LITERATURE STUDY: THE IMPACT OF THE USE OF TIK TOK APPLICATION ON EDUCATION IN INDONESIA

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ABSTRAK

Untuk meningkatkan pendidikan di Indonesia banyak jalan yang ditempuh mulai dari cara yang konvensional hingga berbasis digital. Hal baru yang ditemukan dalam era digital saat ini adalah aplikasi berupa tik tok. Penggunaan aplikasi ini berdampak besar tidak hanya dalam hal bermedia sosial tapi juga dalam hal pendidikan. Hal ini karena ada begitu banyak informasi yang diterima melalui tik tok, mulai dari hal-hal yang positif hingga membawa pengaruh yang negatif. Selain itu, informasi ini diterima oleh semua kalangan mulai dari anak kecil hingga dewasa. Oleh karena itu, pada penelitian ini menggunakan metode studi literatur yang bertujuan untuk melihat berbagai sudut pandang dalam melihat dampak yang diperoleh dari penggunaan aplikasi tik tok terhadap pendidikan khususnya di Indonesia. Hasilnya adalah dengan mengetahui dampak positif dan dampak negatif dari penggunaan tik tok ini maka akan membantu penggunanya untuk bijak dalam bermedia sosial dan menyebarkan informasi kepada publik. Sehingga penelitian ini sangat perlu untuk dilakukan karena dengannya mampu mengontrol masyarakat dari perilaku menyimpang dalam bermedia sosial dan dapat memberikan informasi yang bersifat mendidik kepada masyarakat.

Kata Kunci : Dampak Tik Tok, Media Sosial, Pendidikan Indonesia

ABSTRACT

To improve education in Indonesia, many paths are taken ranging from conventional to digital-based methods. A new thing found in today's digital era is an application in the form of tik tok. The use of this application has a big impact not only in terms of social media but also in terms of education. This is because there is so much information received through tik tok, ranging from positive things to bringing negative influences. In addition, this information is accepted by all circles ranging from young children to adults. Therefore, this study uses a literature study method that aims to see various points of view in seeing the impact obtained from the use of the tik tok application on education, especially in Indonesia. The result is that knowing the positive and negative impacts of using tik tok will help users to be wise in social media and disseminate information to the public. So this research is very necessary to be carried out because it is able to control the community from deviant behavior in social media and can provide educational information to the community.

Keywords : Impact of Tik Tok, Social Media, Indonesian Education

INTRODUCTION

Humans are currently in the era of globalization which is inseparable from the role of technology and depends on the internet (Mardiana, Aisyah, Hardini, & Riadi, 2021). In addition, the emergence of various smartphone brands that are increasingly sophisticated participate in facilitating the development of the digitalization era. So giving rise to various products resulting from the development of this technology, such as the emergence of various software applications providing various forms of video, one of which is the tik tok application (Bahri, Damayanti, Sirait, & Alfarisy, 2022). Previously, the TikTok application was banned in Indonesia and was even blocked by the KOMINFO (Ministry of Communication and Informatics) because it contained a lot of negative content (Ferniansyah, Nursanti, & Nayiroh , 2021). Until finally tiktok cooperated and improved the system. Then TikTok is acceptable and even the need for this tik tok application has also increased rapidly when the Covid-19 pandemic hit the world

(Jaelani, Fauzi, Aisah, & Zaqiyah, 2020).

TikTok is a software application that is currently being widely used by the public, especially in Indonesia. Recently tiktok can even beat some popular apps like facebook, WhatsApp, Youtube, and Instagram (Bulele & Wibowo, 2020). So because of its fame, even this application got the title as the best application in 2018 (Mufidah & Mufidah, 2021). The popularity of tik tok can even reach many circles, especially young people, the majority of whom are students. In addition to students who use Tik Tok as a learning medium, educators also participate in innovating to create and develop learning media through the TikTok application. This is considered to have more appeal because the tiktok application can be a digital learning space for students and educators due to the high level of visitors on this application (Pranoto & Agraini, 2021).

