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THE IMPLICATION OF *TIKTOK* APPLICATION AS A MEDIA FOR THE DISSEMINATION OF *TRI HITA KARANA*'S TEACHINGS DURING THE *COVID-19* PANDEMIC

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Abstract

The popularity of the *TikTok* application in the current era needs to be directed positively to spread the teachings of *Tri Hita Karana*. This is because *Tri Hita Karana*'s teachings are able to restore the balance of the world to face the *COVID-19* pandemic. Reflecting on this, researchers are interested in examining more deeply the implications of the *TikTok* application as a medium for spreading the teachings of *Tri Hita Karana* during the *COVID-19* pandemic. In this study, several problem formulations were formulated, namely related to the popularity of the *TikTok* application, the importance of the teachings of *Tri Hita Karana* during the *COVID-19* pandemic, and the implications of the *TikTok* application as a medium for spreading the teachings of *Tri Hita Karana*. Using this type of qualitative research, with a visual ethnographic approach, the results of this study indicate the implications of the *TikTok* application as a medium for disseminating the teachings of *Tri Hita Karana*, which have advantages in terms of making unique videos, as well as in terms of effective and efficient video promotion to provide additional insights to viewers about teachings of *Tri Hita Karana* as a joint force to face the *COVID-19* pandemic.

Keywords: *TikTok*, *Tri Hita Karana*, The *COVID-19* Pandemic

I. INTRODUCTION

Change is eternal in every life. This is in line with the opinion of William Fung, one of the big businessmen from China who said the phrase “*The only constant is change*” (Sembel and Sugiharto, 2009: 17). Facing all the changes that occur, humans are required to always innovate. Especially in the current era known as the Millennial era, a productive era for the generation of people born in the 1980s to 2000s, bringing winds of significant life change, especially in the field of technology. This era is marked by the characteristics of the development and use of increasingly advanced technology, everything related to sophisticated machines, cellphones continue to develop until they are called smartphones, the internet is already available, making it easier for people to telecommunications anywhere and anytime with available applications (Maharani, 2019). Therefore, innovation through technology is considered effective in dealing with any changes that occur.

The one evidence of significant changes in human life has been proven since 2020 with the *COVID-19* phenomenon (*Corona Virus Disease-2019*). This virus, which is declared a pandemic, causes social restrictions in social life, exists in the political, educational, economic fields, including in the field of religion. Even in the field of religion which is based on the noble teachings of the scriptures, all activities that usually involve large numbers of people, such as the celebration of religious holy days, must be limited to strict health protocols. This certainly makes most of the religious community inevitably obey all these rules to prevent the spread of the *Corona* virus.

From these social restrictions, information and communication technology media are very intensively used by the world community to overcome these problems. However, in this case, the use of technology also needs to be considered so as not to cause other problems. This is undeniable, considering the development of technology when viewed from a beneficial perspective, can be compared to a knife, which means that in addition to being positively correlated to facilitate human life,

especially in terms of telecommunications, technology can also be negatively correlated with life. From excessive and unwise use, technology has begun to make people especially the younger generation easily forgets God, eliminates tolerance, hinders socialization in society because they are too busy with gadgets, thus causing a lack of sympathy and even making crime cases rampant through technological means (Faiza and Firda, 2018: 7-10). For this reason, humans who are given the ability to be more in the form of a natural mind (Citta) are expected to always be able to suppress the negative impact of the misuse of this technology.

Directing technology to be used in positive ways, especially innovating with creative work, can be one solution to reduce the negative impact of technology abuse. One of the directions of technology for this positive thing can be done by utilizing technology itself as a medium for the dissemination of religious teachings. This is because religious teachings are rich in moral values that are useful for directing humans to noble personalities through their thoughts, words, and deeds, including Hinduism. Through the teachings of Hinduism, humans are always led to know and take the advantage of good actions (*Subha Karma*) because they will produce good results while trying to avoid bad actions (*Asubha Karma*) because they will also produce bad results. This is according to what is contained in the Hindu Law Book, namely *Manawa Dharmasastra XII. 3* which reads as follows:

***Çubhāçubha phalam karma
manowāgdeha sambhawam, karmajā
gatayo nram uttama dhyamāh.***

The meaning:

“Karma that is born of mind, speech, and body have good or bad results, with karma causing various states to arise in humans, whether for the highest, middle, or lowest.” (Pudja and Sudharta, 1973: 718; Suwendra, 2018: 25-26).

