USK FKIP PPKn STUDENTS PERCEPTIONS OF CONTENT ON TIKTOK SOCIAL MEDIA

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ABSTRACT

This research investigates the types of content commonly used by PPKn students on TikTok and the perceptions of Syiah Kuala University students, particularly in the Pancasila and Citizenship Education program, regarding TikTok content. The study aims to explore the content preferences of PPKn students and their views on TikTok. TikTok is a digital platform where users can share videos and interact via comments, private chats, and live broadcasts. Using a qualitative, descriptive approach, the study involved 13 active PPKn students from FKIP USK (2021-2023). Data were collected through direct interviews. The discovery of this research is: 1) Students understand social media's purpose in providing learning resources and viral news, with both positive impacts (staying informed) and negative impacts (social media addiction). 2) PPKn students primarily use TikTok for entertainment and educational purposes, such as finding tutorials on creating automatic tables of contents and bibliographies and searching for web journals.

keywords*: Perception, Social Media, TikTok.*

INTRODUCTION

The rapid development of technology has brought significant changes in human life regarding society and culture. Social media is necessary for humans because it is a place for social interaction and expanding social networks. With a large number of users, the use of social media raises positive and negative things. TikTok is one of the new social media where every user can create and share videos, interact directly through comment fields and private chats, and interact through live broadcasts. The 21st century is an information and

communication era characterized by rapid information and communication technology development. Examples of the development of this technology are telephones, television, computers, and the Internet. Learning in the 21st century leverages advancements in Information and Communication Technology (ICT) to equip the new generation. The rapid pace of technological progress has a significant effect on education. As a result, both students and teachers must be proficient and knowledgeable in using technology. (Oktaviani & Haryanto, 2022). TikTok is an application that has many users, both from within the country and abroad. The TikTok application can have positive and negative impacts. TikTok also significantly affects social, moral, psychological, and educational status among adolescents and youth. TikTok should be present as a medium for youth creativity and as part of the content revolution. Unfortunately, this goal has not yet reached young people in Indonesia because TikTok in Indonesia is very much misused, such as the appearance of TikTok users in Indonesia who are not polite; some have dropped their self-esteem so that the content posted can enter TikTok home page, some show off their private parts but get many likes from others. The popularity of educational content on TikTok can help some people who prefer to learn through videos rather than reading so they can learn something through social media anywhere. The popularity of educational content is now increasing, such as showing better-organized learning videos, promoting schools, tutorials for doing something about education, educational content such as how teachers teach students to read, ice breaking, and so on.

According to (Deriyanto, 2018, p. 77), social media invites anyone interested in participating and contributing by openly providing feedback, commenting, and sharing information in real-time. The TikTok application mainly presents short videos that last approximately 15 seconds. Many children can upload their videos to become famous people. However, this TikTok application can also be seen or watched by people of all ages and from various circles. However, the development of the TikTok application has experienced ups and downs. At the beginning of the development of the TikTok application, it only used Mandarin, but now it has increasingly been used in Chinese. However, along with its spread to various parts of the world, this application has also been equipped with additional languages. One of them is English and Indonesian. The internet is no longer just a tool; more than that, it is felt as an absolute necessity in human life. Initially, humans needed a computer device connected to the network to access the internet. Triggering narcissism, TikTok users are willing to do anything to pursue the number of likes, and TikTok users behave strangely. (Batoebara, 2020).

One of the characteristics of TikTok, according to Putri & Suzy, is the algorithm on its main page called "for you," abbreviated as FYP (for your page). On this page, every video uploaded by other users, whether followed or

not, can be displayed according to the most liked and watched video. Users whose videos are often shown in FYP can become famous on TikTok and have many followers. Like celebgrams, many users will recognize accounts with many followers and be referred to as TikTok celebs. In maintaining and increasing popularity, TikTok celebs form a character or characteristic that can make them better known to the public, namely personal branding.