The tik tok application is not only used as a means in social media but also used as a learning medium in terms of education (Ayuningtyas, Cahyani, & Purabaya, 2022). This is

because Tik Tok is one of the platforms that provides interesting features in the form of videos with a short duration of around 15 seconds-10 minutes equipped with background music, filters, and funny stickers that can be edited on the application (Damayanti, Supriyanto, & Hartini, 2021). So that with these features, it makes other people interested in creating content that is shared on the Tik Tok application. The content can contain information and education that can help many users. To get educated in tiktok depends on what content is presented to tiktok users. Education in tiktok can be in the form of formal and informal education, be it about general knowledge, business, general facts, tips and tricks, foreign languages, to the latest developments in science and technology (Firamadhina & Krisnani).

There are many educational contents spread in the TikTok application, but not a few content that contains non-educational. The educational content in question is in the form of the use of the tik tok application to create learning media and is used as a learning space to share knowledge (Vidyana & Atnan, 2022). Examples of these educational content are like an account owned by a TikTok content creator and doctor, Farhan Zubedi, who often shares information about health with the public. There is also an account of Jerome Polin who usually shares tips on solving mathematical problems that educate students and many other content creators who are active in providing teaching and education to the community for free. While non-educational content can be in the form of online sales, promotional venues, and entertainment events. Examples of non-educational content such as Lazada, Tokopedia, or Shopee accounts because the focus of this account is online sales and marketing of products to the public.

There are TikTok content that is positively charged, some of which actually lead to something negative. From the large amount of TikTok content spread more or less has affected society, both in terms of lifestyle, and people's language culture. The more frequent access to tiktok videos indirectly will also affect a person's lifestyle. An example is imitating a hedonistic

lifestyle and making tiktok a means to show off wealth. This certainly leads to negative things so it needs to be avoided. In terms of language culture in the community environment will also be affected, people will find a lot of new languages or learn foreign languages with tiktok media (Andriyana, Iswatiningsih, Mahmud, Yulianti, & Trang , 2021). This can lead to positive or negative things depending on the context of the language used whether it is still in accordance with the norms, customs, and religions prevailing in society. So it is necessary to be careful in seeing the various content available on the TikTok application so as not to cause a negative impact from its use. In addition, this tiktok application can also be a place for yourself or anyone who wants to develop creativity and export their abilities (Fanaqi, 2021). Therefore, the use of this tik tok application can have a big impact, especially for students ranging from positive impacts to negative impacts. So it is necessary to know the impacts that will occur in using the TikTok application in order to be wiser in utilizing social media.

This research is important to do because it is to find out various opinions on the use of the TikTok application and the impact it causes, especially in the world of education. This research uses qualitative methods with data analysis techniques in the form of literature studies. The data collected is secondary data in the form of article studies that discuss the use of the TikTok application and the impact on education in Indonesia. After the data is collected, it is continued by grouping the data then analyzing and concluding the data based on the research reviewed (Rahardaya & Irwansyah, 2021).

DISCUSSION

A. Use of Tik Tok Application in Education

The growing use of TikTok, especially among millennials, has made it increasingly famous among other applications spread in the digital world. The tiktok app was previously only used as an entertainment platform for people who want to express themselves in cyberspace. But this thing is increasingly

experiencing development and even the use of tiktok is increasing. Currently, the TikTok application is not only used as entertainment but also as a means to sell, as a learning medium, and also as a medium for creativity.

The use of the TikTok application in Indonesia is a popular culture that is being used and can be accepted on the grounds that the content created is free as long as it does not contain negative elements that will endanger the Indonesian people. The content created is the work of the community. The content uploaded is a work of art according to the skills and skills that express tiktok users, and tiktok content can be created to educate and as a learning medium (Kusumawardhani & Sari, 2021).