Especially during a world condition that is still facing the current *COVID-19* pandemic,

the socialization of Hinduism through technological media needs to be intensified. Moreover, it can spread the teachings of Hinduism which can become a common force in the face of the *COVID-19* pandemic.

Among the various noble teachings possessed by Hinduism in various parts of the world with their respective local wisdom, there is one of the noble teachings of Hinduism, as well as being a local genius of the island of Bali called *Tri Hita Karana*. *Tri Hita Karana* is philosophical teaching of Hinduism in Bali, Indonesia, which directs humankind to always have a happy life by establishing a harmonious relationship with God, humans, and the environment (Peters and Wardana, 2013). The teachings of *Tri Hita Karana* harmony, if it is known by many people, especially if it can be implemented regularly properly, of course, it can become a joint force in facing the *COVID-19* pandemic. This is because one of the causes of *COVID-19* comes from the imbalance or disharmony of *Bhuana Agung*, namely the Universe, and *Bhuana Alit* which is the contents of the universe, which is caused by human karma (deeds), and the environment (Adnyana, 2020; Wulandari, 2020: 284). So that in this case the community needs to know and implement the teachings of *Tri Hita Karana* so that the balance and harmony of life can be returned to normal. For this reason, *Tri Hita Karana*'s teachings need to be disseminated during the current *COVID-19* pandemic, especially using technological media to be able to reach many people.

However, due to the strong magnetic power of technological developments, a more creative and efficient way of spreading Hinduism was needed. A creative and efficient way that can be done is to use *TikTok* as an application of the technology itself, to spread the teachings of *Tri Hita Karana* during the current *COVID-19* pandemic. The *TikTok* application in this case allows users to share information, including religious teachings, through short videos of 15 to 60 seconds in length with music, filters, and several other creative features. This also makes the *TikTok* application very popular with the Indonesian people, from teenagers, children, to the elderly (Adawiyah, 2020: 136). In fact,

according to research results from Fatimah Kartini Bohang (in Dewanta, 2020: 80), the *TikTok* application ranks as the most downloaded application with 45.8 million downloads, beating other popular applications such as *YouTube*, *WhatsApp*, *Instagram*, and even *Facebook*. By looking at this phenomenon, researchers are interested in studying the "The Implication of *TikTok* Application as a Media For The Dissemination of *Tri Hita Karana*'s Teachings during the *COVID-19* Pandemic." But before that, we will discuss first the *TikTok* application and its popularity, then the second is about the importance of implementing the teachings of *Tri Hita Karana* during the *COVID-19* pandemic. After knowing the two discussions, then they are connected to find out the implications of the *TikTok* application as a medium for spreading the teachings of *Tri Hita Karana* during the *COVID-19* pandemic.

II. METHOD

This research uses qualitative research with a visual ethnographic approach, where this research uses research information sources in the form of visual data and field data with several methods, namely reflexive, collaborative and participatory. Research with a visual ethnographic approach (Pink 2009: 3) is an approach to experience, interpret, and represent the culture of society that is informed by tools and informed through disciplinary agendas and different theoretical principles. In this case the researcher examines the prevalence of making *TikTok* videos via smartphone devices as a modern culture. Then this modern culture is implied as a medium for spreading the teachings of *Tri Hita Karana* during the *COVID-19* pandemic. Visual ethnography focuses more on engaging humans as image and voice recorders to analyze data in the form of audio-visual recordings.

In visual ethnography it is also stated that the researcher uses reflexivity and subjectivity approaches. Reflexivity here is useful for an ethnographer to enter into a phenomenon and influence how the observed data reality studies the general features of a modern culture. So in this case, the researcher

tries to enter into the modern cultural phenomenon of "making *TikTok* videos", to find out the process of making *TikTok* videos, and what are the advantages that characterize the *TikTok* application. Then the subjectivity here leads to the ethnographer's ability to involve important things such as ethnographic knowledge, interpretation skills, and the ability to represent the data obtained, so as to produce ideas or ideas that support the research results. So in visual ethnographic research, researchers try to find data related to the importance of spreading the teachings of *Tri Hita Karana* during the pandemic, then develop them using the researchers' interpretations. This was done in an effort to find out the implications of the *TikTok* application as a medium for spreading the *Tri Hita Karana* Teachings during the *COVID-19* pandemic. Then the results of the final interpretation are presented in the 'results and discussion' section.

