



TIKTOK SOCIAL MEDIA AND THE MORALS OF CLASS XII STUDENTS IN SOPPENG 7 PUBLIC HIGH SCHOOL

*MEDIA SOSIAL TIKTOK DAN MORAL SISWA KELAS XII
DI SMA NEGERI 7 SOPPENG*

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ABSTRACT

This study aims to explore the impact of TikTok social media use on the morals of class XII students at SMA Negeri 7 Soppeng. This study examines the experience of using TikTok, the new habits that emerge, and the influence on the morals of students. The research used qualitative methods with a sociological and pedagogical approach, involving students, homeroom teachers, and counseling teachers as data sources, which were obtained through observation, interviews, and documentation. Data were analyzed through a process of reduction, presentation, and conclusion drawing, with validity testing through extended observation, in-depth observation, and triangulation of techniques. The results showed that the use of TikTok became part of students' daily lives, producing new habits and having positive and negative impacts on their morals. Negative impacts are more prominent, including time neglect, laziness, access to inappropriate content, and the use of disrespectful language. This research is expected to increase learners' awareness, the role of guidance from teachers, and support the development of character education programs related to social media use in schools.

Keywords: Social Media, TikTok, Morals, Students.

ABSTRAK

Penelitian ini bertujuan untuk mengeksplorasi dampak penggunaan media sosial TikTok terhadap akhlak peserta didik kelas XII di SMA Negeri 7 Soppeng. Studi ini meneliti pengalaman penggunaan TikTok, kebiasaan baru yang muncul, serta pengaruhnya pada akhlak peserta didik. Penelitian menggunakan metode kualitatif

dengan pendekatan sosiologis dan pedagogis, melibatkan peserta didik, wali kelas, dan guru BK sebagai sumber data, yang diperoleh melalui observasi, wawancara, dan dokumentasi. Data dianalisis melalui proses reduksi, penyajian, dan penarikan kesimpulan, dengan uji keabsahan melalui perpanjangan pengamatan, observasi mendalam, dan triangulasi teknik. Hasil penelitian menunjukkan bahwa penggunaan TikTok menjadi bagian dari keseharian peserta didik, menghasilkan kebiasaan baru dan memberikan dampak positif serta negatif pada akhlak mereka. Dampak negatif lebih menonjol, termasuk pengabaian waktu, kemalasan, akses ke konten yang tidak sesuai, dan penggunaan bahasa tidak santun. Penelitian ini diharapkan meningkatkan kesadaran peserta didik, peran bimbingan dari guru, serta mendukung pengembangan program pendidikan karakter yang terkait dengan penggunaan media sosial di sekolah.

Kata-kata kunci: Media Sosial, Tiktok, Akhlak, Peserta Didik.

A. INTRODUCTION

The development of communication media in the current technological era has grown rapidly. The variety of media facilitates the process of exchanging information so that it is easily obtained, and communication activities become more efficient and effective. In the modern era, the internet has become part of human life. With the internet humans get all the information easily. The convenience provided makes the internet a daily human need that cannot be separated from life today (Susilowati, 2018). The internet is a network that connects every computer in the world and forms a virtual community known as a global village. The internet as a technology product that is utilized as a form of information and communication media that gives rise to a type of social interaction that gives birth to social media networking sites (Intan Yanuarita and Wiranto, 2018).

It is known that before the emergence and popularity of social media, most people communicated by texting or telephoning. However, now with social media, people tend to communicate with chat services or send messages with available application services. Social Media For Government, states that in simple terms, social media is an easy-to-use internet-based platform that allows users to create a variety of content (information, opinions, interests) in diverse contexts to a wider audience (Directorate General of Public Information and Communication).

