

The Effect of Using the Tiktok Social Platform on the Communication Behavior of Modern Society

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Abstract

Background. The development of the times from year to year cannot be separated from the internet. The internet also influences the rapid advancement of communication technology. One example of advances in communication technology is the digitization of media or social media platforms such as TikTok.

Aim. This research aims to find out how TikTok's social media platforms affect people's communication patterns.

Methods. This research uses multiple linear regression analysis, which was conducted using the SPSS application data processing tool. Questionnaires were distributed to 80 people in Sumber District to obtain primary data.

Result. According to the study's findings, the digitization of social media platforms like TikTok significantly impacts people's behavior in Sumber District. In addition to being a marketplace for goods and services, educational institutions can use TikTok as an interactive learning tool to enhance education and promote MSME goods in the Sumber District community.

Conclusion. However, TikTok also has a detrimental effect on its users, as shown by the lack of ethics and disdain for parents.

Implication. Therefore, every community needs to have self-control and management in using the TikTok application.

Keywords: Media Digitization, TikTok, Communication Behavior

INTRODUCTION

The internet is inseparable from the changing times from year to year. The internet has an impact on the development of communication technology. One of the developments in modern communication technology is the digitization of media, commonly called social media. Kotler & Keller (2012) define social media as a platform that allows users to share music, videos, photos, and text. Social media is one of the most visible developments in today's human communication

revolution. The conventional paradigm of social interaction and communication has changed thanks to its existence, allowing people to share experiences, express ideas through various media, and participate in international discussions. In addition to opening up new lines of communication, this phenomenon significantly influences how people in the Sumber Sub-district act and interact with each other in society (Dalimunthe, 2024). Everyone in this age must be aware of the latest developments. Failure to do so can result in losing important knowledge and potential social isolation or alienation (Azizah, 2023). However, if users do not use their devices to their full potential and use them in a way incompatible with their intended use, their performance will be wasted. Given the exponential growth of scientific knowledge, it seems undeniable that we will continue to witness the development of communication technologies throughout our lifetime.

Students also use social media to access knowledge and experiences such as they can find out which YouTubers are worth subscribing to both domestically and abroad, good content for them by choosing polite and good and not uploading carelessly because it hurts students because of the large amount of information circulating on digital media makes it often difficult for someone to determine correct and incorrect information. (Siraj et al., 2021)

TikTok social media is one of the latest developments in digital media. It is a mass media platform that offers short films in an effort to drive innovation and delight its users. According to the latest We Are Social survey, TikTok was one of the top five social media platforms globally by early 2024. As of January 2024, the study reported that TikTok had 1.56 billion active users

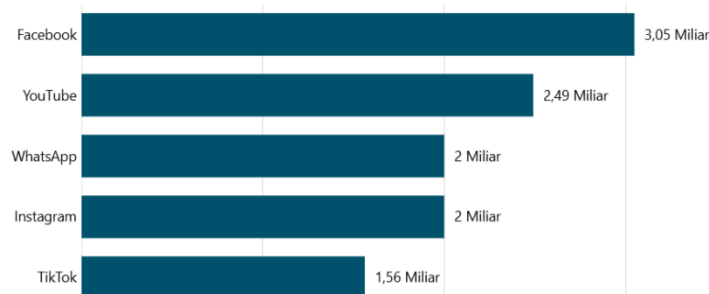
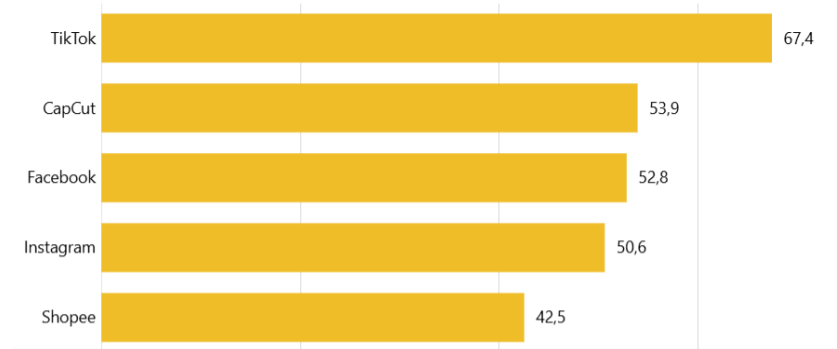


