

THE EFFECT OF USING TIKTOK ON Z GENERATION ETIQUETTE

Aisyah Ichsani Maulida¹, Pitri Noviyanti², Wahyunengsih³

^{1,2,3} Faculty of Da'wah and Communication Studies, Syarif Hidayatullah State Islamic University Jakarta.

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ABSTRACT

Social media has many uses, from creating video content and spreading information or news to making money. However, ticktock use may also harm the user if not used wisely, such as a TikTok application used by teens to judge content they do not like. Hence the often effect that comes upon adolescents especially the z generation is their change of ethics in real life. The purpose of this study is to know the effect that TikTok use has on 2022 journalistic and non-sense that there is or will not be the effect that online personality ticktock usage has on its real life. This research uses qualitative methods, employing analysis or conclusion by combining and collecting data. The result is that some 2022 journalistic students are affected by the excessive use of TikTok which impacts their ethics in real life from speaking, lifestyle, and so on. And based on our research, it can be concluded that using a TikTok application has indeed had some negative effects on one of the many ethical changes in youth, especially the Z generation. The most frequent change is laziness and the shaping of a lifestyle.

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Corresponding Author:

Pitri Noviyanti

Faculty of Da'wah and Communication Studies, Syarif Hidayatullah State Islamic University Jakarta, Indonesia, Jl. Ir H. Juanda No.95, Kota Tangerang Selatan, Banten 15412.

Email: pitri.noviyanti22@mhs.uinjkt.ac.id

1. INTRODUCTION

In the era of globalization, we are familiar with social media technology, where social media is very useful for everyone to communicate and spread information to the general public. The social media that is very popular with people of all ages is TikTok. TikTok has many uses, ranging from creating video content to spreading information or news, even TikTok can be a place to make money if we create content that many people like. However, TikTok can also harm its users if it is not used wisely, for example, TikTok is used by its users, especially for teenagers to judge content if they don't like it, they will even give a negative comment on the content which will have an impact on basic ethics. Therefore, the researcher wrote this article to discuss the consequences of using TikTok for generation z which will affect their ethics in real life.

The total consumptive behavior of Generation Z is 37.4% due to the influence of information interest [1]. The percentage of adolescent self-confidence is 54.5%, which is due to the significant influence of the use of social media TikTok [2]. If we take the positive side of using TikTok, religious behavior and the TikTok phenomenon will not affect their religion. Still, if we take the negative it will also harm their religion. Generation Z's thinking creativity will be affected because of the attention and appreciation of the intensity of social media use TikTok [3].

The effects of using social media are not always negative. The use of TikTok by Generation Z can develop meaning and self-awareness due to continuous social interaction between users [4]. During the pandemic, children experienced moral degradation which was influenced by the use of gadgets, one of which was the Tiktok application which contained various content which became a problem if the content viewed or imitated did not reflect something that could be seen and imitated which had an impact on children's morale. The positive impact of Tik-Tok in terms of manners has less impact, more towards cognitive and psychomotor where knowledge and creativity are affected [5].

The Tik-Tok application has positive and negative effects on teenagers, many teenagers are wrong in using this social media platform; it harms themselves and those around them. Especially in changes in the behavior of adolescents from Mata Ie Village, Aceh Barat Daya District who use the TikTok application [6]. Excessive use of the Tiktok application can affect self-disclosure in adolescents. The TikTok application affects students' communication expressions, especially at UIN Sunan Ampel [7].

The intensity of using social media TikTok contains various features that impact students' Islamic behavior. This type of case study qualitative research aims to examine the study of social media use of TikTok on student Islamic behavior [8]. Self-concept is an individual's view and attitude towards oneself, which can be related to physical dimensions, individual characteristics, and self-motivation. Today's use of the Tiktok application can affect Generation Z's self-concept, especially in Rokan Hulu Regency [9].

There is an influence of intensity in the use of the TikTok application on the imitation behavior of young students at SMAN 1 Jampangkulon, Sukabumi City [10]. The Tik-Tok application is one of the popular social media because of its easy use and the various content on TikTok. Because of the large amount of content, it is feared that children will access negative content which harms manners [11]. The TikTok application affects students and makes them addicted to playing it. Tiktok can also be a medium of entertainment for all people when they are tired. However, some students feel that the TikTok application is detrimental because it uses quotas and takes a long time, reducing students' study time at home. This influence can interfere with the learning process and affect student learning achievement.

The TikTok application displays video content containing various kinds of themes. One is about an educational theme that can make students gain knowledge from the various available videos [12]. Tiktok social media is one of the most popular social media. Tiktok can be used as an interesting and fun learning medium. And Tiktok social media can be an alternative and interactive learning media in online learning [13]. This application is used as an entertainment medium that creates and shares videos with other Tiktok users because this application takes the form of creating and sharing video content among other users [14].