Social media algorithms refer to a set of rules and procedures used by social media platforms to manage how content is presented to users. The goal is to enhance the user experience, promote relevant content, and increase user engagement. Each social media platform has its own unique algorithm, but there are several common principles frequently employed in these algorithms (Chandra et al., 2023). According to Hubbert K. Rampersad, personal branding creates and manages a unique identity that resonates with a specific audience. It involves shaping one's image and message to stand out and align with the audience's perception. On TikTok, personal branding is crucial for creators who want to grow their presence, attract followers, and secure brand partnerships. TikTok stars are not just famous for their follower count; they have built a recognizable identity through a unique style, niche, or sense of humor that makes them stand out. Personal branding on TikTok is a dynamic process where creators engage with their audience, adapt to trends, and foster a loyal community around their persona. TikTok celebs stand out for their authenticity and relatability. Unlike traditional celebrities who often maintain a polished image, TikTok creators offer a more unfiltered look at their lives, fostering a deeper connection with their audience. This intimacy makes them influencers, shaping trends and impacting consumer behavior. Personal branding is crucial to their success, helping creators craft an image that resonates with their target audience while staying true to themselves. A solid personal brand enables creators to attract sponsorships, collaborate with brands, and launch businesses. In this paper, we will explore how TikTok's FYP algorithm facilitates the rise of TikTok celebrities and how personal branding plays a crucial role in their continued success. We will examine the strategies that creators use to cultivate their brands and the impact that these strategies have on their visibility, engagement, and influence. Additionally, we will analyze the broader cultural implications of the rise of TikTok celebs, considering how these influencers shape trends, drive consumer behavior, and contribute to the ongoing transformation of the digital media landscape. Through this exploration, we aim to shed light on the power of TikTok as a platform for personal expression and how creators leverage its algorithmic structure to build and sustain their digital fame. (Putri & Suzy, 2021).

According to (Maretha & Anggoro, 2022), until now, TikTok has proven to be a valuable tool for English language instruction, offering numerous benefits for both teachers and students. Some of the most common advantages

include providing opportunities for speaking practice, boosting motivation and confidence, helping to reduce procrastination, and supporting the development of key 21st century skills like curiosity and critical thinking. However, despite these potential benefits, there are also certain limitations that must be taken into account when using the app as a classroom tool.

As noted by (Qin et al., 2022), studying TikTok addiction is crucial for several reasons. First, TikTok is one of the fastest-growing apps, having surpassed other social media platforms in both user numbers and usage frequency. Secondly, TikTok boasts the most advanced algorithm, particularly in areas like user engagement, content delivery, and interaction types. This makes TikTok's addiction issues more pronounced compared to other popular social media platforms.

The problem formulations in this study are as follows: What types of content are often used by civics students in TikTok? Furthermore, what are the perceptions of Syiah Kuala University students in the faculty of teacher training and education study program of Pancasila and citizenship education towards content on TikTok social media? This study aims to determine what types of content are often used by civics students when using TikTok. Next, we will understand the perceptions of Syiah Kuala University students in the faculty of teacher training and education study program of Pancasila and citizenship education towards content on TikTok social media.

METHODS

The approach used in this research is qualitative. According to (Abdussamad, 2023, p. 29), qualitative research is an approach to conducting research oriented towards natural phenomena or symptoms; qualitative research is primary and naturalistic and is not carried out in a laboratory but in the field. The qualitative research method is a method based on the philosophy of postpositivism, used to research natural object conditions, where the research is the key instrument, data sampling using purposive and snowball sampling, collection techniques are combined, data analysis is inductive/qualitative, and research results emphasize meaning rather than generalization. Furthermore, the type of research used is descriptive research, which is a type of research that aims to present a complete picture of social conditions. However, this research is intended to explore and clarify a phenomenon or social reality. According to (Adiputra, 2021, p. 44), descriptive research is research that aims to describe existing phenomena, namely natural phenomena or made by humans phenomena that are used to describe or analyze results but are not intended to provide broader implications data obtained from interviews, field notes, photo, videos, documentation, and others. Research subjects are individuals who participate in research. Information or data is collected from individuals to help answer the questions being studied. Sometimes, research subjects are called humans, participants, or study volunteers. The sampling technique used in this study was purposive