Figure 1. Social Media with the Largest Number of Active Users Globally

According to app analytics firm Business of Apps, TikTok has emerged as the most downloaded app in Indonesia. Nabilah (2024) reports that 67.4 million Indonesians downloaded

the ByteDance-sponsored short video platform over the past year. TikTok is easily accessible to everyone in the world with a smartphone. Various movies uploaded to TikTok include point-of-view videos, lip-syncs, parodies, dances using famous moves, and presentations of various types of information. People usually upload details about dining, entertainment venues, skincare products, clothing, accessories and other recommendations on TikTok.



Gambar 2. Most downloaded apps in Indonesia

On the positive side, the development of communication technology also has its benefits. For example, modern technology makes it easier for people to access the information they need and communicate without being physically present. However, there are drawbacks to using social media in any way. According to Ngafifi in Zulkifli (2021), technological development will hurt social aspects, including the moral decline of citizens, especially among adolescents and young adults. In addition, when the authority of entrenched social standards is challenged, misbehavior and abnormal behavior among young people will increase. Human contact patterns continue to evolve.

Family communication patterns have changed as a result of the increased use of computers and cell phones in middle-class and upper-class homes. Depending on how people use it, social media can affect them positively or negatively. The main objective of this study is to investigate how the digitalization of Tiktok social media has affected people's communication patterns. Showing how social media affects communication—specifically, whether it raises or lowers the standard of communication between communities—is the main goal.

The findings of this study are expected to provide an in-depth picture of the dynamics of interpersonal communication and communication in families in Indonesia or those affected by Tiktok social media, in addition to assisting in the development of useful policies and guidelines for the use of social media that can maintain the quality of communication in society, especially among Gen Z. Generation Z is one of the demographics commonly referred to as the internet generation. Due to their frequent use of devices and technology and their tendency to engage with others on social media, Gen Z is considered an inventive generation (Putri 2023). In Sumber District, Cirebon Regency, how common is the use of Tiktok social media among residents? How common is the communication style of modern digital era citizens in Sumber District, Cirebon Regency? How big is the impact of using Tiktok social media on the communication style of residents in Sumber District, Cirebon Regency? The three problem formulations for this research are based on the description of the problem above.

LITERATURE REVIEW

Previous Research

Results from Similar research on the impact of social media on behavior have been conducted by many other researchers, which shows that social media has influenced social life in society (Pratidina & Mitha, 2023). According to Rafiq (2020), social media enables user engagement with large numbers of people, facilitates rapid information sharing, and reduces costs. Another study found that TikTok is adequate for most learning communications (Cooper, 2022). The downsides of social media include a tendency to be less direct, separation from interpersonal relationships, internet addiction, conflict, and privacy concerns. Other research also describes the impact that adolescents experience.

The development of social media as a representation of morality and behavioral health has shown time-consuming, addictive, unlawful, and inappropriate content (Fauziah, 2024). More emphasis was placed on social media use in general in the explanation of the previous research discussed earlier. Scholars attempted to conduct studies that focused more on TikTok. In this case, comparing TikTok with social media provides a more thorough understanding of how social media affects social interactions. Thus, the causes mentioned above are the gaps of our research. The main goal of this research is to reconstruct how social media platforms such as TikTok affect interpersonal relationships in modern society. Future research on the impact of social media, and

in particular websites like TikTok, on social interactions and behaviors beyond geographical boundaries can build on the findings of this study.

Social Media

According to Lestari (2020), social media is a tool people use to interact, communicate, and search for information online. The Internet is one of the technological goods most commonly used by the general public. As a technological advancement, the internet has the potential to produce new types of social interactions that are different from those that have existed before. In the past, interpersonal communication was easier. However, since the invention of the internet, people are more involved in online social interactions (Hasibuan 2023). According to Tahir (2020), social media serves as a platform for disseminating information or messages to a group or individual, allowing them to achieve goals and express themselves freely at any time and from any location regarding the measurement of social media activities. Fikri (2023) distinguishes four metrics for social media usage: frequency, duration, appreciation, and attention.

