

## TIKTOK: A PLATFORM-BASED

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Compared to more established social media apps like Facebook and Instagram, TikTok is a video-sharing social networking service app that attracts billions of people worldwide quickly, especially during a pandemic. The platform's content creators are showcasing creative content that has generated global hits. Concise, easy-to-understand clips of lip-syncing, comedy practice, and instruction of short courses have proven popular with today's youth.

This app provides a platform where anyone can become an actual celebrity, as long as they have the right combination of style, talent, and relevance. TikTok is beneficial to individuals, particularly young people, during the Covid19 pandemic. Thus, viral TikTok videos eventually became the mainstay of popular culture.

TikTok application has become part of everyday culture. The platform's core is to stimulate creativity and learning and bring joy to users. However, for many people, this is more than entertainment. The application has left a more profound mark and has changed people's lives, especially in education, self-expression, diversity and cultural inclusion, and professional reactivation (ABSCBN News, 2020). This platform attracts attention as many users can watch other people's videos or create their own. Hence, they also share their culture or living conditions when creating content. Sullivan A. (2019) mentioned that the viral TikTok videos reflect actual people's scenes, text, music, or cultural references. TikTok is a powerful tool designed to help content creators express their creativity to the public as it has its own culture and style.

Learning new things is one of the platform's influences on popular culture. Some content creators explain various language, science, history, and math topics. Additionally, users can express themselves however they wish since there are no restrictions. Anyone can make a popular video as long as it is imaginative and authentic. Regardless of the format, race, or country, the platform also recognizes talents. People just starting their careers can turn to trends as quickly as a celebrity as long as the content is exciting and can be shared. Further, the app has promoted cultural diversity and made it great. The users represent a contemporary culture to places where young audiences can relate.

TikTok informs users of its privacy policy, terms of service, and community guidelines to protect the platform and its users. They put safety, diversity, inclusiveness, and authenticity and encourage creators to participate in a safe environment while expressing themselves publicly. They form a global community and culture where users can explore the world around them and connect with others thru various content.

TikTok has been the most downloaded platform since the pandemic began in the country. During the quarantine, this became a hobby of Filipinos. Whether young or old, celebrity or unknown, anyone makes the platform a source of entertainment and positivity. The creators of TikTok in the Philippines are producing exciting content, attracting many Internet-savvy consumers who are ready to interact with the most popular social media platforms. Some of the short videos presented by Filipino creators are educational content, dance challenges, narrations, skits, and TV show excerpts. Its content reflects the society in which they live, their personal experience, and their learning and opinions.

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