content about their life problems on social media.

Based on the explanation above, the researcher is interested in analyzing the Sadfishing Trend Phenomenon and disappearance of the value of personal privacy on TikTok Social Media, the researcher wants to know and analyze the trend of the sadfishing phenomenon on the personal privacy value of TikTok social media users.

METHOD

The research paradigm used in this study is the term constructivism by Littlejohn used to describe a theory which states that each individual interprets something and behaves according to the conceptual categories of his mind. Reality does not just appear in raw form but must be filtered according to one's perspective on every thing that exists (Littlejohn, 1999) in (Semiawan, 2010). Constructivists believe that in order to know the "world of meaning", they must interpret. They must also investigate the process of meaning formation that appears in the language or social actions of actors (Schwandt, 2015).

The approach in this research is qualitative in (Albi Anggito, 2018). Qualitative is defined as a methodology that provides various tools in understanding deep meaning related to complex phenomena and processes in the practice of social life (Denzin and Lincoln) in (Brady, 2015). Another definition was also revealed by Strauss and Corbin (2017) that qualitative research is a type of research whose findings are not obtained through statistical procedures or other forms of calculation.

The type of research in this study is descriptive (Rukajat, 2018). Descriptive method is a method in researching the status of human groups, an object, a set of conditions, a system of thought or a class of events in the present. The purpose of descriptive research is to make a systematic, factual and accurate description, picture or painting of the existing facts, nature and relationships between the phenomena being investigated. Descriptive characteristics not only describe situations or events, but also explain relationships, examiners, hypotheses, make predictions and get the meaning and implications of a problem to be solved. In collecting research data using interview techniques, with several written questions that have been prepared and interview guides.

The method in this research uses case studies in which researchers explore certain cases in more depth by involving the collection of various sources of information (Semiawan, 2010). With this method, the researcher explores the related systems or cases. An interesting case to study because of the distinctive features of the case that have meaning in other people (Creswell, 2015). The researcher explores the specificity and complexity of a single case and seeks to understand the case in a particular context, situation and time (Patton, 2002).

The object of this research is sadfishing on TikTok social media. While the subject of this research is the owner of the TikTok account @geminiexpert and the owner of the TikTok account @fannyagustinalisdian and adds to the data validity technique in the form of

triangulation of sources by interviewing experts or experts who become supporting informants, namely social media experts and psychologists.

The most important step in conducting this research is data collection. With data collection, researchers used several techniques to complete and deepen the subject to be studied. In qualitative research, data collection is carried out in natural settings, primary data sources, and data collection techniques are more on participatory observation, in-depth interviews, and documentation (Sugiyono, 2015).

RESULT

Sadfishing Trend on TikTok Influencer social media

Currently, social media has become a place to express themselves in various ways, in this social media people are free to express themselves to create jokes, educational content and artificial dramas as well as personal lives, content creators or what can be called content creators. Similar to the definition related to social media, namely social media platforms that focus on the existence of users to facilitate users to collaborate. What is being loved by school children, teenagers and even the elderly is the TikTok social media application, where the TikTok application gives its users the freedom to make the best use of the TikTok Application. As stated in the CMC theory, communication is involved between technologies, the technology used is Social Media as a medium and TikTok as a forum for expressing content creators.

Many of the content creators are competing to increase viewers and enter the TikTok homepage or commonly known as FYP (For Your Page). The existence of this FYP encourages content creators to start doing something that makes their TikTok account viral, one of which is creating sad content or sadfishing. From what researchers have researched on the @geminiexpert account creating content by sharing sadness through TikTok social media, one of the TikTok content from @geminiexpert tells of the domestic violence treatment that her ex-husband got from physical to mental violence.

The TikTok account @geminiexpert has not explained why it only uses TikTok as a forum for creating the content, whereas according to the researcher's analysis that @geminiexpert has other social media such as Instagram, but @geminiexpert does not create similar content on his Instagram, in Instagram @geminiexpert only photos of himself and also his son, in contrast to his TikTok social media from the results of the analysis of the @geminiexpert account researchers continue to create content that contains sadness or sadfishing such as strengthening himself through a 15-60 second video in the form of writing combined with photos of children from @geminiexpert and always discussing the destruction of the house stairs caused by a third person and domestic violence.