sampling. According to (Adiputra, 2021, p. 131), the purposive sampling technique is a technique for selecting data sources with specific considerations, which uses our judgment to select ourselves to select samples. The data source is the subject from which the data is obtained. The primary and secondary data needed in this study are as follows: Primary Data. According to (Adiputra, 2021, p. 277), primary data is data obtained directly from research data sources (respondents). Thus, Primary data was obtained by interviewing informants, which was found from the results of the researcher's interview with the informant. The initial data source is a survey. Secondary data is data obtained or collected by researchers from various existing sources; according to (Beno, 2022, p. 121), secondary data is a data source that does not directly provide data to data collectors. Furthermore, secondary data can be obtained through books, journals, the internet, and others. Data collection techniques are techniques or methods used to collect data for easy learning. This means that this technique requires strategic and systematic steps to obtain valid data that are also reality. According to (Abdussamad, 2021, p. 142), data collection techniques are the most strategic steps in research; data collection can be carried out in various rules, sources, and ways. The purpose of the data collection step is to obtain valid data so that the results and conclusions of the research are not in doubt. According to (Adiputra, 2021, p. 145), an interview is a meeting of two or more people to exchange information and ideas through questions and answers to produce meaning in a specific topic. The conversation was carried out by the interviewer (interviewer) who asked the question and the interviewee (interview) who answered the question. The interview is a data collection technique conducted through face-to-face and direct questions and answers between researchers and interviewees. The interview method is conducted face-to-face between the researcher and the respondent. Face-to-face can be done physically or via video phone. From the above opinion, the researcher conducts interviews directly in the field, collecting data or information by asking questions or communicating directly with the informant.

RESULTS AND DISCUSSION

Suggests that perception is translating or interpreting stimuli that enter the sensory organs. Human perception has different points of view in sensing. Some perceive something as good or positive perceptions or negative perceptions that will affect visible or actual human actions. Perception is defined in the dictionary as the process of interpreting or assigning meaning to information from a stimulus. Stimuli are gathered through the sensing of objects, events, or connections between signs, which are then processed by the brain. Sati (2020: 6). The process of cognition begins with perception. It is through perception that humans perceive their world. According to Aminuddin, 2022: 263-275), types of perception are divided into positive and negative perceptions. Positive perception refers to things that have to do with a person's perspective on the object that is perceived positively; in other words, a perception that describes all the knowledge, whether or not, and the responses that are forwarded with efforts to utilize it. Negative perception refers to a person's negative view of the perceived object; in other words, a perception that describes all knowledge and responses is not working correctly with the perceived object. Social media is a medium on the internet that allows users to represent themselves and interact, cooperate, share, communicate with other users, and form virtual social ties. (Puspita 2019: 71-80).

Social media can be used as a link of information and communication from a producer to a consumer. Consumers can get information on a product from social media and vice versa. Producers can meet consumer information needs by using social media. TikTok is a digital media platform that provides a unique and exciting video image that many users can use to create short videos with good results that can be uploaded to users. TikTok is an application that provides unique and exciting special effects that can be used by users easily so that they can create short videos with excellent results and be shown to friends or other users. Currently, TikTok is a popular social media platform. The total number of downloads of the TikTok application in 2020 was 63.3 million times. Indonesia became the country that downloaded the application the most, at 11% of the total TikTok application downloads. The impact of COVID-19 resulted in the government implementing all activities at home during 2019.