III. RESULTS AND DISCUSSION

1. The Popularity of the *TikTok* Application during the *COVID-19* Pandemic

TikTok is a type of social media application or platform that is currently loved by almost all groups of children, teenagers, including parents around the world. *TikTok* is also one of the fastest growing social media platforms in the world. According to Fatimah Kartini Bohang's research, (in Dewanta, 2020: 80), since it was launched in September 2016, until the first quarter (Q1) in 2018, the *TikTok* application ranks as the most downloaded application with 45.8 million downloads, beating other popular applications such as *YouTube*, *WhatsApp*, *Instagram*, even *Facebook*. It is proof that, in just two years, the *TikTok* application has been very successful in attracting smartphone users around the world to download and use it.

TikTok as an application allows its users to create short 15-second videos with the advantages of music, filters, and several other creative features (Adawiyah, 2020: 136). Because of the advantages of the *TikTok* application, a world application survey institute called *SensorTower* shows the latest data that the *TikTok* application in the early period in 2021

ranks second as the most popular non-game (non-gaming) application with up to 62 million installs, only losing to the Telegram application downloaded 63 million times (CNN Indonesia, 2021). Even though if you look at the world situation from 2020 when the *COVID-19* pandemic began to hit globally, applications such as *Zoom*, *Google Meet*, and other video conferencing applications, actually deserve to be in the top ranks as the most popular applications, because they are used as a medium of distance communication by involving large numbers of people by various schools and other agencies in most parts of the country.

That is a testament to the huge popularity of *TikTok* as a world application. Based on this information, it can be concluded that, during the *COVID-19* pandemic, which undermined human life, which forced most of the world community to implement social restrictions, such as maintaining distance and all activities carried out online. The *TikTok* application appears to be the closest friend of the world community to express all feelings of boredom and fatigue during the pandemic by making creative videos of 15 to 60 seconds in length which are equipped with features such as music, filters, and other special effects. This is what makes the application made by Zhang Yiming, a Chinese man and a graduate student of Software Engineer from Nankai University, China (in *TribunManado.co.id*, 2020), an application that is in demand by all people because of its uniqueness and advantages of features in it.

Another advantage of the *TikTok* application is that it does not take too long to edit or create videos. It is because the video duration is relatively short, so it can be fairly easy to use. Then, with the various features available, users of this application can freely channel their creativity to create various types of video content, be it short videos about food, trade promotions, even educational videos that are useful for others. This allows *TikTok* users to easily create unique videos and create interesting content as entertainment, educational channels, and other channels that are positive (Hasilohan et al., 2020: 75). The

TikTok application is also a medium and a means of helping someone create various works to show their creativity from various fields, such as a talent for dancing, painting, cooking, etc. Besides the current state of the *COVID-19* pandemic, the *TikTok* application can also improve the user's mood.

With the pandemic condition that has yet to show signs of disappearing, of course, fear, worry, and stress still surround the hearts of the world community seeing the death toll that continues to increase until now (Yuwono, 2020: 136). This fear causes the world community to spend more time staying at home. This condition of course makes the world community bored quickly, so one way to make the mood better is to play *TikTok*, whether it's just watching other people's work or making *TikTok* videos yourself and uploading them to social media. When it comes to physical activity, making *TikTok* videos is also a simple form of exercising at home. Even the movement to make *TikTok* videos tends to be fun to do. So in this case, making *TikTok* videos spurs people to be active. Seeing this case, of course, it is good for people who are lazy to exercise during the pandemic, because when playing *TikTok* without realizing it, the users have made movements that can burn calories in their body.

Although it has many advantages for the world community during the *COVID-19* pandemic and making it a popular application, the use of the *TikTok* application in this case also needs to be directed in a positive direction. This is because the *TikTok* application can have a negative impact if it is misused. The appeal of making *TikTok* videos is different from the others, making *TikTok* application users unable to distinguish which video content is appropriate and inappropriate to upload. Many *TikTok* video users make videos intending to get a lot of responses from the audience, but they also need to think about the useful aspects of the *TikTok* videos that are made.