Tiktok

TikTok is a Chinese social networking and music video website introduced in September 2016. The TikTok app is an audio-visual resource that promotes creativity and uniqueness among its users. The TikTok application is one of the social media sites that offers unique and captivating visual effects for its users (Khairunnisa, 2024). Teenagers and adults often use or launch the TikTok application as a result. Young people now use TikTok for social connection, entertainment, and creative expression. TikTok users produce a wide range of material, from dances and challenges to light entertainment, empowerment, and education (Andika, 2023). Tiktok's social media metrics fall into the following groups (Zulkifli, 2021): There are advantages and disadvantages to using the Tiktok app and being creative.

Communication Behavior

The outcome of the Communication process involves a person (communicator) providing a stimulus to another person (audience), usually in the form of words, with the aim of changing or influencing their behavior. A person's behavior or action in response to whatever constitutes

communication turns into a habit because of the values embedded in the process. Human behavior is every action or activity humans do due to their interaction with the surrounding environment, both visible and invisible. This behavior manifests as attitudes, knowledge, and actions. Bandura (1990) defines moral behavior as “moral behavior (conduct) in which the influence of moral knowledge (knowing) and moral feelings (feeling) is based on the perspective of good (prosocial) behavior.” Indicators of communication behavior Kurtines' (1984) communication style includes self-defense strategies such as relieving stressors and saving time and prosocial actions such as sharing resources, information, and time.

Society

The findings of this research are that people who have lived in a place for a long time interact with each other, establish certain norms and conventions, and eventually build a culture to form a society. Jabrohim (2004) asserts that a community is a social system consisting of several elements of social structure, including family, economy, government, religion, education, and social strata, all of which are interdependent, cooperate, communicate, and function together. Mac Iver and Charles state that the components of community sentiment consist of: Emotion, mutual reliance, and shared responsibility.

Formulation of the Problem

1. How does using social media TikTok affect teenagers' behavioral patterns in social interaction?
2. To what extent does the content on TikTok influence teenagers' perceptions of fashion and lifestyle trends?
3. How does TikTok content affect the morals of the nation's children?

RESEARCH METHODS

This research uses a quantitative methodology, with management using numerical data sources and statistical analysis. According to Sugiyono (2019), quantitative research is a positive philosophy-based methodology that contains research questions intended to determine the relationship between two or more variables. The main objective of this study is to show and evaluate the relationship between the characteristics of freedom of TikTok social media use and

communication behavior engagement. This method consists of analyzing a specific population or sample, collecting data with research instruments, and statistically assessing quantitative data to test hypotheses. The research population is the entire community of the Sumber Sub-district.

The number of samples was determined using the Hair Formula, which stipulates that the minimum sample size is five to ten times the variable indicators (Hair 2014): With Q as the question and N as the sample size, then $N = 10 \times Q$. A total of eight samples were used for this study because the total question indications amounted to eight. In selecting the sample to be used, the author adjusts the quality of respondents based on these criteria. The author changed the selected sample because not all met the author's specifications. Therefore, the author sets standards that the research sample must meet.

The prerequisite is to live in Sumber District, Cirebon Regency, and use the Tiktok application. Conclusions were drawn from the primary and secondary data sources of the study. Google Form questionnaires were distributed to 80 individuals in Sumber District to collect primary data. Google Form signals were measured using a Likert scale. The Likert scale is a tool for evaluating the attitudes, opinions, and perceptions of individuals or groups toward social phenomena (Sugiyono, 2019). To express how much they agree or disagree with the statement, respondents mark the selected response with a cross or checkbox. The questionnaire contains some statements.

