

Tiktok Social Media Application In Forming Student Character In The Digital Era

Pat Kurniati*¹, Reni Setiansyah², Armelia Prakasa³

¹Master of Civics STKIP Arrahmaniyah, Depok, Indonesia

²Civics Education STKIP Arrahmaniyah, Depok, Indonesia

³Early Childhood Education, Indonesian Education University, Indonesia

[*patkurnia29@gmail.com](mailto:patkurnia29@gmail.com)

Abstract

Tiktok, as a popular social media application, is widely used by students in the digital era. This application has influenced the formation of student character and the quality of education. The aim of this research is to review the impact of using Tiktok on the formation of student character in the digital era and how to optimize the use of Tiktok social media through a systematic literature review research method. This research searched for journals and articles relevant to this topic from databases of various online journals, such as Science Direct, Google Scholar, and others. In this research, there are several findings that show the impact of using TikTok on the formation of students' character in the digital era, such as increasing creativity, social abilities and technological skills. However, this research also shows negative impacts such as decreased study time, addiction, and the negative influence of inappropriate TikTok content. Therefore, there is a need for good supervision and understanding of the use of TikTok for students in the digital era.

Key Word: Character, Social Media, Tiktok,

1 INTRODUCTION

The presence of digital technology has brought major changes to the lives of modern society, including in the world of education. Technological developments nowadays are very rapid. As time progresses, technology also becomes more sophisticated. We live in a digital era where changes occur very quickly, even without us realizing it.

Social media in this digital era is increasingly known by everyone, the more people use social media, the more people know that social media is an information tool for humans to find out what is happening in a short time. So at this time social media is very important for human life, whether parents, teenagers, even children know about the existence of social media (Nurlatifah et al., 2022) Indonesian people are becoming more and more active in the world of social media, this means that many things or any content can go viral easily. One example of social media that is currently booming is the TikTok application.

TikTok is a social media platform that allows users to create, share and watch short videos with a maximum duration of 60 seconds supported by music, filters and several other creative features. This application has become a phenomenon among teenagers and young people throughout the world because it has features that can be used as a communication tool such as direct message, live and duet features.

The use of TikTok by students in the digital era can have an impact on the formation of their character. TikTok can help students develop creativity, social and

communication skills, but it can also influence students' behavior and moral values. Therefore, it is important to analyze the influence of the social media application TikTok on student character formation in the digital era.

The influence of using social media itself is very diverse, both positive and negative impacts. positive impacts, such as providing entertainment, building relationships, increasing popularity, and increasing knowledge for users. However, it can also have negative impacts, lack of socialization with the surrounding environment, lack of concentration in learning, the occurrence of cyberbullying, negative behavior and spreading hoax news. then the impact on individual attitudes and behavior, such as changing a person's attitude to be bad and influencing student character development such as changes in behavior.

Education is basically an effort to improve human resource capabilities so that they have better character and can live independently. Character education is very important to implement so that the nation's next generation has a good moral style. When using social media, students must be given an understanding of good etiquette in using social media. To minimize the negative influence of TikTok on students' character education, parents and teachers can provide proper understanding and supervision regarding the use of TikTok and teach good moral principles to students.

Based on the author's observations, those who use the TikTok application the most and are always actively making videos are teenagers who are still at school. They appreciate what is inside them through the videos they make.

Based on existing problems, events and phenomena, the author needs to conduct a scientific study on how the use of the TikTok social media application can be a positive forum for student character education in the digital era. Because it seems that with the current conditions, it is hoped that students can make good use of TikTok social media, such as creating or searching for learning content. The digital era has truly extraordinary technological developments. So we must be wise in this digital era in making the best use of social media Tiktok and use it with good intentions so that it will have a good impact in the future for us.

2 RESEARCH METHODS

Systematic literature (SLR) is carried out by identifying, reviewing, evaluating and interpreting all existing research. With this approach, researchers review each journal and identify journals in a structured manner. The process follows predetermined steps. The articles collected were only those published in the 2018-2023 time period, there were 10 articles related to the keywords used.

