# Analysis of the Content of Tiktok Comments @Dictionarei in A DAY WITH REI PART 350/ SWISS DAY

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**Abstract**
This research uses a qualitative content analysis method with a constructivistic paradigm, with new media theory as its basis. The data collected for this study were 80 randomly selected relevant comments on Tiktok social media regarding their opinions on the video post "A Day With Rei Part 350/Swiss Day". The purpose of this research is to find out the content of the comments. This research found one major theme, namely Opposition to the video post 'A Day With Rei Part 350/Swiss Day'. This theme is the content of several categories that appear in the data that has been analyzed, namely Positive response, Criticism of the creator, Factual question, Personal opinion, Hope and Negative response.

**Keywords**: Commentary, Content Analysis, New Media, Qualitative

## Introduction

Indonesia is a beautiful country blessed with incredible cultural and natural wealth. From the western tip of Sabang to the eastern tip of Merauke, Indonesia offers a variety of natural beauty, including exotic white sand beaches and majestic green mountains.

With more than 300 ethnic groups and 700 regional languages, Indonesia's cultural diversity creates an extraordinary cultural diversity. Indonesia's tourism industry continues to grow rapidly, supported by the efforts of the government and stakeholders to promote the country's beauty and diversity to the rest of the world. The implementation of various tourism promotion campaigns, tourism infrastructure development, and nature conservation efforts have become an integral part of efforts to make Indonesia an attractive tourist destination. (Putu, 2023).

The Association of Internet Service Providers Indonesia (APJII) announced that in 2024, the number of Internet . users in Indonesia will reach 221,563,479 people out of 278,696,200 people in Indonesia. Based on the results of the Indonesia Internet Penetration Survey (2024) published by APJII, Indonesia's Internet penetration is 79.5%. Compared to the previous season, the increase was 1.4%. This data shows that the majority of Indonesia people actively use the Internet for various purposes. The role of the Internet is increasingly important in providing access to information, enabling communication, entertainment, and social interaction.

TikTok is currently a popular application among the people of Indonesia. The app allows users to create and share short creative videos with different types of content, including travel, lifestyle, and entertainment. In 2023, the growth of TikTok users in Indonesia will be very rapid. Based on the We Are Social Indonesia report, Indonesia has the second largest number of Tik

Tok users in the world with more than 112.97 million users. The figure reflects the platform's widespread popularity among Indonesia people and shows that TikTok has changed.

One of the accounts that has attracted a lot of attention because of its traveling content is the TikTok account @dictionarei. This account is known to often upload travel videos that showcase personal experiences and exotic destinations. His features are so unique and eye-catching as he excitedly shares his journey on A Day In My Life. Unlike content creators in general, Reizuka Ari's "A Day With Reizuka Ari" content comes with its own specialties. These videos often get a lot of views, comments, and shares, reflecting the high appeal of travel content on TikTok.

The video "Day with Rei, Part 350/ SWISS DAY" is one of a series of travel videos uploaded. . From @dictionarei account. This video impressively shows Reizuka Ari's trip to Switzerland, specifically to Lucerne and Zurich. This video provides in-depth information and visualization of the destination. The audience seems to be taking a virtual trip directly to Switzerland, thus creating a unique experience. Although the audience only watches it from the comfort of their homes. Overall, the video is an interesting combination of entertainment, information, and excellent visualization.

According to Denis (McQuail: 2011) New Media consists of 2 words, namely New and Media. New means New and Media means Intermediary. So New Media is a media formed from the interaction between humans and computers and the internet. For example, the web, blogs, online social networks, digital newspapers, and others.

(Aniesa, 2022) The theory of new media is a theory developed by Pierre Levy, who stated that new media is a theory that discusses the development of media from conventional to the digital era. (Said, 2022) In the theory of new media, there are two views put forward by Pierre Levy, namely:

1. The view of social interaction, which distinguishes media based on their proximity to face-to-face interaction. Pierre Levy views the World Wide Web (WWW) as an open, flexible and dynamic information environment that allows humanity to develop new knowledge orientations and participate in a more interactive and socially based world of sharing and empowerment.