Books, physical and electronic, previous research papers, and literature reviews are some of the secondary data sources used in this study (Hair, 2019). Multiple linear regression analysis is the analytical technique employed in this investigation. Utilized to look at how several independent variables affect a single dependent variable. The SPSS application program was used to process data using several data processing technique tests, including validity, reliability, multicollinearity, and normality.

RESEARCH RESULT

According to the researcher's questionnaire, residents of the Sumber Sub-district's behavior was impacted by their use of TikTok social media. Researchers used a variety of research tests, including validity, reliability, multicollinearity, and normality tests, to analyze the data after the

questionnaire's data was compiled. Scholars also used multiple linear regression tests to support their theories or assumptions.

1. Validity Test

Since multiple linear regression analysis requires the completion of a classical assumption test, which includes a validity test, evaluating the validity of a measurement instrument is known as a validity test. A survey is considered valid if its findings can be quantitatively verified. The degree to which an instrument measures the object to be tested is known as its validity. The findings of a data processing study are considered valid if the estimated *r* value is greater than the *r* table.

Tabel 1 Validity Test Results

No	Flexible	Unit	<i>r</i> value	<i>r</i> Table	Information
1	Digitalization of TikTok Social Media	X1.1	0.589	0.2172	Valid
		X1.2	0.513	0.2172	Valid
		X1.3	0.419	0.2172	Valid
		X1.4	0.364	0.2172	Valid
2	Communication Behavior	X2.1	0.573	0.2172	Valid
		X2.2	0.717	0.2172	Valid
		X2.3	0.544	0.2172	Valid
		X2.4	0.512	0.2172	Valid

The *r*-count number is higher than the *r*-table value, which suggests that all of the data is trustworthy and contributes to explaining the positive correlation between each variable's construct score and its assertions, according to Table 3's validity test results.

2. Reliability Test

Reliability can be used to measure the stability of a measuring instrument or determine whether it maintains its consistency over time. Reliability is an index that characterizes how trustworthy or reliable a measuring instrument is. If a measuring instrument consistently produces results after several tests, it can be considered reliable.

Table 2 Reliability Test

No	Variable	Cronbach Alpha	Limit Value	Information
1	Digitalization of Tiktok Social Media	0,788	0,60	Reliable
2	Communication Behavior	0,874	0,60	Reliable

Based on Table 2, all variables used in this research are considered reliable because the reliability test produces a Cronbach's Alpha value for each variable of more than 0.60.

3. Normality Test

This test is run on both the independent and dependent variables of the regression model to ensure normality. A strong regression model is indicated by a data distribution pattern that approximates or fulfills normality in SPSS. The table below shows that, at a confidence level of 0.167, the Kolmogorov-Smirnov significance value is higher than 5%, or 0.05. Therefore, it indicates that the data falls within the normal distribution range.

Table 3 Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		80
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	2.00246794
Most Extreme Differences	Absolute	.125
	Positive	.097
	Negative	-.125
Kolmogorov-Smirnov Z		1.115
Asymp. Sig. (2-tailed)		.167

a. Test distribution is Normal.
b. Calculated from data.

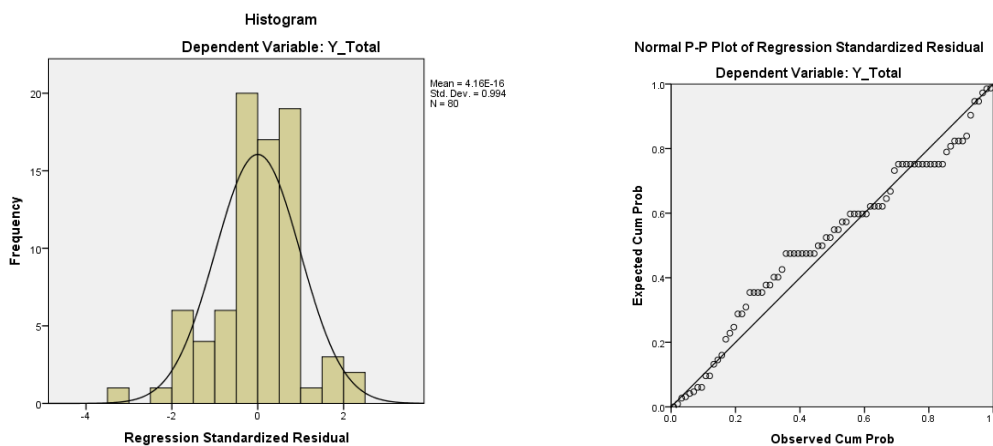


Figure 3 Plot Normality Test

In addition to the Kolmogorov-Smirnov normality test, researchers used graphical testing techniques in this study, specifically histograms and regular P-P plot graphs (Figure 3).

