

THE USE OF NEW MEDIA AND SHOPPING'S CULTURAL SHIFT IN INDONESIA: FROM THE PERSPECTIVE OF CONTEXTUAL COMMUNICATION, PSYCHOLOGY AND CYBERCULTURE

1st Arinal Haqo¹, 2nd Siti Gomo Attas²
{a.haqo@gmail.com^{1*}}

Jakarta State University ^{1,2}

Abstract. This paper is designated as a study material for the shifting culture that arises from the use of New Media. The use of New Media has been replacing society's behaviour in many aspects, including people's shopping behaviour. New Media implies the emergence of a newly developed platform to meet human expectations. Two-way communication is considered superior to the one-way communication method. And this fact doesn't only apply in the context of teaching but also in daily social interactions, especially in Indonesia. Indonesian culture, which tends to be in a group, has been affecting how they carry out activities in reality and virtually. In particular, in the decision to spend their money, Indonesian people look for the most convenient, safe and practical way before finally shopping. People were satisfied with saving their shopping time without going to shopping malls and were comfortable just observing and checking the products in the marketplace. Still, today the needs have shifted to the new experience that can build real-time communication with sellers without visiting the stores directly. The emergence of the Tiktok Live Streaming platform on your smartphone can answer the demand. Digital users continue to develop the platform by creating the right marketing strategy to set the context of communication that fits the marketing target. Also, from a psychological perspective, the writer sees how the buyer receives the situation. Indeed, not everything goes well. Negative impacts are starting to emerge due to the use of New Media and Cyberculture experiences. Behind every convenience people get through this process, buyers and sellers face cyberculture risks. Ultimately, digital users must pay more attention to the related policies to prevent adverse impacts and respond to this phenomenon wisely.

Keywords: cultural shift, communication, psychology, cyberculture, tiktok live streaming.

INTRODUCTION

Times change quickly. This reality refers to one thing and almost all aspects of human life. The changes around us more or less lead to a cultural shift. One of the factors causing the cultural shift is the existence of the Internet and its implications for various branches of knowledge. The Second Media Age theory asserts a new period in which interactive technology and network communication, especially the Internet, will change society. The Internet became known globally in the early 90s, and gave rise to a technological breakthrough called New Media. *New Media* is media that consists of a combination of many elements. The definition of new media cannot be translated literally, namely new media or media that is always new. This is because media that is currently said to be "new" certainly will not remain new in the future. The new media paradigm is to eliminate the concept of mass communication personal media. Every aspect of mass communication is mediated, and mediated interaction differs from personal interaction (Avey & McCain, 1982).

Media Ecology Theory focuses on the principle that by presenting all effectiveness in new media, people can no longer escape the influence of technology. Automatically the cultural centre of society will stick around technology. It is necessary to re-understand the characteristics of the culture itself. Culture is symbolic; therefore, it is always necessary to understand the meaning behind the symbols (culture) that appear in human interactions. Culture is shared, created, and developed by a particular community. Then it can be followed by a wider community, such as nationally and globally. Furthermore, culture is to be learned and passed on. Culture is adaptive and able to adapt to various circumstances. And finally, culture changes. Culture continues to change due to New Media existence and even works of art.

Internet networks have dominated changes that have occurred in human life over the past three decades. In 2009, when social media began to dominate sites and digital community activities, there were more than 1.5 billion active internet users worldwide. According to Trisilowaty, these digital users form, express, and deepen their social relations and affiliations. Each user builds online communities focused on their interests, including professional groups, arts groups, sports, lifestyle-oriented groups, religious, ethnic, and cultural groups, and trade and business groups/ associations.

