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The Influence of Tiktok Social Media on the Learning Achievement of Paguntaka Yogyakarta Dormitory Students

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ABSTRACT

Keywords
Negative influence
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Frequency of using Tiktok
TikTok
Online gambling ads

This study aims to investigate the relationship between TikTok usage and college students' learning achievement. In this study, the three independent variables observed were the amount of time spent using TikTok, learning achievement achieved, and Online gambling Ads. Data was collected through questionnaires distributed to students at Paguntaka Dormitory Yogyakarta. The results of the analysis showed that all independent variables had a negative mean, signifying a negative influence between TikTok usage and learning achievement. Thus, these findings support the hypothesis that TikTok use negatively affects students' learning achievement. The analysis of the discussion was conducted using Denis McQuail's mass communication theory, which highlights the role of the media as a socialization agent that influences individual behavior and perceptions. The implication of this study is the need for awareness and wise management of the use of social media, especially TikTok, so as not to interfere with the achievement of educational goals and personal development of students. Further research could explore other factors that influence the relationship between TikTok use and learning achievement, as well as strategies to reduce its negative impact.

1. Introduction

In the current era of globalization, the development of information and communication technology is very rapid (Wiryany et al., 2022). Many things that were previously difficult to access are now easily accessible, one of which is information. But on the other hand, technological developments also bring changes in cultural patterns, ethics, and community norms. Information that is easily obtained through social media must be filtered so as not to be easily influenced by fake news or information.

One of the popular social media that many people use today is TikTok. This application was first launched in 2016 by the Chinese company ByteDance (Alizen et al., 2023). TikTok allows users to create and share short videos set to music or sound. TikTok's popularity quickly spread throughout the world including Indonesia. In Indonesia alone, TikTok began to gain popularity in 2018-2019, especially among the younger generation. The ease of use, content creativity, and interesting trends helped TikTok grow rapidly in Indonesia.

Initially TikTok attracted attention because of its creative content and music (Martini & Dewi, 2021). Support for local content, collaboration with celebrities, and the ability to adapt to Indonesian culture also played a role in TikTok's growth. The majority of TikTok users in Indonesia are from generation Y (millennials) and Z (under millennials) aged 14-24. Although initially known as an entertainment platform, some people have begun to utilize TikTok as a learning medium through creative educational content, tutorials, educational challenges, discussions, and material summaries.

But despite its positive potential, overuse of TikTok can also have negative impacts on mental health, dependence, privacy, productivity, and abuse. Some of the issues to consider are mental disorders due to the pressure to create interesting and popular content, procrastination from tasks, potential leakage of personal data, irresponsible dissemination of information, and disrupting focus

and concentration on learning. Therefore, the use of TikTok as a learning media needs to be monitored so as not to cause negative impacts (Madhani et al., 2021).

Researchers are interested in studying TikTok and student learning achievement at Paguntaka Yogyakarta Dormitory. This dormitory is provided by the Tarakan City Government for students from Tarakan who study at various universities in Yogyakarta. The researcher also lives in this dormitory, making it easier for him to conduct research. Many students in the dormitory often use social media, including TikTok, but it is not yet clear what impact it has on learning interest and achievement. The researcher was then curious to find out the effect of using TikTok.

To support his research, a literature review was conducted first related to previous relevant research and supporting theories. Some of the studies reviewed include:

Research by Rani Anggraini and Aprido Tasa Ubidia (2022) examines the relationship between the use of TikTok social media and student interest in learning at several universities in Bengkulu. The results show that there is a positive relationship between the use of TikTok and student interest in learning because it can reduce academic stress.

Andini Pramitha Rifa's research (2023) examined the effect of Ruangguru's TikTok official account content on followers' learning achievement. It was found that TikTok @Ruangguru content influenced learning achievement by 34.4%, the rest was influenced by other factors. This shows the potential of TikTok as a learning medium. Nurjalia's research (2018) examines the effect of social media on student academic achievement with the results of social media use having a significant effect on improving achievement.

In its theoretical framework, this research uses Mass Communication Theory because TikTok is one of the mass communication media. This theory explains the process of disseminating information widely through various media to heterogeneous audiences. In addition, this research also refers to Uses and Gratification Theory which explains how active media users choose and use media to satisfy their needs (Karunia H et al., 2021).