2. The view of social integration, which describes the media not in the form of information, interaction, or distribution, but in the form of rituals, or how humans use the media as a way to create society. (Queen, 2022) Media functions that were previously obtained from traditional media are now increasingly available on the Internet. Television media that presents programs designed to entertain their viewers. The advent of YouTube provides an alternative to watching audiovisual programs that compete with television programs. Not only that, unlimited time, resources, and access anytime, anywhere make the presence of the internet and media in it, such as social media, increasingly dominant. (Stephen, 2022) Martin Lister, in his book entitled New Media: A Critical Introduction explains the characteristics of new media. Here are its features:

1. New forms of experience in text, entertainment, fun, and patterns of media consumption (computer games, simulations, special effects movies).

2. A new way of presenting the world, the use of media that offers new representational possibilities.

3. A new form of relationship between users, consumers, and media technology.

4. A new form of experience from self-identity and community in interacting.

5. A new form of conception of the biological relationship between humans and media technology.  (Jeremy, 2022).

There are several characteristics of the new media presented by Martin Lister, namely: Digital, interactive, *hypertextual, virtual, networked*, and simulated.

1. Digital: the process of digitization makes the new media different from the previous media. In this process, the data that has been obtained (sound, text, images) is converted into binary code, which will later be processed in a certain way by the computer.

2. Interactive: the audience takes an active role in changing or recreating the text, images, and sounds they get. In this case, the audience is not only positioned as consumers who can only receive, but also as producers or users.

3. *Hypertextual*:d alam this allows users to use other people's discussions or works, which can be embedded in their own work in the form of a link.

4. Virtual: in this case the information consumed can appear more real. This makes users feel like they are right when an event happens.

5. Networked: this allows users to connect with other people, wherever they are. In other words, there are no restrictions that prevent users from communicating with other users.

6. Simulated: This is like the virtual characteristic. What users get virtually is just a simulation of the real event. It can be said that work in the virtual realm is a pseudo-event. (Sunarto, 2023).

## Method

Researchers use the Tiktok social media account @Dictionarei to conduct qualitative research using content analysis techniques, research methods used to determine communication content trends. Content analysis is a research technique that allows researchers to make references that can be replicated/imitated, and can also be interpreted as a scientific research technique that aims to see the characteristics of the content and draw conclusions about it.

This technique is used to identify samples of visible and copiable communication content objectively, validly, reliably, and systematically. Qualitative research is a research procedure that produces descriptive data about people and behaviors observed in the form of written or spoken words. Qualitative research can also be interpreted as research whose results are not obtained through statistical methods or other calculation methods (Said, 2020).

### Results and Discussion

Researchers see that I tiktok @Dictionarei has 3,406,511 followers and likes (likes) as many as 241,969,287 followers. This condition is because the account already has 1,497 videos and is followed by 400 accounts.

The involvement of users in general is 5.6% (451,353), this number is still considered quite small. The likes rate was 5.52% (24,901) and those who gave comments were still small at 0.04% (173) and the sharing rate was 0.04% (191).

The first stage of this research is a data cleaning process carried out based on the data collected by the researcher. The researcher then processes the data first in order to obtain results that are in accordance with the research objectives. This study collects and copies all the comment data from @dictionarei Tiktok account and then returns all the comments and sends them to word. In short, this study sees that the data collected amounted to 4113 comments as of August 16, 2023. The data cleaning process carried out at this stage is the creation of categories from existing data, where the content of the category is a group of comments that have been collected previously. The process was carried out to dig up information that was not related to the research and also to find out what comments were on @detikcom Instagram account related to the video "A Day with Reizuka Ari part 350 / SWISS DAY". The following is a table of the types of positive and negative comments related to the video "Tago Reizuka Ari part 350/ SWISS DAY" on the Tiktok @dictionarei account.

1. Positive group

Definition: This type of group is a comment that comes from an individual. Based on the opinion or comment shared to respond to a post viewed. This comment is included in the positive opinion or liking the travel content in the video 'A Day With Reizuka Ari part 350/ SWISS DAY'.

