



## TikTok Application on Achievement and Learning Motivation at Influence Colleges

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### ABSTRACT

TikTok is an application that many people love; Tiktok contains many information and videos that attract its users' attention—starting from children, teenagers, adults, and even the elderly. Because this Tiktok application can be used in any circle, this Tiktok application is effortless to access via cellphones or other devices such as laptops, tablets, and computers. The use of the Tiktok application is the largest in the world because Tiktok is very much in demand, and the way to use it is effortless, so that most people can use this Tiktok application. This research aims to discuss problems in using the Tiktok application and its role in life. In this case, it also discusses the impact of the Tiktok application, both positive and negative effects, and its influence on achievement and motivation to study in tertiary institutions. Researchers use the quantitative method, carried out by way of researchers distributing Google forms to students and the community. Then the researchers also conducted several interviews directly with students at University. The results of the study show that the majority think that the use of the Tiktok application in college is very much in demand and has many positive values contained in it. The drawbacks of this research are that not many interviews were conducted with other parties, and the researchers only focused on students. Therefore, further research is expected to be more complete.

**Keywords:** *Tiktok, achievement, and motivation*

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## **INTRODUCTION**

Technological developments nowadays benefit education and. The rapid development of technology also provides many benefits for the wearer. The active and creative use of technology gave birth to many people who were previously unknown to be known by many people through some of their positive value creations. In this technological development, many people are racing to use technology or in fostering communication through the internet network, especially in various forms of social media, such as Instagram, Tik Tok, WhatsApp, Facebook, YouTube, and other similar applications (Liu et al., 2019; Shareef et al., 2019; Stieglitz et al., 2018). The use of technology is not only for communication purposes but is also widely used to play online games which are in great demand, especially for teenagers. In essence, applications are widely used among teenagers, where technological developments are in accordance with what they need and expect to meet today's needs.

Among the many developing applications, one of the most in demand by children, adolescents, and students today is Tiktok (Omar & Dequan, 2020; Sun et al., 2021). Tik tok is better known as a creative application for its users. Tik tok is an application that can load videos through information, music, or dance. The Tiktok application is the most used in the world; this application originates from China and first appeared in September 2016 by Zhang Yiming, the founder of the Tiktok application. The Tiktok application is easy to access by various groups, including children, teenagers, adults, and even parents. The Tiktok application allows users to make any video or short music video (Barta & Andalibi, 2021; Duggan, 2022; Vijay & Gekker, 2021) Using the Tiktok application, many people are more active and creative in making content to be shown to others or just for entertainment.

Tik tok is an application containing hundreds or even millions of videos (Radin & Light, 2022; Zhu et al., 2022). This application makes the cellphone a running studio with many unique features so that it can be used easily so that the users of this application can make or send videos they want to upload very easily. Apart from that, Tiktok, which provides many features for its users, also provides cool and cute filters that anyone can use to create video content (Jia et al., 2019; Shih, 2018; Wehrmann et al., 2018). Currently, videos are the most made thing in the Tiktok application. Video is also much-loved by everyone, including in word itself. Videos are the most searched topics used to make money through advertisements. The video itself is also the first peak in the income of its users.

To get much income, or followers from the Tiktok application, everyone is racing to make a video, whether it has a positive or negative value for many people (Chu et al., 2022; Ivanov et al., 2019; Pryde & Prichard, 2022). Moreover, they are also racing to create other applications, such as video editing applications, to support their videos to make them even more exciting and a big concern for the audience. TikTok also makes it easy for users to create short videos shared with their friends and the world (Basch et al., 2022; Kennedy, 2020; Y. Wang, 2020). It can create creative and innovative thoughts for users to become valuable content for many people. Social media, especially

the Tiktok application, is multiple comparisons for everyone worldwide to be even more motivated to create something new, and only a few people know about it.

