


## The use of the TikTok application and its effect on students' learning behavior

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### ABSTRACT

This study took samples at public high schools (SMAN) Barru district, South Sulawesi which aims to examine the level of use of the TikTok application on student learning behavior and at the same time analyze whether the use of the TikTok application has a significant effect on student learning behavior at SMAN Barru Regency. The research approach used is quantitative with a correlation type of research. The population in this study amounted to 108 students with a sample of 52 students selected using the Slovin technique. The data collection technique used a questionnaire. The data collected were then analyzed using descriptive statistical analysis techniques and inferential statistical analysis. The results of this study are (1) the results of the One Sample T-test test on the use of the TikTok application (X) obtained a value of 68.4% in the high category. (2) The results of the One Sample T-test test on learning behavior (Y) obtained a value of 70.3% in the good category. (3) the results of the Pearson product-moment correlation test obtained 0.410 indicate that there is a strong enough relationship. It is known that  $r_{count} 0.410 > r_{table} 0.273$ , the Pearson correlation in this study is positive and the significance value is  $0.00 < 0.05$ , so there is a significant relationship (4) the results of the simple linear regression test show that the regression coefficient value is 0.395, so that every 1% increase in discounting, learning behavior increases by 0.395. The conclusion is that the use of the TikTok application has a significant effect on the learning behavior of students at SMAN Barru Regency, but based on the results of the coefficient of determination test obtained by R square 0.168, it was found that the level of influence was still low, namely 16.8%.



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## INTRODUCTION

Developments in this era of globalization are skyrocketing with the latest technological innovations (Galuh, 2017). With so many social media that have sprung up with different versions and functions that make people now curious and want to try using various kinds of social media. One of the social media that is widely used by teenagers today is TikTok social media. TikTok social media is media with an audio-visual scope, a medium that can be seen as well as heard (Susilowati, 2018). The TikTok application is one of the social media that has many features that students can use in various ways such as finding information, adding relationships, and other

things. This can affect various aspects of students' learning behavior at school, both in terms of habits and knowledge. Learning behavior is a way or action that contains an attitude towards the implementation of learning techniques carried out by students at certain times and situations. The utilization of TikTok, especially in the field of education, has been explored in various kinds of research while showing its potential as an effective educational medium. TikTok's ability to disseminate information quickly means that it can be used by users for educational purposes, for example for public health education, as seen in the case of cycling safety, where didactic posts on TikTok received more engagement than on YouTube (Witte et al., 2023). Similarly, English teachers in Indonesia have used TikTok for storytelling, and found the platform's interactive features useful for engaging learners, despite challenges with content length (Damayanti et al., 2023). However, there are interesting uses of TikTok in educational contexts, for example, TikTok has been used to improve critical thinking skills in Islamic Religious Education (Tanjung et al., 2023). The platform's short video format has been identified as both a strength and a limitation, depending on the content and educational objectives (Aziz & Dali, 2023; Damayanti et al., 2023). In summary, TikTok's role in a wide variety of sectors of life ranges from enhancing learner engagement and creativity in education (Aziz & Dali, 2023) to being a medium for health information and math education (Aziz & Dali, 2023; Olsson et al., 2023; Hasanah & Pujiastuti, 2022). Its ability to adapt to various educational needs, including during the COVID-19 pandemic (Febrianti et al., 2022), and its appeal to Gen Z users underscores its potential as a versatile educational resource (Dasoo, 2023). However, the need for further support and consideration of content length and pedagogical strategies is evident (Damayanti et al., 2023).

