

Construction of the Meaning of 'Pick Me Boy' in Tiktok Content. A Phenomenological Study of the @PUPACOGIL Account

Anggita Lestari^{1*}, Annisa Yasmina Muthmainnah², Nugraha Sugiarta³, Hanafi⁴
Universitas Informatika dan Bisnis Indonesia

Corresponding Author: Anggita Lestari anggitallestari@unibi.ac.id

ARTICLE INFO

Keyword : Phenomenology,
Meaning Construction, Pick
Me Boy, Content Creator

Received : 18, August

Revised : 27, August

Accepted: 11, September

©2023 lestari, Muthamainnah,
Sugiarta, Hanafi : This is an open-
access article distributed under the
terms of the [Creative Commons
Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

Pick Me Boy is the behavior of a man who wants to impress women by making them look like they are unlike other men. Furthermore, this behavior has become a trend on one of the social media, namely TikTok, and has received various views from unpleasant and entertaining netizens. This study aims to determine the experience, motives, and meaning of Pick Me Boy for content creators. This study aims to determine the experience, motives, and meaning of Pick Me Boy for content creators. The study's results revealed past motives, namely because he was superior to his peers, popular, and thirsty for attention from women. The future motive he revealed was that he wanted to get women easily. The unpleasant experience he got was being over-shared, while his pleasant experience was getting privileges in getting attention from women. The meaning of being a pick me boy is as a strong personal branding to attract women's attention. So it produces a construction of meaning, as a popular male personal branding that easily gets attention from women and men who have privileges in social life and social media.

INTRODUCTION

The pick me phenomenon actually appeared in 2016, but recently became a trend again through Lil Uzi Vert's song "Heavy Metal" which reads: "Pick me like, pick me like, pick me" uploaded on TikTok. The fact that this video has 25 million views is proof that TikTok viewers agree with Lil Uzi's choice. Behavior 'being different' is its expected will be followed by its viewers in their actions (Utami, 2022). The video is indeed very entertaining, especially because almost everyone in high school or college has encountered at least one young woman or man who acts like that.

The TikTok account @pupacogil itself, which is an account of someone named Satria Mahathir, who is a content creator with 128.5 thousand followers. Satria himself has been recognized by people as a pick-me boy from the various content he has created. In addition, Satria is also often invited to various podcasts, and from there his name becomes more often discussed by people as a pick-me boy who can attract a lot of female attention.

As explained earlier, the Pick Me Boy phenomenon occurred in TikTok social media. The phenomenon easily spread, especially among Generation Z. So it became a trend after the Pick Me Girl. This is a phrase that is very common on TikTok, generally in the form of or as one of the video contents. This trend is used to describe teenagers who have been influenced by gender norms and end up putting down other men to attract the attention of others. pick me boy refers to a man who wants to impress women by making them seem unlike other men or appear superior to other men.

TikTok social media users who always upload creative videos are called content creators. Content creator itself, according to Houtari, is an activity that includes the dissemination of information that is transformed into an image, video, or writing that is referred to as content, which is then disseminated through the platform. (Kusumaningtyas & Rummyeni, 2022).

A content creator creates content for media, especially digital media, such as YouTube, Instagram, TikTok, and even other social media platforms. One of the social media that is now experiencing very rapid growth in the form of content is TikTok social media. TikTok has become one of the most popular and in-demand applications. Features in the TikTok application allow users to produce a variety of content. According to Savitri in (Kusumaningtyas & Rummyeni, 2022). The existence of TikTok media is one of the channels that supports the fulfillment of information needs for users. Individuals who need information about the world of work will be encouraged to try to find information needed according to conditions and needs in order to achieve goals. In the process of searching for the information needed, an individual will try to find sources of information that are considered to have credibility. Through knowing the credibility of information, it will illustrate the extent to which existing information can be utilized by information users to meet their information needs.