The social media industry has soared very high with the fast and rapid development of technology, (Chiarini et al., 2020; R. Wang et al., 2020) This can be seen in the emergence of various applications similar to Tiktok. They are racing fast to increase their rating, just like fans of the Tiktok application, which is so global. So there is competition between them in creating more exciting applications to attract the attention of many people. The Tiktok application is also entertainment to unwind after activities and a place to have fun with the people closest to them. With the emergence of the Tiktok application, most people spend more time watching the videos presented in the Tiktok application than they watch on TV, where news is usually broadcast on TV. Because many people use the Tiktok application (Chen et al., 2022; S. Wang et al., 2022; Zhang et al., 2022) they enter all information or news into it, making Tiktok a substitute for receiving information or news.

More and more social media industries are popping up (Aydin, 2020; Seo & Park, 2018; van Asperen et al., 2018) in developing new applications by presenting a social media application with several sophisticated features and advantages. Likewise, the application is the king of the many applications that have sprung up, namely the Tiktok application. Where this application can be (Hosseinalhashemi et al., 2021; Patma et al., 2021) it is said that is still classified as a new application, but the demand for it is increasing rapidly every year. In today's life, no one does not know about the Tiktok application, (Aydin, 2020; Obermayer et al., 2022; Šerić & Praničević, 2018) as well as its use; almost everyone uses this application. This application has only been running for the last seven years but has become the most prominent enthusiast and user in the world compared to other applications. In fact, until now, the Tiktok application is increasingly displaying new, more sophisticated features and the latest updates that attract more people's attention to be interested in using it.

Because this Tiktok application is not only for making or sending videos, (Campoverde Campoverde et al., 2018; Martín-García et al., 2022) but is also widely used for making money by using life on Tiktok, which can invite other users to comment and give a gift. This gift is in the form of coins that can be converted into money by the host or the person who starts the live broadcast. It is also used for trading and promoting merchandise (Miao et al., 2021; Sidorenko Bautista et al., 2021; Sulibhavi & Isaacson, 2021) by displaying their original form, which attracts attention and, ultimately, many devotees. Regarding making money on Tiktok, its users must also be creative in making videos (Hiebert & Kortes-Miller, 2021; Martín-Ramallal & Ruiz-Mondaza, 2022; Steele, 2021) so that people who watch are interested in the content created and they liked the video made. If users are not creative in making videos or careless in making them, they can invite ridicule from devotees and blaspheme the owner of the account or video. For this reason, it is also required to be creative and innovative in its use.

Apart from some of the positive influences, there are also many causes in negative terms caused by the use of social media, especially Tiktok. On Tiktok (García Rivero et al., 2022; “Retos Virales,” 2022) there are also inappropriate videos for many people, especially children, and adolescents. TikTok users are not only in Indonesia but all over the world, where many people post adult and harmful videos, not only that sometimes the Tiktok application is also used as a venue for satire, blasphemy, blasphemy and showing something inappropriate for the public to know. Crowds (Ruangkanjanases et al., 2022; Wengel et al., 2022; Zhao & Wagner, 2022). Besides that, the most significant influence is on children, teenagers, and students in tertiary institutions, where they tend to waste time on valuable things, making them lazy in studying and making assignments. They like to postpone work and spend more time scrolling Tiktok.

There is a significant influence on the use of the Tiktok application on student learning achievement in tertiary institutions. Apart from that, it is also to discuss the impact caused by its use and the benefits caused by its use by students. Is the Tiktok application a reference for learning tools for them, or is it just for fun to use it? Then it is also aimed at using the Tiktok application to support motivation (Omar & Dequan, 2020; Scherr & Wang, 2021) and achievement in students in tertiary institutions. In this case, the impact is also examined as how many people agree with using the Tiktok application in influencing achievement, especially students in tertiary institutions. However, many obstacles arise in using the Tiktok application, especially regarding education and student achievement in tertiary institutions.

## **RESEARCH METHODOLOGY**

This research uses quantitative research. The quantitative method is to distribute the google form link to students and some members of the public to obtain data and answers from them related to the questions written on the google form (Faculty of Mining, Geology and Petroleum Engineering, Pierottijeva 6, Zagreb, Croatia et al., 2018; Sobko et al., 2019). Moreover, research was also carried out through direct interviews related to discussions with several students at University. The questions in question carried out by asking several questions to them, then they answered and provided explanations and their opinions related to the questions the researchers gave (Cholil et al., 2018; Haubrock et al., 2018; Sjekavica, 2018). Then the statements made by some students were described by the researcher according to the researcher's understanding in a short, concise, and clear explanation in real terms. The interview conducted by the researcher took place on Monday, September 10, 2022.