The relationship between the TikTok Application and Learning Behavior is interesting to study more deeply because of the ability of this application to quickly adapt to the various needs of students. Some similar studies that allude to this such as the discovery of the effect of social media use on the learning behavior of Islamic religion and ethics subjects of SMA Negeri 5 Bengkulu Utara students, where the results showed that the contribution of social media use in influencing learning behavior was 21.6% (Kurniawan, 2022). The use of TikTok also has a significant effect on teenagers' self-confidence in Sampang Regency, namely 54.5% (Adawiyah, 2020). As for its relationship with learning achievement, it was also found to have a significant effect on TikTok (Marini, 2019). Based on the above background and several previous studies, this study will conduct research with four problem formulations: First, how high is the intensity of using the Tiktok application for students at SMA Negeri 4 Barru, second, how good is the learning behavior of students at SMA Negeri 4 Barru, third, is there a positive and significant relationship between the use of the Tiktok application and the learning behavior of students at SMA Negeri 4 Barru, fourth, is there a positive and significant relationship between the use of the Tiktok application and the learning behavior of students at SMA Negeri 4 Barru. This research contributes to changes in learning behavior with the use of the TikTok application.

## METHOD

This study uses a quantitative approach, quantitative research is defined as a research method based on the philosophy of positivism, used to research on certain populations or samples (Sugiyono, 2019) Data collection uses research instruments, and data analysis is quantitative or statistical, with the aim of testing predetermined hypotheses. The type of research used is correlation research, which aims to see the relationship between one variable and another. The research location is SMA Negeri 4 Barru, this school is one of the schools in Barru Regency, Cilellang Village, Mallusetasi District. The time used in the implementation of this research is 1 month (adjusted to the needs of the research). The population of this study were students in grades X, XI, and XII at SMA Negeri 4 Barru. The average number of students who use the Tiktok application is 108 people with a sample using the Slovin technique with an error rate of 10%. Slovin formula for determining sample size  $n$ : number of samples,  $N$ : total population,  $e^2$ : error level in [Formula 1](#).

$$n = \frac{N}{1 + Ne^2} \quad (1)$$

$$n = \frac{108}{1 + 108(0,1)^2} = \frac{108}{1 + (108)(0,01)} = \frac{108}{2,08} = 51,9$$

The results of the sample calculation using the Slovin formula above are 52 respondents. The data collection techniques that will be used in this study are Questionnaire (questionnaire). In this study, a closed questionnaire was used, namely the questions given to respondents already had answer choices. So this type of questionnaire respondents are not allowed to express their opinions. Instrument measurement using a Likert scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. The Likert scale has two forms of statements, namely positive and negative statements. Positive statements are scored 5, 4, 3, 2, 1, while negative statements are scored 1, 2, 3, 4, 5. The answer form of the Likert scale consists of strongly agree, agree, doubt / neutral, disagree, and strongly disagree.

This research has two data analysis techniques, namely descriptive analysis and prerequisite analysis. Descriptive analysis is a way of collecting and processing research data without concluding (Misbahuddin & Hasan, 2022). The analysis prerequisite test consists of several, namely the validity test which is an analysis to measure whether the questionnaire items are valid or not using the product moment person correlation method. Then the reliability test is to find out the consistency of the data we take whether it is consistent or not. When the data is consistent, it can be continued to the next test (Adibah, 2014). The third Normality Test aims to test whether the distribution data follows/approaches the normal distribution or not. In addition, there are several tests used to determine the formulation of the problem including hypothesis testing which is often called the one-sample test. The one-sample t-test or one-sample test is an analytical technique to compare one independent variable. The purpose of partially testing the significance of two independent variables on the dependent variable is to measure separately the contribution made by each independent variable to the dependent variable (Siregar, 2017). Furthermore, the Product Moment Correlation Test/R Test, test aims to determine the direction of the relationship, the strength of the relationship, and the significance of the strength of the relationship between variable X and variable Y (Roflin & Zulvia, 2021). Then simple linear regression is carried out to evaluate the effect of variable X on variable Y (Sugiyono, 2019). Next, the F test is to determine the effect of independent variables simultaneously on the dependent variable, whether the effect is significant or not (Priyatno, 2013). Finally, the coefficient of determination ( $R^2$ ) is used to measure how well the regression line fits the actual data (goodness of fit). The coefficient of determination measures the percentage of total variance in the dependent variable Y which is explained by the independent variables in the regression line (Reza et al., 2021).