The era of technological advances has stolen the attention of many adolescents to struggle with the modernization of relationships. Not only does it need to provide examples of behavior, but guidance and supervision of children and adolescents in using technological facilities is a warning for every parent and educator in filtering information that will be digested by adolescents (Muchlisa, 2014). Seeing the rapid development of Science and Technology

(IPTEK), the speed and freedom of access to unlimited information in the era of globalization is worried that it can cause a shift in moral values that should be embedded in the soul of the nation's children (Muhsyanur et al., 2021).

Akhlak is a form of human behavior in the form of words, actions, and traits that are displayed by a person consciously. Human traits that humans carry from birth are embedded in their souls and always exist in humans. This nature can be in the form of good deeds called noble morals and bad deeds called despicable morals (Dini Hariani and Ending Baharuddin, 2019). Loading Suhayib's opinion that, Imam al Ghazali said that character is a trait embedded in the soul that causes various kinds of actions easily and easily without requiring consideration of thought (Suhayyib, 2016). The formation of learner morals has factors that influence it, namely internal factors and external factors, internal factors come from within the learner, such as archetype, and innate from birth. While external factors come from outside the learner's personality, such as the family environment, society, association, and education.

Currently, it cannot be denied that there is moral degradation among students. Indicators that show the symptoms of moral degradation of students can be seen from the manners of students who are now starting to fade, including seen from the way they talk to each other. Their behavior towards teachers and parents, both at school and in the community, dirty words that should not be spoken are often uttered. A friendly and respectful attitude towards teachers has become something that is difficult to find and the language that students often use is often far from the order of ethical values. One of the factors that influence this is external factors from the world of technology, namely social media (Nanda Anggun Prichelia, 2017).

In relation to morals, social media can have both positive and negative effects, which depend on how it is used. Social media is positive as long as what is consumed is good. For those who have knowledge, social media is considered a means of obtaining educational information. Social media is also a place to learn to adapt, socialize and facilitate teaching and learning activities, especially in the pandemic era some time ago (Nisa Khairuni, 2021).

Tiktok app is a Chinese social network and music video platform launched in September 2016 by Zhang Yiming. This application is used by users to upload their videos which are then shared with other Tiktok app users. This application is a music application that is used by lip-syncing and has unique and interesting special

effects and has a lot of music support so that users can perform with a variety of styles or dances. In addition, the Tiktok application can provide users to be able to use backsound music from various famous artists with various categories and other special effects that are used instantly so that they can make the video interesting and have a song that is tailored to the situation in the video (Ayu Elfira, 2022). The attractiveness of Tiktok in entertaining its users, makes students able to spend hours just watching or making videos on the Tiktok application. From using Tiktok so far, without realizing it, it has slowly changed the moral patterns of students (Erya Fahra Sabila, 2022).

The number of Tiktok trends that students often do in the school environment, such as using slang that has a meaning that is actually inappropriate to say and making Tiktok dance videos that show aurat for women who should not be shown. This is done to gain virtual popularity.

When researchers went to SMA Negeri 7 Soppeng, researchers found that there were still students who did not reflect noble morals. such as there were students who lacked discipline, manners towards teachers who began to be ignored, and bad behavior such as, mocking, saying dirty words with friends. When conducting pre-research at the school, researchers observed the negative behavior shown by some students when performing congregational dhuhur prayers where some students were still busy with their own activities and made noise next to the congregation who were praying. This shows the existence of bad behavior. During learning, before learning, cellphones must be collected first but if not reminded, many of them lack the initiative to collect them and in the end in learning many students are busy playing social media during the lesson.

B. LITERATURE REVIEW

Tiktok Social Media

Social media is very familiar to the people of Indonesia, both in cities and villages are familiar with the term. even social media has become the consumption of many people in today's digital era. The term social media is divided into 2 words, namely, "media" and "social". The word "media" means tool (means) or medium. According to KBBI, the word "social" is related to society in terms of communication. According to Antony Mayfield, social media is a medium that makes it easy for users to participate, share and create roles in various social media (Norita Lumatahunisa, 2020).