Especially in the field of education, the TikTok application can be used in the learning process. An example of learning that uses the tiktok application is research that has been carried out by (Fatimah,

Hasanudin, & Amin, 2021) in her article entitled the use of the tiktok application as a learning medium to demonstrate drama texts. In his research, he explained how to create learning materials using the TikTok application and apply them to students. The result of this study is that the tiktok application can be used as a learning medium and get positive responses from students.

As for the research conducted by (Hasan, 2021) entitled the use of the tiktok application in Arabic language learning shows that tiktok can really be used for educational purposes. This can be seen from the results of his research which reviewed several TikTok accounts that share Arabic learning content so that it can be seen by the whole community as educational content. In his research, Hasan also explained the opinions of academic figures regarding the use of TikTok which can be used to provide positive content and as a

medium for delivering education to the public.

In other studies conducted by (Puspitasari, 2021) about the tiktok application as a distance learning medium in Indraprasta University students, PGRI obtained the results that the application can be used for online learning. This is because 82.37% of respondents have used the tiktok application in distance learning and 86.16% of respondents also accept tiktok because it is easy to learn in its use. Based on the explanation of several articles above, it can be seen that the use of the TikTok application can facilitate the learning process, and get a positive response for students, as well as help in providing educational content for the community.

B. Impact of Tik Tok Application on Education in Indonesia

The use of the tiktok application has a big influence on the lives of millennials and generation Z. So whether you realize it or not, this has had a big impact, both the positive impact and the negative impact caused by the use of the tiktok application. As for some of the impacts of using the tiktok application obtained from several articles listed in table 1 belowed.

Tabel 1. Impact of Using Tiktok App on Education in Indonesia

Researcher's Name and Year of Publication	Article		
	Research Title	Research Results	
		Positive Impact	Negative Impact
(Rosdiana & Nurnazmi, 2021)	Dampak Aplikasi Tiktok Dalam Proses Sosial Di Kalangan Remaja	Increase the confidence of tiktok users, as a medium of entertainer, and quickly know	Making teenagers unfocused to learn because they are thirsty for content, and

	Kelurahan Rabadompu Timur Kecamatan Raba Kota Bima	the latest trend picture.	excessive in exploring themselves.
(Malimbe, Waani, & Suwu, 2021)	Dampak Penggunaan Aplikasi Online Tiktok (Douyin) Terhadap Minat Belajar di Kalangan Mahasiswa Sosiologi Fakultas Ilmu Sosial Dan Politik Universitas Sam Ratulangi Manado	As an entertainment medium in the midst of free time and obtaining the latest news containing information through videos in the TikTok application.	Dereliction of responsibility for overuse of entertainment media and neglect of personal health. Be exposed to negative content such as pornography, hate speech, and others.
(Madhani, Sari, & Shaleh, 2021)	Dampak Penggunaan Media Sosial Tiktok Terhadap Perilaku Islami Mahasiswa Di Yogyakarta	As a reminder in the content of proselytizing, and a place to do business.	Neglect of productive time, and there is no age limit in accessing the tiktok application.
(Asdiniah & Lestari, 2021)	Pengaruh Media Sosial Tiktok terhadap Perkembangan Prestasi Belajar	Ease for students to gain knowledge, and discover new things.	Socializing in real life becomes less, learning capacity

	Anak Sekolah Dasar		decreases, gives rise to apathy.
(Ramdani, Hadiapurwa, & Nugraha, 2021)	Potensi Pemanfaatan Media Sosial Tiktok Sebagai Media Pembelajaran Dalam Pembelajaran Daring	Helping learners and educators to be creative in creating effective and efficient learning media	Causes an opium effect in playing TikTok and can interfere with learning processes which then affect academic learning achievement.
(Siahaan, Laia, & Adrian , 2022)	Studi Literatur: Media Sosial "Tiktok" Dan Pembentukan Karakter Remaja	Can cultivate positive characters in adolescent life such as being creative and also cheerful.	Can form a negative character into a lazy, extravagant, and dishonest person.
(Damayanti & Gemiharto , 2019)	Kajian Dampak Negatif Aplikasi Berbagi Video Bagi Anak-Anak Di Bawah Umur Di Indonesia	Displaying the talents and expertise of TikTok users, as a means of education with various tutorials, it is even able to become a source of income.	It is not friendly to be seen by children who are still underage because there is no age limit in accessing the tiktok application which can contain violent content, immoral acts