Next, the author reviews and analyzes the article in depth, especially the findings presented in the discussion and conclusion sections. Next, at the end of the study, we compare the findings presented in the articles and provide conclusions.

3. RESULT AND DISCUSSION

3.1 Result

Based on the results of articles on Google Scholar which contain social media TikTok on character formation, researchers have found various facts that currently TikTok can influence students' character. The following is data for 10 articles that the author studied.

In research conducted by Erwin Putera Permana (2022), uncontrolled use of TikTok can cause stress, loss of concentration and loss of self-control. This can affect student character formation, such as reducing the ability to manage time, increasing anxiety, and interfering with study and work activities.

According to Sukatin, et al (2021), this journal emphasizes the importance of the role of parents, teachers and society in forming the character of teenagers who are

honest, responsible, caring and have a high sense of nationalism. Parents and teachers need to supervise and guide teenagers lovingly, firmly and carefully in dealing with the negative influences of digital technology. The conclusion is that character education is very important in facing the challenges of globalization and building good morals and morals in teenagers. In the digital era, where the influence of technology can have a negative impact, the role of parents and teachers in directing and monitoring the use of digital media by teenagers is very important. With good character education, teenagers can become future successors of the nation who have strong character and integrity.

According to Evi Uswatun Khasanah, (2020) this research found that children's communication styles can be influenced by the use of TikTok, causing communication to become more aggressive. Parents need to be actively involved in guiding and monitoring their children's behavior, because they are the most influential in their children's lives. Without proper guidance and observation, children may be negatively influenced and deviate from moral values. Overall, this research highlights the importance of parental involvement in shaping children's behavior and communication styles, especially in the digital era where social media platforms such as TikTok can have a significant impact on children's attitudes and behavior.

Table 1. Article Data

No	Judul Artikel	Penulis	Tahun
1.	Correlation of TikTok Social Media in Character Building in PGSD Students	Erwin Putera Permana	2022
2.	The Urgency of Character Education for Teenagers in the Digital Era	Sukatin, dkk	2021
3.	The Influence of Tiktok Social Media on the Communication Style of Class V Mi Mujahidin	Evi Uswatun Khasanah	2020
4.	The Urgency of Using Good Grammar in Commenting on the Tiktok Social Media Application on Mental Health and Character Formation in Middle School and High School Students	Shintia Dwi Alika	2022
5.	The Impact of Social Media (Tik-Tok) on the Character of Manners in Class VI Elementary School Students	Izza Nabilah Agustyn, dkk	2022
6.	The Influence of Tiktok Social Media on the Learning Discipline of Mi Islamiyah Mayanggeneng Kalitidu Bojonegoro Students	Suttrisno, dkk	2021
7.	Religious Behavior and the Tik-Tok Social Media Phenomenon in Generation Z	Istika Ahdiyanti Ida Waluyati	2021
8.	Application of Social Penetration Theory to Social Media: The Effect of Revealing Your Identity via TikTok on Social Assessment	Anggi Aldila Safitri dkk	2021
9.	The impact of using the TikTok application on the character development of class VI min 1 students in North Aceh	Lia Valiana, dkk	2020
10.	Analysis of the Use of the Tiktok Application on Changes in Social Behavior of Students at SD N 2 Temulus	Wini Setyo Risnawati,dkk	2022

Then, according to Shinta Dwi Alika (2022), in this research, the character of middle school and high school students is formed through the use of good language in

commenting on the social media application TikTok. This research shows that there are still many negative comments with toxic language resulting in cyberbullying that is found by middle and high school students on TikTok. This can have a negative impact on the quality of students' mental health and character formation. Therefore, it is important for students to implement a culture of filtering before sharing and requires supervision from the surrounding environment, such as teachers and parents, in using good language in social media.