Based on the background and literature review above, the formulation of this research problem is: "How does the use of TikTok social media affect the interest and learning achievement of students at Paguntaka Dormitory Yogyakarta?"

The purpose of this study is to determine the effect of using TikTok social media on the interest and learning achievement of students at Paguntaka Dormitory Yogyakarta. It is hoped that the results of this study can add insight into the impact of using TikTok and become a reference for further research.

2. Method

In this study, the object is the influence of Tiktok social media on the influence of student achievement. The researcher tries to find the influence of Tiktok social media by using quantitative methods, and data collection techniques using the Likert scale questionnaire method.

Research using a quantitative approach refers to research that has met scientific standards, namely concrete / empirical, objective, measurable, rational, and systematic. Quantitative methods are also known as discovery methods, because through this approach, new knowledge can be discovered and developed based on research data in the form of numbers and statistical analysis (Jannah, 2016).

Basically, the purpose of research is to solve problems. Problems arise as a mismatch between what should happen and reality. Quantitative research begins with a preliminary study of the object of research to identify problems through empirical data.

The research location to be used is Paguntaka Dormitory Yogyakarta. This dormitory was chosen because it is where the researcher lives and there are many students from various universities in Yogyakarta so that it is expected to represent the research population. The research time taken is from April 2024 to be able to collect data at any time. The research population is all students who live in the Paguntaka Yogyakarta dormitory as many as 21 people.

3. Result and Discussion

The results showed that there is a negative effect of TikTok usage intensity on student interest in learning. The more time spent using this application, the more the interest in learning decreases. This is because TikTok provides entertainment that distracts the focus of learning. Additional time wasted watching videos will only harm students' academic achievement.

When analyzed further, there is also a negative influence between interest in learning and learning achievement. The lower the interest in learning, the impact on academic achievement. Students who have no interest in learning tend to be less serious in doing coursework and exams, so their performance decreases.

Based on these results, it can be concluded that the intensity of using TikTok social media significantly negatively affects student learning achievement in Paguntaka Yogyakarta Dormitory, through the influence on decreased interest in learning. Therefore, the use of TikTok needs to be controlled so as not to be excessive and divert the focus of student education. For this reason, socialization regarding the healthy use of TikTok can prevent its negative impact on academic achievement.

3.1. Presenting the Results

Through this table, details can be seen that show the mean, the serial number of the question, and what variable the question is aimed at. It can be seen that out of a total of 20 questions, only 2 questions have a positive mean, which means that the influence of tiktok on learning achievement is a negative influence.

Item	Mean	Variance	Std. Dev.	No.	Left	Right	Scale
1	-2,0	0,9	1,0	21	Yes	No	Intensity of using TikTok
2	-1,8	0,5	0,7	21	Always	Not often	Intensity of using TikTok
3	-1,7	0,7	0,8	21	<15 minutes	>2 hours	Intensity of using TikTok
4	-2,2	0,8	0,9	21	Yes	No	Intensity of using TikTok
5	-1,7	0,9	1,0	21	More Focused	Harder to focus	Intensity of using TikTok
6	-1,8	0,8	0,9	21	<10 videos	>100 videos	Intensity of using TikTok
7	-1,6	1,2	1,1	21	Several times a day	Almost never	Intensity of using TikTok
8	2,4	0,7	0,9	21	Never	Ever	The impact of online gambling in every day life
9	-2,3	0,9	1,0	21	Yes	No	The impact of online gambling in every day life
10	-2,0	1,1	1,0	21	Not tempted	Tempted	The impact of online gambling in every day life
11	-2,1	1,1	1,0	21	Yes	No	The impact of online gambling in every day life
12	-2,4	0,8	0,9	21	Yes	No	The impact of online gambling in every day life
13	-1,8	1,4	1,2	21	Agree	Disagree	The impact of online gambling in every day life
14	-1,5	0,8	0,9	21	Very dissastified	Satissfied	GPA
15	-2,2	1,0	1,0	21	Yes	No	GPA
16	-1,9	1,3	1,1	21	Yes	No	GPA
17	-1,8	1,1	1,0	21	Very less	Very much	GPA
18	-2,2	0,8	0,9	21	Yes	No	GPA
19	-1,6	2,2	1,5	21	Very unmotivated	Highly motivated	GPA
20	2,2	1,0	1,0	21	Yes	No	GPA

