



## Social Impact and Actions of Sam Ratulangi University Batak Students on Using the TikTok Application: A Study of Social Media Culture

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### Abstract

*The development of information technology has had an impact on people's lives, including in terms of culture. Tikto is an application developed through the use of information technology. Tiktok, which is social media, is used by all people, including students. This research was conducted to examine the Social Media Culture of the Tiktok Application among Batak Students at Sam Ratulangi University, Manado, North Sulawesi Province. Qualitative design was used in this research. Research findings on the use of the TikTok application among Batak students at Sam Ratulangi University are actions that have become ingrained in their social life. The TikTok application has a positive and negative impact on the lives of Batak students at Sam Ratulangi University where their concentration is divided with other activities. However, overall, it does not affect the learning achievement of Batak students at Sam Ratulangi University, especially the informants. Tiktok becomes a unifier in their social life. The negative impact of using the Tiktok application is that you often lose track of time, become addicted, don't pay attention to your health and many more, use it in the wrong way or have crossed the line so that negative videos appear.*

## Introduction

Changes and developments in science and technology today continue to experience various growth and developments. Every change and development that occurs anywhere and at any time can be directly known due to the internet. Along with developments in this era, various new things have been created, one of which is social media. The development of social media from time to time continues to provide many conveniences for people in carrying out their daily activities. Initially media technology was only created to facilitate human activities, but now social media is developing increasingly sophisticated with a variety of interesting and very useful applications in supporting various human activities starting from communicating, trading and as a medium of entertainment. The use of social media today is not limited by age, from children, teenagers, adults to the elderly. They all generally use social media in their daily lives not only as a means of communication, but also simply so as not to be left behind by existing changes, so they can keep up with all the developments of the times.

One form of social media application that is popular with people today is short video content, which presents and packages short videos about various things that are interesting and different from others. This is what stimulates everyone to compete to present everything new that is different and interesting so that it is of interest to various groups. Currently, it is very easy for video content creators to distribute short videos that are entertaining and educational in nature through various existing social media platforms. Many platforms and applications provide support for creating interesting short videos for smartphone users, one of which is the Tik Tok application.

The Tik Tok application is a media that presents interesting content produced by entertainment and educational content creators which has a short duration in each video, thus stimulating everyone to watch it. The Tik Tok application is an application that originates from the Bamboo Curtain Country, China. Monthly active users of the Tik Tok application worldwide have reached 1.67 billion in the first quarter of 2023 according to data from Business of Apps, this number is up 4.37% from the previous quarter. In Indonesia, users of the Tik Tok application according to the report entitled Countries with the largest Tik Tok audience as of April 2023 with a total of 113 million users and Indonesia was crowned as the country with the most and largest Tik Tok application users in the world in the April 2023 period. Initially this application was only uses Mandarin, but currently Indonesian is available so that you can enjoy it better when using it.

Tik Tok provides special effects for its users, short videos packaged in this way can be watched by anyone as long as they have a good quota and internet network. The more interesting and unique the video that is shared, the more people will see the video. This certainly influences content creators to dare to do whatever is of interest to the public in order to gain popularity but can also provide benefits for themselves. Apart from that, this application is also equipped with support for music that is popular and popular at the moment, so that users of the Tik Tok application can make interesting short videos with dancing, singing, freestyle dancing and much more. This can certainly encourage someone's creativity in making short videos as good and interesting as possible, unique and different from others, so that they attract the attention of many people.

The existence of the Tik Tok application provides its own entertainment for everyone to relieve fatigue and boredom during work or activities, even Tik Tok users can express various expressions when opening, using or viewing these short videos, such as expressing laughter, happiness, sadness. , happy, disappointed, angry and various other expressions. Because in the Tik Tok application, everyone can see various kinds of short entertainment and educational videos with different, unique and interesting video content.

Based on the author's observations, those who dominate the Tik Tok application the most and are always actively making videos are the younger generation, millennials. They create content in short videos with different characters and concepts, some make videos alone or individually, together, even together with friends, family, girlfriends and so on. Even now, Tik Tok can also be used as a business as a livelihood for everyone to trade through live broadcasts to market products or just put them in the yellow basket and carry out promotions through short videos.

However, there are also many who abuse the Tik Tok application and upload videos that are not good for viewing, such as racial issues, provocative practical politics, pornographic content, LGBT and so on which are certainly dangerous and threaten the survival of the nation and state. Especially for young students, especially. Apart from that, it turns out that the Tik Tok application also has an addictive effect on its users so that it can influence daily activities, because the various videos presented attract the user's eyes to open and view the application on their smartphone.