In the content uploaded by the account @pupacogil himself, he shows himself always being with women and always surrounded by women, from his content, he always gets more than 500 thousand viewers, which can be said that

the video content of the TikTok account @pupacogil itself is always FYP (for your page). One of the characteristics of TikTok according to Gabriel Weimann and Natalie Masri in (Putri & Azeharie, 2021) is the algorithm on its main page called "For You" or abbreviated as FYP (For You Page). On this page, every video uploaded by other users, whether followed or not, can be displayed according to the videos that are most liked and watched by that user. Users whose videos are often shown in FYP can become popular on TikTok and have many followers. Like Instagram celebrities, accounts that have many followers will be recognized by many users, so they will be called TikTok celebrities.

In maintaining and increasing popularity on TikTok accounts @pupacogil himself, he formed a character or characteristic that can make They are better known to the public, namely personal branding. The branding done by the @pupacogil is making herself into a pick me to attract the attention of women as the target audience of the TikTok account. According to Hubert K. Rampersad in (Putri & Azeharie, 2021) personal branding is related to a personal identity that is unique and relevant to the target audience, so that the audience perceptions and responses are by what the individual wants. So personal branding will become the hallmark of TikTok celebs, so that they are easily identified and attract the attention of other TikTok users to follow their accounts, and not many also imitate the behavior of the TikTok account.

In this pick me boy phenomenon, social media itself plays an important role in people's daily communication. The limitations of circumstances, such as distance and place, result in people relying on social media as a means of communicating with others. Through a process known as social power construction, social media can become culturally powerful. One of the basic tenets of social media is to be able to join a conversation and expect to have a major impact on it. Social media has arguably created an avenue for people to actively participate in selective exposure. People tend to favor information that supports their ideas and reject information that opposes them (Rosida et al., 2022). That is why pick me boy behavior has become a trend on social media with a very fast spread to be known by many people from various circles.

Based on this explanation, the researcher uses Alfred Schutz's phenomenological approach. In addition, researchers also use social construction theory from Peter L. Berger and Thomas Luckmann to find out the construction of meaning in pick me boy behavior. Researchers chose the pick me boy phenomenon because many trends occur on social media, especially TikTok. With one of these trends, namely the pick me person, which is then divided into 2 trends under existing gender, namely pick me girl and pick me boy. The pick me girl trend itself has been studied by previous researchers using the theory of internalized misogyny. As for the pick me boy trend itself, no one has examined it using quantitative or qualitative methods. This pick me boy behavior itself is often discussed by men and women, for men and some women find this behavior entertaining. However, some women are also uncomfortable with the pick-me-up behavior because it shows them by looking down on other men. In addition, from the results of the preobservation of researchers, this pick me boy behavior is considered more entertaining, in

contrast to the pick me girl behavior, which seems uncomfortable for women. The difference in response in the two trends is the reason for researchers to choose the pick me boy phenomenon as the title of this study, by looking at how the construction of the meaning of pick me boy for the content creator.

LITERATURE REVIEW

Construction of Meaning

Social phenomenology according to Alfred Schutz that the construction of meaning is an important and original contribution to phenomenological thinking. Meaning occurs because the way and process of thinking is different in each individual, which will result in diversity in the formation of meaning. The meaning will not be the same for each individual even though the object they face is the same (Indriyani et al., 2020). Basically, each individual will have their own understanding and knowledge. Where the construction of meaning comes from their experiences that have been experienced, because life experiences are different, people have their own meanings for certain words. This is what we call individual meaning, but if all meaning is individual, of course there is no communication with others. This means that there is a shared meaning, because communication is an exchange of meaning where it exists in every person who sends a message, and the meaning is expected to be understood by the recipient.

Social reality construction theory also explains that everyone must have a habit that he does from within themselves and from their environment, because their habits. A person can build communication with others according to the types of people commonly referred to as specialization. This theory also states that a person lives in his life, developing a repetitive behavior commonly referred to as habits. This habit allows a person to interpret himself as a person who is beneficial to others and can be the spearhead of civilization (Indriyani et al., 2020).