Figure 1. Data Source by researcher

(1) Of the 7 questions given to respondents, all resulted in a mean with a negative impact. This shows that all the questions given show a negative influence on the intensity of using tiktok on learning achievement.
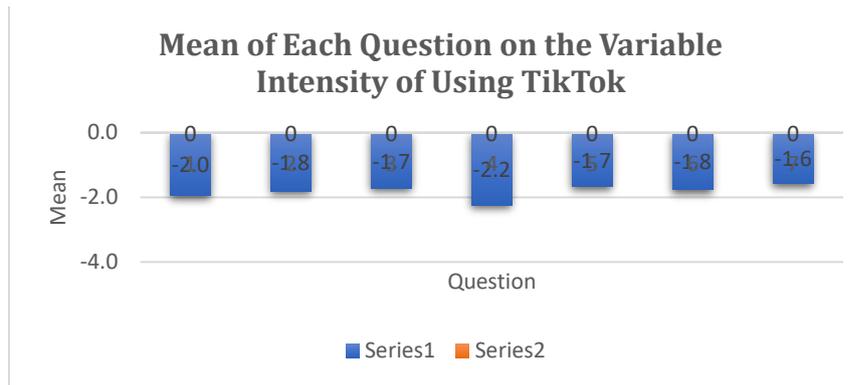
Figure 2. Data Source by researcher

Based on the 6 questions given to respondents, only 1 received a positive mean. This shows that online gambling has a negative influence on learning achievement even though access to online gambling has been restricted.
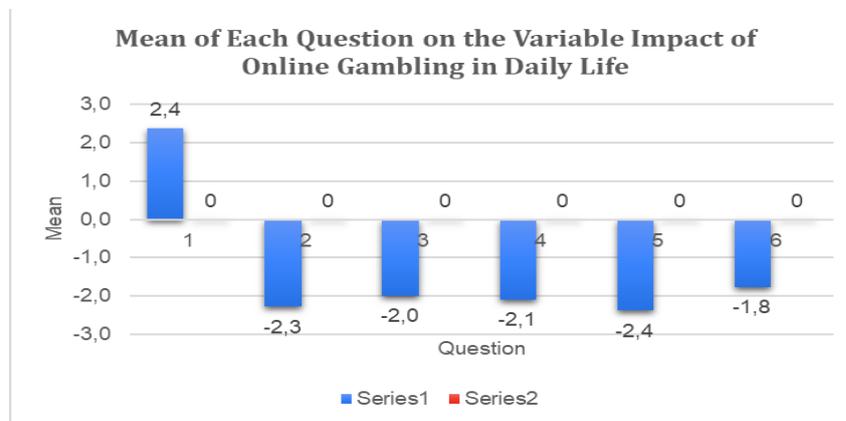

Figure 3. Data Source by researcher

Based on the graph above, of the 7 questions given to respondents, only 1 is positive. This shows that the GPA of the respondents has a negative influence as a result of using Tiktok.
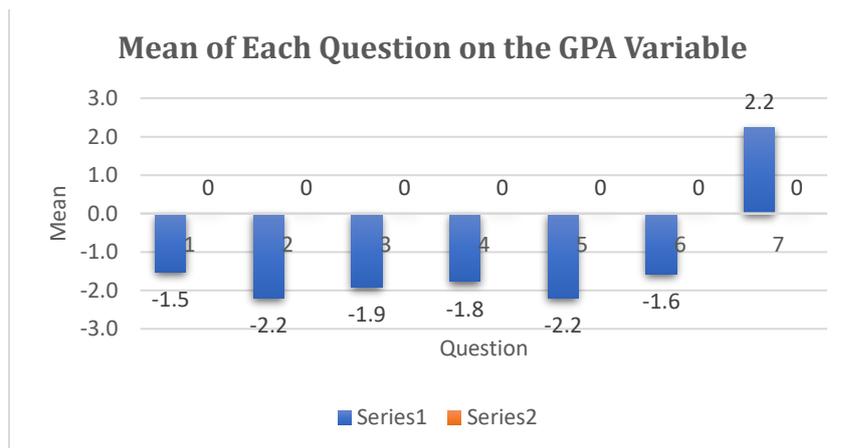