This Tiktok application is an application that can also see short videos with various expressions of each creator. And users of this application can also imitate other users' videos, such as making videos with two-finger shake music that many people also make. This application has a user presentation in Indonesia of 78% according to CNN Indonesia data. Tiktok can be downloaded by its users via googleplay and appstore applications. Tiktok makes the cellphone a walking studio and its users can express themselves through video content that lasts approximately 15-60 seconds, even now it can create videos with up to 10 minutes. This application presents interesting and easy-to-use special effects so that everyone can easily create a cool video. It includes special effects such as shaking and shivering effects on videos with electronic music, changing hair color, 3D stickers, and other properties. In addition, creators can further develop their talents without limits by simply entering Tiktok's complete music library. This makes Tiktok different from other social media and supports users to express themselves in channeling their talents.

Tiktokers are individuals who carry out an activity such as creating unique videos on Tiktok and making themselves known so that they have many followers on Tiktok and make themselves famous because the videos they make are very creative, unique and also inspiring. All according to the views of each audience or from other users (Armylia Malimbe, Fonny Waani, and Evie A.A Suwu, 2021).

Morals

The phrase morals is a word that is very familiar to the Indonesian people, although in fact the word morals comes from the Arabic اخلاق. Etymologically "akhlaq" comes from Arabic or "akhlaq" which is absorbed into the Indonesian language. The plural form of the word morals is "khuluq." It means morals, character, temperament, behavior or character (Suhay-yib, 2016).

Morals are the personality of a Muslim, when a person has left his morals, at that time he has lost his identity and entered into humiliation. Therefore, it is with these morals that humans are able to distinguish between animals and humans. With morals can also weigh the scales of one's goodness later on the Day of Judgment. Morals are divided into two, namely akhlak karimah and akhlak mazmumah (Sungkowo, 2014).

SMA Negeri 7 Soppeng is one of the senior high schools in Soppeng Regency. Just like teenagers in general, SMA Negeri 7 Soppeng students are also updated on technological developments, especially social media. One of the social media that is widely used

at this time is the Tiktok application. Students using Tiktok can be both viewers and content creators in this social media. Tiktok provides various features that make students feel at home and even ignore their learning activities and social interactions. This can have an impact on the behavior of students towards what they watch. If what is watched is good, it will give a good impression and if what is watched is bad, it will leave a bad impression on students which can also have an impact on changing the morals of students both in cyberspace and in their direct environment.

C. METHOD

This type of research is qualitative research. Qualitative research is research that emphasizes the quality or most important things of an item or service in the form of events, phenomena, and social symptoms to find answers to phenomena or questions through scientific procedures in a systematic and descriptive manner which is mostly poured in the form of meaningful reports or descriptions (Syahrums and Salim, 2012).

The research approach used is a sociological approach and a pedagogical approach. The sociological approach is an approach that studies life together in society. A sociological approach is needed to read social interactions and the impact of a person's behavior in society (Nyanyu Khodijah, 2014). In this study, data were taken directly from the object of research through interviews with school residents, namely, class XII homeroom teachers, counseling teachers, and students.

D. RESULT AND DISCUSSION

Use of Tiktok social media class XII SMA Negeri 7 Soppeng

Tiktok social media is very popular among the younger generation today. Tiktok's existence has skyrocketed in recent years, even becoming one of the most popular in the world. This is revealed in the We Are Social and Hootsuite report which states that Tiktok social media users have reached 1.05 billion worldwide. Indonesia is in second place with 113 million users as of April 2023 (Monavia Ayu, 2023).

TikTok provides its own trend, especially after the pandemic that began in early 2020 which this pandemic provides many opportunities for students to do things related to internet access. The use of social media has increased, both for academic purposes and to greet each other with friends who are often done via social media.

Tiktok social media is now an option to fill spare time and expression, some even make it a priority. Tiktok as an application for various short and unique videos is one of the applications favored by all circles, as well as by class XII students of SMA Negeri 7 Soppeng who are Tiktok users.

