



# Implications of Using the TikTok Application on the Character of Students at Universitas Negeri Yogyakarta

Ana Wulandari<sup>(✉)</sup>, Ayu Cellia Firnanda, Talitha Shafa Nariswari,  
and Danu Eko Agustinova

Faculty of Social Science, Universitas Negeri Yogyakarta, D.I. Yogyakarta, Indonesia  
{ana7470fis.2019, ayucellia.2020,  
talithashafa.2020}@student.uny.ac.id, danu\_eko@uny.ac.id

**Abstract.** The increasing use of TikTok in this pandemic era is widely used for various things. TikTok users in Indonesia are dominated by people aged 12–24 years or can be classified as generation Z or iGeneration, including students of Yogyakarta State University. The trend created by TikTok also has an influence on the character of its users. This research has two main objectives. First, analyze the factors that cause the positive and negative impacts caused by the use of the TikTok application on the character of Yogyakarta State University students. Second, analyze the positive and negative impact of tiktok application use on the character of Yogyakarta State University students. This research uses qualitative methods with a descriptive approach. This research is sourced from interviews, observations, questionnaires, and literature studies. The positive and negative impact of the TikTok application requires a wise attitude of students in responding to it.

**Keywords:** TikTok · character · student

## 1 Introduction

The rapid development of technology helps facilitate various jobs. One of the increasingly sophisticated technological developments is the use of the internet. The internet is a global computer network system that is interconnected using the internet protocol (TCP/IP) to connect computer devices around the world [1]. The use of the internet today is increasingly massive, considering the development of globalization which demands information as a primary need. The rapid progress of the internet is inseparable from the development of communication technology in each generation. The development of telecommunications technology begins with the discovery of 1G technology which places wireless cellular technology (cellular telecommunications) for the first time. Then in the development there were renewals and improvements that brought 2G, 3G, 4G, to 5G network technology.

One of the uses of the internet is its use in video sharing technology. One of these video sharing technologies is video streaming. Video streaming technology is a technology that is able to convey information in the form of a live video display [2]. In addition

to sharing videos, social media applications also use the internet in their operations. Applications such as Facebook, Whatsapp, Youtube, Instagram, TikTok and so on are inseparable from the use of the internet. These applications are widely used by the global community. One of the most widely used applications today is the TikTok application. TikTok is an application that allows users to share music videos of short duration. This application is one of the most popular video sharing applications in Indonesia. This is because of the ease and practicality of TikTok in its use [3].

The increasing use of TikTok in this pandemic era has been used for various things. The TikTok application successfully combines social media applications, messaging with video sharing technology [4]. TikTok app downloads which reached more than 100 million downloads with 10 million reviews on Google Play Store. These records show that the TikTok application is favored by the global community, and Indonesia is no exception. This shows that consumer enthusiasm is quite high. TikTok user data from 2016 since it was first launched until 2019 shows a fairly rapid increase. Data from Sensor Tower noted that in the fourth quarter of 2019, the number of people who downloaded TikTok reached 219 million. This number increased by 6.5% compared to the previous year in the same quarter.

TikTok users in Indonesia are dominated by people with an age range of 12–24 years or can be classified as Generation Z or iGeneration. Based on these numbers, the majority of Yogyakarta State University students are currently classified as Generation Z or iGeneration. The general public has its own view of iGeneration which is considered a generation that is difficult to regulate, lacks ethics and manners, and is less adaptive to the real social environment because it is fixated on the digital-based world [5]. Therefore, generation Z is very vulnerable to being affected by the negative impacts of internet use, such as the TikTok application.

The use of TikTok is increasingly being used as a place to train creativity. This trend created by TikTok is often used by them to share videos or collaborate with other TikTok users. However, the trends created by TikTok also have an influence on the character of the iGeneration generation. Many of iGeneration use it as a place to train creativity, but it is possible that this application is also used for other things such as crime or what is often encountered in the field is news that is not necessarily true (hoax). It is not uncommon, too, that phenomena such as cyberculling, hate comments, and the like are often found in the use of TikTok. This research has two main objectives. First, analyze the factors causing the positive and negative impacts caused by the use of the TikTok application on the character of Yogyakarta State University students. Second, analyze the positive and negative impacts of using the TikTok application on the character of Yogyakarta State University students.