## RESULTS AND DISCUSSION

### Results

Answering the formulation of the first problem regarding how high the intensity of use of the Tiktok application is for students at SMA Negeri 4 Barru, the results of the One Sample T-test test were obtained. The results of this test show the t value of the variable (X) when compared to the t table value with dk = n-1 (52-1 = 51) with a significance level of  $\alpha = 5\%$  (0.05), the t table is 1.675. The calculated t value is  $-23.211 < 1.675$  t table, then  $H_0$  is accepted and  $H_a$  is rejected. However, it is known that the value (2-tailed) is  $0.000 < 0.05$ , so  $H_0$  is rejected and  $H_a$  is accepted.

Based on the formulation of the second problem regarding how good the learning behavior of students at SMA Negeri 4 Barru is, the results of the One Sample T-test test show the calculated t value when compared to the t table value with dk = n - 1 (52 - 1 = 51) with a significance level of  $\alpha = 5\%$  (0.05) obtained t table of 1.675. The calculated t value of  $-17.659 < 1.675$  t table, then  $H_0$  is accepted and  $H_1$  is rejected. However, the (2-tailed) value of  $0.000 < 0.05$  indicates that  $H_0$  is rejected and  $H_1$  is accepted. Based on descriptive hypothesis testing, the results show that the level

of learning behavior of students at SMA Negeri 4 Barru is 70% of the specified criteria. This means that the learning behavior of students at SMA Negeri 4 Barru is included in the good category.

Based on the formulation of the third problem, regarding whether there is a positive and significant relationship between the use of the Tiktok application and the learning behavior of students at SMA Negeri 4 Barru. The results obtained from the correlation table provide information about the relationship between variable X and variable Y. The correlation coefficient value is 0.410 with a significance value (2-tailed) of 0.003. Because the significance value  $<0.05$ , which means that there is a significant correlation between the use of the Tiktok application (X) and the learning behavior variable (Y), because the significance of  $0.000 < 0.05$ ,  $H_0$  is rejected and  $H_a$  is accepted. This means that there is a positive and significant relationship between the use of the TikTok application and the learning behavior of students at SMA Negeri 4 Barru. The above statement is also reinforced in the Interpretation Table for the Correlation Coefficient, namely  $0.26 - 0.50$ , so there is a sufficient level of relationship between the use of the Tiktok application and the learning behavior of students at SMA Negeri 4 Barru.

Based on the calculated r-value Pearson Correlation Sig. (2-tailed): It is known that the calculated r value for the relationship between the use of the Tiktok application (X) and the learning behavior variable (Y) is  $0.410 > r$  table  $0.273$  at the 5% significant level, it can be concluded that there is a relationship between the use of the Tiktok application (X) and learning behavior (Y). Because the r count or Pearson correlation in this analysis is positive, it means that the relationship between the two variables is positive or in other words, the increasing use of the Tiktok application will also increase learning behavior.

Based on the formulation of the fourth problem, how does the use of the Tiktok application affect the learning behavior of students at SMA Negeri 4 Barru. In this study, the authors analyzed variables X and Y. The simple linear regression equation above can be interpreted as follows,  $\alpha = 35.142$  means that if variable x, namely the use of the Tiktok application = 0, then the value of variable Y Learning Behavior will show a level or equal to 35.142. Then  $\beta =$  variable X has a regression coefficient of 0.395 which means that the variable coefficient for using the Tiktok application has a positive regression direction, where every time variable X increases by 1%, variable Y will increase by 0.395.

The simple linear regression coefficient value is positive (+), so it can be concluded that the use of the TikTok application (X) has a positive effect on learning behavior (Y). So the regression equation is  $Y = 35,142 + 395X$ . It is known that the significance value (Sig) of using the Tiktok application (X) is 0.003 because of the sig value.  $0.003 < 0.05$ , it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. With a significance level of  $\alpha = 5\%$  (0.05) obtained f count  $10.087 > f$  table 4.03, it can be concluded that the use of the Tiktok application has a significant effect on the learning behavior of students at SMA Negeri 4 Barru. So, the use of the TikTok application has a positive and significant effect on student learning behavior. The magnitude of the influence of using the TikTok application is 16.8%, while 83.2% is influenced by other factors not included in this study.