Figure 4. Data Source by researcher

The graph shows the mean of the three independent variables studied by the researcher. The results show that all the variables studied have a negative mean, which means that there is an influence between the use of tiktok on learning achievement, and in this case the influence is negative.
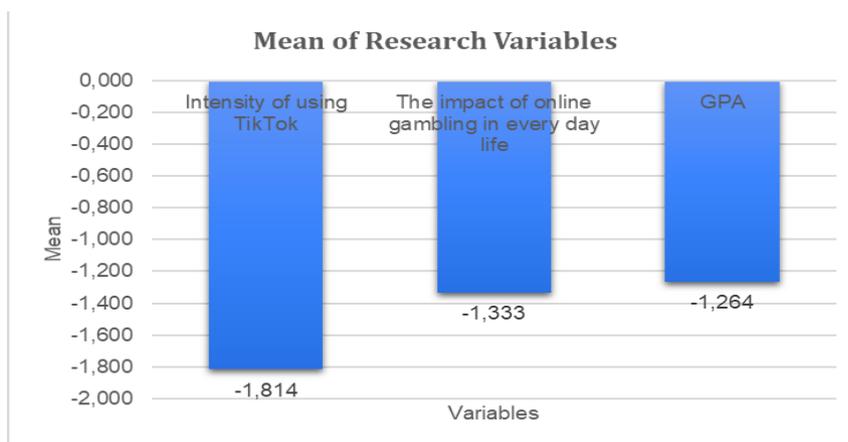
Figure 5. Data Source by researcher

3.2. Discussion

Table 1: The survey conducted on 21 respondents revealed that out of 20 questions asked, only two showed a positive mean. This shows that the impact of using TikTok on the academic performance of students in Paguntaka Dormitory Yogyakarta tends to be negative. Using Denis McQuail's mass communication theory, we can understand more about this phenomenon. McQuail explains that mass media, such as TikTok, has a significant influence on individuals and society. TikTok, as the dominant social media, provides easy access to diverse, but not always educative content. This can steer users, especially the younger generation, towards entertainment that detracts their time and attention from productive academic activities.

According to McQuail's theory, mass media has the power to shape public perception and behavior through processes called "agenda-setting" and "framing". TikTok can create new trends and norms that encourage its users to focus more on entertainment content than learning. The high variance and standard deviation in the survey indicate significant differences in how respondents respond to the influence of TikTok and online gambling, suggesting that not all individuals are uniformly affected. However, in general, social media such as TikTok is able to distract and reduce interest in learning, in accordance with McQuail's principle that the media has the power to direct public attention to certain issues, often at the expense of attention to other more important matters, such as education.

Table 2: The results of the survey of 21 respondents show that of the 7 questions given, all of them produce a mean that has a negative impact. This indicates that the intensity of TikTok usage has a significant negative influence on student learning achievement in Paguntaka Dormitory Yogyakarta. Using Denis McQuail's mass communication theory, we can understand how social media such as TikTok affects individual behavior and academic performance. McQuail explains that mass media has the ability to set agendas and frame realities that influence public perception and behavior. TikTok, as a highly popular social media platform, provides a wide array of content that is often more entertaining than educative. This may cause users, especially university students, to spend a lot of time on content that does not support their academic development.

According to McQuail, mass media can divert public attention from important issues by emphasizing other issues that may be less relevant. In this context, TikTok serves as a significant distraction, diverting college students' attention from learning activities that should be their priority. Excessive use of TikTok can lead to decreased focus, disruption of study time, and ultimately adversely affect academic performance. The high variance and standard deviation in this survey also suggests that despite differences in user responses, the overall negative impact remains dominant. This is consistent with McQuail's principle that mass media can direct public attention to certain issues, in this case entertainment content on TikTok, often at the expense of attention to more important matters such as education. Therefore, the results of this survey emphasize the importance of managing time and social media usage wisely to avoid negative impacts on academic performance.