The model of this study was several students who were directly interviewed and were taken at random. Because it is very appropriate related to the discussion being carried out because it refers directly to students; for this reason, researchers think that students are essential in giving their opinions related to the material being discussed by researchers. In this case, the answers given by the students are very influential in the discussion that the researcher will describe later. With the interviews conducted, it will lead to the desired results, and the readers will become sure and correct about the

explanations given. They will be able to instantly understand the explanation given without causing any doubts in their understanding. Therefore the role of students in this study is needed for the continuity of the explanation.

Furthermore, the research was carried out by distributing the Google Form link, where there were ten questions the researcher had previously written related to the discussion material on the link. In the questions, options are also given for the questioners to express their opinions about using the Tiktok application. Apart from that, the distribution of Google Form link was distributed to students and several members of the public to find out their opinions regarding the use of the Tiktok application on student achievement in tertiary institutions. In addition, in-depth interviews were also carried out using the face-to-face method with related students at University by asking several questions to students related to the material previously presented, then providing opinions and answers from those that the researcher felt sufficient and could be used as a reference in explaining the research.

## **RESULT AND DISCUSSION**

Based on the data that researchers have previously collected, based on what is happening in today's life, the Tiktok application is very influential in today's youth. Moreover, it has become one of the routines that students must do, especially today. With this application, students can carry out any activity, share it with many people, and get comments from uploading the video. Tiktok can also really train the creativity of its users. Those who need more confidence about dealing face to face with crowds or people who are shy can use tiktok to introduce and develop their talents to other people. Thus, their talents are not only buried alone but can be shared and become a source of motivation for others. In addition, Tiktok application users can also share new things in the form of photos and videos.

The presence of the Tiktok application is something that some people in the world are very grateful for because they think that they have the opportunity to express themselves and can find friends from various countries; besides that, in terms of education, Tiktok is also very useful, as with the opinions of the students that the researcher has collected. The use of Tiktok in college helps their education. Because on Tiktok, many videos or information about lectures were only known after a while. Many user accounts exist for student education in tertiary institutions, especially at University. This account provides beneficial information in the learning process on campus. The information that is shared includes: how to make a good and correct paper, how to make an exciting ppt, how to do good public speaking, attitude in presentations, and many other things related to lectures.

To find out more clearly about the opinions of students and the public, the researchers asked through the distribution of the Google form questionnaire. Here researchers get mixed results ranging from strongly agree, agree, disagree, and disagree. In this data, the questionnaire fillers embedded several messages and their direct opinions about using the Tiktok application by students in tertiary institutions. In the

following, the researcher presents the data in the form of a table containing students' general opinions.

**Table 1 Research Results with 26 students and the general public**

No	QUESTION	Answer ( Percentage )	Explanation
1	Is the Tiktok application very much in demand	53.8% agreed, 34.6% strongly agreed, and 3.8% disagreed	As many as 14 people agree that the TikTok application is in great demand, then nine people strongly agree, and one person disagrees
2	Does Tiktok have a positive impact?	57.7% agreed, 34.6% disagreed, and 7.7% strongly agreed	Nine people disagree that TikTok has a positive impact, as well as 15 people, agree, and two people strongly agree
3	Is the Tiktok application beneficial for work	50% agree, 38.5% disagree, 7.7% strongly agree, and 3.8% disagree	Ten people disagree that TikTok helps work, two people strongly agree, 13 people agree, and one person disagrees
4	Does the Tiktok application have many negative impacts on education	61.5% agreed, 26.9% strongly agreed, and 11.5% disagreed	Sixteen people agree that TikTok has many negative impacts on education, three disagree, and seven strongly agree.
5	Are there any lessons that can be taken from the Tiktok application	57.7% agreed, 38.5% disagreed, and 3.8% strongly agreed	Ten people disagree that many lessons can be drawn from the TikTok application, 15 people agree, and there is one person strongly agrees
6	Does the Tiktok application make many people more creative?	50% agreed, 30.8% strongly agreed, and 19.2% disagreed	13 people agree that the TikTok application makes many people more creative, and there are