The term digital business is known when Cyberculture appears in online shopping activities. The retail industry itself has undergone quite a long evolution, and until now, it has been known as industry 4.0. The industrial revolution, based on the period of technological development, is divided into 4 phases. Desoutter released in the 18th century when the first industrial revolution started through steam power and the mechanization of production. The second industrial revolution began in the 19th century through the invention of electricity and production assembly lines. The third revolution began in the 20th century, and started using computer programmable memory. The fourth industrial revolution was marked by the application of information and communication technology to industry and is also known as industry 4.0. In stage 1.0, the industry focuses on the mass production of goods. Industry 2.0 has started to focus on buyers (customer-centric). In industry 3.0, when the Internet has developed, companies are approaching consumers (human-centric), while in the 4.0 era, the marketing approach has combined online and offline interactions. Not only focusing on machines but also thinking about the experience expected of consumers in shopping. The buying and selling process started from an offline store where buyers and sellers are in the same place, then developed in the 20th century with the advent of computers. During the industrial era 3.0., that is, when a company starts selling products on Internet, even though there is no specific platform for shopping yet. The social media hegemony was born where sellers easily show products in image format (.jpg). New media and e-commerce have subsequently become the centre of all online shopping activities by people in various parts of the world. People across generations, from baby boomers to Gen Z, are familiar and active with online shopping. Online shopping also shows that the senior generation can adapt to societal cultural changes, including technology. Until now, the culture of online shopping has experienced a shift with the emergence of all-in-app-based applications that combine the principles of a machine to machine, human to human. The entire buying and selling process, starting from product selection, payment, packaging and shipping options until the goods are received in customer's hands, are all through one access.

Based on statistical data released by *Oberlo*, in 2021, the number of digital buyers will reach 2.14 billion out of 8.7 billion people. This data shows that over 25% of the world's population shops online. The shopping experience that consumers feel when shopping online makes consumers addicted to doing it again and again. Previously, there was a paradigm that consumers buy goods when needed. Now with the phenomenon of online shopping, it is as if consumers enjoy various exciting things that encourage them to shop more. There are different factors why people choose to shop online, *from convenience to competitive prices. Moreover, online businesses try hard to ensure that their strategy matches in-person shopping experiences. Now, buyers can find more details and product descriptions much more efficiently, thanks to advancements such as 360-degree product views and model size details for online clothing stores.* The next factor is the convenience felt by buyers when experiencing shopping online.

Tiktok Live Streaming is a platform that is widely used by the public for online shopping. Tiktok is a video-based application that invites users to produce videos of any theme within 15 seconds and share them easily. Tiktok is a short-form, video-sharing app that allows users to create 15-second videos on any topic. As the market expands, Tiktok is developing the Tiktok Live streaming feature. As reported from the official Tiktok website, the features of the Tiktok application were originally intended for creators and audiences to interact directly. However, this is seen by business actors and brand owners as new media to promote their products directly to consumers. Currently, Tiktok Live Streaming has undergone a paradigm shift. It was originally developed as a social media. Now it functions as a platform for online shopping. Different from the original e-commerce, which displays pictures and videos on their online store page, also putting a description of the product as text, Tiktok Live Streaming is a virtual meeting between sellers and buyers with two-way communication.

Tiktok live shopping is an e-commerce experience that allows the brand to display its products in real-time via streaming events. Tiktok users can purchase items without leaving the app while participating in these events. Tiktok users can immediately shop in real time after being shown the type and specifications of the desired item. From a business perspective, this Media cuts marketing costs quite significantly.

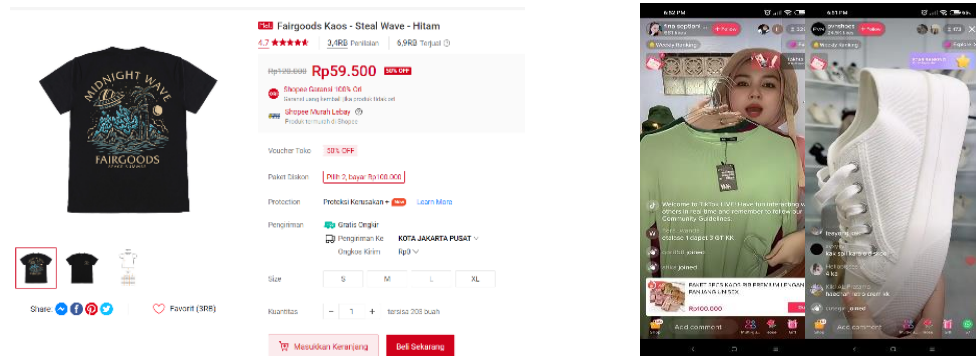


Fig. 1. The comparison of experiencing online shopping on e-commerce and on Tiktok Live Streaming