## 1.1 TikTok App

TikTok is a Chinese social network and music video platform launched in September 2016 by Toutiao founder Zhang Yiming. The app allows users to create their own short music videos [6]. TikTok is an application that allows users to share music videos of short duration.

## 1.2 Character

Values can be interpreted as traits or things that are important and useful for human life. Value is something related to cognitive and affective [7]. Character is closely related to a person's personality. A person can be called a person of character if his behavior is in accordance with moral rules [8]. The definition of character according to the Language Center of the Ministry of National Education is innate, heart, soul, personality, character, behavior, personality, nature, character, temperament, character. As for what is meant by character is personality, behavior, character, character, and character. Some mention character as a subjective assessment of moral and mental qualities, while others mention character as a subjective assessment of mental quality only, so that efforts to change or shape character are only related to stimulation of one's intellectual. Character can be said as an idea or concept that is used as a guide or benchmark in behaving for someone [9]. Character is a trait or something that is considered important and useful in human life. Character can also be used as a guide or guide in behaving. The character values based on the formulation of the Ministry of National Education include religious, honest, tolerance, discipline, hard work, creative, independent, democratic, curiosity, national spirit, love for the homeland, respect for achievement, patient/communicative, peace-loving, fond of reading, environmental care, social care, and responsibility [10].

## 1.3 Student

Students are an age stage entering adulthood which generally ranges from 18–25 years. Based on this age, students can also be classified as Igeneration or generation Z. At this age, humans experience a transition period from adolescence to adulthood with changes in attitudes and responsibilities.

As part of society, students are also individual beings as well as social beings. Students have different roles and different life needs. As part of the people, students are intellectual beings as individuals who gain knowledge from university, academic, high school, or the like.

As social beings, students also interact with others. This is done through direct or indirect interaction. During the COVID-19 pandemic, social media is one of the fastest growing places for interaction. One of the most popular social media is the TikTok application. Therefore, the impact of using the TikTok application needs to be studied more deeply.

## 2 Method

This study uses a qualitative research method with a descriptive approach. The subjects in this study were active students of Yogyakarta State University who used the TikTok application. The data sources consist of primary and secondary data sources. Primary data sources were obtained through data collection in questionnaires, interviews, and indirect observations. While the secondary data source comes from the literature study.

Mathew B. Miles & A. Michael Huberman in Sugiyono [11] suggests research data analysis techniques consist of several stages as follows: a) Data collection by applying

data collection techniques through interviews, literature studies, and documentation. Due to the COVID-19 pandemic situation, the data collection method is onlinebased; b). Data reduction, reducing or categorizing data is data selection, accuracy analysis, and aims to focus research results; c) The presentation of the data is done in the form of descriptive text; d) Drawing conclusions by describing the overall results of the research on the topics discussed based on the results of the research and the reasoning of the researchers. The way of interpretation is to provide initial hypotheses, examine causal relationships, and relate their relevance to research results.

### **3 Result and Discussion**

#### **3.1 Factors Influencing Yogyakarta State University Students in Using the TikTok Application**

The use of the TikTok application can have a negative or positive impact. This is of course because the content on TikTok has things that can be addressed negatively and positively as well. Regarding the content, it has a negative or positive impact on the character of TikTok users themselves. The positive impact arises because of the various benefits and conveniences that can be obtained from using the application. Meanwhile, the negative impact arises due to the lack of security and strict policies against content that is negatively charged so that it can cause a bad stigma to the application and users of the application.

The cause of the impact of using TikTok is due to social interaction. Social interaction has two main requirements, namely social contact and communication [12]. To carry out these social interactions, of course, other important elements are needed such as informants or messengers, media, and message recipients. In this case, TikTok acts as a medium or channel for channeling these social interaction actors. However, in receiving information, each person certainly has a different interpretation or meaning. This is related to the meaning that is carried out is subjective or contextual. Subjective meaning is a meaning that is based on the understanding and feelings possessed while contextual meaning is related to the state of time and place about the message as well as the sender and recipient of the message.

