Analysis of the Positive and Negative Impacts of Using Tiktok For Generation Z During Pandemic

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Abstract

Social media is broadly commonplace in today's daily life, even some people can't live without it. One of the most downloaded apps this year is Tiktok. Tiktok is the most used application since the pandemic until now. No wonder the impact on many sectors in the world. In this article, the author will analyze the positive and negative impacts of using TikTok for Generation Z during a pandemic. The method used in writing this article is to use a literature study. The writing of this article is based on references from various articles about the use of tiktok, tiktok journals and also Google. The search is limited to generation Z keywords and the use of Tiktok. The results of the study found that TikTok can be used to encourage the creativity of Generation Z to create a work, as a place for self-expression, as a place for education, and entertainment. However, the TikTok application is widely misused by children, adults and parents. As for some of the negative impacts of using the application, namely syndromic, sexual harassment, tutorials in learning and lack of association with people around. In conclusion, the use of Tiktok social media is indeed beneficial, but there are also positive and negative sides. Therefore, more research and further models are needed for its application in its activities.

Keywords: Tiktok, Generation Z, Social Media.

INTRODUCTION

In the current era of globalization, communication is an important thing and is often done by individuals to connect with other individuals, in the development of information technology today there are many media that are used to obtain information and to find information, such as electronic media, namely TV, radio, mobile phones, as for the print media used to obtain information such as newspapers, magazines, brochures, banners,

pamphlets, and books. In addition to using electronic media and print media in finding information, people can also use the internet to access information through social media.[1]

Along with technological advances, there are many media that can be used by humans to be used as tools for communication, as well as social media that can be easily accessed via the internet. In general, the functions of social media include 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 on a mobile basis so that they can be accessed anytime and anywhere.

With the presence of the internet and social media, of course, it can make it easier for users to get information as well as entertainment from all over the world without being limited by distance and time, besides that, the use of social media by teenagers is considered as one of the places that can help the discovery of self-identity, through social media teenagers have a community that provides opportunities for social interaction with other people, this is done so that teenagers get feedback about themselves. This feedback is considered important to be used as a guide in shaping the adolescent's self-concept.

In this day and age people are increasingly familiar with social media. Social media is a media that can be accessed online with the internet and can be used by many individuals to make it easier to communicate, find information and appreciate themselves in social media. So that the more people use social media, the more people know that social media is a one of the means of information for the public to find out what is going on quickly. So that during this pandemic, social media is important for the community, both parents, teenagers, and even children in carrying out online activities.

In the current pandemic period, many people have used social media as a tool for communication between individuals, social media that can be used to convey information and to appreciate themselves, such as Facebook, WhatsApp, Instagram, Twitter, YouTube, LinkedIn and which are being widely used by other people. society today is the Tiktok application.[2] Tiktok is an application that is currently often used by people to appreciate themselves and to get entertainment, people can create short video content by recording, editing and uploading it. In addition to getting entertainment with Tiktok, people can also get important information and carry out marketing activities in a business.[3]

The popularity of Tiktok in today's society, especially among teenagers, many things can be done such as creating short video content such as, providing education, showing talent, culinary as well as getting entertainment and doing business. By making short videos using features provided by Tiktok such as backsound music, various effects and filters to support video creation. There are also various kinds of

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[1] Ni Putu Suci Meinarni et al., "Legal Knowledge Development Plan in Responding Student's Understanding on IT Law: 'Pawongan' Approach," *Proceedings of the 3rd International Conference on Learning Innovation and Quality Education (ICLIQE 2019), Atlantis Press* 397, no. Icliqe 2019 (2020): 1239–47, https://doi.org/10.2991/assehr.k.200129.152.

[2] Agia Dwi Visi Utami, "Aplikasi Tiktok Menjadi Media Hiburan Bagi Masyarakat Dan Memunculkan Dampak Ditengah Pandemi Covid-19," *MEDIALOG: Jurnal Ilmu Komunikasi* 4, no. 1 (2021): 40–47, https://doi.org/10.35326/medialog.v4i1.962.