Furthermore, this phenomenon leads to the strategy and accuracy of business people in determining communication strategies when conducting live streaming so that sales targets are achieved. Therefore, communication techniques and psychological factors are important to study in the shift in the shopping culture of the Indonesian people in the use of the new media Tiktok Live Streaming and the emergence of cyberculture experiences. Regarding Cyberculture, Jeff Goodell defines Cyberculture as a set of attitudes, practices, and goals related to the world of computers and the Internet. "A set of shared attitudes, practices and goals associated with the world of computers and the internet." Furthermore, Internet culture, or Cyberculture, is a culture based on computer networks that are used for aspects of communication, entertainment, business, and recreation.

From the perspective of a virtual culture, the Internet is a space where all culture occurs, is produced, distributed and consumed by audiences (Trisilowaty:2019). The basic nature of the cyberculture perspective is to blur (bias) boundaries of Space, geography, and demographics. The absence of spatial, geographical, and demographic boundaries indeed leads to cultural transformation, which ultimately divides into a better direction or a negative impact.

RESEARCH METHOD

This research is descriptive qualitative research using a documentation study approach (documents and text), namely examining the literature related to the problems in this research. The data sources used are reference literature, as well as unstructured direct observation of the

development of the new media Tiktok Live Streaming, the impact of its use on the online shopping culture in Indonesia and the phenomenon of Cyberculture that arose.

RESULT AND ANALYSIS

1.1. The use of Low Context Communication

Edward r. Hall (1973) distinguishes culture into two, namely high-context culture and low-context culture. High-context culture is a culture that is more focused on cultural activities that are the elite's territory or something that is done well. High Culture Context (HCC) is a culture where procedures for transferring information are more practical and implicit. Low Culture Context (LCC) is characterized by low context communication, namely verbal and explicit messages, direct speaking style, straightforward and frank. Adherents of this low-context culture say what they want to say, and *they mean what they say*. The following are differences in the cultural background that underlie high and low-context cultures:

1. The social structure of high-context culture tends to have high feudal structures, while low-context culture has a more intimate relationship and equality.
2. Conveying information in high-context culture is usually using non-verbal expressions, such as allegories and metaphors, twisting language styles, and often not directly to the point. It is not clear. In contrast, people from low-context culture values logic, facts, absolute clarity, certainty, and direct causal relationship so that they are easy to understand. They also don't use complex condition that is difficult to understand. The information presented, in general is sufficient. Silence is seen as a negative thing and should be avoided.
3. Building high-context cultural interpersonal relationships that rely on aspects of relationship, collectivism, intuition and contemplation. Words are considered not as important as context, which includes tone of voice, facial expressions, gestures, body posture and even family background and status. Rhetorical and humble language and frequent apologies are the types of people from this culture. This means that people in this culture emphasize interpersonal relationships. Low-context cultures are more logical, linear, individualistic and action-oriented.
4. Legal and ethical issues that differ from high context cultures focus more on oral agreements, while low context cultures focus more on written agreements.
5. Differences in social aspects are divided into four parts, the concept of material, role and status, decency, and the concept of time.

Table 1. The difference between High and Low Context Culture According to Stelle Ting Toomey

High Culture Context	Low Culture Context
Prosedur pengalihan informasi lebih sukar	Prosedur pengalihan informasi menjadi lebih gampang
Mengutamakan relasi sosial dalam melaksanakan tugas Social oriented Personal relations	Mengutamakan relasi sosial dalam melaksanakan tugas Social oriented Personal relations
Memakai gaya komunikasi tidak langsung Mengutamakan pertukaran informasi secara nonverbal	Memakai gaya komunikasi langsung Mengutamakan pertukaran informasi secara verbal
Mengutamakan perundingan melalui human relations (hubungan antarmanusia)	Mengutamakan perundingan melalui bargaining (penawaran)
Sebagian besar pesan tersembunyi dan implisit	Sebagian besar pesan jelas dan eksplisit
Reaksi terhadap sesuatu tidak selalu tampak	Reaksi terhadap sesuatu selalu tampak

In relation to the phenomenon of a cultural shift in the industry, it can be seen that the cultural shift is due to the use of new media using low-context communication techniques, where marketing targets need to be achieved with any strategy needed. It is almost no explicit concepts adopted by high-context communication used.