The histogram graph displays a normal or bell-shaped distribution pattern, which indicates that the regression model can be considered generally distributed according to the normality graph depicted in the figure above. Furthermore, the normal P-P plot graph displays scattered points that follow the orientation of the diagonal cut line, indicating that the regression model satisfies the condition of normality and is thus fit for use.

4. Multicollinearity Test

The test for correlation between independent or dependent variables in a regression model is called a multicollinearity test. Based on the information in the table below, the VIF is less than 10, and the tolerance value is greater than 0.1. This study shows that the observed variables do not exhibit multicollinearity problems.

**Tabel 4 Multicollinearity Test
Coefficients a**

Model	Collinearity Statistics	
	Tolerance	VIF
1 TikTok Social Media	1.000	1.000

a. Dependent Variable: Community Behavior

5. Multiple Linear Regression Test

The Multiple Linear Regression Test is used to ascertain whether each independent variable impacts the dependent variable. The significance level and number provide information about the results. The independent variable impacts the dependent variable if the significance value is less than 0.05.

The t-count value in the above multiple linear regression test table is $5.886 > 1,976$ t-table and sig value. $0,000 < 0,05$ alpha, which means that the use of tiktok social media significantly affects the communication behavior of the people of Sumber Subdistrict.

Table 5 Multiple Linear Regression Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.118	1.839		3.327	.001
1 TikTok Social Media	.626	.106	.555	5.886	.000

a. Dependent Variable: Community Behavior

Discussion

The results of hypothesis testing and data processing show that the use of Tiktok social media has a significant effect on the communication behavior of the people of Sumber District, in line with research conducted by (Cedrun & Civila, 2024; Muslimin, 2023; Ramadhani, 2024). This result refers to the T-table value of the effect of Tiktok social media digitization on community behavior, which is 5.886. This value is more significant than 1,976, and the p-value is 0,000, smaller than 0,05. This shows that when TikTok users upload valuable and approving content, the communication behavior of these individuals will lead to positive things, and vice versa. When TikTok users upload harmful content, such as hate speech and so on, the communication behavior of these individuals will lead to negative things. TikTok's main goal, which focuses on developing creativity and increasing knowledge in an easy and fun way, encourages young users to prefer TikTok as an application used daily. The popularity of TikTok is considered to have a lot of influence on every activity carried out in various fields of people's lives (Hoang Khoa, 2020).

1. Identification of the Problem

1. To what degree do Sumber District, Cirebon Regency residents use TikTok social media? The use of social media Almost all circles in Sumber District use TikTok. However, as technology develops, it will hurt society in the socio-cultural realm, such as the decline in the morals of the local community, especially students and adolescents. In addition, the weaker the social norms, the more delinquency and deviant behavior among the youth. The pattern of contact between people continues to evolve. Family

contact patterns have also changed due to the widespread use of computers and cell phones in middle and upper class homes. This statement is in line with behaviorism as a communication theory. John Broadus Watson, an American scientist, supported this idea of communication. All behaviors or actions that include responding or replying to something given, also known as stimuli, fall under his communication theory. According to this theory, there is always a reaction to an action. This can be explained as follows: if someone uses TikTok communication media and successfully receives, uses, and observes it, he will easily imitate the reaction. Social media can positively or negatively impact a person, depending on how it is used.