[3] I Putu Hendika; Permana and Ni Putu Suci. Meinarni, "Ratio Analysis on Tiktok (Social Media) for Qualitative Research Using Explorative Methods," *Jurnal Ekonomi & Bisnis JAGADITHA* 8, no. 1 (2021): 30–38, https://doi.org/10.22225/jj.8.1.2944.30-38.

complaints from the public, such as the content displayed by several accounts still contains many negative elements, both violence and sexual elements.

LITERATURE REVIEW

TIKTOK Application

Tiktok is a social media platform that contains short videos with a duration of 15-60 seconds supported by music, filters, and several other creative features. And Tiktok is one of the internet-based communication media because this application also has features that can be used as a communication tool such as direct massage, live, and duet features. An app from a Chinese company, bytedance by Zhang Yiming. In the country of origin, this application is called Douyin which was official in September 2016.[4] Within 1 year this application has 100 users and 1 billion views of video content every day. The increasing popularity of douyin made Zhang Yiming expand beyond China under the name tiktok. The concept of this application is to open a creative mind and create new benchmarks in creativity for online content creators in the world. Getting this application is also quite easy, users are only required to visit the Playstore or Appstore on their smartphone.[5]

The emergence of the Covid-19 pandemic has made social distancing regulations that have an impact on hampering community activities and interactions. Activities outside the home that are usually done must be postponed until this pandemic is over. People are required to carry out social restrictions and carry out all activities at home. Activities outside the home are strictly limited. In fact, the teaching and learning system and work have turned completely online. This sudden condition makes people unprepared to deal with it either physically or psychologically. No exception for teenagers who can be said to be of an unstable age in dealing with unexpected conditions.[6]

Z-Generation

Ryan Jenkins (2017)7 in his article entitled "Four Reasons Generation Z will be the Most Different Generation" for example states that Gen Z has different expectations, preferences, and work perspectives and is considered challenging for the organization. Gen Z characters are more diverse, global in nature, and have an influence on the culture and attitudes of most people. One thing that stands out, Gen Z is able to take advantage of technological changes in various aspects of their lives. The technology they use is as natural as they breathe.

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[4] Curiosity, "Curiosity Review-Tiktok Edition," 2020, accessed December 12, 2021, https://curiositymg.com/insights/curiosity-reviews-tiktok-edition/.

[5] Dwi Putri and Robiatul Adawiyah, "Pengaruh Penggunaan Tiktok Terhadap Kepercayaan Diri" 14, no. 2 (2020): 135–48.

[6] I Ketut et al., "Penguatan Karakter Sebagai Upaya Penanggulangan Kenakalan Remaja (Juvenile Delinquency)," *KERTHA WICAKSANA: Sarana Komunikasi Dosen Dan Mahasiswa Volume* 14, no. 1 (2020): h.29-38.

[7] Ryan Jenkins, "4 Reasons Generation Z Will Be The Most Different Generation," 26 Januari 2017, 2017.

Bencsik and Machova8 write, because at the same time as digitization, Generation Z is very fast in accessing information and at the same time reacting quickly to the waves of information that surround it. Generation Z grows up smart, skilled at using technology, creative, and critical.[9]

METHODS

The method used in writing this article is to use a literature study. [10] The writing of this article is based on references from various articles about the use of tiktok, tiktok journals and also Google. The search is limited to the keywords Generation Z and Tiktok Usage.

RESULTS AND DISCUSSION

In the current era of globalization, mass media has become an important role in influencing society and spreading culture in everyday life. One of them is Tiktok. The Tiktok application certainly has a positive impact on society, especially for Generation Z itself. There are several examples of the positive impact of using Tiktok for Generation Z, namely:

1) Encouraging the creativity of Generation Z to create a work: With the Tiktok application, the creativity of Generation Z is growing. This can be seen from the content created that aims to entertain other Tiktok users.

2) As a place to express yourself: The Tiktok application is currently one of the applications used by people in various circles to express themselves.

3) As a place for education: With this application, it can increase knowledge for generation Z where the form of presentation is very interesting and the information obtained is very diverse so it doesn't make us bored.

4) Entertainment: During the current pandemic, people cannot carry out activities outside the home, be it school activities, work or entertainment. Therefore, Tiktok is one of the entertainments chosen to accompany everyday life during this pandemic.