According to Berger and Luckmann, there are three stages of the formation process of social construction, namely:

1. Externalization, how humans devote themselves to the outside world. Human externalization is based on the nature of humans as social beings, where humans always want to reveal themselves to the outside world. This is related to the process of discovery and shaping of one's own existence.
2. Objectivation, the results that have been achieved both in thought and physically of the act of human externalization at the previous stage.
3. Internalization, reinserting activities that have gone through objectivation so that the subjective value of humans has been influenced by the social structure (Sulistianti & Sugiarta, 2022).

Digital Communication

Digital communication is a technology that is based on electrical signals. computer, the signal is intermittent and uses a binary number system that can present information in a certain. Communication has an important role in life, because humans, as social creatures, cannot live and develop without

communicating with others. Most human activities are related to communication (Priyono, 2022).

The change from face-to-face interpersonal communication patterns to the digital communication era. Of course there are advantages and disadvantages. The advantages are in time efficiency and also the flexibility of communication conditions, while the disadvantages are in the communication that is built. The message sometimes misses the target and is misunderstood because each individual's understanding is different and tends to be less aligned.

The concept of digital communication is always evolving, depending on the invention of the internet technology-based tools. With the existence of digital communication technology, it can communicate indirectly or face-to-face with someone or many people to communicate with. As technology progresses, there are now many communication applications made, such as WhatsApp, Facebook, Instagram, Line, and TikTok. In this application, not only can you send messages or talk via voice calls. But you can make video calls and can also see various activities carried out by users of the application, such as photos and videos.

New Media

New media is a technology that connects media, digital technology that uses the computerization that is directly connected to the network. Media with the development of technology makes the lives of children and adolescents fused with social and digital media on the internet. Children and adolescents who are still growing, are always interested in trying information or something new and do not really know what the consequences are. Children and adolescents are directed to utilize the internet as a source of information that is useful in learning and not just choosing information that is desirable and fun. Every day children and adolescents are always close and consume media products (Nur, 2021).

McQuail in (Pratyaksa & Putri, 2020) states that the Internet is a form of new media. The Internet is considered the most important information tool to be developed in the future. The Internet has the ability to code, store, manipulate, and receive a Message. The Internet is a medium with all its characteristics.

The Internet has its own technology, usage, scope of services, content, and image. The Internet is not owned, controlled or managed by a single entity but is an intensely connected network of computers operating under mutually agreed protocols. A number of organizations, especially providers and telecommunications agencies, play a role in internet operations. With the internet of new media, the dissemination of information can be accessed by everyone. Presenting various types of video content that become trending and viral, such as the pick me boy trend on TikTok social media.

Social Media

Social media can be defined as online media that uses the internet where users can directly interact, participate, and share content. According to Kaplan

and Haenlein in (Dewa & Safitri, 2021), mention that social media is an Internet-based application service where consumers can share opinions, viewpoints, thoughts, and experiences. Social media can be used as a conduit for information and communication from a producer to consumer. Consumers can get information on a product from social media and vice versa. Manufacturers can fulfill information needs of consumers by using social media. As stated by Merrill in (Dewa & Safitri, 2021), states that Social media is a potential media to find consumers/product users and build product brand images. Social media is one of the communication systems that has functions: (1) As administration, (2). Media listening and learning, (3). Media thinking and planning.

Social media transforms a communication into an interactive dialog where each other can directly share information, opinions, and ideas. Examples of social media, among others: Facebook, Instagram, YouTube, Blog, Twitter, Messenger, WhatsApp, and there are many more. And since 2018, the TikTok application has emerged, which is used as a promotional tool that can provide information that does not require high costs, does not require a lot of energy, and can be done in a short time.

The TikTok social media app has a worldwide reach. With that, this application will make it easier for someone to get information, however, the bad thing is that this application can spread all information, both positive and negative information, such as hoaxes.

Adawiyah in (Kusumandaru & Rahmawati, 2022) suggests that In 2018, TikTok was removed in Indonesia for one week by Kominfo because it contained content which are negative. Besides Indonesia, other countries such as India, Bangladesh, and the United States have also banned the operation of this application. Until finally TikTok reappeared and came with There are various video content trends with many of them going viral, including one of them is the trend of pick me person/pick me boy.

