

ABSTRACT

This study investigates the commodification of poverty content, specifically "poverty porn," on the TikTok social media platform, focusing on the account @aiyajoget3. It aims to understand the motivations behind content creators and viewers engaging with such content, the role of TikTok in content regulation, and the impacts on the perception of poverty and the individuals featured. The research employs a qualitative methodology to analyze the phenomenon of poverty commodification and its implications within the digital sphere. The findings reveal the complex dynamics of content creation and consumption, highlighting ethical concerns and suggesting alternative approaches for presenting poverty issues educationally and empathetically.

Keywords: *Poverty, Commodification, Poverty Porn, Tiktok*