The more interesting the videos you see, the longer it will take someone to open and view the Tik Tok application, in the end the work or activities that actually need to be done are abandoned just to watch short videos or live broadcasts via Tik Tok. This is certainly dangerous for a student, where students are the nation's next generation who are prepared with good and correct education. However, it will have a bad impact if the time for studying, making coursework or while studying in class is only used to open the Tik Tok application for a long

duration of time which will affect interest and motivation to study and concentrate and focus on doing assignments, while studying or while studying in class.

The culture created through the application among students is not something new and has become consumed to create certain content, men and women both use the Tik Tok application in their daily lives, where Tik Tok users spend more time use the application either through Movement or just watching the videos in the application so that you can lose track of time. Of course, this has a very serious influence on learning patterns and influences the motivation to learn. The resulting influence certainly has sharpness and changes to the student's learning time and patterns, but it all depends on the character and personality of the student and what is described in the Tik Tok application. Furthermore, the culture that is created as a result of excessive use of the Tik Tok application is the language style, accent, way of dressing which is influenced by the videos watched. However, for this group, this is a form of developments with the times and following trends that are going viral through the Tik Tok application, but for other people this is a form of bad influence from this application.

Based on initial observations made by the author when he saw fellow Batak students in boarding houses doing college assignments with their friends, it turned out they were unable to complete them because they were only busy creating video content on the Tik Tok application together, so the initial aim was to learn together with doing college assignments, they were abandoned and not continued because they were only busy making movements, dancing according to the music according to the content that would be followed on the Tik Tok application. This will certainly affect his achievements in college. Apart from that, an interesting thing that the author found during initial observations was when one of his Batak student friends lied to his parents to ask for money to buy books, even though the money was only used to buy clothes through live sales broadcasts on Tik Tok. The more frequently you open Tik Tok, the higher the cost of purchasing an internet quota, which will have an impact on the student's financial condition.

Based on the explanation above, there is a huge influence on students who often play social media, especially the Tik Tok application in their daily lives, especially for Batak students who migrate far away to Manado City to study at Sam Ratulangi University. This phenomenon among students is certainly an interesting discussion, because students are intellectuals who are dynamic and flexible with various existing changes. The role of students as agents of change and social control requires every student to open their eyes and care and have a responsibility towards society. With current technological developments, Batak students and students studying at Sam Ratulangi University, Manado, certainly carry all their parents' hopes of being successful in their studies. overseas. So anything that is negative and affects learning achievement during study should be avoided or reduced in use, such as the Tik Tok application.

Basically, using the Tik Tok application has positive and negative sides for students, especially Batak students at Sam Ratulangi University in Manado. Don't let the Tik Tok application ultimately have a negative influence that will only damage learning patterns and affect students' learning motivation just because they take too long to open, view and create short video content on the Tik Tok application and leave or ignore their duties and responsibilities as students. Based on the explanation above, no one has studied the use of the Tik Tok application among Batak students at Sam Ratulangi University in Manado. So this is what motivates the author to examine in more depth the social media culture of the Tiktok application among Batak students at Sam Ratulangi University.

## Methods

In this research, researchers used qualitative research methods (Moleong, 2017; Sugiono, 2019). The location of this research was in Manado City, among migrant students and female students who were pursuing undergraduate studies at Sam Ratulangi University who came from the Batak tribe, North Sumatra Province. The reason for choosing this research location was because in Manado City, similar research had never been conducted, especially regarding the Cultural Analysis of the Tiktok Application Social Media on the Learning Achievement of Batak Students at Sam Ratulangi University. In this research, the informants consisted of Batak students using the TikTok application, administrators of the Batak Christian Student Association in Manado, academics and the general public. Sources of research data are primary data through interviews and observations and secondary data through documents related to concepts, theories, references, whether sourced from books, magazines, journals or other research results. This research focuses on how the Social Media Culture Analysis of the Tiktok Application Affects the Learning Achievement of Batak Students at Sam Ratulangi University using Max Webber's Social Action theory with indicators (1) human action according to subjective actors in the form of real action; (2) real actions are completely mental; (3) action includes the positive influence of a situation that is deliberately repeated and in the form of tacit agreement; (4) the action is directed at a person or individuals and (5) the action concerns the actions of other people. In this research plan, the researcher carries out descriptive-qualitative data analysis through data collection, data reduction, data presentation and conclusion drawing.

