

## The Impact of Using Tiktok on Student Lifestyles Case Study at Indonesian Education University Bandung Cibiru Campus

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### Abstract

The purpose of this study is to determine the impact of using the TikTok application on changes in student lifestyles. The development of the internet is increasingly advanced, triggering the emergence of various new social media, including TikTok. The tik tok application is an application in the form of videos, photos and live videos, and tiktok is an application that is liked and popular in almost all circles, especially students. With so many impacts that occur, from negative impacts to positive impacts. This study uses a mixture of quantitative and qualitative methods. Data collected by questionnaire technique, the respondents in this study were 10 students. The results of the study stated that the use of the Tik Tok application had positive and negative impacts on student lifestyles. The positive impact is being able to know the latest news, being able to sell and being a learning platform, the negative impact is being addicted, not knowing the time, and being lazy. The recommendation in this study is that managing time is good and important so that time is not wasted.

**Keywords:** Use of Tiktok, Lifestyle, Students

### 1. Introduction

The development of information technology in this era of globalization is increasing rapidly and is able to change the pattern of people's lives in terms of fulfilling information, [Adawiyah, DP., \(2020\)](#), and the use of the internet as well as a medium in learning that lecturers can choose to make learning materials more interesting, so that students can understand learning effectively.

The development of the internet has also led to the emergence of many new social media, including TikTok. TikTok can beat some of these apps and is in second place after WhatsApp. [\(Kusuma, 2020\)](#). Ranging from teenagers, adults, even small children really like this application because of the ease of accessing it for entertainment and information. Everyone can easily make or get entertainment in the form of videos from all ages, backgrounds, and from all over the world. People also easily access and get information about anything like business, the latest news and other information. Everyone can easily see content that has both positive and negative elements. This is of course very dangerous for underage youth who view negative content. But even though there seem to be so many benefits and lessons that can be drawn from the Tiktok application, in fact focusing on an application excessively will also have a bad influence on individuals, especially teenagers who are still very unstable about their own satisfaction and desires.

A lot of TikTok content uses sexy clothes and dances with inappropriate and erotic-looking movements that have even become a trend. Apart from the dance trend, there is also a lot of "poisonous" content on the TikTok application that attracts young people. This toxic content is content where people recommend things they think are good. Affiliate programs reinforce this content. The affiliate program is a feature that allows users to market various products through video content (Syahrial, 2022), which also triggers changes in the consumptive lifestyle of students, especially teenagers.

In this study, researchers limited the students in my environment. Researchers chose teenagers because teenagers are very dependent on social media. Starting from activities, entertainment, to information, usually teenagers will search on social media, one of which is TikTok Darmadi, (2017). From the discussion above, it makes researchers want to research this with the title "The Impact of Tiktok on Student Lifestyles"

The formulation of the problem in this research is "What is the Impact of Using Tiktok on Student Lifestyles?". The purpose of conducting research is to determine the impact of using Tiktok on student lifestyles. Khairuni, N., (2016). It is hoped that this research will have academic benefits, namely this research can enrich research in the field of communication and are expected to be able to understand the Impact of Using Tiktok on Student Lifestyles and also have practical benefits, namely it is hoped that this research can broaden horizons and also add to scientific literature.

## 2. Research Methods

The method used in this study is a qualitative descriptive and quantitative approach. The subjects used in this study were students. Moleong, L. (2018). The instrument used in this study was a questionnaire in the form of a google form, the aspect that was measured was the impact on lifestyle.

### 2.1. Data Collection Technique

- a. Research Observations at the Campus of the Indonesian University of Education, Cibiru, Bandung, Early Childhood Education Study Program
- b. Questionnaire via googleform with a number of respondents who were collected and for further processing

### 2.2. Data analysis

Conduct mixed method research data analysis. Sugiyono., Sutopo., (2021). Namely qualitative and quantitative data analysis using a series of words and descriptions and percent diagrams, which include the following,

- a. Explanatory Sequential Design, namely quantitative data is analyzed according to the design determined and then followed by collecting qualitative data
- b. This design is the reverse flow of the explanatory sequential design. Whereas qualitative research is carried out first then the results are analyzed, and used to build on the quantitative stage.
- c. Parallel Design Research conducted in quantitative and qualitative research is carried out at the same time, independently according to their respective designs. then analyze by comparing the results of quantitative and qualitative data analysis and interpreting.
- d. Embedded Design prioritizes a difference between quantitative and qualitative designs, in which qualitative data can explain quantitative data and researchers can interpret both data analyzes.