Although some can still work in the office intermittently, combined between WFO (Work For Office) and WFH (Work For Home). Many activities carried out outside are reduced to maintain health and safety for themselves and others. The number of people at home will feel energized and can still be creative in working. One of them is with the help of internet technology. The use of smartphones that can access and run anything with one finger is the choice of many people. The internet development that produces social media has displaced conventional methods with more accessible ways, namely by using social media. With the convenience of downloading the application, the information you want to find becomes easy. One social media platform being talked about and most widely used by Gen Z is TikTok. They use a social constructionist perspective where the results of interpretations of social interactions shape users and audiences interested in specific content on TikTok. Generation Z's use of TikTok for education and activism reflects an innovative and creative form of human behavior during adolescence. Efforts to intervene in this behavior aim to shift the negative perception of social media, which is often seen as harmful due to its potential to foster addictive habits. However, the creativity demonstrated by users on TikTok offers a way to transform this view into a more positive one (Firamadhina & Hetty, 2020). According to Firamadhina (2020) in explaining that the use of social media in the field of education, namely, the use of social media in the field of education by teachers for teaching and learning in the classroom is sporadic or rare, while use by students themselves for learning purposes seems abundant but also incidental and informal. Achievement in knowledge retrieval can come from anywhere. Whether it is formal education, such as Junior High School or Senior High School, or informal education, such as from family and even social media, it has been widely debated by educators and researchers whether social media can be an infrastructure for formal or informal education. TikTok is one of the platforms that is currently very popular. As one of the social media TikTok provides, it is a means of sharing content that varies significantly in terms of creativity, video challenges, lip sync, songs, dancing, singing, and others. Because so many people use TikTok, it provides an opportunity for promotion. Marketing strategies on TikTok include: (a) using hashtags: A hashtag (#) serves as a marker to make a topic, event, or product easily discoverable. The hashtags used can assist consumers in finding the products they are searching for or need. (b). Capitalizing on trends: TikTok marketing strategies often focus

on videos that showcase current trends. In this context, creators must identify the optimal time to promote and introduce their products to consumers. (c). Partnering with influencers: This involves working with popular influencers who have a big followers, allowing TikTok promotional strategies to reach a wide audience. It's important that the target market is clearly defined. (d). Offer a clear description: In addition to great content, a well-defined description or product information helps ensure that viewers better understand the message being conveyed. (e). often post videos and can be interrupted by advertisements. (Puspita, 2019).

The diverse features of the TikTok app allow it to be used as a tool for learning Indonesian, covering the four essential skills-listening, speaking, reading, and writing, which are interconnected. For instance, to develop speaking skills, students can utilize the app's voice recording feature to communicate via social networks. (Dewanta 2020).

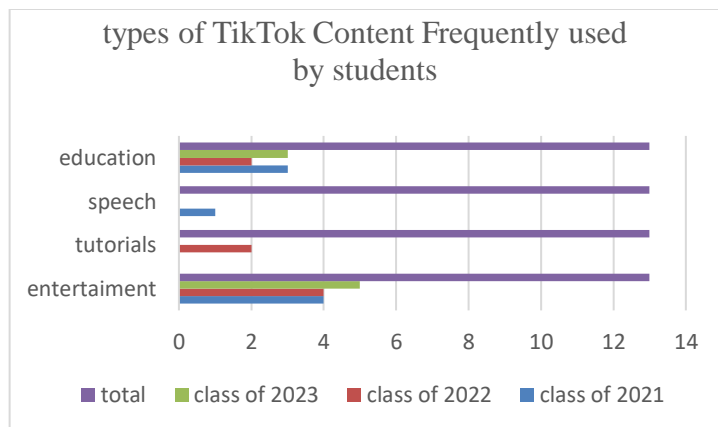**Types of TikTok Content Frequently Used by Students**

Figure 1. Some Content TikTok

Based on the graph above, it can be concluded that all informants like and watch content on TikTok that has various content. Some people like entertainment content or watch educational content, and some others. For example, 8 out of 13 informants often watch educational content often watch educational content. Lecture content is often watched only by one person out of 13 informants, tutorial content is watched by only two people out of 13 informants, and entertainment content is liked and watched by all existing informants or 13 informants; this is where students more often like entertainment content than other content. Apart from that, they also watch educational content. Researchers have several findings based on the results of interviews about the types of content in the TikTok application. **The first**

discovery is that TikTok can be an additional information media besides reading newspapers or watching television, especially news that has not been seen. TikTok is useful as an additional information media because it displays things that inspire, educate, and inform a variety of positive content where users can learn new things such as content about job vacancies, health education content, and also educational content. TikTok media can be an alternative information media because a lot of previously unknown information becomes more knowledgeable then TikTok allows its users to access various types of content more interestingly and interactively; users can find relevant information in a lighter and more fun way through short videos presented in a unique and creative style.