The Tiktok application besides having many benefits and positive impacts for generation Z, of course has a negative impact that can harm many parties as well as tiktok users themselves. Each content displayed on the Tiktok application has its own negative impact. In general, the negative impacts that arise among Generation Z during the pandemic are as follows:

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[8] Andrea Bencsik, Tímea Juhász, and Gabriella Horváth-Csikós, "Y and Z Generations at Workplaces," *Journal of Competitiveness* 6, no. 3 (2016): 90–106, https://doi.org/10.7441/joc.2016.03.06.
[9] Bharat Chillakuri, "Understanding Generation Z Expectations for Effective Onboarding," *Journal of Organizational Change Management* 33, no. 7 (December 7, 2020): 1277–96, https://doi.org/10.1108/JOCM-02-2020-0058.
[10] Soerjono Soekanto and Sri Mamudji, "Penelitian Hukum Normatif, Suatu Tinjauan Singkat" (Jakarta: PT RajaGrafindo Perkasa, 2014), 2.

1) Sexual harassment: Sometimes trends or content created by creators on Tiktok lead to acts of sexual harassment online. But don't just blame the content creator. Even the tiktok viewers did not escape the abuse. Harassment acts such as commenting on things that contain sexual harassment.

2) Syndrome: This syndrome can occur when a person uses tiktok for too long and his body unknowingly follows the current trend. This of course can disturb someone and those around them.

3) Hoax: There are a lot of hoaxes that appear on the tiktok application. Mostly due to lack of literacy from users. One example of a hoax that occurred was that Tiktok users participated in spreading hoaxes about the Sriwijaya plane crash. The hoax was in the form of a video uploaded by someone, causing panic on social media.[11,12]

4) Hate Speech: In the Tiktok application sometimes a lot of issues spread without being properly filtered. For example, there is hate speech against a person or group committed by a person or group of people. So that it causes harm, both material and mental. Where the utterances expressed are not necessarily true. For example, a man from Lombok spread hate speech about Palestine on Tiktok, and was charged with Articles of the ITE Law.

5) Bullying: Bullying is the most common negative impact on TikTok. Cyber bullying on TikTok can be seen in the comments column where most of the bullying is carried out by teenagers or minors. But sometimes even adults do not escape being bullies on the Tiktok application. Examples of cyber bullying on tiktok are hate speech and hate comments. Cyber bullying is usually like commenting on someone's physique.[13,14,15]

CONCLUSION

The conclusion from this article through a literature study is that the use of Tiktok social media is indeed beneficial, but there are also positive and negative sides. Therefore, more research and further models are needed for its application in its activities. The use of social media is not always bad or negative. The results of this study state that the use of TikTok social media by generation Z is able to develop a meaning and sense of self as a result of constant social interaction among users, and some negative impacts still exist if we as users do not use the application with the right purpose. Tiktok is just an app platform created by its creators. The purpose of making it people will not understand. So, regarding the security cons and in the bad grades it actually comes back to the user. If users can control themselves in their use and maintain the security of the data provided, then the tiktok application can still be a destination. Because social media or an application platform can be useful as inspiration and a place to gain knowledge if users can use it appropriately and wisely. So as a

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[11] Ni Putu Suci Meinarni and Ida Bagus Ary Indra Iswara, "Hoax and Its Mechanism in Indonesia," *Proceedings of the International Conference of Communication Science Research (ICCSR 2018)*, 2018, https://doi.org/10.2991/iccsr-18.2018.39.

[12] Jawa Pos, "Pengguna Tiktok Ikut-Ikutan Sebar Hoax Insiden Sriwijaya Air," 26 Januari 2021, 2021.

[13] N P S Meinarni, "Tinjauan Yuridis Cyber Bullying Dalam Ranah Hukum Indonesia," *... : Jurnal Ilmu Sosial Dan Humaniora*, 2019.

[14] Kompasiana, "Tiktok VS Cyberbullying," 4 April 2021, 2021.

[15] Muhammad Dani Ihkam and I Gusti Ngurah Parwata, "Tindak Pidana Cyber Bullying Dalam Perspektif Huku Pidana Di Indonesia," *Jurnal Kertha Wicara* 9, no. 11 (2016): 1–10.

user, as a Z generation who really likes and follows the development of applications, it is expected to be a wise user.

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