Example:

Figure 1. Comments 1 Positive group



1. Negative Group

Definition: This type of comment is a comment that comes from an individual. Based on the opinion or comment shared to respond to a post viewed. This comment is included in the

negative opinion or dislike of the travel content in the video 'A Day With Reizuka Ari part 350/ SWISS DAY'

Example:

Figure 2. Negative Group Comments



In this data, as many as 31 comments were found that were not relevant to the theme raised by this study. Examples of irrelevant comments are:

Figure 3. Irrelevant Comments



This comment does not talk about the content of the video 'A Day With Reizuka Ari part 350/ SWISS DAY'. Containing information that the Tiktok Shop has officially closed, this is certainly not in accordance with the topic of Switzerland Day.

Figure 4. Irrelevant Comments
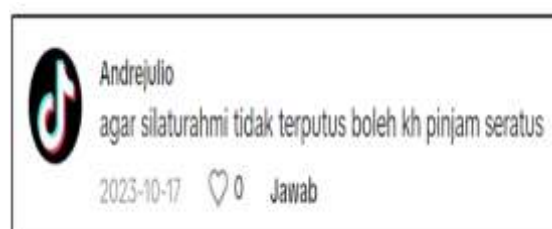
This comment does not talk about the content of the video 'A Day With Reizuka Ari part 350/ SWISS DAY'. Contains jokes or satire for people who like to borrow money.

At this stage, researchers begin to apply a data analysis process that is carried out based on information that has been collected previously. This data analysis process is carried out on data that has been cleaned from irrelevant data in the previous step. The data analysis process carried out in this study follows the references of previous works. There are basic techniques that have been used in previous studies to simplify the data analysis process. The researcher conducted an analysis process based on the comment data collected.

In the data analysis stage, the researcher randomly sampled 80 comment data. The data used in this study was randomly selected from as many as 80,4113 available annotation data. Regarding the class sheet that contains the meaning in this study, he found a meaning that can be tested. The selection of data was carried out using data that had been cleaned beforehand so that all data contained relevant data of 80.

The process used to test the significance of the data is consistent with the process described earlier. The process of testing this data is to find the essence, units of meaning, subcategories, and categories in the existing comment data. The researchers also used the categories in previous studies, which suggested retesting the categories found with different data.

The category of comment data on the post 'A Day With Reizuka Ari part 350/ SWISS DAY' tests the meaning:

Table 1. Comment Data on the post 'A Day With Reizuka Ari part 350/ SWISS DAY'

| 1 | |
|---|---|
| Units of Meaning | "I go to Switzerland every step of the PHOTO " |
| Essence Of Meaning Units | Decide to take pictures every step if you are in Switzerland. |
| Subcategory Codes | Positive responses and what activities will be carried out when there. |
| Category | Positive response |
| **2** | |
| Units of Meaning | "If you live in Switzerland, the photo has no intention of being aesthetic" |
| Intisari Unit Makna | Living in Switzerland implies that in Switzerland, even without special intentions, every photo taken will look aesthetically pleasing or beautiful. |
| Subcategory Codes | Positive responses and what activities will be carried out when there. |

| Category | Positive response |
|---|---|
| **3** | |
| Units of Meaning | "Want to live in Switzerland tp rich cost of living in Jogja GK Tsi Rei? " |
| Intisari Unit Makna | Want to live in Switzerland but is the cost of living the same as yogja rei? |
| Subcategory Codes | Comparing the cost of living in Yogya with Switzerland |
| Category | Positive Response |
| **4** | |
| Units of Meaning | "Omgg this kind of content that I like reiii" |
| Intisari Unit Makna | Content like this that I love Rei |
| Subcategory Codes | Positive response regarding the segment created by Rei. |
| Category | Positive response |
| **5** | |
| Units of Meaning | "Beautiful Switzerland Bgt" |
| Intisari Unit Makna | Switzerland is so beautiful |
| Subcategory Codes | Positive response about the beauty of Switzerland. |
| Category | Positive response |
| **6** | |
| Units of Meaning | "aku suka intronya ka reizuka ari" |
| Intisari Unit Makna | I love the intro of Reizuka Ari |

| Subcategory Codes | Positive feedback about Rei's creativity in the video. |
|---|---|
| Category | Positive response |