## Discussion

### *Use of TikTok Application at SMA Negeri 4 Barru*

TikTok application is one of the social media that has many users spread all over the world. This social media has many functions so that its users are fairly high, such as finding information, getting entertainment, sharing facilities, and online communication. The use of the Tiktok application can be measured by looking at the type of media used, frequency of use, and duration and intensity of use (Puspita, 2024). Based on descriptive hypothesis testing, the results show that the level of use of the Tiktok application by students is 68% of the specified criteria. This means that the use of the Tiktok application by students at SMA Negeri 4 Barru is included in the high category. This measurement of usage intensity includes various aspects such as daily frequency, duration of each usage session, and the type of content most frequently accessed. This high level of use can be interpreted in several forms of interpretation. First, the high usage of TikTok indicates that the platform is very attractive to learners, possibly due to its ability to provide different types

of content relevant to their interests. Second, the high frequency and duration of use may reflect that TikTok has become an integral part of learners' daily lives, serving not only as a source of entertainment but also as a tool for seeking information and communicating with peers.

This study also found that the use of TikTok at SMA Negeri 4 Barru can be categorized as a significant activity in the daily routine of students. This is in line with the findings of [Nguyen & Diederich \(2023\)](#) which emphasizes the importance of content that can encourage viewers to engage in knowledge sharing and negotiation, and who state that Tiktok's appeal to Generation Z and its capacity to make learning interesting and interactive aligns with the characteristics of today's students ([Syah et al., 2020](#)). In addition, the high use of TikTok among these students may be influenced by several external and internal factors. External factors could include the availability of internet access and adequate technological devices, while internal factors include personal interest and the desire to stay connected to social trends. The availability of interactive features and diverse content may also be a major driving factor that makes learners use the app more frequently.

### ***Learning Behavior of Students at SMA Negeri 4 Barru***

Learning behavior is a way or action that reflects the attitude towards the implementation of learning techniques carried out by students at certain times and situations ([Maryani et al., 2018](#)). Good learning behavior includes various aspects such as perseverance in completing assignments, concentration during the learning process, regularity in managing study time, and activeness in participating in teaching and learning activities ([Rachman et al., 2021](#)). Based on the explanation above, learning theory according to Robert Gagne emphasizes that learning contributes to the adaptations needed to develop logical processes. Therefore, the development of behavior is the result of learning from the cumulative effects of learning ([Hasanuddin, 2017](#)). This means that good learning behavior is the result of a continuous and structured learning process, where learners gradually develop effective learning skills and strategies.

Overall, good learning behavior at SMA Negeri 4 Barru is the result of various interrelated factors, including motivation, regularity, perseverance, and support from the surrounding environment. By overcoming existing challenges and utilizing technology wisely, learners' learning behavior can be continuously improved to achieve more optimal educational outcomes.

### ***The Relationship between the Use of TikTok Application and the Learning Behavior of Students at SMA Negeri 4 Barru***

The correlation coefficient of 0.410, although indicating a moderate relationship, is still relatively moderate. This means that although there is a positive relationship between TikTok use and learning behavior, this relationship is not very strong. Several factors could explain this phenomenon such as the use of TikTok that contributes positively to learning behavior is most likely related to the consumption of educational or informative content. Learners who utilize this platform to access tutorials, study tips, or videos that support the subject matter may show better learning behavior. TikTok also has interactive features that can increase learners' engagement in the learning process. For example, short videos that are engaging and easy to understand can help students understand difficult concepts in a fun and interactive way.

### ***The Effect of TikTok Application Use on Student Learning Behavior at SMA Negeri 4 Barru***

This study shows that the use of the TikTok application among students of SMA Negeri 4 Barru is quite high, which is 68%, and has a positive influence on their learning behavior. However, the effect is only 16.8%, indicating that TikTok has not become a dominant factor in improving students' learning behavior. Although there is a positive correlation between TikTok use and learning behavior, this relatively small contribution indicates that the app is not the only or even the main factor influencing learning behavior.