			and even pornography.
(Ghaisani, 2021)	Pengaruh Penggunaan Media Sosial Tik Tok Terhadap Perilaku Keagamaan Remaja Di Kecamatan Blangkejeren	Many of the teenagers who use TikTok reasoned as an entertainment medium that can hone their skills and as a place to express themselves.	Teenagers tend to imitate new things that lean in a negative direction such as causing declining religious attitudes, saying rude words, and bad attitudes.
(Syamsudin & Sukmawati, 2021)	Pengaruh Aplikasi Tik Tok Terhadap Hubungan Sosial Masyarakat Indonesia disaat Pandemi Covid-19 (*Literature Review*)	It becomes a learning material because it contains interesting educational content and does not make you bored quickly. Able to relieve stress, generate enthusiasm and confidence to appear in front of the public, increase popularity and attract the attention of	Disrupting time management, easily causing hoax news, as a medium for self-existence, and causing bullying and sarcasm behavior to others.

		other users in the TikTok application.	

In the research (Mudrikah, et al., 2021) explained about several junior high school students who gave positive responses regarding the use of the TikTok application. According to the junior high school students, the tiktok application is considered to be able to have a positive impact. Besides students who are also very familiar with the tiktok application, Mostly they also download and use the tiktok application. The reason why the students say that the TikTok application has a positive impact is because this application is able to provide entertainment, build friendship relationships, build popularity, and add information to its users. The students also claimed to have seen educational content related to science learning, and felt happy and motivated by the content. The reason is because the educational content is presented attractively, concisely, concisely, and clearly, making it possible for students to understand the learning material. Based on the results of the response that explained the positive impact of using the TikTok application to students, there were some students who opposed or disagreed with the statement that the tiktok application had a positive influence. As many as 7.9% of students reasoned that the tiktok application contains vulgar content, 15.8% of students also think that tiktok applications only make time to study wasted. Students also think that the tiktok application can make them lazy, and less socialize with the surrounding environment, and some students disagree with the tiktok application also judge that the application cannot provide benefits for them.

Based on the results of several studies above, it is known that the use of TikTok has a big impact on education in Indonesia. Starting from how to learn, the learning media used, the learning process, the learning system to have an impact on student behavior that is dominated by adolescents. The impacts caused are also diverse, there is the use of the tiktok application which leads to positive things, there is also the use of tiktok which leads to negative things. This depends on each individual in managing themselves to be wise in social media and make the best use of technology for positive things and it would be better if they were able to educate the public. If tiktok content is filled with educational content that is educational and contains useful knowledge, it will be able to improve the quality of education in Indonesia for the better. However, if tiktok content that contains a lot of negative elements and tends to carry negative behavior is allowed to

be spread, this will affect the education of the nation's character, especially for students who are declining. Therefore, it is necessary to take precautions and control over destructive content on the TikTok application so that people avoid deviant behavior and damage the personality and character of the nation.

CONCLUSION

Based on various points of view from several articles studied, it can be concluded that the use of TikTok is considered to provide benefits in the development of education in Indonesia, especially in creating a digital era learning situation that facilitates the learning process. But in its use, it is inseparable from the positive and negative impacts that arise, so it is necessary to have accuracy and caution in seeing TikTok content and depending on what content is searched by its users. By knowing the various positive impacts and negative impacts of all public opinion, it is hoped that it can help TikTok users to be wiser in social media and increase the number of educational content to the public.

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