| **7** | |
|---|---|
| Units of Meaning | "FOR THE SAKE OF GOD BEAUTIFUL SWISS BGT.." |
| Intisari Unit Makna | Switzerland is so beautiful |
| Subcategory Codes | The positive response of the Switzerland state about its beauty |
| Category | Positive response |

| **8** | |
|---|---|
| Units of Meaning | "want to go to switzerland, beautiful bgt" |
| Intisari Unit Makna | I want to go to Switzerland, it's really beautiful |
| Subcategory Codes | Positive response to the desire to live in Switzerland because of its beauty |
| Category | Positive response |

| **9** | |
|---|---|
| Units of Meaning | "wifi capital can reach Switzerland" |
| Intisari Unit Makna | Wifi mode can reach Switzerland |
| Subcategory Codes | The ease of technology that allows you to enjoy the beauty of Switzerland from afar. |
| Category | Positive response |

| **10** | |
|---|---|
| Units of Meaning | "I want to feel like living in Switzerland, my poor soul is full of exuberance" |

| Intisari Unit Makna | I want to live in Switzerland, my poor soul is excited |
|---|---|
| Subcategory Codes | A positive response to the desire to live in Switzerland by including the financial situation he faces. |
| Category | Positive response |

| **11** | |
|---|---|
| Units of Meaning | "LOVE BGT AMA OPENING VTNYAAA!! " |
| Intisari Unit Makna | I really like the opening of the video |
| Subcategory Codes | Positive responses about Rei's creativity in the video |
| Category | Positive response |

| **12** | |
|---|---|
| Units of Meaning | "I want to know the expenses while abroad, Kak Rey" |
| Intisari Unit Makna | I want to know how much Rey spends while abroad |
| Subcategory Codes | Curiosity questions about creator spending information during |
| Category | Positive response |

| **13** | |
|---|---|
| Units of Meaning | "WOUUU SENJAA MASSYYAALLA HH BGTT " |
| Intisari Unit Makna | Wow, the twilight of the people of Allah is so good' |
| Subcategory Codes | Positive response to the beauty of Switzerland at dusk |
| Category | Positive response |

| **14** | |
|---|---|
| Units of Meaning | "Maksh Udh Bisa JLN2 Online" |

| Intisari Unit Makna | Thank you for being able to travel online |
|---|---|
| Subcategory Codes | Positive response thanks for the video posted |
| Category | Positive response |
| **15** | |
| Units of Meaning | "I want to teleport directly to Switzerland, it's really beautiful, isn't it strong" |
| Intisari Unit Makna | Want to teleport directly to Switzerland is really beautiful |
| Subcategory Codes | Positive response to the desire to move to Switzerland immediately because of its beauty |
| Category | Positive response |
| **16** | |
| Units of Meaning | "plisss is really Swiss chocolate, it's really good" |
| Intisari Unit Makna | Plis is indeed chocolate Switzerland is really delicious |
| Subcategory Codes | Information about hands-on experience |
| Category | Positive response |
| **17** | |
| Units of Meaning | "He sounds like an United Kingdom teacher." |
| Intisari Unit Makna | His voice was like my English teacher |
| Subcategory Codes | Positive opinion comparing the voice of a creator with an English teacher |
| Category | Positive response |
| **18** | |

| | |
|---|---|
| Units of Meaning | "First of all, let's see the VT and follow it. Because it feels like being invited to travel to Switzerland even if it's only through a cellphone😄." |
| Intisari Unit Makna | When I first saw the video, I immediately followed, because I really felt like I was invited to go on a trip to Switzerland |
| Subcategory Codes | Positive response of a memorable first reaction |
| Category | Positive response |

| 19 | |
|---|---|
| Units of Meaning | "If you are there every minute update SG" |
| Intisari Unit Makna | If there is an Instagram story update every minute |
| Subcategory Codes | Positive response if in Switzerland will be updated often |
| Category | Positive response |

| 20 | |
|---|---|
| Units of Meaning | "ahahahah it's been a long time since Ari has gone through fyp Now it's past the blue tick " |
| Intisari Unit Makna | It's been a long time since Ari's video has passed the FYP and now it's a blue tick |
| Subcategory Codes | Positive response to excitement over a creator's latest achievement |
| Category | Positive response |