### 3. Results and Discussion

Based on the results of the survey, this study consisted of two categories, namely quantitative and descriptive qualitative results. [Ardian, A., et al., M. \(2015\)](#). So the quantitative results of this study inform the impact of using Tiktok on student lifestyles. Can be described in the diagram below

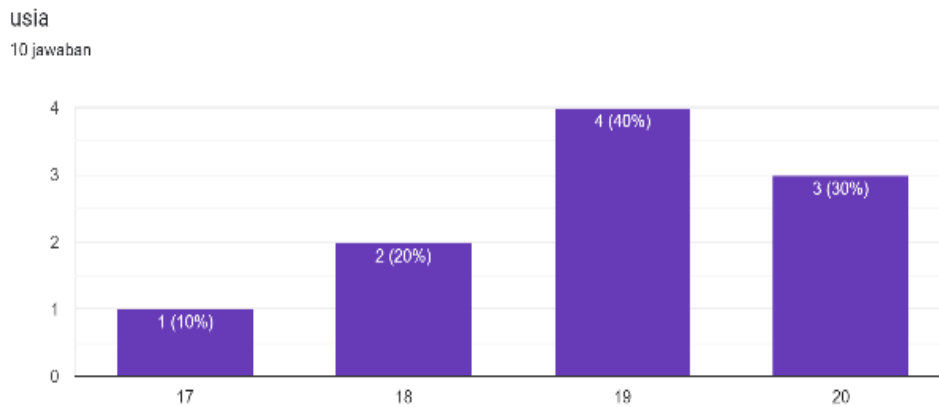


Figure 1: Age of Respondents  
Source: Processed data

In the results of the study there are ages of students from 17 years to 20 years.

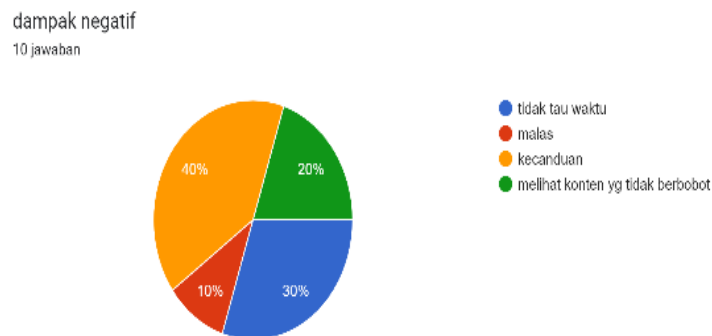


Figure 2: Positive  
(Source:  
Processed data)

Impact

From the results of this study, [Kusnanto, R., \(2019\)](#). There were 10 respondents who filled out the questionnaire and there were some positive impacts that they agreed with, namely, 60% of students were looking for information/viewing the latest news, 20% of students were to train and develop their skills/creativity, 10% to make shopping easier, 10% that is, to sell.

dampak negatif  
10 jawaban

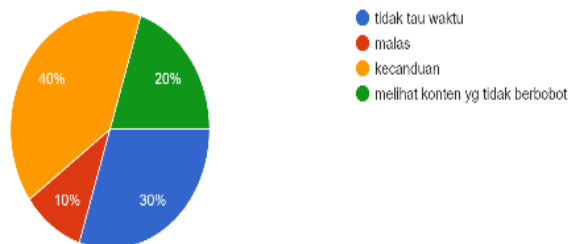


Figure  
Damp

3: Negative

(Source: Processed data)

From the results of this study, there were 10 respondents who filled out the questionnaire and there were some negative impacts that they agreed with, namely, [Ardian, A., et al., M. \(2015\)](#). 40% of students became addicted when playing the Tiktok application, 30% of students became ignorant of the time and missed important things/what they should do, 20% of students see content that is not weighty/not useful, and the last 10% become lazy.

Based on the results of the qualitative research, it is known that there are several impacts on student lifestyles after using the TikTok application. [Agianto, R., et al., \(2020\)](#). The Tik Tok application can make students smile to themselves, be sad and laugh at the content they are watching. From the results of the research that the content they enjoy is the content "A Day In My Life, Culinary, Makeup, Fashion, and Tourism". It can be said that the tik tok application is the main reason for students, when they are bored and bored they need entertainment, a solution that can make them excited and cheerful again by opening the tik tok application.

However, [Kusnanto, R., \(2019\)](#). based on the results of the research that there are several positive and negative impacts for the students themselves, such as:

- a. Positives. From the use of the tik tok application, it has positive aspects, including being able to entertain other people when they are sad and bored, being able to develop creativity through video editing in the tik tok application feature. With content that is able to provide useful information and knowledge to others through the use of the tik tok application. The Tiktok application is a place to sell.
- b. Negative side. Some of the students studied said the tik tok application could harm them as users. This is detrimental in terms of internet quota, because using the Tik Tok application is very wasteful and consumes more internet quota, as well as being detrimental from a financial perspective, because many people are selling at quite affordable prices. This Tiktok application is addictive and you don't know the time to play it which makes you lazy to do other things. Even in this application there is a lot of weightless content which will affect a person's character.

Research conducted ([Fauzia Ria, 2021](#)). From the results of the observational value of the impact on character, it shows 95% which states that there is an impact of using the Tik Tok application on student behavior. There are many results showing the impact on character in using the Tik Tok application, but among those who some like and are aware of the application, it has negative and positive impacts, but the negative is more dominant.

#### 4. Conclusion

Based on the results and discussion, conclusions can be drawn which include the following:

- a. The negative impact that is obtained in using the tiktok application on student lifestyles is that it can change a person's attitude from a good attitude to a bad one, because they see or watch content that is weightless.
- b. The impact can change the lifestyle of students to become lazy and not carry out their obligations because of their addiction to using the Tiktok application.
- c. The positive impact obtained is that there are several positive impacts, the results of this study are more inclined from not knowing through the tiktok application to knowing about science, about the price of goods and being able to promote any product in the tiktok application.

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