The occurrence of social interaction is motivated by the process of imitation, suggestion, identification, or sympathy [13]. After receiving information, humans have a tendency to imitate because they find it interesting. However, what is imitated is not always positive and can sometimes deviate. This imitation process is called imitation. Meanwhile, suggestion begins when someone gets information and then accepts it. The individual is then driven to have similar thoughts and finally do it. Identification is caused by the human tendency to be the same as others due to socio-cultural factors common in our society which think that being different is strange. The existence of this tendency to be the same has indirectly given suggestions and in the end there is imitation. Another factor is the presence of sympathy or interest in a thing or object which is then identified and indirectly causes a person's thoughts to be suggested and in the end do imitation or imitation.

In addition to the occurrence of social interaction, the causative factors can be categorized into two things, namely internal and external factors. Internal factors include

character and attitudes, feelings, prejudices, ideals and hopes, talents and interests, motivation, or a person's point of view in addressing a thing or event. While external factors are related to the background of life in the family, especially in the socio-economic field, the level of knowledge and user needs, and especially the content watched [14]. Based on this explanation, we can conclude that internal factors and external factors have an important role in making a person's attitude or decision. When someone already has a bad prejudice against a TikTok content, the tendency for that content to have a negative impact. Vice versa, when someone has a positive point of view in responding to TikTok content even though the content contains negative things, that person will be more inclined to take lessons or the positive side.

In addition to the factors mentioned above, the impact of using TikTok is due to following trends. TikTok is not a new app. However, the rapid development of TikTok seems to have emerged as a popular culture or a new trend, especially among the younger generation, especially students. There are several factors that encourage TikTok to rise and become popular culture, including short videos that are published that are actual and factual, how to use it is quite simple, has sophisticated services, attractive application marketing, and usage among well-known celebrities has also driven the popularity of the application. TikTok [15].

### **3.2 The Impact of Using the TikTok Application on the Character Value of Yogyakarta State University Students**

The use of the TikTok application among students has increased rapidly. This of course has an impact on various things, especially with regard to the character values of students using the TikTok application. It is undeniable that in the use of social media, everyone has a different character [16]. However, the thing that needs attention is that the use of social media is more dominantly positive or negative.

Based on the results of the study, it was found that there were many positive benefits of using the TikTok application among Yogyakarta State University students. The use of TikTok can increase religious attitudes among students. In using the TikTok application, students often find stories or experiences that can be reflected or associated with religious life. There are also students who share verses in their holy books to encourage themselves or others.

The character of social care is also seen in the use of TikTok. In the era of the covid-19 pandemic, the TikTok application is used as a medium of socialization and media in delivering student assignments as TikTok content creators in publishing lecture assignments in the form of short videos. The TikTok application is used to create content that educates the public about the importance of health protocols, calls for a healthy lifestyle, and becomes a means to disseminate policies taken by the government in response to the ever changing COVID-19 case. It can be said that the TikTok application with a very large number of downloads, which is around 850 million downloads [17] is very appropriate to be used as a mass media at this time.

The use of the TikTok application enhances the character of students who are creative and full of curiosity. An interesting innovation for students when the TikTok application can be used as a learning medium. TikTok is very easy to find in students' daily lives, so it is not surprising that the TikTok application is a learning media that is educative,

creative, and according to students' tastes and the challenges of changing times. The use of the TikTok application as a learning media is quite effective because it meets the needs of students, encourages interest in learning, and is in accordance with the character of today's students who are in fact very closely related to the development of digital-based technology [18].

Students also use the TikTok application to make friends and establish communication with others. One example is TikTok being used as a personal branding medium [19]. The personal branding is done to attract the attention of other TikTok users and of course increase the number of likes and followers. In order to realize this personal branding, TikTok users can provide their own uniqueness or uniqueness to the uploaded TikTok content. These include using interesting captions, good quality lighting in taking photos or videos, using hashtags, good editing results, using appropriate filters, and of course content that is unique and attracts attention. Thus, TikTok app users have many colleagues and can easily collaborate with others.

The character aspect of appreciating achievement is also evident in the use of TikTok. Lots of content that contains achievements and achievements obtained by someone. One of the TikTok trends occurred when Greysia Poli and Apriyani Rahayu, the Indonesian women's doubles badminton team, won the gold medal at the Tokyo 2020 Olympics. Lots of TikTok content expresses appreciation and pride for the success of these two people.