| 21 | |
|---|---|
| Units of Meaning | "The winner is the country of birth, namely our beloved Indonesia" |
| Intisari Unit Makna | The winner is still the country of birth, namely Indonesia |
| Subcategory Codes | Personal response to his love for his country of birth |

| Category | Positive response |
| --- | --- |
| **22** | |
| Units of Meaning | "Feel the way the road is like a lot of dirt and smell of VT sister" |
| Intisari Unit Makna | It's like walking when you see your sister's video |
| Subcategory Codes | Positive responses can share the journey virtually |
| Category | Positive response |
| **23** | |
| Units of Meaning | "Waited for by "yes rey nyidam bangt you eat chocolate cake like this" |
| Intisari Unit Makna | Waited for by Rey, you really crave to eat chocolate like this |
| Subcategory Codes | Hope is given by |
| Category | Positive response |
| **24** | |
| Units of Meaning | "how to communicate in Switzerland?" |
| Intisari Unit Makna | an interest or desire to know the right way to communicate in Switzerland |
| Subcategory Codes | A curious question of how they communicate. |
| Category | Positive response |
| **25** | |
| Units of Meaning | "Can our money be exchanged for rupiah?" |
| Intisari Unit Makna | If our money is rupiah, can it be exchanged |

| Subcategory Codes | Curiosity questions about exchanging money under certain conditions |
|---|---|
| Category | Positive response |

| **26** | |
|---|---|
| Units of Meaning | "If in Switzerland we talk about British makeup or BHS Switzerland itself?" |
| Intisari Unit Makna | In Switzerland, we speak in English or Swiss |
| Subcategory Codes | Curiosities questions on how to communicate in Switzerland |
| Category | Positive response |

| **27** | |
|---|---|
| Units of Meaning | "Save and want to go to Switzerland, Alhamdulillah, I've got a lot of money" |
| Intisari Unit Makna | Saving first to go to Switzerland, Alhamdulillah, I have collected five thousand rupiah |
| Subcategory Codes | Positive opinion of the hope of being able to go to Switzerland combined with an element of humor |
| Category | Positive response |

| **28** | |
|---|---|
| Units of Meaning | "I want to live in Switzerland but my life can't be far from petai, jengkol and krupuk" |
| Intisari Unit Makna | I want to live in Switzerland but my life can't be far from petai, jengkol and crackers |
| Subcategory Codes | The desire to live in Switzerland but can't leave the habit of eating in Indonesia |
| Category | Positive response |

| **29** | |
|---|---|
| Units of Meaning | "Kak Rey LG travels the world or LG has a job there" |

| | |
|---|---|
| Intisari Unit Makna | Is Rey traveling the world or is there any more work there |
| Subcategory Codes | Interaction with creators through questions |
| Category | Positive response |

| **30** | |
|---|---|
| Units of Meaning | "Watching the vlog, Kak Reizuka always feels really there 😭" |
| Intisari Unit Makna | watching Reizuka Ari's vlog always feels like being there together |
| Subcategory Codes | Positive responses drop feeling the atmosphere like in Switzerland |
| Category | Positive response |

| **31** | |
|---|---|
| Units of Meaning | "How can a country of people be so beautiful and peaceful" |
| Intisari Unit Makna | Why are the countries of people beautiful and peaceful |
| Subcategory Codes | Positive response changes the outlook of the Switzerland state |
| Category | Positive response |

| **32** | |
|---|---|
| Units of Meaning | "The dream country that I really want to visit someday will be easy" there is sustenance" |
| Intisari Unit Makna | The Dream Country you want to visit someday |
| Subcategory Codes | Positive response hoping to go to Switzerland |
| Category | Positive response |

| **33** | |
|---|---|

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| Units of Meaning | "Because of this video, I moved to Switzerland ✦ |
| --- | --- |
| Intisari Unit Makna | Because of this video, the favoorite country changed to Switzerland |
| Subcategory Codes | Positive responses change a person's decision or outlook |
| Category | Positive response |

| **34** | |
| --- | --- |
| Units of Meaning | "It's still better in Indonesia" |
| Intisari Unit Makna | It's still better to be in Indonesia |
| Subcategory Codes | Personal response that the country is still more pleasant |
| Category | Positive response |