TikTok

The TikTok application is an application that is currently experiencing an increase in several downloads. This app is already beating other applications with the highest number of application downloads in 2019, namely 740 million downloads. This happened because of the enthusiasm of the Indonesian people who downloaded this application as their way to fill the time while at home by doing activities and being creative in the form of creative videos made in the TikTok application which has unique features, various interesting challenges, and the amount of music provided by TikTok so that many TikTok users perform dance performances and this also makes TikTok users interested in downloading and following viral challenges among Indonesians. (Devi Ni Nyoman Junita Krisnadiyanti & Dharmawan Ni Ketut Supasti, 2021).

Pick Me Boy

Quoted from the Dating by Blaine page in (Psychology, 2024), pick me can be used for women and men. However, both have different meanings. If a pick me girl wants to seek male attention, a pick me boy wants to get recognition from women. Both also enjoy putting others down in order to get something

they want. However, pick me boys usually have a different approach to seeking recognition.

Pick me boy means a boy who tries too hard or wants to be seen too much, as men who do not do women as they please, or 'not like other men'. Usually, this desire arises because she saw that many women who have negative experiences with men's behavior when they are dating. Therefore, he claims that he is not like that and will try to convince women that he is the ideal and perfect boyfriend. It is because of this overconfidence that the term pick me boy was given (Ramadhani, 2024).

Content Creator

Content creators are individuals who create and share creative content, such as videos, images, writing, or audio, through various digital platforms, such as social media, blogs, or websites. Creative content can be used for various purposes, such as to entertain, educate, inspire, or promote products or services (Ramdhani & Ubaidilah, 2024).

Content creator is a person's activity in sharing information in the form of pictures, videos, or writings that referred to as a content creator. Content is disseminated through digital media and social media, one of which is TikTok. A content creator is expected to have one skill, especially for creating content, what kind of content they want to show to the audience, and what they want to do.

Objective. The task of the content creator is to collect ideas, data, research, and create concepts to produce the desired content. Having a goal that has been set from the beginning, for example, for educational, informational, entertaining, or promotional purposes. In addition, content creators also try to meet the needs of their audience. In this case, a content creator can use various platforms to produce a work and evaluate the content that has been created, (Putriani et al., 2017, 2023).

METHODOLOGY

The method used in this research is qualitative method. Qualitative research methods are research methods used to research on natural object conditions, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are triangulated (combined), data analysis is inductive, and qualitative research results emphasize meaning rather than generalization (Sugiyono, 2018).

The approach in this study uses Phenomenology. researchers used Alfred Schutz's phenomenological theory. Schutz is known as the most prominent phenomenological theorist. According to him, phenomenology connects scientific knowledge with everyday experience, in other words, basing social action on experience, meaning, and awareness. phenomenology seeks to understand how humans construct important meanings and concepts within the framework of intersubjectivity (our understanding of the world is shaped by our relationships with others). According to Schutz, human actions always have meaning, the meaning arises when connected with previous experiences

and through the process of interaction with others. The process of meaning-making begins with the process of sensing, an experiential process that continues to be sustainable according to Hasbiansyah. According to Stephen, in this case Schutz's phenomenology is focused on extracting meaning that awakens from the reality of everyday life (Saniatin, 2019).

The data collection techniques use primary data such as interviews and observations. This secondary data such as literature studies or literature, internet searching, and documentation. In the technique of determining informants using purposive sampling is a sampling technique from data sources with certain considerations and objectives.