Figure 2. @geminiexpert sadfishing content with 6.7M views
(source: @geminiexpert, 2021)

However, the TikTok account @geminiexpert denies that the content it creates contains sadfishing, @geminiexpert says that the account does not act sadfishing. From the Sadfishing concept that is used, which is to share their sad stories through stories to share their feelings of sadness, they actually have other intentions and goals, for example to get more attention and also to go viral. The owner of the @geminiexpert account said that TikTok's content was created to be a lesson for teenagers to think more about careers than love. According to the researcher's analysis, the statement from the @geminiexpert account contradicts the researcher's analysis in its content. The @geminiexpert account made stories on TikTok containing sad content or what is called Sadfishing because the content created by @geminiexpert reached 6.7 M viewers and made an increase in followers of 28.3K followers (figure 2).

It can be said that content that smells of sadness is able to invite a lot of sympathy and compassion from other social media users, so that many content creators sell their willingness to go viral, they even put aside their limitations or privacy that they post on social media, some of them too. They don't feel they are selling their sadness, they argue that they share their experiences of failure so that other social media users can learn from the failure.

Figure 3. Sadfishing content with high viewers and viral on youtube
(source: youtube, 2021)

From the viral content, @geminiexpert was invited into Grite Agatta's YouTube PodCast to tell about the domestic violence experienced by the account owner. After the content went viral, the @geminiexpert account continued to create content related to the violence she experienced and also always made content related to her child where each post had a large number of 11 thousand viewers (Figure 3). So it can be said that the sadfishing content produced is able to attract many followers and views as a form of support for compassion and sympathy. The bad impact of going viral with sad content will result in an increase in the encouragement of lies to create new sadness and be sold on social media to get more attention and sympathy from other social media users.

Dramatism in TikTok content
In Dramatism it is said that humans are actors who are very difficult to predict because humans play their roles by using their actions, scenes that are performed, actual events or not and use these events as motivation to act, as for indicators in dramatism theory; first, *Act*. In the view of materialism, it is explained that all the facts in the researcher's analysis are that the actions taken by @geminiexpert and @fannyagustinalisdian are to create content that gives a touch of sadness value, to bring sympathy and compassion from many people. Sometimes the sad content he creates contains dramatic elements, for example the @fannyagustinalisdian account makes poetry as a form of longing for his late father. so that many difficult problems for him when his father was not there were revealed through the TikTok content, from the results of in-depth interviews with sources, one of Fanny's goals in making the content was actually because she wanted to get support from her late father's family and many other social media users.
Second, forming a *scene*, this content from @geminiexpert gets a *scene* of attention from other TikTok users in addition to the attention of content created by @geminiexpert getting enough viewers so that the owner of the account can be invited into content from youtuber Gritte Agatha. Because she was able to tell her domestic violence case with her ex-husband, showing scenes of commotion and even uploading the contents of her ex-husband's angry text into her TikTok content.
The third is the selection of the *Agent* position, the *Agent* according to pentad dramatism is the person who takes the action, the person who takes the action in the @geminiexpert

content is Shella as the owner of the @geminiexpert account. Where Shella is a person who feels the violence perpetrated by her ex-husband and spit it out on social media TikTok. Then the person who takes action in the @fannyagustinalisdian account is the owner of the account itself named Fanny, Fanny said that the content created was purely by herself. To give a sadfishing charm, Fanny deliberately spit out her protracted sadness over the loss of her father on TikTok social media.

Fourth, namely the *Agency*. The a*gency* in this Dramatism pentad is the methods used to complete the action, in this case what is done by the @geminiexpert account in its content provides an article that tells the experience that he felt before marriage was different from the experience after marriage, then @geminiexpert showed the violence committed by the former her husband by providing photo slides, chat evidence, damaged items due to blows or encouragement by the ex-husband, then showing that the owner of the @geminiexpert account was injured and treated at the hospital due to violence by her ex-husband and there is a photo where the account owner's conversation @ geminiexpert with his friend that he will report to the police station because he was physically beaten and also feels that he is already badly hurt mentally. Meanwhile, what the owner of the @fannyagustinalisdian account does is where Fanny expresses her longing for her late father through a poem she wrote and read by Fanny and accompanied by quite sad music, Fanny also does not hesitate to post her family problems related to her father's death earlier.

Fifth, *Purpose*. According to the @geminiexpert account, the *purpose* of creating this content is to educate women, what they feel during marriage is wrong, and to let them know that career is more important than love. according to him, making VT (Video TikTok) is not to get followers/viewers. But to share experiences and lessons that the future is more important than love" (Shella, 13 June 2021) In this case Shella wants to educate TikTok users. However, the analysis from the researcher is that this is in stark contrast to what Shella did, due to the fact that Shella continues to produce sadfishing or sadness content that she experienced one year ago into her TikTok content, even Shella seems not to think about her boundaries or the value of privacy in her personal problems. In fact, there is a lot of content that contains high privacy values that are deliberately displayed on her TikTok in the form of documentation of chats with her ex-husband, documentation of violence and injuries that she received, to documentation of when she was fighting with her husband.