## Results and Discussion

According to Yuhefizar (2012) quoted from Malimbe et al (2021), applications are programs developed to meet user needs in carrying out certain jobs. According to Zaputri and Irman (2021) the Tik Tok application is a video-based online social media application that provides unique and interesting special effects that can be used by users easily so that they can create short videos with cool results and can be shown off to friends or other users (Michael 2019). According to Demmy (2018) quoted from Zaputri and Irman (2021) Tik Tok is the newest social media application that allows users to create various interesting videos, interact in the comments column and private chat. The Tik Tok application is also very easy to use and that is where someone can create good and unique content.

Adawiyah (2020). Suggesting that the increasing number of TikTok social media users among teenagers in Indonesia will influence one of the stages of adolescent development, namely self-confidence. Ardiana (2021) stated that Tiktok as a video entertainment application has many features that allow it to be used as an audiovisual learning medium. Batak students at Sam Ratulangi University Manado are migrant students from the Batak tribe who are pursuing higher education at Sam Ratulangi University Manado, where they carry a hope from their parents and family to be successful in their studies in the city of Manado.

According to Weber, reviewing sociological concepts is very important in reviewing ideas related to social action and not empirical concepts. The concept does not tell someone what to do but says what can be done under certain circumstances. Weber had a great interest in the theory of social action regarding issues of motivation, intention and behavior. Weber considers that social relations are connected with the goals of human action. The five main characteristics of Max Weber's targets include human action according to actors which is subjective in the form of real action, real action is completely mental, action includes the positive influence of a situation that is deliberately repeated and in the form of tacit agreement, the action is directed

at someone or several individuals and those actions pay attention to the actions of others. (Rokmad Prastowo, 2008)

The presence of social media has had its own influence on the activities carried out by society today, especially students, teenagers or children who are still in elementary school. As time goes by, social media must be able to answer the needs of society, especially students. It is hoped that social media will not only be able to change the character, perspective and behavior in communication between friends, but must be able to improve the quality of life of students both in terms of behavior and quality of learning. Social media activities that are used continuously every day can become a new culture, namely social media culture, where students become addicted and repeat these activities over and over until they can interfere with their main activities such as studying.

Tik Tok is an application that provides special, unique and interesting effects that users of this application can easily use to create cool short videos that attract the attention of those who watch them. The Tik Tok application is a social network and music video platform which was launched in September 2019. This application is a short video making application supported by very interesting music which is very popular with teenagers and children. In this research, the researcher focuses on how the Social Media Culture Analysis of the Tiktok Application Affects the Learning Achievement of Batak Students at Sam Ratulangi University using Max Webber's Social Action theory with the following indicators:

### **Human Actions According to Actors Are Subjective in the Form of Real Actions**

Subjective is an attitude that refers to a situation where someone thinks relatively, the result of guesswork, based on feelings or tastes. The influence of using social media itself is very diverse, both positive and negative impacts. The positive impacts that arise include being able to easily attract friends, being able to be used as a promotional medium, as a communication medium with friends, and being able to be used as an alternative to search for information, both the latest news and technology education (Rokmad, 2008). Apart from the positive impacts, there are also negative impacts, especially accessing and using social media too often can result in a lack of socialization with the surrounding environment, a lack of concentration in learning, negative behavior and spreading hoax news. However, in this research, the TikTok users, namely student informants, appear to be mature and educated so they are not easily taken in by hoax news on the platform.

With the Tik-Tok application, interesting video creators can make all kinds of people appreciate themselves and their style by making funny videos, unique videos, interesting videos and various others. Based on the author's observations, those who use the TikTok application the most and are always actively making videos are teenagers and young adults, including students. They appreciate what is inside them through the videos they make. The informants felt the same thing when using the Tik Tok application. These actions are subjective and real actions by students. In this study, the researcher analyzed that the informants' attitude in using TikTok made them more confident and wanted to continue carrying out these activities in a real way in various conditions, although in some cases, the students interviewed were not significantly affected by the presence of the TikTok application and tended to be able to well controlled.

Human actions basically refer to human activities, namely everything that is done by humans. At a more complex level, action not only refers to everything that humans do individually, but also to the practices carried out by a group of actors (social groups). Max Weber saw social reality as something based on individual goals and social actions. Social action is all human behavior that has subjective meaning.

From this research, researchers analyzed that students' actions through the TikTok application were part of actions that were relative and in accordance with their feelings. Where the determination of videos, dances and also their algorithms are determined by their hearts' desires when using the application.