Furthermore, secondly, the TikTok application is used to record, edit, and upload to several social media so that friends can see it, both fellow TikTok application users and non-users of the TikTok application; the impact of using TikTok itself can be seen from the positive and negative impacts. **Then the third** is that the content in the TikTok application does not all fall in a negative direction, which is conveyed by informants that they have even often used the TikTok application or TikTok social media for additional learning resources for lecture material. Moreover, **fourth**, researchers found that there are several accounts or content creators who fall into the category of helpful content on TikTok, including Ira's mother, Mr. Ginanjar, Ms. Yas, doctor Kamila Jaidi, Ananza as content creators who educate and inspire. **The fifth discovery** is that many other types of content can be used as a source of inspiration for learning; it all depends on which type of content the user wants to see. Learning resources can be used as a source of information or knowledge. Learning sources are usually books, journals, the internet, seminars, classes, etc. Learning resources can also be from other people's experiences or personal experiences. Learning resources can help improve students' understanding and skills, but the learning resources must explain clarity and be trusted and reliable. According to Ilahin (2022: 114), the TikTok application, owned by Zhang Yiming, is successful because the number of installs is higher than Facebook, Instagram, Snapchat, and YouTube in the US. The TikTok application has extensive music support so users can create content such as dance, freestyle, etc. The presence of social media also influences its users, children, teenagers, and adults.

Student Perceptions of TikTok Content

The interview results were obtained from how students perceive TikTok content, and researchers obtained the following results: **First discovery**, all informants already understood social media knowledge in general. All informants' general social media knowledge follows the nature of social media itself. In this case, social media is a tool or platform created for humans to use for specific purposes, such as searching for viral news, job information, etc. There are various types of social media, and everyone can use them without distance or time limits. The social media used by informants in this study shows

that, on average, informants most often use WhatsApp, Instagram, TikTok, YouTube, and Twitter.

According to Rofi'ah (2017: 28-40), two main theories have been studied about how humans understand the world: constructive perception and direct perception. The theory of constructive perception assumes that during perception, we form and test hypotheses related to what we perceive and know. Thus, perception is a combined effect of information received by the sensory system and experience and knowledge learned in the world. Furthermore, the theory of direct perception states that the information in the stimulus is an essential element in perception. At the same time, learning and cognition are not crucial in perceiving because the environment already contains enough information for interpretation. **The second discovery** from the research that has been carried out is that with social media, many users can build relationships with people from various regions with different backgrounds and expand social networks to increase and build good relationships. As social beings, humans are inherently connected to communication. In today's digital age, social media plays a crucial role, as we live in a modern world that demands advancements in technology and automation. Furthermore, social media has become central to many aspects of life, from sharing job opportunities and the latest news to self-promotion. Communication is something that every individual must have. One form of communication is direct communication, face to face or through online media, which enables each individual to get to know each other, share information, and exchange thoughts and ideas. (Aditya, 2021). According to Rosdiana (2021: 100-109), the impact of the TikTok application is that they are more likely to focus on dancing and watching videos in the application. Especially for women, many people use the TikTok application to dance to Western songs or other music. This application is popular with teenagers, children, and adults who need entertainment. Besides that, this application can be used as a learning medium because you can find out the latest fashion trends from TikTok and as a medium for entertainment during your free time and rest. Those who were initially shy can also become more confident after using the TikTok application.

The third discovery in using the TikTok application is that informants use TikTok for many things, from just watching because they are bored to seeking new knowledge and experiences. Some use TikTok just looking for entertainment; some are looking for new learning resources from this platform. Each informant has their perception of the use of TikTok social media. Based on the informant's statement regarding using TikTok social media, it is relatively high, meaning that students can control their behavior in using TikTok social media according to their needs.