The criteria for selecting subjects to be used as research informants are, a pick me boy who has been recognized by his surroundings that he is behaving pick me consciously of his/her will. The data analysis method used in this research is the Moustakas method. In elaboration, Moustakas identifies several key stages in analyzing phenomenological data;

1. First Stage: At this stage, the researcher fully describes the phenomena that the research subject has gone through. The recordings of in-depth interviews that have been conducted with research subjects are transcribed in written form.
2. Horizontalization Stage: After the recordings of the interviews have been transcribed, researchers noted key statements from subjects of research that are relevant to the research. Researchers placing the informants' statements in the same position or value (parallel). Patience is needed so as not to judge or delay judgment to produce knowledge that answers doubts.
3. Cluster of Meaning Stage: The researcher clusters statements, the research subject statement on units of meaning by setting aside repetitive and irrelevant statements.
4. Developing Textural and Structural Descriptions: Textural description is an experience by the informants, while the structural description is how the informants experience the phenomena that occur. These two descriptions were developed through any themes which shows the meaning of the informants' critical consciousness intentionally or aimed at a point of reference that is precise and targeted.
5. Describing the Essence: Phenomenological research has objectives in the form of obtaining essence or authentic meaning of the phenomenon under study. Moustakas states that the final stage of the research, Phenomenology, is by combining textural and structural descriptions into a unified whole. In this study, the phenomenon studied is the construction of the meaning of pick me boy for the content creator account TikTok @pupacogil.

Source triangulation was used in this study to test the validity and reliability of data generated using different sources, comparing and rechecking the reliability of information obtained in different places, times, and different tools.

DISCUSSION

The results and discussion of the research will be divided into three parts. First, the motive for being a pick me boy for TikTok account creator @pupacogil. Second, the experience of being a pick me boy for TikTok account creator @pupacogil. Third, the meaning of being a pick me boy for TikTok @pupacogil account content creators. The subjects who are the source of the research data are men who show pick me behavior on the TikTok @pupacogil account, namely Satria Mahathir, and some male supporting informants are considered to have pick-me behavior from the researcher's observations.

Motives for Being a Pick Me Boy for Content Tiktok Account Creator @Pupacogil

In studying and applying the phenomenological approach, Schutz developed a model of human action. So in the Phenomenological approach, Alfred Schutz describes that every action taken by a person is the result of two backgrounds. The first is because of motive, which is something that causes someone to take an action. And the second, in order to motivate the goal motive, namely what a person wants to achieve through the action done, (Agustian et al., 2023). In this study, researchers found various motives from men who formed pick-me-boy behavior. In Alfred Shutz's phenomenological theory, the overall actions of a person can be seen through two phases of motives that need to be known and understood.

1. Because the motives of being a Pick Me Boy Share Content Creator Account Tiktok @Pupacogil

Because motives mean something that refers to an individual's past experiences, because it is oriented toward the past. Reason Someone becoming a pick-me boy does not come by itself, but by being influenced by various factors in the surrounding environment since childhood and adolescence. As delivered by a key informant about how he became a pick me boy.

"It didn't come from ... intentionally, yes, I must have gone through certain processes until I could feel that I was superior and so on in the sense that I felt that I was superior compared to ... with boys who were the same age as me in my birth class 2003 yes especially yes, well when I felt superior, well I feel that I'm above average, so girls tend to want me ... it's not hard to get a girl for me."

As stated by Satria, he stated that his behavior of being a pick-me boy underwent certain processes that made him feel superior to men his age, which made him liked by women. In addition, Satria also stated that there must be effort or effort in attracting women's attention, such as from strong finances, knowing how to dress well, and having good communication skills.

Satria, who is aware of the pick-me-boy behavior, because he feels he has qualities compared to other people his age. Satria also feels that he is different, has his own characteristics, and is unique, so he believes that he deserves to be a partner and has been recognized by those closest to him.

"I am aware of this pick me, because I feel that I have qualities that children my age don't have, I feel that I am different, I am shaped differently and then I also feel that I have my own characteristics, I am unique, hmm, I just feel that I am worthy of being a partner because I can offer em, offer mm, provide services

to my partner, really maximum all in like that. My answer other than those 3 is yes, again, I feel that I am above the average of children my age in this context, and even those closest to me admit it themselves."

In addition, Satria's motive for behaving in Pick Me Boy is to simplify the process of obtaining, while women are then in the spotlight and can do what they want, this pick-me-boy behavior also helps get attention from women because of their thirst for attention.