### **Real Action is Completely Mental**

Students are the nation's next generation. Students are part of society who represent intellectual community groups, have a superior understanding compared to society in general. Students are also expected to have views or opinions that can be used as benchmarks and guidelines in society regarding existing problems, including in relation to the use of the Tik Tok application. The nation currently really needs the role of its people so that changes for the better can occur. Therefore, the role of students as agents of change and social control requires students to care more about each other, especially the consequences arising from technological advances such as Tik Tok users. The act of using TikTok can provide students with both positive and negative memories, so filling their memories with the TikTok application can also have an impact on their future.

Based on the results of the interview above, it can be seen that Batak students in Manado have three types of intensity of using the Tiktok application, namely: (1) Often use the Tiktok application to express yourself; (2) Use the TikTok application to find entertainment and relieve boredom; (3) Just have an account but don't use it intensively and don't upload video content.

Based on the results of interviews conducted by researchers, it can be concluded that students using the Tiktok application by Batak students at Sam Ratulangi University Manado are divided into three parts, including: often using the Tiktok application to express themselves, using the Tiktok application to relieve boredom and fatigue, just have an account but don't use it intensively. Researchers analyzed the action of using the social media TikTok for Batak students at Sam Ratulangi University which made a mental or lasting impression on their lives, seen from the way they used the application, most of whom on many occasions even used TikTok during worship and lectures, this is a actions that are difficult to control because they have become a habit for them.

This is in line with Webber's theory which states that social action can be action that is actually directed towards other people, it can also be mental or subjective action that may occur due to the positive influence of certain situations. Or is an intentional repetitive action as a result of the influence of similar situations. Or in the form of passive agreement in certain situations.

### **Action Involves the Positive Influence of a Situation That Is Intentionally Repeated And in the Form of Tacit Agreement**

Tik Tok social media is a type of social media that provides unique and interesting effects that users can easily use to create cool short videos that can attract the attention of many people who see them. From a positive aspect, the Tik Tok application has several benefits, including: (a) An application that can encourage someone's creativity in creating a work; (b) Can create more interesting videos with unique music and effects; (c) You can train yourself to hone your video editing skills for useful content.

Of the positive impacts above, there are also negative impacts. The negative impacts of using the Tik Tok application are as follows: (1) Indirectly, TikTok is the cause of the younger generation to like to dance happily. If you are someone who is often active on Instagram, you will definitely come across several netizens with various videos made using this TikTok application; (2) Making videos that are not appropriate, not even just adults, they involve small

children in making TikTok videos for the sake of a lot of response from netizens, daring to sing songs and act as adults; (3) If this is considered an entertainment medium, then YouTube is better. It's true, the purpose of this application is mostly entertainment, but excessive entertainment is also not true; (4) There are many inappropriate videos that are bad examples for the behavior of today's children; (5) Someone becomes too creative for the sake of a funny and interesting video so they are unable to judge what is appropriate and what is not; (6) Viewing videos uploaded by other users is indeed entertainment, but it makes users lose track of time and just waste time.

Social action should not be limited to positive actions that can be noticed directly. These actions also include negative actions, such as failure to do something, or passive acceptance of a situation. But not all behavior can be understood as a rational manifestation. This rationality is the basic concept used by Weber to classify types of social action. The main distinction given is between rational and nonrational action. Rational action is related to the conscious consideration that the action expresses. (Doyle Paul Johnson, 1986)

### **The Action is Directed At a Person Or Individuals**

Along with advances in technology, there are many media that humans can use as tools for communication, as well as social media which can be easily accessed via the internet network. In general, the function of social media includes sharing messages with many social media users themselves, namely in the form of news (information), images (photos) and also video links. Social media can not only be accessed on computer devices, but with applications on smartphones or smart phones, it makes it easier for people to access social media anytime and anywhere.

Use social media to socialize and unwind because many outside activities are limited. These restrictions on social activities set by the government also apply to the world of education, which must take part in online learning. At the end of (Armylia, 2021), learning began to become active again. However, unfortunately, some still carried the habits they had during online learning. From the research results, researchers also found that there were students who were not very interested in using the TikTok application. for reasons of not having the confidence to do something in front of the camera, but he took motivation and lessons from posts and videos on the Tiktok application.