Furthermore, when talking about contextual communication is still incomplete if there's no discussion about the language style. Style of language, namely the use of the richness of language, the use of certain varieties to obtain certain effects that make a literary work more alive, the overall characteristics of the language of a group of literary writers and the distinctive way of conveying thoughts and feelings, both orally and in writing. The interaction of two people becomes so close, resulting in balanced communication between the two communicators. Theoretically, each person is responsible for half of the delivery of verbal and non-verbal messages: The speaker and listener, respectively.

There are ten unique demands in public communication according to Hart et al.: 1975: 1) Messages must be relevant to the group as a whole, 2) Public language is more limited, 3) Feedback is more limited, 4) Audiences encountered are more diverse, 5) Possibility of misinterpretation due to a large number of listeners, 6) Complete preparation, 7) Problems with adaptation, 8) Analysis of the listener audience is more difficult, 9) It is difficult to focus attention, 10) Number of message changes.

In making sales via Tiktok Live Streaming, it is necessary to consider the style of public language. The style of the speaker's language in public means how the speaker's use of language can influence the clarity, appeal, and persuasiveness of the message. That leads to the selling and buying process. According to Collins and colleagues (1988):

- Lively language style: concrete and not boring
- Metaphoric style: expresses a relationship
- Intensity: high-intensity messages are more convincing, clearer, and more logical.
- Transition: a verbal bridge between two parts
- Language economy: word selection
- Humor and satire

1.2. Psychology Review

According to Achmad (2009: 95), someone's choices in buying are influenced again by four important psychological factors, namely motivation, perception, knowledge as well as beliefs and attitudes.

1. Motivation. Schiffman and Kanuk in Widjaja's book (2009:30), says that motivation and theory of needs will be factors that influence consumer purchasing decisions as reflected in customer behavior. Maslow's hierarchy of needs can be seen above. In terms of importance, needs are divided into five types, namely physiological needs, security needs, social needs, esteem needs and self-actualization needs.



Fig.2. Maslow's Hierarchy of Human Needs

2. Perception. Durianto et al. (2004: 96) said that perceived quality would shape the perception of the quality of a product in the eyes of customers. Perceived quality is the customer's perception of the overall quality or superiority of a product or service in relation to what is expected by the customer. According to Achmad (2009: 95), perception is the process by which a person selects, organizes, and interprets information. Perception does not only depend on physical stimuli but also on stimuli related to the surrounding environment and the state of the individual concerned.

3. Learning. According to Schiffman (Rangkuti, 2009: 112), the process carried out by consumers to gain knowledge and experience about purchases and consumption can be applied to future behaviour. The term learning includes total learning from simple to complex problem-solving. Elements included in most consumer learning theories include motivation, cues, response, and reinforcement. Learning is the stage where consumers gain knowledge about the product. Whether the product gives satisfaction or not will affect their buying behaviour in the future.

4. Attitude. The definition of consumer attitude towards a brand is to study the tendency of consumers to consistently evaluate a trademark, either favourable or unfavourable. Thus, consumers evaluate a particular trademark as a whole from worst to best. According to Simamora (2004: 185), the formation of attitudes is significantly influenced by personal experience, the influence of family or friends, direct marketing, and the mass media.

2.1. Relationship between Consumer Psychology and The Purchasing Decision

Purchasing decisions are individual activities that are directly involved in making decisions to make purchases of the products offered by the seller. Understanding the purchase decision, according to Kotler & Armstrong (2001: 226) is the stage in the buyer's decision-making process where consumers actually buy. Decision-making is an individual activity that is directly involved in taking and delivering the goods offered. Purchasing decision, according to Schiffman, Kanuk

(2004: 547) is the selection of two or more alternative purchase decision choices, meaning that someone can make a decision, and several alternative choices must be available.