Then the owner of the @fannyagustinalisdian account has the goal of getting a response from the father's family and at the same time pouring out his longing through the sad content created, but the researcher analyzes that Fanny only wants to create content to attract viewers' attention and excessive sympathy and sadness, even though the father has passed away 13 years ago, but the sad content continues to be produced to get the satisfaction of the support and attention of many other TikTok social media users.

DISCUSSION
Self Privacy Limits of sadfishing phenomenon on social media TikTok
To deepen the data obtained by the researchers, the researchers used the source triangulation technique together with the account owners @geminiexpert and @fannyagustinalisdian as resource persons from the owners of the sadfishing content. In

the analysis of this research, it is also necessary to support from the point of view of social media observers and psychologist counselors as a way to strengthen the data found in the field.

There are things that were found by the researcher where the researcher considered that the account studied by the researcher had done sadfishing by sharing the content of sadness experienced by the owner of the account, through the results of content analysis and also the results of interviews with the owner of the account.

Spreading sadness on social media is no longer impossible, until finally expressing sadness can be said to be a trend where almost all content creators make posts related to the sadness they experience. Sadfishing has become a trend where this trend occurs because artists, actors or even characters share unimportant sadness, to get the attention of many people so that they will feel satisfied and are encouraged to continue to sell their sad stories to bring fame.

In the content analysis that the researcher did, that sadfishing is indeed a trend and the goal is the same to get attention, the @geminiexpert account denied that he was doing Sadfishing, however, from the content about violence experienced by the account, it can be seen that almost everything that is personal and private is shared. as sadfishing content, such as chat results, photos of fights, photos of violence with ex-husbands to third people who are the reason for divorce, of course this should be a fairly personal problem and doesn't need to be posted on TikTok social media. Furthermore, the @fannyagustinalisdian account which revealed that he wanted to get attention from his late father's family who never knew him, opened up family problems related to his father's death so that it was also seen as a form of expressing sadness on social media.

In the content that the researcher analyzes that the @geminiexpert account gets a lot of viewers so that the account gets endorsed from several brands to enter Gritte Agatha's Youtube, for the @fannyagustinalisdian account it doesn't have too many followers but there is an increase in followers and it can be seen that the two accounts that posted sadness can be said to be successful and get a lot of attention from other social media users. Social media observers state that their desire to become an influencer is very possible and many people find it difficult to identify who is truly sad and who is just trying to gain sympathy by doing sadfishing.

From the analysis that the researchers did, TikTok social media is the main choice for creating sad content or Sadfishing where the content is always entered on the homepage or FYP (for your page) and gets quite a lot of sympathy from its users. The TikTok application facilitates features to create sadfishing content and is not only viral because of TikTok but viral because the content is shared to other social media.

In social media, especially TikTok, many use sadfishing as a charm to get sympathy from the public, so many artists do this, they do sadfishing because of the lack of identification of social media users so it is difficult to distinguish content that is really sad or just pretending to be sad to do sadfishing. , negative comments do not prevent them from being famous. They are even willing to sell their personal problems to be known by many people on social media. So it is difficult to distinguish between reality and facts.

People have been flooded with information or posts that are sadfishing too often so that people no longer easily believe that this is factual, this is something real and does need help or requires sympathy, so this mocking comment occurs on a post that should

respond to this really sympathetic. Finally something that really asked for help was not achieved, because of that we were already flooded with sadfishing. So that it can affect the mentality of the post creator, for example being bullied, that will not happen if we understand whether it requires sympathy or help.

Factors of social media users doing sadfishing on TikTok

Sadfishing can affect the mentality and attitude of the sadfishing content creator so that it can cause anxiety and loss of confidence if it doesn't match their expectations, this is also approved by psychologists. The owner of the @fannyagustinalisdian account is getting attention and also new friends for uploading the post, so Fanny doesn't have to worry about the problems Fanny is facing. In this case the psychologist also confirms that it is not always negative things that are accepted but there are positive things as well.