Users who only think about how to make *TikTok* videos that are good, interesting, and have a lot of response from the audience regardless of what they are showing, of course, it can create content that has a bad impact on others

and themselves. This is what triggers the *TikTok* application to be at risk of becoming a Cyber Bullying media because uploaded videos are not suitable to watch and are the target of comments from social media observers (Damayanti and Gemiharto, 2019: 12). With the *TikTok* application directed to create video content that is useless or even leads to negative content, it makes users waste valuable time, so they become less productive in doing something more useful. Besides teenagers who use the *TikTok* application excessively, are also at risk of developing laziness for teenagers who are still in school, so they forget the time to study and ultimately affects their learning achievement. For this reason, the use of the *TikTok* application needs to be directed in a positive direction, to create video content that is useful for many people.

2. The Importance of *Tri Hita Karana's* Teachings during the *COVID-19* Pandemic

If linked to the perspective of Hinduism that comes from the Vedic scriptures, in fact, disasters, disease outbreaks, and a life that is not conducive, such as what happened during the current *COVID-19* pandemic, are characteristics of the predicted darkness of the *Kali Yuga* era (Peni, 2017). Even though, as a living being equipped with the *Citta* (mind) by God, it is fitting for humans not to be silent, let alone give up with all these conditions. Precisely with the advantages of this thought, along with the noble teachings of Hinduism that have been passed down by ancestors from hereditary, these religious teachings can be used as weapons to face all the challenges of life, one of which is the *COVID-19* pandemic. From the many noble teachings of Hinduism that are spread throughout the world with various influences from local wisdom, there is a teaching that can be explored to deal with the current *COVID-19* pandemic. This teaching is known as *Tri Hita Karana*.

Tri Hita Karana is a teaching in the form of a philosophical concept which is the way of life of the Balinese people, especially those who adhere to Hinduism. Etymologically, *Tri Hita*

Karana comes from three words. The first is from the word “*Tri*” which means three, the second from the word “*Hita*” which means happiness or joy, and the third word is “*Karana*” which means ‘cause’. So that if interpreted in general, *Tri Hita Karana* is three things that cause a prosperous, happy, and joyful life (Lilik and Mertayasa, 2019: 64). In realizing this happiness, the teachings of *Tri Hita Karana* contain three elements that build balance and harmony between humans and God which is called *Parahyangan*, humans and fellow humans are called *Pawongan*, and humans with an environment called *Palemahan* (Peters and Wardana, 2015). 2013). These three elements are the three parts that are bound and mutually influence one another.

By considering one of the causes of the *COVID-19* pandemic which comes from an imbalance between humans as *Bhuana Alit*, and the universe as *Bhuana Agung* (Adnyana, 2020; Wulandari, 2020: 284), of course, *Tri Hita Karana*'s teachings have a strategic position as teachings that are important and must be known by the community to balance the world situation again. With the return of world balance, the happiness of all living beings in the world can also follow. Besides that, the *Corona* virus can be prevented from spreading so that the world can return to normal. From this knowledge, it can be ascertained that the teachings of *Tri Hita Karana* can be used as a joint strength for humankind in the face of the *COVID-19* pandemic.

Knowing *Tri Hita Karana*'s teachings as a common force during the *COVID-19* pandemic is indeed important, but the implementation of the *Tri Hita Karana* teachings is much more important in the current pandemic era. Like someone who has a sharp sword as a weapon, but doesn't know how to use it, that sword will be of no use at all and can even injure someone who tries to use it. Likewise, if the *Tri Hita Karana* teachings are only studied but not implemented, the *Tri Hita Karana* teachings will only become teachings in the scope of the theory, but its main benefits as teachings that bring balance and happiness to the world will never be obtained. For this reason, it is important to know activities

that reflect the form of implementation of the teachings of *Tri Hita Karana* during the *COVID-19* pandemic. The implementation is divided into three parts according to the number of *Tri Hita Karana* elements, i.e. the implementation of the *Parahyangan* teachings, the implementation of the *Pawongan* teachings, and the implementation of the *Palemahan* teachings. The three implementations can still be carried out, but still, adjust to the conditions during the *COVID-19* pandemic.

2.1 Implementation of *Parahyangan* Teachings during the *COVID-19* Pandemic

Parahyangan is teaching that emphasizes the harmonious relationship between humankind and God with His various names and manifestations, which Balinese Hindus call *Ida Sang Hyang Widhi Wasa*. During the *COVID-19* pandemic, a harmonious relationship with God can be implemented by always offering devotion, so that with His grace, this pandemic can always be fast. Submitting devotion to God here should not be accompanied by fear, but needs to be based on sincere love and devotion. Worshiping God should not only be done when experiencing calamities like the present condition, but God must be remembered and worshiped regularly as evidence of gratitude for the gift of health and strength that is still being given so far. This is following the message contained in *Bhagavad Gita IX. 14*, which states the following:

Satatam kirtayatam mam, yatantas ca drsha vrtatah, namasyantas ca mam bhatya, ni tyayuktah upsate.