According to Kotler (Bernard, 2009:31), through action and learning, people gain beliefs and attitudes. Both then influence their buying behaviour. Belief describes someone who believes in something. Someone believes in changing the decision to buy a product or service. Attitude is as important as belief, where attitude is a person's evaluation of likes or dislikes, feelings and actions towards something. According to Schiffman and Kanuk (Bernard, 2009:31), motivation and the theory of needs will be the factors that influence consumer purchasing decisions as reflected in customer behaviour. In general, customer behaviour is influenced by external and internal factors. Internal and external factors influence and interact. In humans, the influence of psychological factors that are inherent in each individual, such as motivation, learning, perception, beliefs and attitudes, will be highlighted against external input and affect the recognition of needs, information search before buying and assessment of various alternatives. Experience gained from evaluating alternatives will ultimately influence all elements of psychological factors. (Bernard, 2009:31).

2.2. Implementation of Psychology Principal on Online Selling

1. Social proof theory and psychological principles of legitimacy

The term social proof was first introduced by a psychologist named Cialdini (1984), which is more or less the same as the psychological principle of legitimacy. In his book *"Influence: The Psychology of Persuasion"*, Cialdini (1984) argues that humans are not sure what to do so they want to ask for advice from those around them. Someone tends to believe in products that are used by other people who consider them necessary or other people whose opinions can be trusted. Basically, humans put their trust in authority figures (Tyler, 1997). The principle of legitimacy psychology (*the psychology of legitimacy*) is applied by using figures and symbols of authority in advertisements. We often see advertisements whose marketing messages use the words "professionals" or "experts". Marketers make public figures and experts advertise stars according to the products they advertise. Doctors, dentists, lawyers, financial advisers and others are examples of authority figures. *"Dipercaya oleh para make-up artist profesional"*, Trusted by professional make-up artists, is an example of an advertisement for a cosmetic product. The strategy of social-proof-marketing in the digital era multiplies the positive power of word of mouth in several ways:

1. Using expert/professional opinion where a trademark is displayed by inviting an expert to conduct a live broadcast session on social media and answer questions to consumers related to the superiority of the product brand.
2. Celebrities are also endorsed by various product brands because they are influencers who have many fans or followers on social media.
3. Certification: Certificates from relevant institutions tend to be trusted by consumers. For example, certificates from cosmetic and drug safety agencies and halal certificates.

2. Reciprocity Principle

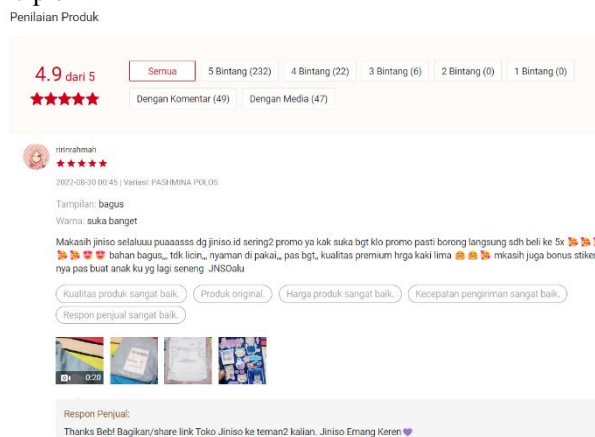


Fig.3. Product rating on Online Shop Page

In social psychology, the principle of reciprocity is known (Cialdini, 1984) or remuneration as a social norm when a person responds positively to the good deeds of others. Humans will repay services according to the help they receive even more. Conversely, when someone gets negative treatment from others, he tends to respond more aggressively, even brutally. This has become a social construct of reciprocity (Cialdini, 1984; Fehr & Gächter, 2000). In the business world, when we want our business and sales to be successful, we must first serve customers well. If there is added value that customers feel for our services, long-term relationships will be more easily established. Efforts to establish long-term relationships with consumers are known as relationship marketing. Relationship marketing expects repeat purchases, and consumers will become loyal customers of our products. Relational marketing is the opposite of transactional marketing, where transactional marketing only focuses on one transaction at a time. The combination of the principles of social proof and reciprocity can produce powerful positive word-of-mouth. In online shopping platforms, sellers often add relevant small bonus surprises to buyers. The surprise bonus doesn't need to be expensive. The most important thing is the goodwill from the seller to the buyer. For example, for a consumer who buys a headscarf (most likely female), the seller will include a small brooch in the package as a surprise bonus for the buyer. Little things like this are felt to be memorable, so customers tend not to have the heart to give negative reviews. It is even more likely that he will give a 5-star review (*****) accompanied by positive testimonials.