The values of national spirit and love for the homeland are also interesting content in the TikTok application. This has even become a TikTok trend, especially during the commemoration of the 76th independence of the Republic of Indonesia. Many students as TikTok content creators make videos of Indonesia's diversity, describe the Indonesian archipelago, upload videos of independence day competitions, and even edit videos of independence day greetings as creatively as possible. This indirectly is a form of love and pride as part of the Indonesian state.

Love of peace and tolerance are interesting TikTok content to talk about. One example is the increased concern for others even though they are of different ethnicity, religion, or race. In addition, when there is a religious holiday, TikTok users of different beliefs will provide congratulatory videos. Not infrequently, there are students who upload videos of people working together in the spirit of unity and having high solidarity in the midst of Indonesian multiculturalism.

The TikTok app enhances reading habits. This is because TikTok users are often curious about the content contained in a video so that reading culture is indirectly embedded in the individual. TikTok application users are also more updated and faster in knowing the latest news or information from various fields that are currently being discussed.

Apart from the various benefits, the use of the TikTok application also has a negative side that users need to anticipate. One of them is the tendency to change behavior which ultimately affects the character of a person's personality and one of them has an impact on religious character. For example, there are so many videos on the TikTok application that show people in revealing clothes and displaying quite vulgar body gestures [4]. But on the other hand, humans tend to imitate what they see. Therefore, it is very vulnerable for students to imitate similar actions which are considered inappropriate and impolite by the community.

The character of TikTok users tends to be less disciplined. This is because a lot of time is spent surfing the internet and putting off work that could otherwise be done. Users of the TikTok application also admit that sometimes addiction occurs which causes increased laziness and decreased enthusiasm for doing tasks. This then also has an impact on tasks that are neglected and not completed optimally.

The TikTok application also has an impact on the value of one's hard work and responsibility. Many people spend time playing TikTok and are lazy to carry out responsibilities that have become obligations that must be done. One of them is the responsibility as a student in doing assignments that seem to be underestimated because they are considered to be able to be done at another time and opportunity. This correlates with a decrease in the level of discipline in a person due to TikTok addiction.

Another negative impact of using TikTok is reducing student interaction and social care with the surrounding environment. Students who are active users of the TikTok application often spend more time and surf on social media. This then causes an increase in individualism, indifference, and does not care about the surrounding environment so that interactions and communication that should be established in the real world are things that are often underestimated.

The positive use of the TikTok application does increase creativity and independence, but this has an impact on the value of the character of honesty. This is because in using TikTok someone often gives a good image in various ways and efforts. Not infrequently, narcissistic students choose to be stylish even with items that are not their own. TikTok content is also not uncommon to be a show off that cannot be verified.

The use of the TikTok application has a correlation with an increase in narcissism among students [19]. Based on the results of the study, it was found that with the increasing intensity of using TikTok, the level of student narcissism also increased. Vice versa, when the intensity of using TikTok is relatively low, the level of student narcissism is also low.

## 4 Conclusion

Based on the results of research and discussion, there are many impacts of using the TikTok application among students, especially Yogyakarta State University students. The factors that cause this is because students do social interaction. In addition, there are also driving factors such as internal and external factors. Internal factors include character and attitudes, feelings, prejudices, ideals and hopes, talents and interests, motivation, or a person's point of view in addressing a thing or event. While external factors relate to the background of life in the family, especially in the socio-economic field, the level of knowledge and user needs, and especially the content watched. The increasing popularity of TikTok and following trends are also factors that cause the impact of using TikTok.

The positive and negative impacts of using TikTok are quite diverse. The use of the TikTok application has positive benefits such as being socially caring, independent, creative, full of curiosity, appreciating achievements, increasing the spirit of nationalism and love for the homeland, being communicative, loving peace, and tolerance. However, there are some values that can be interpreted positively and negatively depending on the user. An example of the negative impact of using TikTok is reducing awareness

and interaction with the surrounding environment, causing a decrease in discipline, the spirit of hard work, the value of honesty, and responsibility, and can have an impact on religious attitudes because there is a lot of negative content uploaded on TikTok. In addition, the excessive use of TikTok has an impact on increasing student narcissism.

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