Meanwhile, according to Izza Nabilah, et al (2022), this journal discusses the formation of polite character in sixth grade elementary school students through the use of social media Tik-Tok. This research shows that using Tik-Tok has positive impacts such as increasing children's knowledge and creativity, but also has negative impacts such as making children become indifferent to their surroundings. Efforts made to build polite character include providing advice, role models, habituation, and giving rewards and punishments. Teachers and parents have an important role in cultivating good manners, but there are inhibiting factors such as the environment and friends that can influence children's behavior.

According to Sutrisno, et al (2020) In this research, what is discussed is the formation of student character, especially in terms of learning discipline. The phenomenon that occurs is the negative influence of TikTok social media on learning discipline in carrying out student learning activities. Study discipline includes factors such as punctual attendance at school, obeying school rules and regulations, doing assignments well and on time, focus and concentration when studying, and managing time well between studying and other activities.

According to Istika Ahdiyanti, many generation Z prioritize using smartphones and social media rather than communicating directly with other people. This phenomenon can also result in a breakdown in communication between individuals in society. Some generation Z also admit that they tend to be lazy about studying and lazy about carrying out religious obligations because they are too tied to using TikTok. However, several respondents also revealed that the TikTok application could have a positive impact if they used it for useful things, such as studying lectures, mathematics lessons, and motivation in education. This research concludes that TikTok can have both positive and negative impacts on Generation Z's religious behavior depending on how individuals use the application.

According to Anggi Aldila Safitri et al, (2021) TikTok is a social media that can provide space for its users to express their identity so that they are better known and get attention from other users. By showing short videos accompanied by short narration and music in the video, it makes other users interested in knowing who and what other TikTok users want to convey or address. And the results of revealing one's identity via TikTok are not good, this is shown by the large number of uploads circulating that only become sensations and receive unfavorable social assessments.

Furthermore, according to Lia Valiana (2020), the impact obtained from using the Tik Tok application on the development of students' character is, changing a person's attitude to be bad, making children careless about smartphones when making videos and forgetting prayer and study time, making children dishonest, for example when they ask for money for snacks they use it for other things, namely buying quota, making children disrespect older people or fellow friends, making children undisciplined, making children unaware of making a video that has bad content, spending their time just to When playing on a smartphone, the most prominent impact is changing a person's character or attitude for Tik Tok users themselves. As with the characters that must be cultivated by students, they are virtuous, honest, disciplined, tolerant, open-minded, and respect each other to become worthy human beings.

And according to Wini Setyo Risnawati, et al (2022), the use of TikTok among elementary schools, especially among fourth grade students at SD N 2 Temulus, can influence changes in students' social behavior, especially in the school environment. Students use TikTok media to look for tutorials on solving problems such as mathematics

problems and so on. Apart from that, there are also social changes regarding the styles and behavior adopted by students according to those on TikTok. Therefore, there needs to be supervision by teachers and parents in the use of TikTok.

3.2 Discussion

Social media is a platform that allows users to present themselves by sharing, communicating, interacting with other users, and forming social relationships online or virtually using the internet. (Aldila Safitri et al., 2021) Especially for teenage school users, social media is widely used as a means to show off, seek popularity and public attention. (Hidayatun, 2015) in his research explains that the use of social media cannot be separated from the intensity of internet use which has become a trend for teenagers as a tool to communicate more interestingly.

The number of users of the TikTok application in Indonesia has reached more than 10 million, the majority of users are students and school age children (students), therefore we can know that the TikTok application has become a favorite and is loved by millennials (Wisnu Nugroho Aji & Setiyadi, 2020)

TikTok social media is one of the most popular social media applications currently, especially among the younger generation. Which has many features in it so it is in great demand by all groups. However, TikTok can have both positive and negative impacts on its users.

TikTok social media can be a learning tool if used well. For example, inspiration in constructing music and dance, education, business, character building and also honing public speaking skills (Putera Permana, 2022). The use of social media, especially TikTok, can affect concentration on other activities because users concentrate on information on social media. High self-control allows individuals to regulate thoughts, feelings and behavior, so that they are not dominated by the desire to access social media continuously, especially TikTok (Putera Permana, 2022).