2. Physical Attractiveness

Baker and Churchill (1977) concluded that the appearance of a product and advertisements that are perceived as attractive influence consumer interest in buying the product. Physical attractiveness refers to the fact that humans already have a preference for other people's appearance, especially in terms of facial shape and body proportions (Ellis et al., 2019). So naturally many advertisements use attractive models as ad stars to attract potential buyers. It is almost undeniable that the appearance of photos on social media such as Instagram and Facebook will get a large number of 'likes' and 'followers' if the product is advertised by models and celebrities who look attractive. The photos displayed are also supported by excellent and artistic photography techniques, thus attracting the interest of netizens to find out more about the advertised product information.

3. Cyberculture

According to Jeff Goodell, Cyberculture establishes attitudes, practices, and goals related to computers and the internet. The fundamental of the Cyberculture perspective:

- Blurring (biased) Space, geography, as well as demographics.
- The social order must have undergone a shift: Lack of interaction in the real world, the culture of speech, manners and so on.

- But Cyberculture generates values previously challenging to deal with in the real world, one of them being that cyber Space delivers resistance to the social strata of society that have been a stereotype for so long.

CONCLUSION

The strategy of business actors using New Media in promoting their business and services is a reality constructed based on a system engineered by the media. One of the aims is gaining financial benefits from the public who consume all types of commodities offered. *Popular culture* is a culture born of the will of the media, which means that if the media is capable of producing a cultural form, then the public will absorb it and make it a cultural form. The success of Tiktok Live Streaming paradigm shift has had an impact on the shopping trend of the Indonesian people. It is automatically resulting in a cultural shift in the social order of society. This is based on a review of low-context communication applied by the industry players with various strategies; starting with endorser's involvement and extreme communication methods that make buyers interested in seeing sales activity via Tiktok Live Streaming. Furthermore, from a psychological perspective, people are faced with a tendency to impulsive shopping. This is due to the psychological approach taken by the seller. Sellers have the power to influence and persuade consumers to buy their products or use their services. Online communication and social interaction in the form of live streaming from sellers are facilitated by online platforms. They are including the feature of recommendation, review, rating, and development systems. They make consumers think that they need to buy the goods or services offered, even though they don't.

In addition, apart from the various conveniences that consumers get in shopping online, Cyberculture has produced new perspectives that the digital society needs to pay attention to. Ethics in communicating between digital users in cyberspace is a reality that tends to be concern. It is called digital ethics. Digital users often forget about space and social boundaries in interactions in cyberspace, leading to cybercrime that both parties, sellers and buyers can experience. Through this paper, the authors hope that digital society can create boundaries in every activity in the cyber world. The convenience expected from technological developments should not become a boomerang for humans with the emergence of cybercrime.

References

- Dirgeyasa, I Wy. 2022. Cross-Cultural Communication. Jakarta: Kencana
- Halik, Abdul dan Mulyanto Nugroho.2022. The Role of Consumer Delight Moderating The Effect Of Content Marketing and Price Discount on Online Shopping Decision and Loyalty of Generation Z. *Media Ekonomi dan Manajemen*, Volume 37 Issue 1, January 2022, 35-54. <http://jurnal.untagsmg.ac.id/index.php/fe/article/view/2259>
- Hasim, Hasim dan Lina Sherlina. 2022. Tiktok Social Media as a Means of Small and Medium Business Promotion. *Journal of World Science*. Vol.1 No.1 (2022). <https://doi.org/10.36418/jws.v1i1.1>
- Li, Lifu dan Kyeong Kang. 2020. Analyzing Shopping Behavior of the Middle-aged users in Tiktok Live Streaming Platform. *Virtual Communities and Collaboration*. https://aisel.aisnet.org/amcis2020/virtual_communities/virtual_communities/2/
- Liliweri, Alo. (2005). Prasangka & konflik: komunikasi lintas sektor masyarakat multikultur