In the TikTok application, if users apply it correctly, it will be a positive value and a source of fortune for users, because TikTok, if someone's account gets a lot of

attention for other users and becomes the motivation for the community, it will be one of the income for them [15]. This shows that TikTok has a big influence on the dissemination of information, both positive information or that can increase knowledge and negative information [16]. In using Tiktok there are two influencing factors, namely internal factors such as feelings, individual characteristics, desires or expectations, attention, learning processes, physical conditions, needs, interests and motivations. While external factors such as information obtained, knowledge and needs around, intensity, size, opposites, and things that are new and familiar or unfamiliar to an object [17].

The definition of influence is a type of power that is influenced to act in a certain way, whether from someone who has power or not, which is at the same time a threat of open sanctions which is not the motivation that drives it [18]. Generation Z are people born after 1997 and have grown up with technology, the internet and social media [19]. Generation Z is also referred to as a technology addict and tends to be anti-social, then has several characteristics: ambitious, digital-native, and self-confident [20]. Ethics is a science or systematic reflection related to opinions, norms, and moral terms. In a broader sense, ethics is defined as a whole regarding norms and research used by society to find out how humans should live their lives [21]. Ethics in Indonesian is equated with the meaning of the word ethos and then mixed with other words to understand work ethic, professional ethic, business ethic, and so on [22].

Ethics is a branch of philosophy related to the concept of good values and being a role model in human relations between humans such as truth, freedom, honesty, justice, love, and compassion which are related to the norms of morality [23]. The use of TikTok has positive and negative effects, depending on whether the user uses the TikTok application wisely or not. This research article is sourced from various facts and results of previous research that have been collected into one and processed again to be used as a new article on the effects of using TikTok.

The current condition is that many children, teenagers, and even adults use the TikTok application. They use TikTok to share, find the latest information, or just use TikTok for entertainment. However, many of these Tik Tok users use it excessively or unwisely and even lose track of time. Therefore, there are many negative effects of using TikTok if used unwisely and carelessly. Therefore, this research article was created to discuss the effects of using TikTok on ethics, especially in terms of the online personality of its users, especially for UIN Jakarta students majoring in Journalism batch 2022.

Many students were majoring in Journalism batch 2022 download TikTok and are actively using it, either just viewing content or doing activities in creating the content. And because the study of the Journalism department always includes the cause and effect of behavior. Therefore, Journalism students must always be selective in disseminating information or news and should not just spread it if they don't know the facts first. So it is hoped that this research will make Journalism students more aware of the future of using social media that has many influences, such as this example of the TikTok application.

2. METHOD

The quantitative method is a scientific method that meets empirical, objective, measurable, rational and systematic scientific principles. The qualitative method is called the artistic method because the research process interprets the data found in the field, and is a literature study as the object studied [24].

The approach that will be used in this research is an approach that uses analysis or conclusions by combining and collecting data obtained from research results. This approach was used because the researchers focused on respondents to find out results created from using TikTok on the ethical changes of generation z, especially for online personalities in the 2022 UIN Jakarta Journalism student environment. The method in this study used survey research, to be more specific. If we intend to carry out a research activity by collecting relatively limited data from a relatively large number of cases, the research method that can be used is the survey method.

We are using a questionnaire to generate data filled in directly by the respondents. We will distribute this questionnaire to students of the UIN Jakarta Journalism Study Program class of 2022, where they are both respondents and objects of our research. We will share 30 questions, and researchers will take a target of 30 respondents from 170 who are researchers of the number of Journalism students batch 2022. The questions used result from an adaptation of previous research questions. The process of searching for reference literature to write this article is to find an official article or journal from Google or a journal site that also addresses this topic.

This study will also use a research scale in the form of a Likert scale. This Likert scale is used to measure the attitudes and opinions of the respondents. In our research questionnaire, there are only two options, namely (Yes and No) which will be answered by the respondents. After that, we will analyze the results of the respondents' answers and average the results of this analysis. The analysis process that we do is carefully and precisely so that there are no errors in it, starting from the answer of the highest respondent to the lowest.

3. RESULTS AND DISCUSSION

In this modern era, many new applications, for example, the TikTok application, have been released. The TikTok application is very popular among teenagers, especially in Generation Z. This application is also often used by them anywhere and anytime, as a result, many teenagers are negatively affected by the use of this application. Examples include lack of care for the surrounding environment, ethics, behavior changes, and others. Changes in ethics are changes that are often found in generation Z. Ethics according to the Big Indonesian Dictionary is the science of good and bad behavior, moral rights and obligations, a set of hopes or values related to morals, and values regarding the right or wrong of an act or behavior.

McLuhan's theory of technological determination reveals how a new technology, especially communication technology, can create new patterns within humans, both patterns of communication, behavior, and patterns of thinking. These patterns can change or produce new patterns created by technology [25].

In this study, students of the UIN Jakarta Journalism Study Program class of 2022 became the respondents chosen by researchers, especially those who were active in using TikTok social media. The number of respondents from this questionnaire is 36 students out of 170 total students. From the data of 36 respondents, the researcher obtained data about the respondents who would be classified based on their age.

