

Optimizing The Role Of TikTok as Social Media In Shifting Values And Norms Among Adolescents

Ilham Fajar Suhendar 1^a, Deden Nasihin 2^a, Elin Nurmalasari 2^b

^aIlham Fajar Suhendar, Suryakencana University, West Java, Indonesia, Email: @ilhamfajarsuhendar005@gmail.com

^bDeden Nasihin, Suryakencana University, West Java, Indonesia, Email: @Dedennasihin1@gmail.com

^bElin Nurmalasari, Suryakencana University, West Java, Indonesia, Email: @elinnurmalasari06@gmail.com

*Correspondence: ilhamfajarsuhendar005@gmail.com

Abstract

Modern society is very dependent on technology, in other words, the use of technology has become a primary need for people in the world. Social media such as Instagram, YouTube, Facebook, WhatsApp, TikTok are social media that are widely used by teenagers today, meaning that social media is a communication medium that is closely related to the current generation. One of the most widely used media among teenagers today is the TikTok application. This study discusses the role of social media applications, especially the TikTok application, on the shift in values and social norms among teenagers. The method used in this study is a descriptive research method with a quantitative approach. The results of this study indicate that the shift in values and social norms caused by the TikTok application is very minimal if participants can sort and choose the presentations and displays in the application whether they are appropriate or worthy to be used as entertainment media or should be abandoned. The implementation of good value and norm education can minimize the occurrence of shifts in values and norms, especially social norms caused by the flow of globalization through social media which is an inseparable part of life in the modern era.

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Keywords:

Modern, Technology, Social Media, TikTok, Globalization

1. Introduction

The presence of social media facilitates the flow of information about anything easily spread to everyone, this condition changes the way people communicate. Social media is an online media where users can easily participate, share, and create content, including blogs, social networks, wikis, forums, and virtual worlds. Blogs, social networks, and wikis are the most common forms of social media used by people around the world (Agustina, et al., 2022:2). The rapid development of technology requires human adaptation and responsibility, such as people's addiction to using smartphones today, where this phenomenon can be concluded that modern society is very dependent on technology, in other words the use of technology has become a primary need for people in the world.

Social media has changed the world a lot, reversing the thoughts and theories that are owned. Social media is increasingly opening up opportunities for every individual involved in it to freely express their opinions, but controlling oneself is also important so that the freedom that is owned does not violate boundaries and offend others. In the current era of globalization, the need to interact is increasing, the discovery of information technology (internet) which is developing en masse, then the technology changes the form of society, from a local world society to a global world society. The development of information technology is not only able to create a global world society, but is able to develop a new space for people's lives, so that without realizing it, humans have lived in two worlds of life, namely real society and virtual society (Nainggolan et al., 2018).

Currently, social media is widely claimed as the most sophisticated communication tool which not only offers various forms of phenomenal presentations but is also tempting. When viewed from a pragmatism perspective, social media has connected many positive and negative things, because social media often presents various kinds of information, news, education and even presentations in the form of inclusive, pluralistic, and even liberal religious spiritual discourses presented in it. However, besides that, social media is also filled with various inappropriate presentations such as pornography, cybercrime in the form of fraud, cyber bullying, and hacking. Not only that, the fact is that social media can have a negative influence on the behavior of children and adolescents such as being lazy to study, making them addicted and less social in their environment because they have new activities. The lives of adolescents marked by various kinds of juvenile delinquency are evidence of the weakness of morality and personality of adolescents. (Sriyanto et al., 2014). Currently, social media is very interesting, social media invites anyone to participate in providing feedback, comments and information openly and without limits, especially teenagers, social media is a necessity for everyday life. The use of social media such as Facebook, Instagram, Twitter, TikTok and others makes its users seem to be able to eliminate space and time (Mulyono, 2021).

However, its shortcomings such as irresponsible users using this application as a tool for crime, fraud and so on. The existence of this application certainly has a very significant impact, especially among teenagers who increasingly forget the importance of socializing in society, the level of discipline and etiquette values are increasingly forgotten so that they affect the values and social norms that exist in society. The development of information media and the emergence of social media in the 21st century in various forms have caused radical changes in the condition of society. Social media provides benefits for us, in the fields of education, economy and social (Nurhayati, 2016).

2. Method

The research used in this thesis is a quantitative approach using a descriptive method. "The descriptive method is a type of research that aims to make a systematic, factual, and accurate description of the facts and characteristics of a particular population or area" (Suryabrata, 2012:75). The quantitative research method can be interpreted as a research method based on the philosophy of positivism, which is used to research certain populations and samples. Based on this opinion, it can be said that the descriptive method is used to be able to answer matters related to the research to be carried out. With this method, it is hoped that data can be obtained regarding the Role of the TikTok Media Application on the Shift in Social Values and Norms among adolescents at SMAN 1 Bojongpicung.