The meaning:

“Do it all the time to praise Me and do it endlessly. You who worship Me endlessly and with eternal devotion are close to Me.” (Pudja, 2013: 231).

Then in establishing a relationship with God, also requires a sincere sense of sincerity from humankind. Don't ask Him too much, because with sincere devotion, even without being asked, all the needs of humankind are

certainly granted. This is following the message contained in *Bhagavad Gita IX. 22*, which states the following:

*ananyāś cintayanto mām ye janāḥ
paryupāsate, teṣāṁ nityābhīyuktānām
yoga-kṣemaṁ vahāmy aham*

The meaning:

“Those who always worship Me with faithful only, without thinking about anything else, and are always full of devotion to Me. To them, I bring what they don't have, and I protect what they have.” (Pudja, 2013: 236).

The implicit meaning of the verse is, when humankind has always remembered their God and sincerely devoted to God as a form of a harmonious relationship between humans and God, undoubtedly even during pandemic conditions like this, humankind who carry out such things will always be preserved and given what they need. Furthermore, in its current conditions that are mostly at home, *Parahyangan* teachings can be used as a momentum to get closer to *Ida Sang Hyang Widhi Wasa* by studying more sacred literature to fill spare time while at home or carrying out *Tapa* and *Samadhi* to find peace with a mind centered on God and all His manifestations. Moreover, cleaning holy places such as temples is also a form of activities to implement *Parahyangan* teachings that can be carried out during a pandemic, especially being able to maintain cleanliness to prevent the spread of the *Corona* virus in these holy areas.

2.2 Implementation of *Pawongan* Teachings during the *COVID-19* Pandemic

Pawongan is teaching that emphasizes the harmonious relationship between humans and each other. In the current era of the *COVID-19* pandemic, of course, the implementation of this teaching is quite different from before. In the current pandemic era, even though there are appeals to keep distance and do not make crowds, *Pawongan's* teachings for humans to establish a harmonious relationship with each other can still be done by always taking care and reminding fellow humans to maintain cleanliness, stay to care each other and help each other in a period.

This is difficult, whether it is assistance in the form of food or other things and still carrying out productive activities with the family at home only by observing the applicable health protocols. The implementation of this *Pawongan* teaching, we can also give an example through the behavior of the Maharaja Dasaratha described in *Kakawin Ramayana sarga I on 3* (Suastika et al., 2016: 29) which reads as follows:

*“Gunamanta Sang Dasarata, Weruh sira
ring weda bhakti ring dewa, tar
malupeng pitra puja, Masih ta sireng
swagotra kabeh”.*

The meaning:

“Ida Sang Prabu Dasaratha is a king with good character, always remembers him of the teachings of the Veda and devotion to God, never forgets the worship of the Ancestors (*Sang Hyang Pitara*), and always gives happiness to all his relatives.”

So the verse gives a message to humankind that, apart from establishing a harmonious relationship with God by studying the holy teachings in holy books such as the Veda, carrying out the teachings of *Pawongan* by establishing harmonious relationships with fellow humans also needs to be carried out. This can be realized by being devoted to parents as ancestors who deserve respect, then balanced with the attitude of helping each other to maintain happiness between relatives even during the difficult conditions of the *COVID-19* pandemic.

2.3 Implementation of *Palemahan* Teachings during the *COVID-19* Pandemic

Palemahan is teaching that emphasizes the harmonious relationship of humans with the surrounding environment and the universe and its contents. During the *COVID-19* pandemic, this teaching can be implemented at any time by keeping the environment clean, caring for plants, and also feeding animals around the place of residence. This *Palemahan* teaching is also explained further in the book *Manawa*

Dharmasastra IV.56 as a book of Hindu Law which states as follows:

Napsu mutram purisam wa, sthiwanam wa samutrsjet, amedhya lipya menyadwa, lohita wa wisaniwa

The meaning:

“They should not urinate or defecate into the water of rivers, lakes, seas, not spit, and utter rants, nor throw dirt, garbage, blood, or anything poisonous.” (Pudja and Sudharta, 2002: 227).