| **35** | |
| --- | --- |
| Units of Meaning | "btw I'm sad Positive response Response crying kejeri. I don't have dry eyes, I intend to hold a cellphone, I want to delete something, I even open TikTok, the first video that comes out, yes, this is 🧇 the focus" |
| Intisari Unit Makna | I was sad when I saw this video in focus again |
| Subcategory Codes | When you look at this video, it becomes the focus of the positive effects you get when watching the video |
| Category | Positive response |

| **36** | |
| --- | --- |
| Units of Meaning | "Thank you for sharing your experience🥹🙏 even though I didn't come directly, at least I already know😆" |
| Intisari Unit Makna | Thanks for sharing, I know about Switzerland |

| Subcategory Codes | Positive responses: Expressions of gratitude for sharing experiences and information |
|---|---|
| Category | Positive response |

| **37** | |
|---|---|
| Units of Meaning | "bg coba work out" |
| Intisari Unit Makna | Bang try physical exercise |
| Subcategory Codes | Criticism or suggestions for creators |
| Category | Negative Response |

| **38** | |
|---|---|
| Units of Meaning | "BG try to straighten his hair!" |
| Intisari Unit Makna | Try straightening her hair |
| Subcategory Codes | Criticism or suggestions about the creator's appearance |
| Category | Negative Response |

| **39** | |
|---|---|
| Units of Meaning | "It's a bit funny." |
| Intisari Unit Makna | Like a woman |
| Subcategory Codes | Criticism of the creator's attitude and appearance |
| Category | Negative Response |

| **40** | |
|---|---|
| Units of Meaning | "Pretentious, British" |
| Intisari Unit Makna | Pretending to speak English |

| Subcategory Codes | Criticism of the use of creator language |
|---|---|
| Category | Negative Response |
| **41** | |
| Units of Meaning | "(Smell) please my stomach hurts" |
| Intisari Unit Makna | "Smell Cold" please my stomach hurts |
| Subcategory Codes | The misunderstanding of the language in the video made the audience aware of the humor. |
| Category | Opinion |
| **42** | |
| Units of Meaning | "But they hate our country" |
| Intisari Unit Makna | But they hate our country |
| Subcategory Codes | Perception or view of the country of Switzerland |
| Category | Opinion |
| **43** | |
| Units of Meaning | "Can you eat chocolate in chew" |
| Intisari Unit Makna | Can you eat chewed chocolate |
| Subcategory Codes | Interaction with creators about differences in habits |
| Category | Opinion |
| **44** | |
| Units of Meaning | "Rey, Independence Day is not in Indonesia" |
| Intisari Unit Makna | Isn't Independence Day in Indonesia? |

| Subcategory Codes | The question of the creator confirms his existence |
|---|---|
| Category | Opinion |
| **45** | |
| Units of Meaning | "Switzerland has never been flooded" |
| Intisari Unit Makna | Has Switzerland ever flooded |
| Subcategory Codes | Curiosities about natural wonders in Switzerland |
| Category | Opinion |
| **46** | |
| Units of Meaning | "DON'T WASH YOUR FACE AT THE END OF THE SHOWER" |
| Intisari Unit Makna | Wash your face at the end of the shower |
| Subcategory Codes | Interaction with creators about differences in habits |
| Category | Opinion |
| **47** | |
| Units of Meaning | "Rey bought a stabilizer to make the vlog so it's good" |
| Intisari Unit Makna | Rey buystabilizer to make the video better |
| Subcategory Codes | Suggestions for creators to improve video quality |
| Category | Opinion |

The researcher analyzed data from 80 randomly generated comments, based on which the researcher found several categories. This category arises when researchers read and interpret comment data. The categories that emerge at this stage of data analysis are:

Based on the data analyzed in this study and considered as a level of continuity, one important theme was found in the commentary material analyzed. This main theme emerged

from several categories that emerged from the researched comments. The main topics organized by categories that appear at the analysis stage are as follows:

Table.2 Analysis of Comment Categories

| Theme | Opposition to the video post 'A Day With Rei Part 350/Switzerland day' |
|---|---|
| Decryption | Theme with commentary in support of the video 'A Day With Rei Part 350/Switzerland day |
| Category | Positive responses, Creator criticism, Factual questions, Personal opinions, Expectations, Negative responses |