3. Results

The use of the TikTok application is common among students, this can be seen based on the disc diagram 1, all (94%) respondents stated that they have the application. In using the TikTok application, almost everyone uses it for more than 1 hour every day, this can be seen based on the disc diagram 2, almost all (84%) respondents stated that using the TikTok application every day can be more than 1 hour. The TikTok application can make some of its users feel calm compared to doing other activities, this can be seen based on the disc diagram 3, more than half (54%) of respondents stated that they can feel calm compared to doing other activities. Thus, some users feel calm when using the TikTok application, causing delays or even not performing worship because they are too busy using the application, this can be seen based on the disc diagram 4, more than half (58%) of respondents stated that they have been late or even not performing worship because they are too busy using the TikTok application.

The TikTok application does not have much effect on the self-confidence of its users, this can be seen based on the disc diagram 5, more than half (52%) of respondents stated that the TikTok application does not affect their self-confidence. However, even though it does not affect the self-confidence of its users, the TikTok application is able to increase motivation for its users to be creative, this can be seen based on the disc diagram 6, most (72%) of respondents stated that the existence of the TikTok application can motivate them to be creative.

The TikTok application does not influence its users to take actions that are contrary to social norms such as having a coercive nature towards others, this can be seen based on the disc diagram 7, almost

all (86%) of respondents stated that they did not take actions that were contrary to social norms. This is also proven based on the 8 disc diagram, all (94%) respondents stated that the existence of the TikTok application did not make them want to force their parents to buy a quota.

The TikTok application makes some of its users feel addicted to playing the TikTok application so that they feel that something is missing if they have not opened the TikTok application so that they always take the time to open the application every day even if only for a moment, this can be seen based on the disc diagram 9 more than half (56%) of respondents stated that they feel that something is missing if they have not opened the TikTok application so that they always take the time to open the TikTok application even if only for a moment. However, even though the TikTok application makes some of its users feel addicted, it does not make them children who disobey their parents' orders. This can be seen based on the disc diagram 10 all (100%) of respondents stated that after using the TikTok application did not make them children who disobey their parents' orders.

The TikTok application does not make some of its users reluctant to socialize with friends, this can be seen based on the disc diagram 11 all (90%) of respondents stated that the existence of the TikTok application did not make them reluctant to socialize with friends. In addition, the TikTok application makes its users feel more able to express themselves, this can be seen based on the disc diagram 12 more than half (60%) of respondents stated that the existence of the TikTok application can make them more able to express themselves. The existence of the TikTok application also does not make every user often make short videos, this can be seen based on the disc diagram 13 more than half (58%) of respondents stated that they rarely make short videos with the TikTok application. However, there are also those who make and upload short videos on the TikTok application as their own entertainment because on average the videos they make are not useful for others, this can be seen based on the disc diagram 14 all (90%) of respondents stated that the videos they made were not useful for others. Not a few users also involve the TikTok application to complete school assignments, this can be seen based on the disc diagram 15 more than half (52%) of respondents stated that they involved the TikTok application to complete school assignments.

Based on the results of observations that the author studied in the field, regarding the Role of the TikTok Social Media Application on the Shift in Social Values and Norms among Adolescents at SMAN 1 Bojongpicung, SMAN 1 Bojongpicung School is one of the schools that upholds the level of discipline, therefore education of values and norms is very much applied at SMAN 1 Bojongpicung in order to produce quality and characterful students. This was known when the author conducted observations at the school and was reinforced from the results of the author's interview with one of the Pancasila and Citizenship Education teachers. All students bring gadgets to school and use them during learning where the internet is one of the supporting tools used to help the learning process, but this is adjusted to the needs learning, this was discovered when the author conducted observations and from the results of the author's interview with one of the Pancasila and Citizenship Education teachers.

Not all students often use the TikTok application, there are even some students who only download the TikTok application when given the task of making a video, apart from that the TikTok application is used appropriately. However, there are also some students who often make and upload videos on the TikTok application. This can be seen from the results of the questionnaire answers distributed to respondents. Some students who only have the TikTok application but do not make and upload videos on the application, unless there is an assignment from the school that requires them to make videos and upload them, apart from that they only use the TikTok application to watch the video presentations available on the application. This can be seen from the results of the questionnaire answers distributed to respondents. Some students use their break time to make short videos on the TikTok application, this was discovered when the author conducted observations at school.

Social media involvement is used to support education in values and norms, such as making short video assignments through the TikTok application, which is often given to increase student creativity. This can be seen from the results of the questionnaire answers distributed to respondents and is known from the results of the author's interview with one of the Pancasila and Citizenship Education teachers. There are changes in the character and behavior of students because of the influence of gadgets, this was discovered when the author conducted observations at school and was reinforced by the results of the author's interview with one of the Pancasila and Citizenship Education teachers. Students are more motivated to be creative through the TikTok application, both through videos they make and other

people's videos that can motivate users, this can be seen from the results of the questionnaire answers distributed to respondents. The use of the internet as a learning medium can affect student learning outcomes, this can be discovered when the author conducted observations at school and was reinforced by the results of the author's interview with one of the Pancasila and Citizenship Education teachers. The TikTok application is able to have a positive influence on the character and behavior of students, this was discovered when the author conducted observations at school and was reinforced by the results of the author's interview with one of the Pancasila and Citizenship Education teachers.