Table 3: The results of the survey of 21 respondents show that of the 6 questions asked about the impact of online gambling, only one question received a positive mean, while the rest showed a negative mean. This indicates that online gambling has a significant negative influence on the learning achievement of students in Paguntaka Dormitory Yogyakarta. Using Denis McQuail's mass communication theory, we can analyze how information about online gambling can still influence individual behavior even though access to it has been restricted.

McQuail explains that mass media has the power to set agendas and frame realities that influence public perceptions and actions. Despite efforts to restrict access to online gambling-related content, the framing and agenda-setting effects of the media can still play an important role. Information about online gambling that appears on social media or other platforms can attract students' attention and influence them to try the activity.

McQuail's theory also highlights how mass media can influence social norms and behavior through the process of social learning. Exposure to online gambling promotions, even if limited, can create the perception that the activity is more socially acceptable or less risky than it actually is. As a result, university students may be more susceptible to the temptation to gamble, which in turn disrupts their study time and concentration, adversely affecting academic performance.

The high variance and standard deviation in this survey suggests that although there are differences in how college students respond to exposure to online gambling, the overall negative impact remains dominant. This is in line with McQuail's principle that mass media can direct public attention to certain issues, which in this case is online gambling, even if access has been restricted. Therefore, the results of this survey confirm the importance of stricter monitoring and education regarding the dangers of online gambling to minimize its negative impact on student learning achievement.

Table 4: Based on the graph showing that only one of the seven questions has a positive value, it can be concluded that the use of TikTok has a negative influence on the respondents' Grade Point Average (GPA). This analysis is consistent with Denis McQuail's mass communication theory, particularly in the context of media and social influence. This theory highlights the role of media in shaping individual perceptions and behaviors and its impact on society as a whole. The use of TikTok, as a social media that focuses on short and often entertainment content, might distract attention and time that should be used for studying or other productive activities. This may result in a decrease in academic productivity and, ultimately, a negative impact on GPA. Moreover, in the context of McQuail's theory, factors such as behavioral models, social norms, and peer influence may also play a role in explaining the relationship between TikTok use and low academic performance. Therefore, it is important for individuals and society to critically understand the influence of social media such as TikTok and consider ways to manage its use so that it does not interfere with achieving academic and productivity goals.

Table 5: The results show that all independent variables have a negative mean, indicating that the use of TikTok has a negative impact on learning achievement. Within the framework of Denis McQuail's mass communication theory, this phenomenon can be explained through the concept of media as a socialization agent that influences individual behavior and perceptions. TikTok, as a social media that attracts attention with short and often entertainment content, can divert focus and time that should be used for learning activities. McQuail's theory emphasizes that media has the power to shape social norms, values, and behaviors, which in turn can affect individual learning achievement. In addition, social interactions through social media can also strengthen TikTok's negative influence on learning achievement, as social norms and peer expectations are often reflected in the use of these media. Therefore, in the context of McQuail's theory, it is important to pay attention to how media use, including TikTok, can shape perceptions and behaviors that ultimately affect learning achievement. This emphasizes the need for awareness and wise management of social media consumption so that it does not interfere with achieving educational goals and personal development.

4. Conclusion

The results showed that there is a negative effect of TikTok usage intensity on student interest in learning. The more time spent using this application, the more the interest in learning decreases. This is because TikTok provides entertainment that distracts the focus of learning. Additional time wasted

watching videos will only harm students' academic achievement. When analyzed further, there is also a negative influence between interest in learning and learning achievement. The lower the interest in learning, the impact on academic achievement. Students who have no interest in learning tend to be less serious in doing coursework and exams, so their performance decreases.

Based on these results, it can be concluded that the intensity of using TikTok social media significantly negatively affects student learning achievement in Paguntaka Yogyakarta Dormitory, through the influence on decreased interest in learning. Therefore, the use of TikTok needs to be controlled so as not to be excessive and divert the focus of student education. For this reason, socialization regarding the healthy use of TikTok can prevent its negative impact on academic achievement.

5. Acknowledgement

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