2. To what extent is the communication behavior of modern society in the digital era in Sumber Subdistrict, Cirebon Regency? In the social context, the behavior observed in Sumber Subdistrict shows positive and negative communication behavior. Positive communication behavior includes diligence in religious rituals such as prayer and recitation, cooperation, and participating in religious gatherings (tahlilan). However, alongside these positive behaviors, there are also negative communication behaviors such as gossiping, defiance of elders, lack of etiquette, and similar actions. This phenomenon is partly driven by people's interest in using TikTok social media, where various kinds of interesting content appeal to young people and adults. It cannot be denied that this interest makes every TikTok user freely and enthusiastically explore the online world. The above statement aligns with the cybernetic communication theory coined by a figure named Wiener. Cybernetic theory is still relatively new in the development of social science and information technology. Cybernetic theory contains a system that controls communication activities, namely communication between the environment, in this case, Tiktok social media Some information technology that will have an impact on the environment in Sumber District, Cirebon Regency, in limiting the spread of harmful access to the TikTok application, TikTok further provides an explicit appeal in the rules of use not to post, share, or send any content that contains hatred of gender, race, ethnicity, nationality religion, culture, gender, disability, or other discrimination (*Anderson, 2020*).

3. The positive influence of TikTok social media on the morals of the nation's children. Inspiration and creativity, learning positive values, self-expression opportunities, and developing digital skills. The negative influence of TikTok social media on the morals of the nation's children. Normalization of immoral behavior, consuming content without a filter and decreasing academic focus. How to overcome the negative impact of using TikTok social media is parental supervision, increased digital literacy, platform policies, and moral and religious education quoted from books by Buckingham, D. (2013) and Livingstone, S., & Sefton-Green, J. (2016).

How big does TikTok social media use impact how people in Sumber District, Cirebon Regency, communicate? In research conducted in Sumber District regarding the digitalization of social media, TikTok affects changes in community communication behavior. This result refers to the T-table value of the effect of TikTok social media digitalization on community behavior, which is 5.886; the p-value is 0,000, smaller than 0,05, and greater than 1,976. The X value is obtained from four questionnaire questions, each with five scores to determine how influential TikTok is on the people of Sumber Regency. Thus, after testing the hypothesis, the researcher found that TikTok social media influences $Y = 62,6\%$ of people's behavior. This shows that the use of TikTok social media has an impact of 62,6% on the communication behavior of the community in Sumber District. In comparison, the remaining 37,4% is influenced by factors not included in this study. These findings indicate the validity of the researcher's hypothesis, namely the potential impact of using TikTok social media on behavior in Sumber District, thus allowing the idea to be implemented. If utilized properly, TikTok can be combined as an interactive learning method that educational elements can use to support learning; the TikTok application can also be a business platform while increasing the promotion of MSME products in the village of Sumber District. Then news information is also straightforward to access on the TikTok application. Therefore, management and self-control are needed to use the TikTok application for each community.

CONCLUSION

Based on the results and discussions, it was concluded that the digitization of social media platforms such as TikTok significantly impacts people's behavior in Sumber District. In the social context, the behavior observed in Sumber District shows positive and negative communication behaviors. Conclusion 3 of the problem formulation in this study is as follows:

1. Almost all groups in Sumber District use social media or TikTok. However, as technology develops, this will have a detrimental impact on the community in the socio-cultural field such as moral degradation among the local community, especially among students and teenagers. Social media can positively and negatively impact people, depending on how they use it.
2. Both positive and negative communication practices can be seen in the social environment in Sumber District. Mutual cooperation, involvement in religious meetings (tahlilan), and persistence in religious rituals like prayer and recitation are positive communication habits. However, there are also negative communication habits like gossiping, disrespecting elders, acting unethically, and similar acts in addition to these positive ones. This phenomenon is partly driven by people's interest in using TikTok social media.
3. According to a study in the Sumber District on the digitization of TikTok's social media, people's communication habits have changed. Thus, after conducting a hypothesis test, researchers found that TikTok social media influences 62,6% of people's behavior. This shows that the use of TikTok social media influences 62,6% of the communication behavior of people in Sumber District, while the remaining 37,4% is influenced by factors that are not included in this study.

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