			five people disagree, and eight people strongly agree
7	The use of the Tiktok application is the most in the world	57.7% agreed, 23.1% disagreed, 19.2% strongly agreed	15 people agree that tiktok is used the most in the world, six people disagree, and five people strongly agree
8	Does the Tiktok application affect achievement in college	46.2% agreed, 38.5% disagreed, 11.5% strongly agreed, and 3.8% disagreed	Ten people disagree that the TikTok application is very influential on achievement in college, 12 people agree, three people strongly agree, and one person disagrees
9	Can the Tiktok application be a learning motivation for most people	46.2% disagree, 42.3% agree, 7.7% strongly agree, and 3.8% disagree	12 people disagree that the TikTok application can be a learning motivation for most people, 11 people agree, two people strongly agree, and one person disagrees
10	Does the Tiktok application display something inappropriate for all people to watch	57.7% strongly agree, and 42.3% agree	11 people agree with TikTok featuring something worthy of being watched by all circles, and 15 people strongly agree

Social media is one of the media presented directly and contains several applications in various forms and how to use them. Social media has different roles in each type. Most social media is for communicating with many people from different regions or countries. In addition to communicating, social media is also helpful in finding and disseminating various important information for its users. Social media has the characteristics and roles of each based on its type. Not all social media are for communicating, like WhatsApp, Telegram, Facebook, Instagram, etc. Social media is also used to improve skills or just for fun unwinding, such as the use of online game

applications, which are currently very much loved by many people, not only teenagers but also other adults. Likewise, the use of the Tiktok application is well-known and widespread worldwide.

The Tiktok application is a part of people's lives today. Because the Tiktok application is generally found on each of their devices. Moreover, the fact is that there are only people who are familiar with this application called Tiktok. This is because its development has gone very far, and it has spread very rapidly to everyone. Especially in student life, especially at this time, the emergence of the Tiktok application can be used to express the personality and interests of its users because it can shape behavior and communication between students. Then the Tiktok application is also used to channel talents, feelings, and joint problems that occur a lot. Their personal lives can also be accessed through videos, photos, or writing. The emergence of TikTok social media in today's life among students of University, in particular, can bring many positive impacts.

Students are the generation that will change the world in terms of education. Where is the generation that the nation and state have been waiting for to make changes in education and life patterns for the better and move forward? Because today's era needs the next generation, who can lead to a better direction in the future. Because the role of students is needed in life, especially in today's life. For this reason, students must be self-aware and open their eyes wider and become defenders and bring the truth into the midst of people's lives. That way, students should be able to use various social media like this Tiktok application. With excellent and correct utilization, it will be able to shape the education and character of a student to be better and worthwhile in society.

Apart from that, the Tiktok application is also expected to be a medium that can provide helpful information and add insight to students. Apart from that, the Tiktok application also contains much religious content. Where many lectures are distributed, lessons about reading the Koran, as well as about hadiths that are not widely known to the layman. There are also stories about the Prophet, life during the time of the Prophet, and the Prophet's companions, which are very useful to watch and increase knowledge for people who did not know before. Then the Tiktok application is also equipped with live or live broadcasting, which allows the audience and the host to communicate directly through messages sent to the host's account. Many people use it for lectures, trading, singing, studying, or entertainment.

Despite all the positive impacts described, the Tiktok application is inseparable from its negative impacts. This application also has many adverse effects on its users, especially children and adolescents. The Tiktok application makes users negligent in their time or work because they are too comfortable watching Tiktok videos. In addition, many shows are broadcast that is unsuitable for children to watch, the videos are adult in nature. Then the Tiktok application also consumes a lot of internet quota in accessing it, which causes users to be wasteful in buying data packages. In addition, another effect is that many users spread hate speech, impolite words, and harsh words. This causes a loss of politeness in speech and a lack of respect for others. Because the

TikTok application is often also used to spread other people's disgrace by irresponsible persons. Then also, the netizens, the term given to these social media users, think that their opinion is correct and innocent. In this case, most have very high egos and do not want to be criticized.