From the verse, it can be interpreted that, as human beings who are equipped by God with more abilities in terms of thoughts, humankind should be able to actively participate in maintaining the cleanliness of the environment by not littering or things that are not good for nature carelessly. After guarding activities, caring activities also need to be carried out such as replanting trees, especially in the home environment so that the air around the residence becomes cool, and other positive activities such as feeding pets at home. Moreover, based on the findings of neuroscience expert Francisco Varela, the activity of feeding pets is evidence of an act of compassion that causes people who carry it to have less risk of heart attacks than people who do not have pets (Prama, 2011: 78). So all of these activities are a form of implementation of *Palemahan* teachings during the *COVID-19* pandemic and have tremendous benefits for life. This teaching is also closely related to *Rta* as an eternal natural law (Lestawi, 2015: 14). In simple terms, this natural law says “If humans do good to nature, then nature will take care of humans well. And vice versa if humans act arbitrarily to nature, nature will also be arbitrary to humans”. For this reason, the importance here is in implementing the teachings of *Palemahan*, intending to live harmoniously, especially during the current *COVID-19* pandemic.

3. Implications of the *TikTok* Application as a Media for Spreading the *Tri Hita Karana* Teachings

With the explanation from the previous sub-chapter, it can be seen that the teachings of

Tri Hita Karana, when implemented properly, can become a joint strength in facing the *COVID-19* pandemic. For this reason, it is necessary to spread this teaching during the *COVID-19* pandemic so that it is known and implemented by the general public. To fulfill this noble goal optimally, of course, an effective, efficient, creative, and attractive way is needed to ask the general public to be pleased to know and implement the teachings of *Tri Hita Karana* during the *COVID-19* pandemic. With the explosion in popularity of the *TikTok* application during the *COVID-19* pandemic, there is nothing wrong with *TikTok* application users, especially Hindu youths who have a creative spirit, the potential of the *TikTok* application can be directed more nobly to spread the teachings of Hinduism, one of which is the teachings of *Tri Hita Karana* is a common forcefacing the *COVID-19* pandemic. Moreover, this also indirectly suppresses the negative impact of misuse of technology and directs technology, especially the *TikTok* application, to positive use.

In terms of basic studies, the use of the *TikTok* application as a medium for disseminating one of the teachings of Hinduism, i.e. *Tri Hita Karana*, is a form of innovation in the use of technology in the realm of education which has become commonplace in the Millennial era. This begins with the study of Finn (1960; FIP-UIP Educational Science Development Team, 2007: 178) which in their paper entitled “Technology and the Instructional Process” states that the use of technology in people's lives is similar to conditions in the realm of education. Thus, the use of technology, which in this case the *TikTok* application is coupled with education in the form of the *Tri Hita Karana* teachings, is both appropriate and natural.

Knowing the basis of this study, the current implications depend on the creative power and the role of people, especially the younger generation of Hindus who are willing to use the *TikTok* application to make unique and creative videos that contain the knowledge and an invitation to implement the teachings of *Tri Hita Karana* during the *COVID-19*

pandemic. This can be started from simple things, such as making a video about the definition of *Tri Hita Karana's* teachings accompanied by unique dances and music, an explanation of the three elements of the *Tri Hita Karana* part, as well as a video explaining the forms of implementation of the *Tri Hita Karana* teachings during the *COVID-19* pandemic. After making a simple video, the making of *TikTok* videos can be continued with more contextual things such as the benefits of implementing *Tri Hita Karana's* teachings, both for its physical benefits to prevent the spread of the *Corona* virus, as well as spiritual benefits as a medium for self-introspection to become a better person, all the benefits of implementing the teachings of *Tri Hita Karana* are useful in world balance and harmony. In a special *TikTok* video with music, filters, and special effects, of course, spreading the teachings of *Tri Hita Karana* during the *COVID-19* pandemic in this way, will offer something different and have its appeal to the general public, especially the general public who watch it.

