

An Overview of University Students' Behavior in Using Tiktok On Their Daily Life

Ferawaty Syam¹, Sri Fatta Meldawati²

¹Politeknik Negeri Media Kreatif, ferawati@polimedia.ac.id,

²STAI YAPNAS Jeneponto, melda.sifaai@gmail.com

Abstract

The main objective of this research is to explore the students' behavior in using TikTok on their daily life. This research employed descriptive survey with quantitative approach, the data were gained through online questionnaire which distributed to 26 students randomly. The data were analyzed using SPSS descriptive statistic to report the result of the survey. Based on the findings, it is reported that (1) the students is enjoying using TikTok, (2) most of the students at least using or opening the TikTok once a day (3) Entertainment video content become the most favorite content watched by the students,(4) the purpose for using TikTok is to entertain themselves, (5) there are no direct effect of using TikTok for their communication skill..

Keywords: *TikTok; Entertainment; Education; Students' behavior.*

INTRODUCTION

The role of internet has change the people's life in many sectors. People are tend to make interaction and communication through internet service. As the rapid spread of internet and technological development, internet has provide uncountable application to fulfill the needs of society. Tik tok as a new comers of those application has been given great effect for the whole them, it change a lot from entertainment application to the education, communication, even bargaining application. In a short definition, the Tiktok can be identified as a creative media for making, sharing, and watching the videos in various types. It is also become a great application for the people who want to promote content, products, and ideas. According Herlisya and Wiratno (2022) TikTok is an application which its main function is to make and share short videos. Additionally, Zuo (2019) states that TikTok is kind of a short video platform content which able the users to shoot, publish, and share their contents. Tiktak also can be defined as a live transmission video which has potential connection and share social realities (Zulli & Zulli, 2020). Hence, Tiktak is an video application which can allow the users to make and share the video to public using internet connection.

Several surveys that has been conducted by Pew Research Center in America has revealed that Tiktok has increased significant popularity in America and being the top of the social media used by the teenagers ages 13 to 17. 67% of the respondent has reported that they ever use Tiktok and 16% of them are using frequently. According to the We Are Social survey, America becomes the most Tiktok users that has 136,4 millions users and the second place is Indonesia that has 99,1 millions users. Surprisingly, the Tiktok user in Indonesia spend almost 23,1 hours per a day to access TikTok. Most of these users have purpose of using Tiktok to find entertaining video content while the others using this application to share their product, and few of them using Tiktok to purchase product.

With the popularity of Tiktok and the rapid technological development nowadays, Tiktok is frequently use by the students for many purposes. It includes for online learning, finding references, or entertainment purposes. A finding by [Afidah, Sari, and Hanifah \(2021\)](#) reports that the students are now boring learning through book and tend to like short video. It also reveals that they are having positive attitude toward using Tiktok as an instructional learning media. The survey result also showed that most of the TitTok users are teenagers which is automatically can be interpreted that most teenagers are using TikTok in their routine. Therefore, this research is try to explore the teenagers' behavior in using TikTok on their daily life. This research is expected to be valuable source of information on how the teenagers making interaction and its purpose on TikTok.

RESEARCH METHODS

The approach of this research is quantitative which employed descriptive survey. To gain the data, the researchers distributed online questionnaire to 26 students from university on various background. The questionnaire were concerning about the habit of using TikTok including the purpose and benefit of using TikTok daily. To analyze the data, this research used SPSS application to provide clear and convenient data. The data that displays in this research will be more on the statistic data with some short description followed.

RESULTS AND DISCUSSION

The TikTok is can be considered as a social media application which has main feature to create, share, and discover various videos. This application has several features that can be used for many purpose, they are using recording, music, editing, and showing emotions with filters and stickers. In Indonesia, Tiktok is nominated as the most popular and best application on Google, it is also categorized as the most entertaining application on mobile phone. Based on latest research it is reported that TikTok mostly used by children, teenagers,

or even adults for leisure time (Adrian, Luik, & Tjahjo, 2021; Bulele, 2020; Deriyanto & Qorib, 2018; Firamadhina & Krisnani, 2020; Utami, 2021). As this research is focusing on exploring the students behavior in using TikTok, the data of the research is described on the following table:

Table 1. Question 1

Do you enjoy using TikTok?	Result
Yes	80.77%
No	19.23%

The table question number 1 on the questionnaire concerns on the whether or not the students enjoy using TikTok. The objective of this question is to explore students' preferences on enjoying TikTok as a digital application. Based on the result which reported on the table 1 it shows that majority of the students enjoy TikTok with percentage of 80.77% state they enjoy TikTok while the rest of the respondents as 19.23% do not enjoy the TikTok.