In carrying out observation and interview activities, researchers focus on collecting data related to students and Tiktok social media so that the data collected can be processed into research results. Collecting interview data that researchers conducted with students. Based on interviews by class XII students, regarding the use of Tiktok revealed by Asgar (@asgar_adithya) class XII MIPA 1, that: "I use Tiktok for about 16 hours per day, the Tiktok content that I often see is singing and animation content. I also use Tiktok as a viewer and make videos too. I usually create content in the form of videos with words".

Of the students who use Tiktok as a creator to exist and some make videos just for fun. Usually students upload videos but use private accounts. As said by A. Amanda Atalia Putri (@ataliaa) class XII MIPA 1 that: "I usually use Tiktok to watch but often I also make videos on Tiktok such as trendy dances and then I post them but I use a private account so only friends who are friends with me on Tiktok see them".

The use of Tiktok as a creator according to the research obtained is only a small number. Many students use Tiktok only for spectacle, both entertainment, education and random spectacles that are on the students' FYP (For Your Page). As revealed by Tiara (@chuteeee) class XII IPS 1, that: "I have Tiktok which is usually for watching only because there is a lot of entertainment on Tiktok and it can be a refreshing place. The content I usually see is quotes-quotes or random content depending on what passes by fyp".

Based on research that has been conducted through observations and interviews related to the use of Tiktok social media by class XII students of SMA Negeri 7 Soppeng, the researcher concludes that students use Tiktok in varying intensities of use from all the time to only when free time is available and Tikok is also a social media that students use more often than other social media. Researchers classify the use of Tiktok by class XII students among them:

- a. Learners use Tiktok as a creator

Tiktok, which is used as a way to express themselves by some students by making short videos and sharing them with fellow users, provides its own value for users because of the ease of expressing themselves in the form of videos that can provide user experience. Students who are in their teens are in a phase that is close to technology and the times. In addition, Tiktok is not only for pouring expression but a place to exist or popularity that is loved by teenagers today.

- b. Learners use Tiktok to find entertainment and relieve boredom.

Tiktok has a variety of viewing options, ranging from funny videos, unique videos, education, trends and much more. By watching Tiktok, students feel entertained and kill boredom and unwind due to daily activities. TikTok also offers many interesting effects that are easy to use. Students who use Tiktok only to find and watch videos that they find interesting can use Tiktok more intensely than students who really have an interest in creating and contributing to Tiktok through their accounts. Even though they only scroll through Tiktok videos as a fatigue reliever and entertainment, they usually do it for hours. As the current trend term is “cool scroll Tiktok”.

- c. Learners who have an account but do not use it frequently and do not upload video content

Students who only use Tiktok to just look around, these students only use Tiktok to view content that is really needed or to do assignments, find information or just want to use Tiktok to fulfill curiosity and usually do not use Tiktok intensely.

The impact of using Tiktok social media on the morals of class XII students of SMA Negeri 7 Soppeng

Akhlik is a moral attitude, character, temperament, behavior or character. A person's character is born from actions that are done repeatedly or become a habit. Morals are divided into morals to Allah SWT, morals to others, morals to the environment and morals to oneself. Moral formation can be influenced by various factors, both internal and external. Tiktok social media is already familiar to every teenager, including students at school. The presence of Tiktok has a big impact on its users, including in terms of the moral development of students, both in the way they speak and their behavior.

Based on interviews conducted in connection with the morals of students, Maria Ulfa (@oelfhaver) as the Bk teacher revealed that: "For the behavior or morals of students who enter BK, there are various forms of warning. For those who make serious mistakes we give a warning letter or summon parents, but if it can still be tolerated then we give a verbal warning accompanied by sanctions such as doing good things as a form of punishment ". As a teacher, I also teach students about how social media works, but again, the first source of learning for students is from their parents.