The researcher analyzed the comments collected, the video post "Day Reiga part 350/Switzerland day" has collected as many as 111 comments. With the comment data collected by the researcher, the researcher carried out a data cleaning process on the comment data to extract relevant information from the comment. As many as 31 comments found by the researcher were relevant comments. This comment contains inappropriate content and is not related to the 'Day Reiga Part 350/Switzerland Day' video post. The remaining 80 comment data are related comments, so that in this data the researcher can carry out a data extraction process to find out what comments are on the Tiktok account post @dictionarei related to the Day with Rei Part 350/Switzerland Day video.

Among the types of comments on the researcher's material, there are 2 types of responses, namely positive responses and criticisms. Positive responses are comments of admiration for the content provided and expressions of gratitude and appreciation to the content creator and second, criticism is comments in the form of critical opinions or constructive suggestions on the presentation or content of the video. future improvements.

The researcher tested the significance table, the researcher sampled the data randomly with a total of 80 comment data. This meaning test process produces several categories such as positive responses, creator criticism, factual questions, personal opinions, hopes, negative responses. These categories also come from previous studies that are a reference for retesting in other studies. After the significance test was carried out, the researcher tested the level of consistency of the categories that appeared in the significance test. In this case, the categories that emerged formed one big theme, namely the opposition to the video poster "Day with Rei Part 350/Switzerland Day". The importance of this big topic can be inferred from all the comments in the video post 'A day with Reiga, part 350/Switzerland day'.

The use of theory in this study is also shown by the research process carried out by the explorer. has gone. through the theory of systematic functional language in this study is to analyze and interpret comments so that the existence of language structure, communication function and meaning can be shown in the comments of the video post 'Tago Reiga Parto 350/Switzerland Day' published on Tiktok.

This analysis allows researchers to emphasize not only the formal aspects of language, but also the functional and contextual aspects of expressing opinions and reactions to multimedia content. Therefore, theory is not just an analysis tool, but also a method to deeply understand the dynamics of communication in the digital era, especially the interaction between content creators and users on the TikTok platform.

The use of new media theory in this study is demonstrated through the video "A Day With Rei Part 350/Switzerland Day", which allows people to express their opinions about Switzerland and everything they see on social media, especially on Tiktok. New media theory plays a very important role in opening the door to active community participation.

These videos not only contain engaging visual and narrative content, but also trigger two-way communication between content creators and users. TikTok's comment column allows users to directly share their opinions, knowledge, and experiences about the video, creating an interactive environment where each opinion can be a valuable contribution to the ever-evolving dynamics of communication (Ryan, 2021).

The new media theory not only describes the change in information distribution but also describes a significant shift from traditional communication models to more democratic and inclusive models in the ever-evolving digital age.

## Conclusion

A study of the popular phenomenon of the video "A Day With Rei Part 350/Switzerland Day" which was responded to by users of the Tiktok social network by commenting on its advantages and disadvantages. The purpose of this study is to find out the content of comments related to the TikTok video @dictionarei 'A Day With Rei Part 350/Switzerland Day'. The results of the research conducted by the researcher found the content of @dictionarei comments that appeared on the advantages and disadvantages of the video "A Day With Rei Part 350/Switzerland Day". The meaning of the positive and negative responses to the video "Day on the Rhine, Part 350/Switzerland Day" leads to one important topic, namely the rejection of the release of the video "Day on the Rhine, Part 350/Switzerland Day". This topic arises from the categories that emerge at the stage of meaning testing. A total of 4113 video posts on Tiktok social media comments @dictionarei "Day with Reinuga Part 350/Switzerland Day" are random sample data from 80 relevant studies. In addition to finding the main theme of this study, the researcher also tested the theory that used in this study, the systematic functional language theory used in this study, to analyze and interpret comments so that the structure, communication function and meaning of language can be demonstrated. Comments on the Tiktok video post "Tago Rei Part 350/Switzerland Day". The new media theory in this study is demonstrated through the video "A Day With Rei Part 350/Switzerland Day", which allows people to express their opinions about Switzerland and everything they see on social media, especially tiktok.

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