CONCLUSION

The research conducted within the FKIP USK environment on FKIP PPKn USK students' perceptions of TikTok content has yielded valuable insights, offering a

nuanced understanding of how the students perceive this social media platform. Based on the study's findings, it is possible to draw several important conclusions. First and foremost, the data collected from the informants suggest that all participants possess a general understanding of social media and its functions, which aligns well with the intrinsic nature of these platforms. This awareness among the students reflects a growing digital literacy essential in today's rapidly evolving technological landscape. Social media, in its various forms, has become an integral part of modern life. TikTok, in particular, stands out due to its unique ability to blend entertainment with educational content that appeals to a broad audience. TikTok's distinctive algorithm allows it to showcase personalized content to its users, making it an increasingly important tool for entertainment, education, and information dissemination. The research participants affirmed this notion, noting that TikTok has proven to be an effective medium for acquiring new knowledge, especially on topics that might not be as easily accessible through traditional media such as newspapers or television broadcasts. TikTok is seen by informants as a valuable information-sharing platform, providing timely updates on various topics like job trends, health, and education. It serves as a supplementary source of information, offering content that users might not encounter elsewhere. The platform's diversity allows users to explore new ideas, cultures, and subjects in an engaging, easily digestible format. TikTok's short-form videos quickly capture attention, making them especially appealing to younger audiences who prefer fast, interactive content over traditional media. Its emphasis on creativity and personal expression makes it a powerful tool for education and self-improvement. However, it is essential to acknowledge that while TikTok offers significant benefits as a source of information and entertainment, it is not without its challenges. Some informants pointed out that the overwhelming content on TikTok can make it challenging to discern credible and reliable sources from misinformation or disinformation. As with any social media platform, there is the risk of encountering misleading or sensationalized content that may not be based on factual information. Therefore, it is essential for users, particularly students and younger audiences, to develop critical thinking skills and media literacy to navigate TikTok's vast array of content effectively. The study highlights the importance of educating users on evaluating the reliability of information they encounter on social media platforms, ensuring they can distinguish between trustworthy sources and those spreading false or misleading narratives.

The research also sheds light on the broader implications of TikTok's role in education and knowledge sharing. TikTok has become more than just a platform for entertainment; it is increasingly being utilized by educators, professionals, and organizations to share valuable knowledge, promote skills development, and engage with diverse audiences. This trend is particularly evident in the growing number of educational channels and content creators on the platform who use TikTok to offer tutorials, career advice, mental health support, and other forms of professional development. For students, TikTok provides a unique opportunity to engage with educational content outside the confines of the traditional classroom, enabling them to supplement their formal learning with informal, yet valuable, knowledge. Given the findings of this research, several potential avenues for future studies could deepen our understanding of TikTok's impact on student learning and perceptions. One promising direction would be to extend the research to other universities and educational institutions, enabling a comparative analysis of how students from different backgrounds perceive and utilize TikTok as an educational tool. By broadening the

scope of the study to include students from diverse geographical regions and academic disciplines, researchers could uncover essential differences and similarities in how TikTok is used across various educational contexts. Such studies could also explore the effectiveness of TikTok in different subject areas, examining whether certain types of content are more successful in engaging students and promoting learning than others. In conclusion, the research conducted on the perceptions of FKIP PPKn USK students regarding TikTok content provides a comprehensive overview of how a group of students views this social media platform within an academic context. The findings suggest that TikTok is perceived as a valuable source of information, entertainment, and educational content that can complement traditional media sources. It is clear from the study that TikTok holds significant potential as an educational tool, offering diverse content that can inspire, educate, and provide new learning opportunities. However, it is also essential to recognize the challenges associated with using TikTok, such as the risk of misinformation and the need for critical media literacy. As the platform continues to evolve, it will be crucial for future research to explore its impact on student's educational experiences and the broader implications of its use in society. By conducting further studies and examining TikTok's role in different educational contexts, we can better understand its potential and limitations as a tool for learning and knowledge-sharing in the digital age.

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APPENDIX

(if any)