The result from the question no 1 shows that the students are giving positive response for the TikTok on their daily life. This finding is similar with the research by Barta and Andalibi (2021) on their research entitled *Constructing Authenticity on TikTok: Social Norms and Social Support on the "Fun" Platform*. The research found that the TikTok can be fun for its user due to the presenting the online space for support of the society as well as the connection with other people, it is also including sharing the positive emotion among people on this platform. Another research by (Leyn, Wolf, Abbele, & Marez, 2021) also reports that TikTok is allowed the public to create network for the purpose of communication and pop culture, it is also reveals that TikTok is fun and enjoying because it provide the users with full of fun and astonishing video content. Moreover, there are also various reason why the people are enjoying TikTok, one of which is described by Yurliana (2022) who states that TikTok provides actualization boards for the youth to show self-expression, business, or endorse. Furthermore, another research also shows that TikTok is liked by most of the people including children for the entertainment (Agustyn, 2022). Hence, it is no doubt why the respondents give positive attitude towards TikTok, it is because TikTok can provide many benefits for its users including the self-expression media, business, or entertainment purpose.

Table 2. Question 2

How often do you open TikTok?	Result
Once a day	65,38%
Once a week	11,54%
Once a month	7,69 %
Never	15,38 %

The table 2 is the question which focusing on the frequency of students in opening TikTok. According to the result on the table it is reported that most of the students' open the TikTok application once a day (65,38%). Then followed by who open the application once a week (11,54%), and then followed by who open at only once a month (7.69%). The surprising fact according the data, there is amount of the students who never open the TikTok or never install this application (15,38%).

Based on the finding on the question no 2, it is clear that mostly the students open the TikTok once a day or everyday. This is a fact since another research found that mostly the users of TikTok access the TikTok at least more than three times a day with duration average more than one hour (Mumtaz & Saino, 2021). This indicates that opening the TikTok is a necessary for the users, since another research confirm that opening TikTok frequently is having relationship with the control of emotion (Sidauruk, 2022). In contradiction, there is also students who never open TikTok this indicates that some of them consider TikTok is not important. For this reason a research reports that even though some people state that it is essential to have TikTok some of them are also considered that TikTok is not very good for students' mental and personality (Rosdiana & Nurnazmi, 2021). Hence, it can be said that TikTok is frequently opened by the students once a day for daily usage.

Table 3. Question 3

What kind of video do you enjoy?	Result
Education	29,17%
Entertainment	33,33%
Product	8,33%
Fashion	8,33%
Others	20,83%

The table 3 is focusing on the kind of the video that mostly watch by the students which containing five possible answers, they are; education, entertainment, product, fashion, and others. The data informs that there is 29,17% of the respondents enjoy Education content on TikTok, 33,33% enjoys entertainment content, 8,33% enjoys product content, fashion 8,33%, and others as many as 20,83%.

Based on this result it is clear that most of the respondents choose education as a main reason for opening TikTok. It is no doubt since there are many scholars who have conducted that TikTok are beneficial for students in terms of getting information about education and learning materials through TikTok (Daniati, Darliana, & Alwina, 2022; Malimbe, Waani, & Suwu, 2021; Puspitasari, 2022). These research also exposed that it can bring positive impact for the students' knowledge as well as their emotional and mental health on using TikTok for educational purpose. Additionally, according to Gustika (2022) TikTok has the ability to fulfill the students' necessity of daily entertainment which provide preferred suitable video content for them, it is also accommodated for their need including information and education.

Table 4. Question 4

What are your purpose using TikTok?	Result
Entertainment	56%
To get knowledge	36%
For business	4%
Self-expression	0%
Making content	4%

The table 4 is questioning about what are the students' purpose in using TikTok. From the statistic result, it is clear that there are about 56% of the respondents who choose for entertainment purposes, 36% for education, 4% for business, 0% for self-expression, and 4% for making content. Based on this result it is obvious that entertainment has become the most purpose for using TikTok.

Using TikTok for entertainment purposes is not a new finding, several research has reported that most of the TikTok users are using this application for fun. A research from Mana (2021) found that most of the students are agree that TikTok is entertaining, good application, and has some benefits, not only for fun but also for education or support in the learning process. Additionally, Fanaqi (2021) state that TikTok is not only use for entertainment but also for it can be boost users' creativity. Hence, the TikTok is found as an entertaining social media that enjoyed by its users.

Table 5. Question 5

Does TikTok affect your communication skill?	Result
Yes, It is better	25,53%
No, It is worse	0%
Does not affect anything	76,47%

The last question is regarding on does the TikTok affect the students' communication skills. According to the data gained from respondents, it shows that the majority of the students state that TikTok does not affect anything on their communication skill (76,47%). Meanwhile, the rest of the respondents state that they have better communication skill by using TikTok daily (25,53%).