This 16.8% effect could mean that while TikTok has the potential to influence learning behavior, many other factors are more dominant and should be considered. Such factors may include teaching quality, family support, school facilities, and learners' intrinsic motivation. Therefore, while TikTok may serve as an additional tool that provides certain benefits, such as quick access to information and educational content, its role is still limited. This finding is



supported by research by [Kurniawan \(2022\)](#) which found that the use of social media contributed 21.6% to the learning behavior of Islamic religion and ethics subjects at SMA Negeri 5 Bengkulu Utara. This percentage is slightly higher than the influence of TikTok in this study, suggesting that social media in general can have varying impacts depending on the context and use. Research [Adawiyah \(2020\)](#) which showed a significant effect of Tiktok use on adolescents' self-confidence of 54.5% also highlights that Tiktok's influence may be stronger on certain aspects, such as psychological or social, rather than directly on learning behavior. This increased self-confidence could indirectly affect learning behavior, but the direct effect may be more complex and influenced by many other factors.

Furthermore, although TikTok is proven to be able to disseminate information quickly and can be used for educational purposes, such as in the case of cycling safety or improving critical thinking skills in Islamic Religious Education ([Tanjung et al., 2023](#); [Witte et al., 2023](#)). However, this potential is not yet strong enough to significantly change learning behavior without support from appropriate pedagogical strategies and better integration in the education curriculum. Thus, although TikTok shows potential as an additional tool in education, its influence of only 16.8% on learning behavior shows that this application cannot be used as the main medium to improve students' learning behavior. To maximize TikTok's potential in education, there needs to be a more structured integration with traditional learning methods and support from various other factors that are more dominant in influencing learning behavior. Educators and policymakers should see TikTok as one of many tools that can be used to support the learning process, not as a single solution.

While these platforms enable non-formal learning and knowledge construction, content creators must create content that encourages viewers to pay attention to the content ([Nguyen & Diederich, 2023](#)). TikTok has appeal to Generation Z and can make learning engaging and interactive. This resonates with the characteristics of modern learners, which makes it an ideal medium to convey complex concepts in an engaging way ([Syah et al., 2020](#)). TikTok can capture learners' attention with short, engaging videos. This social media can convey information quickly and effectively allowing learning to take place informally, which allows learners to learn new ideas outside the typical classroom environment and can improve their learning behavior again. The use of interactive features on TikTok social media can be used as a means to engage learners and encourage them to actively participate in learning. It can be used to encourage discussion and cooperation, which is an important part of constructivist learning. In summary, TikTok's potential in education is multifaceted, encompassing content dissemination, student engagement, and informal learning. To maximize its potential, educators should consider the platform's unique features, audience demographics, and the balance between educational and entertaining content. The effectiveness of the platform as an educational tool relies on the thoughtful creation and curation of content that is appropriate and motivates students.

## CONCLUSION

Based on the analysis that has been described in this article which discusses the effect of using the Tiktok application on student learning behavior at SMA Negeri 4 Barru, the following conclusions can be drawn: The results of the One Sample T-test variable (X) use of the Tiktok application, show a criterion of 68.4%. Thus the variable use of the Tiktok application based on the classification table 68.01-84.00% is in the high category; The results of the One Sample T-test of the variable (Y) learning behavior, show a criterion of 70%. Thus the learning behavior variable based on the classification table 68.01-84.00% is in the good category; There is a positive and significant relationship between the use of the Tiktok application and learning behavior. The Pearson correlation test results obtained 0.410 based on the Interpretation of Correlation Coefficient table 0.40-0.599 indicates that the relationship is quite strong. Based on the significance value sig. (2-tailed) between variable x and variable y, there is a significant relationship.  $r$  count of  $0.410 > r$  table, in this study it is positive, it means that the increasing use of the Tiktok application

increases learning behavior and with every 1% increase in the use of the Tiktok application, the level of learning behavior of students at SMA Negeri 4 Barru increases by 0.395.

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