TikTok is an application that provides videos, music, or photos. The TikTok application is very easy to access by various groups, TikTok also displays advanced features and filters that can be used to support the created content. TikTok is one of the fastest growing worldwide and is the most used worldwide. Applications also have a lot of enthusiasts in their use, including public figures themselves. They use TikTok a lot to find followers or also called followers, which can increase their rating and income. In their use, they usually post videos in the form of their works, such as their music recordings or also the films they star in, to be used as spoilers, which then attract the attention of the audience to be curious about their films later, and then watch them.

TikTok will be trending and famous in Indonesia and the world in 2020 when the Covid 19 disaster hits the world. TikTok itself became very popular in June 2020. This application is a product made in China with 100 million users and 1 billion video views daily. Because it appeared in China, this application was previously called Douyin in China and later became a TikTok in other parts of the world, including Indonesia. The role of TikTok is to record and generate the creativity of its users and some of the precious moments they have using only their cell phones. TikTok can make each of its users become content creators and produce videos. Because there are no restrictions on who can become content creators, TikTok gives freedom to its users to post anything and create various forms of content as long as it is within reasonable conditions. Even though it gives freedom to its users, TikTok is not handed, they provide a feature to report people who post a video that is inappropriate to see in the sense of conditional freedom that is given by TikTok to its users so that users who are not responsible will not misuse it later.

The reason that makes TikTok has so many enthusiasts in the world is that TikTok is relatively easy to access and also provides an opportunity for all users to become content creators according to their talents and interests. Then using TikTok also takes little time to access because users only need to install the TikTok application and create a new account to become content creators and produce many videos. On flip or TikTok shows, many kinds of videos appear according to their skills and ideas, such as dance, cooking, sports, life stories, make-up tutorials, information dissemination, or edit videos with jug pauses... Apart from that, TikTok also contains much about K-pop, be it photo editing, content that fans are attracted to, their biases, or VMS of their songs. Apart from that, it is also used as a spoiler for movies and dramas. One is Korean drama, which is very much in demand now. That way, TikTok also provides information about their interests in various fields.

In terms of work, most people agree with using TikTok in work. Because, as is well known, there is much important information that is shared in the TikTok application. So that for the workers, it is an easy way for them to work, where

previously they did not know how the world of work became aware and could prepare well again. In terms of work, TikTok is also part of the supporting factors for work. For example, most people now use TikTok to trade or promote the goods they want to sell through live broadcasts provided on TikTok.

Moreover, their promotional methods and ideas are creative to attract people's attention. People buy it. Likewise with others, for example in food promotions, most people use TikTok to introduce their food, so that with a suitable recitation method, the audience will be tempted to see it. Using TikTok as best they can and getting lots of people to like the videos they post will make them profitable, and they will get much income from the TikTok application. Especially for those who have a blue tick, which means they have lots of followers and their content is liked and helpful to others. Many agree that TikTok makes work very easy because only a few conditions are carried out, which is pretty simple.

It is another case with education; many people agree that TikTok hurts education. In the world of education, TikTok is also quite popular, and it is just that it also gives many problems. Among the problems that most students get in particular, this TikTok makes them very negligent in doing assignments and likes to procrastinate on assignments given. They prefer to watch TikTok videos instead of getting their work done. Apart from that, it also makes students behave outside the teachings of the Islamic religion, where they tend to follow trends on TikTok, which are impolite both in behavior and speech.

Furthermore, making students compete to increase their followers, they are willing to do anything to get lots of followers. Another impact is the loss of their shame, they are not even ashamed to shake inappropriately and upload it so that many people like it. Of course, this has really violated the morals of its users. It has become an arena for showing off and competing to beautify themselves and their appearance, even men now dress a lot like women just for content and popularity.