- "prasangka dan konflik: masyarakat multi-budaya, komunikasi antar budaya. Yogyakarta: PT LKIS Pelangi Aksara penerbitan.
- Mulyana, Deddy. (2005). Ilmu komunikasi suatu pengantar. Bandung: Remaja Rosdakarya.
- Nugroho, Setiadi. 2003. Perilaku Konsumen Konsep dan Implikasi untuk Strategi & Penelitian Pemasaran. Jakarta: Kencana.
- Philip. K, dan Gary, A. 2011. Prinsip-prinsip Pemasaran, Edisi Bahasa Indonesia jilid ketiga, alih Bahasa Drs. Alexander Sindoro. Erlangga, Jakarta.
- Philip. K, dan Keller, K. 2005. Manajemen Pemasaran, Jilid 1 dan 2, Penerjemah Benjamin Molan, Jakarta: PT Indeks.
- Safri, Dinda Nimasayu; Sudarwanto, Tri. Pengaruh Compatibilty Lifestyle Milenial Dan Peran Endorser Influencer Terhadap Minat Beli Pada Pengguna "Tiktok" Shop. *Jurnal Riset Entrepreneurship*, [S.l.], v. 5, n. 2, p. 10-17, sep. 2022. ISSN 2621-153X. <http://dx.doi.org/10.30587/jre.v5i2.4281>.
- Stewart L. Tubbs – Sylvia Moss. 1996. Human Communication: Konteks-Konteks Komunikasi. Bandung: PT Remaja Rosdakarya
- Solikah, Mar'atus, Dian Kusumaningtyas. 2020. Tik Tok Shop: Quality System and Marketing Mix On Consumer Satisfaction of Online Shopping. *Proceeding 2 nd International Conference on Business & Social Sciences (ICOBUSS)*. <https://ojsicobuss.stiesia.ac.id/index.php/icobuss1st/article/view/255>
- Supriyanti, Heni. 2013. Pengaruh Faktor Psikologis Terhadap Keputusan Konsumen dalam Pembelian Honda Vario di Surabaya. *Jurnal Ilmu dan Riset Manajemen*, Surabaya.
- Trisilowaty, Dessy. 2019. New Media. Surabaya: CV Putra Media Nusantara
- West, Richard & Lynn H. Turner. (2008). Pengantar teori komunikasi analisis dan aplikasi (introducing communication theory: analysis and application). Edisi 3, Jakarta: Penerbit Salemba Humanika.
- "How many people shopping online in 2022?" on <https://id.oberlo.com/statistics/how-many-people-shop-online>
- "Industrial Revolution- From Industry 1.0 to Industry 4.0" on <https://www.desouttertools.com/industry-4-0/news/503/industrial-revolution-from-industry-1-0-to-industry-4-0>
- Djibran, Fahd. 2010. "Cyberculture dan Transformasi Kebudayaan". on <https://komahiumy.wordpress.com/2010/12/28/cyberculture-dan-transformasi-kebudayaan/>
- Geyser, Werner. 2022. What is Tiktok?-Everything You need to know in 2023. On <https://influencermarketinghub.com/what-is-tiktok/>
- Giraud, Eva. 2018. New Media Theory. On <https://www.oxfordbibliographies.com/view/document/obo-9780199791286/obo-9780199791286-0307.xml>

Arinal Haqo¹, Siti Gomo Attas²
The Use of New Media and Shopping's Cultural Shift in Indonesia:
From The Perspective of Contextual Communication, Psychology and Cyberculture

Mccune, Amy. 2022. The 4-Step Process of Cultural Change. On
<https://amysuemccune.com/leading/the-4-step-process-of-cultural-change/>