If Sadfishing is used as an excuse as self-expression or expressing emotions on social media or an expression of longing as Fanny said, then there is no need to share things that should be private, there are many ways to vent emotions on social media. In this study, researchers compared the two TikTok accounts that were sadfishing or sharing sadness, there were several factors that accounted owners were sadfishing.

First, there is a desire to get sympathy and empathy. The owner of the TikTok account @geminiexpert has experienced violence from loved ones, but when he doesn't get that attention and instead gets bad treatment or domestic violence, the @geminiexpert account finally tries to get sympathy and empathy through social media, especially TikTok. Meanwhile, TikTok account user @fannyagustinalisdian also did the same thing to get attention. Fanny very clearly said that creating this content was so that her late father's younger brother cares more about Fanny, so that is what underlies Fanny to create Sadfishing content.

Second, because he wants his story to be widely known to the public, the TikTok @geminiexpert account has its main goal so that teenagers don't feel what the owner of the account feels and should care more about career than love. It's the same as what Fanny did where Fanny did this so that the wider community knew that she was feeling longing for her late father and also wanted to tell the family of Fanny's late father that she really missed a father figure.

Third, wanting to be known by the wider community in order to attract more attention on social media in the form of viewers and followers. The owner of the @geminiexpert account continues to create content that is confusing and also contains sadness by provoking the audience to feel curious and sympathetic (out of pity). the bitterness he experienced and got quite a lot of followers and viewers, namely 38.03K followers and reaching 6.7M viewers. The @fannyagustinalisdian account also achieved the same thing where Fanny is a new user who started with 17 Followers and also few viewers, but the poetry content about her late father got quite a lot of viewers for new users, namely 218 viewers while Fanny's followers rose from 17 Followers to 83 Followers after the content was posted and until now continues to rise. Although there is no statement that the goal is to get followers and viewers, from the results of the analysis it can be seen that the @fannyagustinslidian and @geminiexpert accounts created the content with such intent and purpose.

Fourth, there is a desire to go "viral" or enter the FYP (For Your Page), the @geminiexpert account deliberately creates the content not only to educate but also wants to be known and can go "viral" because of the stories from the content created by the @geminiexpert account. is a story that is quite old, but only recently revealed this to the social media TikTok. Telling stories and recalling experiences that they think are painful are inappropriate, according to researchers, supported by psychologists' statements because they will only add to the burden on oneself and can damage the mind. The TikTok account @fannyagustinalisdian also just expressed his longing after 14 years Fanny lost her father and expressed her longing only through TikTok social media, according to researchers that this was not good. There are other ways to express longing for his late father, for example by praying for him or remembering his father's kindness.

Of the two TikTok accounts, there are differences in the use of Sadfishing, where the @geminiexpert account gets more sympathy, empathy, is better known and viral. This is different from the @fannyagustinalisdian account where the account is a new user who gets sympathy and empathy but not as much as @geminiexpert because according to the researcher's analysis the levels of sadfishing use are different and also seen from TikTok social media that cases of violence or domestic violence get more attention than cases that experienced by @fannyagustinalisdian.

Not all things that use sadfishing can provoke the public for sympathy and empathy, but the use of sadfishing still gets a major position on TikTok social media because the use of sadfishing or expressing sadness can make the audience curious about the continuation of the story and also make the audience feel the sadness they feel.

CONCLUSION

Spreading sadness on social media is no longer impossible, until finally expressing sadness can be said to be a trend where almost all content creators make posts related to the sadness they experience. Sadfishing has become a trend where this trend occurs because artists, actors or even ordinary characters share unimportant sadness, to get the attention of many people so that they will feel satisfied and are encouraged to continue to sell their sad stories to bring fame. Sadfishing has indeed become a trend and the goal is the same to get attention, although there are those who deny that he is sadfishing, however, from the content about the violence experienced, it can be seen that almost everything that is personal and private is shared as sadfishing content, of course this should be a serious problem. quite private and does not need to be posted on TikTok social media. If Sadfishing is used as an excuse as self-expression or expressing emotions on social media, then there is no need to share things that should be private, there are many ways to express emotions on social media.

There are several factors that TikTok account owners do Sadfishing, namely; a desire for sympathy and empathy; because he wants his story to be widely known by the public; want to be known by the wider community in order to attract more attention on social media in the form of viewers and followers; and the desire to go "viral" or enter the FYP (For Your Page). Not all things that use sadfishing can provoke the public for sympathy and empathy, but the use of sadfishing still gets a major position on TikTok social media because the use of sadfishing or expressing sadness can make the audience curious about the continuation of the story and also make the audience feel the sadness they feel.

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