Appearances on TikTok often show something inappropriate to be displayed in all circles. Whether it is a video that smells of pornography or content that is not commendable, the audience can misuse that. This is especially so for children still classified as unworthy of seeing this. Also, in other cases, the words used in making videos can emulate and practice this in their daily speech. In this case, of course, as a user, you must be wise in using TikTok properly and correctly by taking the positive parts and removing the opposing sides. You also have to be wise and careful in choosing shows so you do not fall for the opposing side caused by other users. With good use, TikTok can become a source of many sources, including sources in education, employment, or in making money. For users of the TikTok application, it should be used for valuable things, and the content does not invite much lousy blasphemy.

Apart from the many negative impacts it has caused, in terms of being wise in its use, many lessons can be drawn from this TikTok. as well as the achievement and learning motivation of students in tertiary institutions. With proper use and utilization, there is much helpful information on the TikTok application. For example, in terms of

lectures, many content creators specifically discuss lectures or other education. That way, they can get information that students do not get directly through the Tiktok application. Then there are also many explanations on how to make papers, use existing features on laptops and computers, or just short and clear tutorials that students can use to facilitate their various assignments in lectures.

TikTok also makes its users creative and innovative. They can create something new that many people should have thought of. By creating something new, people will be very interested, and it could inspire others. Then it also makes it easier to create content, whether focusing on one shape or just randomly—most of the audience like videos that are creative and entertaining for them. Most people are more interested in videos that smell of comedy that are entertaining and can make them laugh just by looking at the videos made. They also create content that is also created with ideas in their minds, not imitating other people's pre-existing content. That way, you can increase followers and provide income to content creators, and the audience eagerly awaits videos from these creators' content.

In other respects, the Tiktok application can also be a source of motivation for its users, and this can be seen from the large number of videos circulating about enthusiasm and motivation that are shared via the homepage, whether in the form of direct words given or in the form of videos that showcase one's talents. So that for people who watch, it can be used as a huge motivation, be it in life, education, or work. Then, being able to solve problems in a person's life, for example, being constrained by something that cannot be solved alone and needing input or help from others. They can upload these problems into the Tiktok application, where the audience will comment or explain to constrained people. So, quite a lot of positive impact it generates on the sidelines of the rise of the negative impact it causes.

Therefore, with the emergence of the Tiktok application, people can choose which media they need according to their perceptions. Thus they can quickly get information and knowledge from it. In addition, the Tiktok application can be a source of income for creators, and they can easily upload their video content and send it to the Tiktok application. Not only do they earn income, but they can also increase their popularity based on their video content and have many followers. With many followers, it can make them famous and make it easier to get a job and income, especially with a very supportive look (good looking). Using the Tiktok application, especially for young people, it's very easy to find the number of followers, they only need to use a cool style and make a short 15-second video or only have long-distance content, that way it can attract the attention of many people, especially women.

## **CONCLUSION**

Based on data from interviews and the distribution of the Google Form questionnaire that researchers did before regarding the effect of the Tiktok application on student achievement in tertiary institutions, the conclusion that researchers can draw from it is that the Tiktok application has many benefits in learning and motivation to

study in tertiary institutions. The use of the Tiktok application by students provides much helpful teaching for its users. TikTok also creates an active and creative attitude that a person has to be introduced to more people. On the other hand, Tiktok also has a specific role in life, which will later make it easier for all interested parties or their respective users. Then too, Tiktok occupies the most applications used worldwide, compared to other applications almost similar to Tiktok. The Tiktok application has several very interesting features that can distract users from accessing and enjoying the videos presented in it. It is just that using the Tiktok application requires many internet data to access it, but that is not an obstacle.

### **ACKNOWLEDGEMENT**

To use the Tiktok application in all circles, you should be able to take positive aspects and valuable things. As a user, you must be able to use every application wisely, especially Tiktok, because every application has positive and negative impacts. This greatly influences human behavior and characteristics. As long as you can use the Tiktok application for useful things, then all work will feel more accessible, and you will not face many obstacles, especially now that almost all people around the world use the Tiktok application, that way whoever uses it and wherever they come from, can find out any information. The current situation, both domestically and abroad. With this, it can increase and add in-depth insight from what was previously unknown to know and can practice in everyday life.

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