Because motives, based on the findings of the researcher's interview In addition, the broken home family environment makes Satria need more attention from women, this statement is supported by supporting informants who are considered pick-me boys by others from researcher observations, namely Marco and Joni. Satria's own efforts in attracting women's attention such as strong finances, knowing how to dress well, and having good communication skills. His popularity on TikTok social media makes this a branding of himself in everyday life which is implemented into video content. After gaining popularity, what makes Satria admit that he is a pick me boy is when he is surrounded by women who have an attractive appearance, beautiful, sweet, funny, cute, good-looking, proportional bodies, have good English skills, have clear passion, understanding, good listeners, have a small business or background from the children of officials, children of entrepreneurs, or influential people, made it easier when getting the woman he wants and thirsty for attention from women. Then by mentions that because he is different, has his own characteristics and is unique. This is in line with the statement from a gender sociologist supporting the informant that this behavior is included in sexism behavior. In making video content about himself with pick-me-boy behavior Satria also revealed that his financial condition had improved from starting with a salary of only one hundred thousand per day to double digits a month.

2. In order to motives to be Pick Me Boy Share Content Creator Account Tiktok @Pupacogil

After knowing the motives, researchers will explain in order to motives or goal-oriented motives Front. How key informants maintain this pick-me-boy behavior and what they wants for future goals in shaping this pick-me-boy behavior. In order to motives from the key informant interviews are :

1. making it easier for him to attract the attention of the opposite sex by being a pick-me boy.
2. Gain privilege in getting attention from women.
3. Getting the woman you want very easily.
4. Wanting to improve his qualities for women who share his qualities.

Researchers found new findings that the pick-me-boy behavior that does bring privilege in the getting attention from women, always takes precedence over other interests to be with Satria himself, because these women want to be with Satria. After Satria felt that he had gotten women easily, he also wanted to improve the quality of himself in order to expand the women who came to him, such as applying the 5 daily prayers, which means that the target or object of women he wants is Muslim women who use the hijab.

Pick Me Boy Experience for Tiktok @Pupacogil Account Content Creator

After knowing the motive for forming the pick-me-boy behavior, the researcher will describe the experience of key informants who have formed pick-me-boy behavior. Pick Me Boy is a man who feels himself different from men in general to seeks validation from women. In phenomenological studies, experience is an important aspect and needs to be explored regarding the phenomena that he experiences or that he has experienced consciously related to his life or daily life.

Satria has always been himself in his daily life as well as in his work. social media, which means that he/she does this behavior consciously, of the impact of social media the future to himself through TikTok social media which made Satria became a content creator and was recognized by many people for the branding he made from being himself, namely this pick me boy. Satria gets various comments on social media on his pick-me-boy behavior, such as envy, and wanting to be him or imitate him, maybe some are ilfeel, but of all that more are fascinated with him. Phenomenology according to Creswell (Hamzah, 2020) states that phenomenological studies are narrative studies that report common experiences of various life experiences related to concepts or phenomena experienced. Schutz puts human nature in subjective experience, especially when taking action and taking attitudes toward everyday life.

The researcher found that in Satria's experience of being a pick me boy, he had an experience that was not Satria's pick me boy behavior is fun because of his own mistakes, namely being over sharing. In addition, Satria gained many pleasant experiences from his pick-me-boy behavior, such as being targeted by many women, being approached by many male friends, always being the center of attention in public places and getting privileges in getting attention from women. This makes Satria proud to be a pick me boy because he gets a lot of privileges starting from the attention of women.

The Meaning of Being a Pick Me Boy for Tiktok @PupacogilAccount Content Creator

Based on the explanation of the motives and experiences of the informants in the previous sub-chapter. Being a pick me boy goes through various processes until it gets what it wants, namely being different from men in general and getting attention from women. Thus, women become a goal that must be obtained by the pick me boy himself. Women certainly have their own meaning for the pick me boy because for him getting validation from women is a satisfaction in itself. Satria gives meaning to women as a much-needed role, women have qualities that are much needed and important for Pick Me Boys.