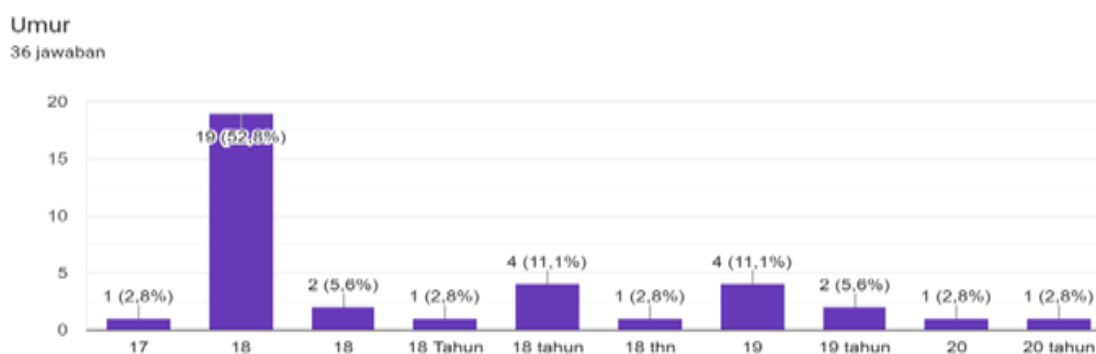


Figure 1. Graphic of a TikTok User's Age on a 2022 Journalistic Student

The diagram above shows the overall results of respondents based on their age. From these results, it can be concluded that the percentage of respondents aged 17 years is one person (2.8%), respondents aged 18 years is 19 people whose percentage is (52.8%), respondents aged 19 years are six people who are percentage (16.7%), and respondents aged 20 years as many as two people (5.6%).

From the results of the questionnaire question data above, it is true that the TikTok application has an influence. Starting from the negative and positive influences, some students of UIN Jakarta Journalism in 2022 have recorded that their changes in ethics were indeed influenced by the social media TikTok.

Currently, the use of technology is increasingly advanced. Of course, this influences everyday life because it is carried away by the development of an increasingly advanced era. One technology that humans often use is cell phones. Mobile phones are considered very effective for meeting daily needs such as establishing communication between humans, ordering clothes, food, electronic devices, or other necessities. One of the most popular and popular applications in recent times is the TikTok application.

Table 1. A List of Questions and Answers From Research

No	Question	Yes	No
1.	Have you ever wondered not to use TikTok?	31	5
2.	Does social media TikTok waste your time?	26	10
3.	Do you more often turn to social media TikTok than textbooks?	24	12
4.	Does social media TikTok make you procrastinate in your time for prayer?	16	20
5.	Does social media TikTok make you lazy to help your parents?	7	23
6.	Do you spend more time with social media TikTok than with your parents?	10	26
7.	Does social media TikTok make you lazy to study?	16	20
8.	Do you often open a TikTok application to forget your obligation as a student?	6	24
9.	When you look at the TikTok content on how to dress, how to live, and how to talk, do you often copy it?	12	18
10.	When you use the TikTok app, do you isolate yourself at home more than socialize outside?	13	17

According to the results that the researchers obtained from the answers to this research questionnaire, some UIN Jakarta students who studied Journalism class of 2022 were affected by the excessive use of TikTok, and it had an impact on their ethics in real life. From the results of this study, it is also explained that some students are still addicted to TikTok in their daily lives, to the point of putting aside their real life and preferring updates on TikTok social media. From the results of the answers to this questionnaire, several students answered that using TikTok social media made them lazy, both in terms of helping their parents and in terms of worship. TikTok social media has also influenced some students to become introverted or prefer to lock themselves up at home instead of socializing with others.

Regarding education, some students also answered that they prefer to open TikTok social media rather than their textbooks. Still, using TikTok social media does not prevent students from coming to class on campus. The excessive use of TikTok also makes some students feel lazy to study, then some students forget their obligations as students because they are more concerned with opening TikTok to the point of forgetting the world of education. And also the use of TikTok social media affects the students in their lifestyles, such as imitating the way of dress, the way of speaking, and others.

From the family environment, the effect of the TikTok application on UIN Jakarta students is that some students become dissidents and seem unconcerned. Even though parents are someone we must respect at home. They occasionally ignore orders or words from their parents. Parents often complain and are disappointed with their children's behavior which turns out to be out of control or the behavior of their ethical manners which is increasingly fading and disappearing.

4. CONCLUSION

Based on the results of the research described in the presentation above, it can be concluded that there is indeed an effect of social media effect of TikTok on several students of the UIN Jakarta Journalism Study Program class of 2022. The influence of social media on UIN Jakarta Journalism Study Program students includes lazy students, both in terms of study, helping parents, and in matters of worship. TikTok also influences student lifestyles, such as following western lifestyles, and frequent use of TikTok makes students become FOMO which can be called the condition of someone afraid of being left behind by a particular trend of activity.

However, some students have not been affected by the TikTok application. They still fulfill their obligations as students, children, and other social beings without leaving their responsibilities. Become a person who can share time with the real world and the world of social media. Being a person is not easy and they do not want to do negative things that harm them.

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