From the research results, it was found that the majority of videos and hashtags circulating on social media regarding TikTok dances were filled by women, indicating that people are more interested in dances performed by women than men on TikTok. Women dancing on TikTok has become a common thing nowadays and can be easily found on the internet. This is supported by Susilowati's view that the character of Indonesian society is a social society, likes to share, their existing hobbies tend to be narcissistic, and they are not really concerned with privacy issues, social media becomes a very representative communication medium.

Freedom of expression is formed from the word free which means a state of independence or freedom and the word expression, namely the expression of an individual's thoughts or ideas about something, so it can be concluded that freedom of expression is freedom for individuals to express their thoughts or ideas about something. Women expressing their bodies on TikTok through dance is a real form of women's freedom over their bodies. This can be seen from the absence of binding rules for women in expressing their bodies on TikTok, and women are free to dance, dress and use other body accessories in editing TikTok videos.

## **It is Paying Attention to the Actions of Others**

The impacts that Batak students at Sam Ratulangi University feel when using TikTok are related to actions that are noticed by other people, such as:

### ***Have lots of friends and fans***

Fans, which are often referred to as followers, have their own value in describing the existence of a TikTok account. The more followers a TikTok account has, the more it can be said that the account has values that are liked by many other users. Having a large number of followers cannot be obtained easily. Therefore, several students compete to create interesting and trending videos to get likes and followers.

### ***Learn new things from the accounts you like***

The large number of TikTok users makes the content in it diverse. There are lots of videos with different characteristics, not to mention the issue of videos that are good or those that have a lot of negative content that can change the way someone thinks about something. TikTok is also a good vehicle for learning to sort out what is positive and what will have a bad impact on its users. From the results of this research, it can be seen that social action is an individual's action that has subjective meaning or meaning for himself and is directed towards the actions of other people. On the other hand, individual actions that are directed towards inanimate objects or physical objects alone without being connected to the actions of other people are not social actions. According to Weber, studying the development of institutions must also look at human actions. Because human action is a major part of social life.

### ***Loss of shame***

The TikTok application provides an offer for its users to fulfill their entertainment needs by uploading videos that have been made with edited backgrounds or music, then with these videos many people watch, comment and like the video. Some people think this is part of entertainment, having lots of friends and fans, but currently many people use the TikTok application as a place to show themselves off, which is mostly used by women to follow current trends, where the content contains many elements of exposing one's private parts, lust, or tend to show off body curves. In this context, what Weber means is the concept of social relationships. He defines it as an action carried out by several different actors, as long as the action contains meaning and is connected and directed to the actions of other people. not all collective life qualifies as inter-social relations. Where there is no mutual adjustment (mutual orientation) between one person and another, there is no inter-social relationship. Even though there are a group of people found together. (Ritzer, 2012)

Meanwhile, in the study of symbolic interactionism, George Herbert Mead introduced the dialectic of the relationship between humans and humans and humans and nature. For Mead, individuals are sensitive and active creatures. Social existence greatly influences the shape of the environment (socially and personally) effectively. This is as the environment influences the condition of sensitivity and activity. Mead emphasized that individuals are not "slaves to society", in fact they are the ones who shape society as society shapes it. (Zeitlin, 1998)

## **Conclusion**

Based on the results of the research presented in the previous chapter regarding social media culture, especially the TikTok application and its impact on the learning achievement of Batak students at Sam Ratulangi University, it can be concluded that the use of the TikTok application among Batak students at Sam Ratulangi University is an action that has become ingrained in life. their social media, where all the informants' cellphones have the TikTok application

installed and on average they are actively used every day, the use of this TikTok application even costs quite a lot of budget through the use of internet quota, in direct proportion to this, the use of TikTok becomes intense and even becomes an ingrained habit. for their lives.

The TikTok application also has positive and negative impacts on the lives of Batak students at Sam Ratulangi University where their concentration is divided with other activities. However, overall it does not affect the learning achievement of Batak students at Sam Ratulangi University, especially the informants. This is because these students are adults and know how to determine priorities in doing something. Another impact is positive, where TikTok becomes a unifier in their social life, where their relationships with other people become fluid and they become more confident because they are used to the dancing and singing on the TikTok application. Apart from that, several students said that with the Tiktok application they could be entertained when they had a lot on their minds, such as having work either in college or at home. They also said that by watching videos on Tiktok they gained extensive knowledge both about lectures and outside lectures, thereby increasing their interest in learning. The negative impacts of using the Tiktok application are often losing track of time, becoming addicted, not paying attention to health and many more. Tiktok users also often use it in the wrong way or have crossed the line so that a negative video appears and accidentally the person who sees the video has seen what he or she should not have seen.

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