Researchers will discuss the meaning of being a pick me boy for the Tiktok account @pupacogil. Based on the results the informant interviews were found

1. Getting women is easy because women are a necessity is very important to him.
2. Have strong personal branding on social media as well as on daily life.
3. Confident with himself.

In addition, the researcher will explain Social construction theory to find out the construction of meaning in this study. Which is divided into three stages of social construction formation, namely, externalization, objectivation, and internalization.

The externalization of pick-me-boy behavior for TikTok @pupacogil account content creator is to become a man who is thirsty for women's attention and wants to get women easily. Then objectivation itself is to become a pick me boy who can attract the attention of women and be surrounded by many women. Internalization of the pick-me-boy behavior is to make the pick-me-boy behavior a strong personal branding in attracting attention from women. Then the concept of patriarchy also makes men attached to strength, power, action, activity, controllers, occupying subject positions, independence, public space, muscles, aggressive, competitive, rational, self-satisfaction, and work.

From all the explanations above, researchers can conclude that being a pick me boy for content creator account TikTok @pupacogil can be interpreted with supported by Peter L.'s social construction theory.

Berger and Luckmann's personal branding is that of a popular man who easily gains the attention of women and that of men. men who have privileges in social life and social media.

CONCLUSIONS AND RECOMMENDATION

Based on the results of research and discussion, it can be concluded that:

The past motives (because motives) found were himself who felt superior to boys her age, then because of the environment family broken home that made him thirsty for female attention, because of his popularity on social media TikTok so is surrounded by many women have an attractive, beautiful, sweet appearance, funny, cute, good looking, well-proportioned body, have good English skills, have a clear passion, understanding, good listener, have a small business or background from child officials, children of businessmen, or influential people. Meanwhile, in order to motives, found are wants to improve her quality for the same women of her quality making it easier for him to get attention from women.

The pick-me-boy experience for TikTok account content creator @pupacogil is to get many experiences that are fun, among them being targeted by women, has many relationships with men, always being the center of attention, and getting the privilege of getting attention from women. In addition, it was found that the unpleasant experience of pick-me-boy behavior is to be over-sharing.

The meaning of Pick Me Boy for a content creator TikTok account @pupacogil is to have Strong personal branding, confidence in herself, and easily get attention from women because women are very important to him.

From the results of this study, suggestions that are expected to help future research such as using Virtual Ethnography on the @pupacogil TikTok account to identify patterns of behavior, patterns of patterns of life and social relations in virtual life.

ADVANCED RESEARCH

This study analyzes the meaning of *Pick Me Boy* in TikTok content by @PUPACOGIL using a phenomenological approach, focusing on narratives and audience perceptions.