The way to apply social values and norms education to students begins with habituation activities in the form of religious activities such as performing the Dhuha prayer, reading the holy verses of the Qur'an and lectures from teachers every Tuesday to Friday. In its implementation, there is often direct involvement with the environment in the process of learning social values and norms. In its implementation, obstacles are also found in the learning process, but usually these obstacles will be followed up immediately so that these obstacles can be resolved. Social media is only involved. if there is a specific task other than that, it rarely involves social media, but the internet is widely used in the learning process because in addition to making it easier for students, the internet also makes it easier for teachers to provide teaching because it is reinforced by the presentations and information available on the internet that can be accessed according to what is needed. Some teachers sometimes give assignments to make videos through the TikTok application, but for PPKn learning, video assignments have never been given, video assignments are given according to the needs of the relevant subject teacher so that not all teachers always give video assignments.

The learning process that involves social media makes students increase their creativity so that if the learning process involves social media they will be more enthusiastic. Sources of education of values and social norms other than religion and belief are also adjusted to current developments that tend to use online media as a source of education of values and norms. Students are more enthusiastic if the learning process involves social media because they will be more creative in order to get satisfactory results. Teachers and friends are related to the process of educational success, both have a significant role in the learning process so that there is an inseparable relationship. The variety of offerings in the TikTok application certainly makes a shift in the younger generation where they will follow popular content so that there are not a few impacts of this content that cause violations of values and norms, especially social norms.

Approach Directly to students who have problems is usually done first because it is considered a first warning so as not to repeat the same mistake again in the future. So far there have been no cases or problems that are so serious that sanctions have not been issued, but if this happens, of course the school will give strict sanctions to students. If there is a problem with students, handling is usually given by the closest party first, such as the homeroom teacher, then involving students and then involving parents/guardians if the student cannot be warned. The internet is one of the tools used in the learning process, therefore the Learning Implementation Plan (RPP) for Pancasila and Citizenship Education teachers at SMAN 1 Bojongpicung has included the internet as a learning support tool, because through the internet students can easily search for teaching materials that are being studied from various sources. This also helps teachers so that the material they provide is reinforced by the findings of students, namely spoons on the internet that they access. Various presentations of information about learning also make it easier for students to be more careful in choosing and sorting the information they get. Learning that involves the internet tends to be more fun than not using the internet, which seems monotonous and makes students feel bored. The use of the internet is also a factor in improving student learning outcomes.

4. Discussion

The existence of social value and norm education that is applied as well as possible will certainly produce quality students, but it also has challenges such as currently there are many obstacles that are felt. One of these is caused by the existence of social media where there are many offerings that are considered more fun and more contemporary, especially among teenagers, such as they often imitate other people's styles by using a western style rather than being themselves. This certainly greatly affects the values and social norms that have been upheld so that in the end there will be a shift due to the existence of social media. Social media is a media whose users can easily participate, share, through

blogs, social networks, wikis, forums and virtual worlds. Social networking blogs and wikis are the most common forms of social media used by people around the world (Purbohastuti, 2017). Based on the opinion above, it can be said that social media is a form of communication media to be able to connect or share information with other people. Students can easily imitate things that are considered interesting through social media, especially with the TikTok application, there are so many that almost everyone has the application. In this TikTok application there are positive and negative impacts, it depends on how someone uses it.

TikTok is a popular video platform used by people to record videos using their cellphones. The recorded videos have a short duration, ranging from 15 seconds to 1 minute. Currently, this platform is trending and is one of the most widely used applications (Devi, 2022:11). The TikTok application makes its users influenced by the presentation in it, usually those who are more susceptible to being influenced are students or teenagers. However, not all students are influenced by this TikTok application. This can be proven from the results of the questionnaire data that the author has distributed to students of SMAN 1 Bojongpicung, it is proven that they have used the TikTok application well, its use is still very minimal to say that there has been a shift in values and norms due to the TikTok application because the school has also responded that so far there have been no cases that have resulted in a shift in values and social norms due to the application.

The TikTok application helps encourage students to continue to improve their creativity. Thus it can be said that the TikTok application has a positive impact that greatly helps students to develop their creativity. When viewed from the internet and social media usage activities of informants, it is not an exaggeration to say that social media has become a primary means of communication between humans. Through social media, students can get academic information faster and can directly participate actively as information providers on social media (Nurly Meilinda, 2018).

5. Conclusion

Education of values and social norms is applied to help students recognize the values and norms that exist in the environment and place them integrally in the context of their lives. Education of values also functions to help students understand, express, and make the right decisions in various problems, both personal, family and community problems. The involvement of social media in the learning process can trigger the enthusiasm of students, even though social media is rarely used continuously, the involvement of internet use during learning and during exams greatly affects students' learning outcomes. The shift in values and social norms caused by the TikTok application is very minimal if students can sort and choose the presentations and displays in the application whether they are appropriate to imitate or should be abandoned. The implementation of good education of values and norms can minimize the occurrence of shifts in values and norms, especially social norms caused by the flow of globalization. If there is a violation of values and social norms due to the influence of social media applications, teachers will follow up through a direct approach process to their students slowly so that students do not feel pressured.

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