According to (Fitri, 2017) states that several characteristic features of social media are changes in interaction patterns that change for each individual and the emergence of a moral crisis among society, especially among students, such as the emergence of increasingly deviant and delinquent acts in the younger generation, such as promiscuity, bullying of peers, lack of maintaining polite speech and behavior at school, not respecting teachers, and so on. This shows that the nation's culture of character continues to weaken, so in this case there is a need for character education as an effort to overcome the moral crisis.

Student Character Education in the Digital Era

Education is a conscious effort to develop students' potential in a better direction, while character is a basic trait that grows within an individual so that it influences attitudes, behavior, actions, or gives a certain color to emotional, intellectual or religious aspects. Thus, character education can be understood as an effort to develop students' potential by developing their basic inner qualities so that they become good and noble individuals (Madyan & Baidawi, 2021).

A person's character will be formed if an activity is carried out repeatedly until it becomes a habit, which in the end does not just become a habit but becomes a character. Therefore, character education must be carried out as early as possible so that children are able to instill good character so that they can carry it into adulthood (Rizky Asrul Ananda et al., 2022) In developing character education itself, awareness of who we are, and concern for the progress of the nation will be very important. However, currently the condition of the nation's character has become a spotlight on the weakness of civility (Pariutari1 et al., 2022).

The importance of character education above can be a strong bulwark to face the challenges of the era of globalization (digital era) with many gaps that affect young

people affected by the negative impacts of globalization such as dishonesty, low awareness, the phenomenon of injustice, decreased responsibility for their respective duties. Implementing character education is very important so that the nation's future generations have good morals and morals (Sukatin et al., 2021). Character education is a habit, so the formation of a person's character requires communities of character, which consist of family, school, religious institutions, media, government, and various parties that influence the younger generation (Primasari et al., 2019) character formation, namely the process of building traits or behavior that are based on and closely related to good moral dimensions, not negative or bad attitudes in a person (Budiwibowo, 2016).

Ways to optimize the use of the TikTok social media application so that it can have a positive impact on student character formation in the digital era include: First, encouraging students to create positive and useful content: Teachers or parents can encourage students to create positive and useful content, such as content educational, motivational, or creative. This can help students to develop creativity skills and at the same time form positive character. Second, monitor the use of the TikTok application by parents and teachers so that students do not spend too much time on the application or are exposed to content that is not in accordance with applicable moral and cultural values. Third, make rules for using the TikTok application for teachers and parents that are clear and in accordance with applicable moral and cultural values. For example, the rule is not to upload inappropriate content or spend time on the TikTok application only within the specified time. Fourth, involving students in social activities on social media, such as raising donations or campaigning for positive activities. This can help students to develop social skills and empathy, as well as form positive character. Fifth, increase students' awareness about the healthy and positive use of social media, for example, by providing an understanding of the risks and negative impacts of excessive or inappropriate use of social media. This can help students to be wiser and smarter in using the TikTok application and form positive characters.

However, the use of TikTok can also have a negative impact on students' character formation, such as inability to manage time and addiction to social media. Therefore, it is important to holistically understand the influence of using the TikTok application on student character formation and take appropriate preventive steps.

4 CONCLUSION

Based on a literature study conducted by researchers, TikTok is a social media platform that is very popular among teenagers and the younger generation. Because there are interesting features, the younger generation enjoys using it. In this research, it has been revealed that TikTok has a big influence on students' lives in the digital era.

Using the social media application TikTok can be beneficial if used properly. Where Tiktok can form various positive characters such as being a medium for learning, creativity, self-confidence. Meanwhile, the negative impact of using the TikTok application if used excessively will cause addiction, decrease moral character, ethics, manners, behavior, discipline, affect learning at school, students become narcissistic, and cyberbullying is easy to occur.

How to optimize the use of the social media application TikTok Encourage students to create positive and useful content. Parents and teachers monitor that students do not spend too much time on the application or are exposed to content that is not in accordance with character formation. With the right education and careful supervision, students can optimize their use and develop strong character in the digital age.

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