In terms of the impact of using Tiktok social media, Hambali (@latosamelle) as the principal revealed that: "The use or impact of Tiktok social media depends on who and what they use it for. Because for me personally, I also feel that Tiktok has a good impact when used properly. For class XII students so far related to Tiktok, we have not found any students who have made bad videos that can defame the school. But actually, the use of social media is the right of students and if it is outside the school it is no longer school supervision. However, the school gives a warning to students to use social media wisely and if something bad is found, sanctions will be given".

From the results of researchers' interviews with students, researchers found several positive impacts and negative impacts of Tiktok social media on the morals of class XII students of SMA Negeri 7 Soppeng, namely:

1. Positive Impact

a. Add insight and knowledge

Tiktok contains a variety of video content that can be accessed easily, one of the content that is widely spread is educational content. With Tiktok we can add insight and knowledge which is usually packaged interestingly on this social media.

b. Spreading positivity on social media

Apart from being a spectacle, as we know that Tiktok can also be used for positive things such as giving positive comments on the content of other Tiktok users, sharing useful things both creating content or just sharing content on Tiktok.

c. Enhance creativity

Tiktok social media not only has a positive impact in terms of religion but can be in many ways, one of which is the creativity of students. In Tiktok, there are many

things that can be imitated and modified by students in accordance with the development of existing trends and of course students become a generation that does not want to be left behind by existing trends.

2. Negative impact

Using TikTok wisely is a form of how to shape and protect students from things that can be detrimental, but not all students can protect and limit themselves from things that are considered bad in religion. In fact, many tend to normalize this. The use of TikTok social media has many positive impacts but this is also proportional to the negative impact. Based on interviews with class XII students of SMA Negeri 7 Soppeng, the negative impact of TikTok social media on morals, namely:

a. Neglecting time

TikTok does contain interesting spectacles, but it is because of this that makes students as TikTok users use TikTok for hours a day. Ignoring prayer and neglecting work are all commonly done when you are busy scrolling TikTok.

b. Making lazy

The development of the times is increasing with the existence of technology making students spend their time playing smartphones plus the existence of TikTok which can reduce saturation by playing TikTok. Many of them use time only to view TikTok social media and do not use their time effectively.

c. A lot of content that is inappropriate for consumption

TikTok social media is a platform that has no age limit for its users. Users can access or broadcast any content they want. Regarding the morals of students, not a few of the content on TikTok is included in the category of *mazmumah* morals which are clearly not for consumption such as dating content, showing *aurat* for women, indecent content that often appears on the homepage of TikTok users, violent content and hoax news.

E. CONCLUSION

Based on the data from the results of the study through interviews, observations, and documentation presented in this study, the researcher draws the following conclusions: The experience of the XII students at SMA Negeri 7 Soppeng in using TikTok social media

is divided into 3 criteria. First, students use Tiktok as a creator. Tiktok is used as a way for some students to express themselves by making short videos and sharing them with fellow users. Second, students use Tiktok to find entertainment and release boredom, by watching Tiktok students feel entertained and kill boredom or unwind due to daily activities. Third, students who are limited to having an account but do not intensely use and do not upload video content. Students who only use Tiktok to just look around, these students only use Tiktok to see the content that is really needed or to do assignments, find information or just want to use Tiktok to satisfy their curiosity and usually not intensely using Tiktok.

The impact of social media Tiktok on the character of class XII learners at Soppeng State High School 7, namely that Tiktok is a social media that plays a role in learners both as entertainment and as educational media. However, the use of Tiktok brings positive and negative impacts. As for the positive impact, add insight and knowledge, spread positive things on social media, entertainment media release tired and bored, and improve creativity. Conversely if the use of social media is not good then it will negatively impact, namely, neglect time, make lazy nature, many inappropriate content to be compulsory, and inappropriate word speech. The negative impact of Tiktok can certainly damage the character of learners if it is protracted then it can give birth to generations that are not good moral.

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