In terms of duration, videos from the *TikTok* application have a maximum duration of 1 minute, this is an advantage for the *TikTok* application as a medium for spreading Hinduism. This is because users of the *TikTok* application who intend to spread the teachings of *Tri Hita Karana* through *TikTok* videos, do not need to be too worried about video editing which is usually complicated, such as editing the opening or closing video. *TikTok* application users can make simple videos that directly target the core teachings of *Tri Hita Karana*. Then, if the *Tri Hita Karana* teachings to be conveyed are true quite a lot and require a fairly long duration of time, the video can be divided into several parts, then disseminated one by one according to the sequence. For example, video part 1 explains the teachings of *Parahyangan*, part 2 explains the teachings of *Pawongan*, etc.

Another advantage of using the *TikTok* application as a medium for spreading the teachings of *Tri Hita Karana* is in terms of video promotion. In the current Millennial era, good work including video will lose to ordinary videos with good promotions. It can be seen from the

number of Hindu religious learning videos that have been scattered through Youtube, drowning and seemingly difficult for the general public to know, due to weaknesses in terms of promotion. With the high popularity of *TikTok* videos today, socialization videos about the teachings of *Tri Hita Karana* by using the *TikTok* application can reach other social media such as *Instagram*, *Facebook*, and others. From there, video promotion becomes easier, because on social media there is a tag and story system, which functions as a notification for other accounts to want to watch the video in question, so the promotion does not cost anything at all. Then, if the videos made are of high quality or are considered attractive by netizens, it is likely that large social media accounts with abundant followers and friends will also help in spreading and promoting the video so that the opportunity for videos to be watched by more people is very open. This is certainly a very extraordinary innovation in spreading the teachings of *Tri Hita Karana*, moreover, it can broaden the public's insight, especially the younger generation of Hindus who watch it, so they are pleased to implement the teachings of *Tri Hita Karana* as a common force in facing the *COVID-19* pandemic.

From a different point of view, when a video is made using the *TikTok* application as an innovation to spread the teachings of *Tri Hita Karana* during the *COVID-19* pandemic, *TikTok* application users who make videos can invite their other friends to work together to make videotogether or just help in promoting the *TikTok* video for the dissemination of the relevant *Tri Hita Karana* teachings. So in this case, in addition to the innovation and creativity of users who make *TikTok* videos on fertilizers, character education in the form of cooperation that can strengthen family values is also developed, even though during the current *COVID-19* pandemic conditions that limit people from meeting in person. Added with participating in the making of *TikTok* videos about the teachings of *Tri Hita Karana*, the knowledge of the Hindus who made the videos concerned about the teachings of *Tri Hita Karana* is growing. So from there, it will further

increase the sense of love and pride in the teachings of *Tri Hita Karana* is the noble teachings of the cause of harmony and happiness.

IV. CONCLUSION

TikTok is a popular application that is currently loved by all groups and generations. By looking at the potential popularity of the *TikTok* application during the *COVID-19* pandemic, it can be implicated as a medium for spreading the teachings of *Tri Hita Karana*. The teaching of *Tri Hita Karana* is positioned as noble teaching that directs humankind to establish a harmonious relationship with God (*Parahyangan*), fellow humans (*Pawongan*), and with the environment and its contents (*Palemahan*). This harmony needs to be established to restore balance to a world that is shaky due to the arrival of the *COVID-19* pandemic. For this reason, considering the extraordinary useful aspects of the teachings of *Tri Hita Karana* as a collective strength in facing the *COVID-19* pandemic, this teaching needs to be disseminated, especially using the *TikTok* application media, so that it can reach many people around the world.

Moreover, the implication of *TikTok* as a medium for spreading the teachings of *Tri Hita Karana* only depends on the creative power and role of application users, especially the younger generation of Hindus who are willing to use the *TikTok* application, to make *TikTok* videos that contain the knowledge and an invitation to implement the teachings of *Tri Hita Karana* during the *COVID-19* pandemic. The implication also contains several advantages, i.e. in terms of making a simple video with a variety of features such as music, filters, and other special effects, as well as in terms of easy video promotion, because it can be disseminated through other social media outside the *TikTok* application. This is of course very effective and efficient in reaching people in the hope of increasing the understanding of the audience so that they are willing to implement these teachings as a common force in facing the *COVID-19* pandemic. Then, with the various advantages that the *TikTok* application has in making videos, the implication is as a medium for disseminating the teachings of *Tri Hita Karana*, into something

unique, creative, and very useful as a shield against the negative effects of technology abuse. Besides, in this case, it can increase the creativity of users and the media can strengthen family ties, during the current *COVID-19* pandemic conditions which limit the public from meeting in person.

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