Based on this finding, it is understandable that most of the students do not feel any improvement during use the TikTok. This result is contrary with the findings by several research which state that TikTok has great influence on communication skill as well as its influence on communication expression (Marleni, Sari, & Hardi, 2021; Nurhasanah & Lestari, 2021; Pratama & Muchlis, 2020). However, there are about 25,53% of the respondents who agree that TikTok can provide better communication skill. So, the TikTok somehow can assist its user to have better communication skill but it also does not guarantee that by using TikTok regularly can make the users have better communication skills.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Concluding this section, the researchers can say that the students' is enjoying using TikTok daily. It is also reasonable that most of the students at least using or opening the TikTok once a day. Entertainment video content become the most favorite content watched by the students as well as the purpose for using TikTok is to entertain themselves. The students also argue that there are no direct effect of using TikTok for their communication skill

Suggestion

The researchers realize that this research does not involve large numbers of participants, therefore it is suggested for the further research to investigate deeply on the current topic with the larger number of participants.

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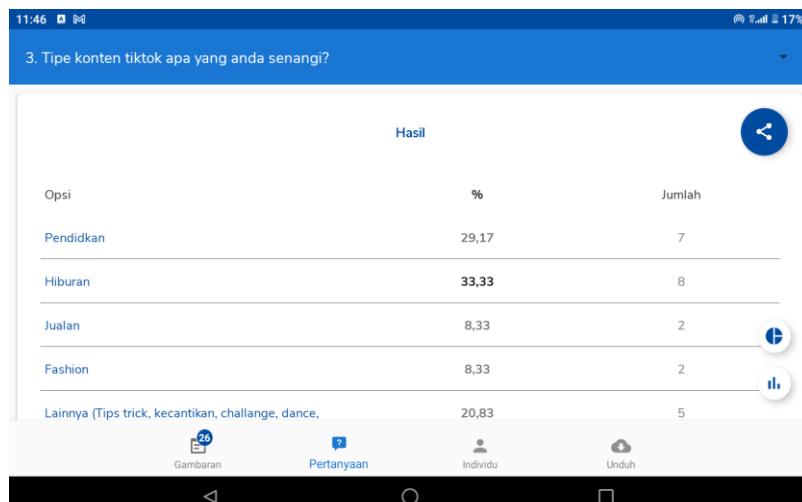
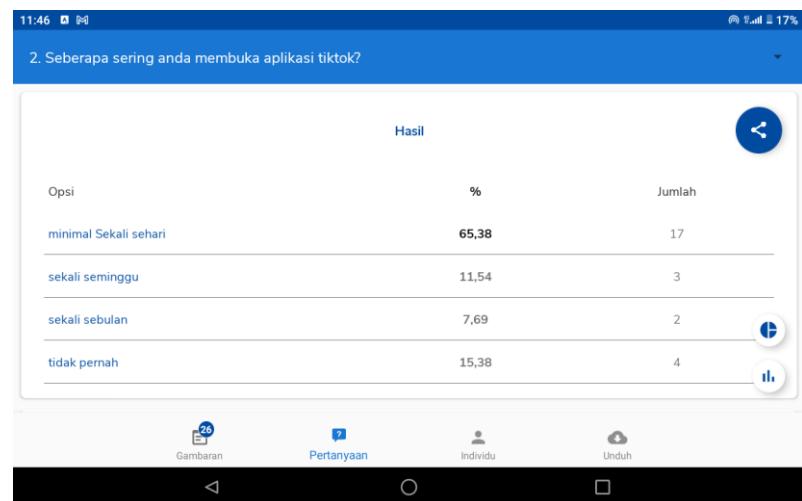
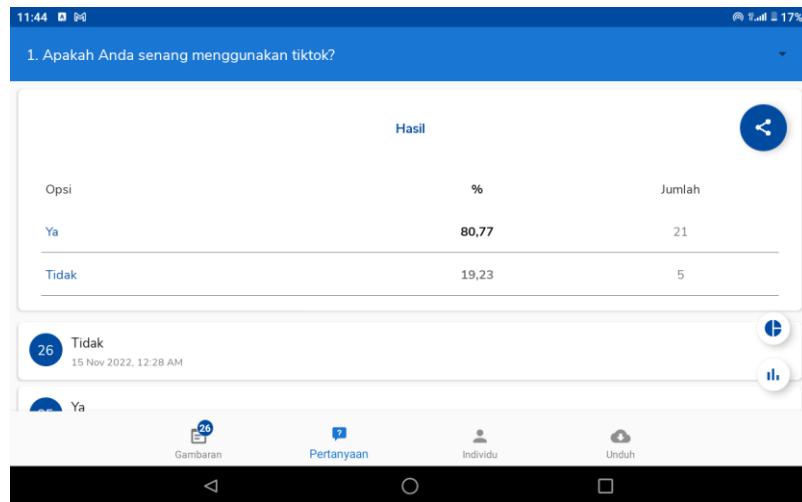
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APPENDIX - Survey report



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