REFERENCES

- Agustian, S., Reza, F., & Sugiarta, N. (2023). OPEN RELATIONSHIP MEANINGS IN USERS OF ONLINE DATING APPLICATIONS (Phenomenological Study of Open Relationship Meanings in Generation Z Users of the Online Dating Application Tinder). *Journal of Social Science and Education (JISIP)*, 7(1).
- Devi Ni Nyoman Junita Krisnadiyanti, & Dharmawan Ni Ketut Supasti. (2021). Legal Protection of Video Creative Uploaded on Tiktok Application Based on Copyright Law. *Journal of Kertha Semaya*, 9(4), 715-724.
- Dewa, C. B., & Safitri, L. A. (2021). Utilization of Tiktok Social Media as a Media for Promoting the Culinary Industry in Yogyakarta during the Covid-19 Pandemic (Case Study of Javafoodie TikTok Account). *Khasanah Ilmu - Journal of Tourism and Culture*, 12 (1), 65- 71.
<https://doi.org/10.31294/khi.v12i1.10132>
- Hamzah, A. (2020). *Phenomenological Research Methods for Philosophy & Science Studies* (N. A. Rahma, Ed.; 1st print). CV. Nusantara Abdi Literacy.
- Indriyani, P., Yusuf, E., & Ramdhani, M. (2020). THE CONSTRUCTION OF THE MEANING OF WOMEN IN THE MOVEMENT. *WACANA: Scientific Journal of Communication Studies*, 19(2), 238-248.
<http://journal.moestopo.ac.id/index.php/wacana>
- Kusumandaru, A. D., & Rahmawati, F. P. (2022). Implementation of Social Media Application Tik Tok as a Media to Strengthen Literacy in Thematic Learning in Elementary School. *Basicedu Journal*, 6(3), 4876-4886. <https://doi.org/10.31004/basicedu.v6i3.2972>
- Kusumaningtyas, R. E., & Rummyeni. (2022). Influence of TikTok Content Creators @vmuliana towards fulfillment of needs Information About the World of Work Among Followers. *KOLONI: A Multidisciplinary Journal Science*, 1(3), 2828-6863.
- Nur, E. (2021). The Role Of Mass Media In Facing Online Media Attacks. *Popular Semi Scientific Magazine of Mass Communication*, 2(1), 51-64.
- Pratyaksa, G. T. I., & Putri, W. E. N. (2020). New Media as a Means of Hindu Religious Counseling by Digital Natives. *Danapati: Communication Science*, 1(1), 94.

- Priyono, P. E. (2022). Communication and Digital Communication (Guepedia, Ed.). Guepedia.
- Psychology, I. (2024, February 29). Characteristics of a Pick Me Boy Who Wants to Look Different According to Gen Z. <https://Kumparan.Com/Info-Psychology/Characteristics-of-a-Pick-Me-Boy-Who-Wants-to-Be-Seen-Differently-According-to-Genz.22GCCrA1HC4/Full>.
- Putri, S. D., & Azeharie, S. (2021). Communication Management Strategy in Forming Personal Branding on Tiktok Social Media. 5(2), 280-288.
- Putriani, W., Endang, A., & Narti, S. (2023). TIKTOK AS A MEDIA OF CREATION BY CONTENT CREATORS IN PROMOTING PRODUCTS (Vol. 2, Issue 2).
- Ramadhani, P. (2024, May 27). Pick Me Boy Means Always Wanting to Look Different, Know the Characteristics. <https://Www.Popbela.Com/Relationship/Singapore/Tri-Puspita-Ramadhani-Irianto/Pick-Me-Boy-Artinya>.
- Ramdhani, F., & Ubaidilah, H. (2024). CREATIVE CONTENT PROFESSIONALISM TRAINING: BUILDING SKILLS AND NETWORKS IN THE DIGITAL WORLD. *Cohesion: Multidisciplinary Journal of Science and Technology*, 2(12), 86-96. <https://ejournal.warunayama.org/kohesi>
- Salsabila, F. (2022). The Manifestation of Internalized Sexism in the Pick Me Girl Trend on TikTok. *Alphabet*, 5(1), 8-19. <https://doi.org/10.21776/ub.alphabet.2022.05.01.02>
- Saniatin, A. (2019). Early Marriage Among Adolescents with Deviant Behavior and Its Implications for Family Harmony in the Perspective of Alfred Schutz's Phenomenological Theory (Study in Panceng District, Gresik Regency). Maulana Malik Ibrahim State Islamic University.
- Sugiyono. (2018). *Qualitative Research Methods* (S.Y. Suryandari, Ed.; 3rd ed.). Alfabeta CV.
- Sulistianti, R. A., & Sugiarta, N. (2022). Social Construction of Online Shop Consumers on Tiktok Social Media (Phenomenological Study of the Social Construction of Generation Z Consumers at Smilegoddess Online Shop on Tiktok Social Media). *Journal of Social Science and Education (JISIP)*, 6(1).
- Utami, E. (2022, March 15). Why is only Pick Me Girl being questioned? Even though there is Pick Me Boy. *Konde.Co*. <https://www.konde.co/2022/03/pick-me-why-only-pick-me-girl-is-disputed-why-not-pick-me-boy.html/>