The Influence of Social Media (TikTok) on Student Character Building (A Case Study at SMKN 1 Dampal Selatan)

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ARTICLE INFO	ABSTRACT
Volume: 2	Today's social media platforms contain a dichotomy in their impact, with potential for both constructive and detrimental consequences, particularly within the context of student engagement. On one hand, social media serves as a tool through which students can harness their latent potential, yet on the other, it harbors the potential to erode their character contingent upon its usage. A prevailing reality is that nearly all students have installed the TikTok application in their smartphone, a platform often accused of squandering valuable leisure hours. The paramount concern arises when students employ TikTok for unproductive activities, for example by aimlessly scrolling through non-educational video content. It is important to acknowledge that the inherent nature of applications is not inherently negative; rather, their impact is contingent upon the nature of the content consumed. In this case the parents of students, teachers and content creators on the TikTok application play a pivotal role in limiting and providing educational content. The purpose of this article is to find out how social media, especially the TikTok application, influences character education, as well as the positive and negative impacts of the TikTok application on students at SMK Negeri 1 Dampal Selatan.
KEYWORD	
Character Building; Social Media; TikTok Application; Students; Content Creator	

1. Introduction

Students are representatives for the future of the nation, students are the ones who will continue the baton of the successors of this nation's fighters, from these students it is hoped that teachers who educate the nation, fair law enforcers, and wise leaders will be born. This is what this nation aspires to as mandated by law. But on the other hand, the future challenges faced by students are very heavy with current global Buildings, the closest thing to students is social media or more specifically the TikTok application, almost the average student spends his time on the TikTok application by surfing watching his favorite videos, even some of them are used as an escape when they feel bored with learning at school.

The TikTok application is essentially a positive application, because the TikTok application is designed to provide information in the form of visual videos what we like, the videos we like are analyzed by TikTok based on our search sources, various types of content that we can watch, both positive in nature or negative in the sense that content providers are free to create themselves in the form of visual videos which we can access whenever we can, both those that are educative in nature and those that are detrimental to the character of students.

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The current TikTok application has had many impacts, both positive and negative for the world of education, especially in the moral character education of students. The positive impact of the TikTok application if it is related to the character values of students, there are many benefits that we can take, for example students can learn how to adapt, socialize with the public and are able to maintain a network of friends, and make it easier for children in learning process activities, because it can used as a means to discuss with friends about school assignments by sharing learning tutorials. The negative impact is that the only thing is that it is used to watch videos that are useless and non-deductive in nature.

One place for character education is the school environment, where the school environment can assist students in developing ethics, character, values of responsibility through a learning model, and teaching a good character through universal values (Berkowitz & Bier, 2005: 7). Character education is a positive thing, because what students see about the teacher's behavior will affect the character of the students they teach more or less.

From the description above, the researchers seek to describe the influence of social media, in this case the TikTok application, on the character Building of students, as well as its positive and negative impacts.

2. Literature Review

2.1 Definition of Influence

According to Indonesian Dictionary (2005: 849), "Influence is the power that exists or arises from something (people or objects) that contributes to shaping one's character, beliefs or actions. Meanwhile, according to Beddu Zain (1996: 664) influence is the power that causes something to form or change something else. In other words, influence is the cause of something happening or can change something to the form we want.

2.2 *Definition of Social Media (TikTok Application)*

Social media is about being human. Ordinary people who cooperate with each other, to create, think, debate, find someone who can be a good friend, find a partner, build a community. Media is anything that can be used to channel messages from message senders to message recipients, so that they can stimulate thoughts, feelings, concerns and interests. (Sadiman, et al., 2001: 6). However, the researchers focus on the influence of the TikTok application.

TikTok is an application that provides special, unique and interesting effects that can be used by users of this application, apart from being a social network it can also function as a business that can be used for selling or can also be used as an educational resource. This application challenges users or content creators to create short videos and music to attract the attention of the audience.

The TikTok application was originally launched in September 2016 which was developed by a developer company from China, namely Byte Danc Inc. So that it enters Indonesia by launching an application that combines video and music which can be accessed forever and anywhere while still connected to the internet.

According to Fatimah Kartini Bohang (2018) the number of downloads for the TikTok application in the second quarter was 1.4 billion times, beating other popular social media applications such as Youtube, Facebook, Instagram, WhatsApp and Twitter. And the majority of TikTok users, based on data from the Ministry of Communication and Informatics on 23 July 2018, are Millennials or students.

2.3 *Definition of Character Building*

Character Building consists of two words, namely Building or what is commonly called to Build, which is building that is good in nature, while character is defined as morals, character and manners that distinguish one person from another. In the world of education, character Building is defined as a process or effort carried out to foster, improve and or shape the nature and behavior of students so that they show good temperament and behavior based on Pancasila values (the RI LAN Education and Training module).

Character is developed through the stages of knowledge (Knowing), implementation (acting) and habits (habits) (Directorate of Junior High School Building, 2010). Which means character is a process that forms the personality of students in their Building. Character is formed based on daily interactions from the environment, association, and social media which significantly affect the character Building of students. Basically character Building in the world of education leads to a more positive direction towards knowledge (cognitive) so as to produce an affective appreciation in the end students form good character.

3. Methodology

The researchers use a type of qualitative research which is an approach that provides opportunities for researchers to be able to carry out detailed descriptions and interpretations to gain a holistic understanding (Sugiyono: 2014). With the aim as analytical material to describe what is related to the influence of social media, in this case the TikTok application on the character Buildingt of students in the case study of SMK Negeri 1 Dampal Selatan. Data collection techniques by conducting in-depth interviews, observation and documentation, the reason of using this technique is because qualitative research in collecting information must involve participants directly. The collected data were analyzed to answer questions from the researchers.

This analysis was carried out in several stages, namely data reduction, data presentation, description and verification and drawing conclusions. In the condition of the participants, the participants used purposive sampling where participants were selected based on those deemed to have the ability to answer questions from the researchers in accordance with the research objectives, in this case, of course, students, Citizenship Subject Teachers, BK and Religious Education Teachers.

4. Results and Discussion

4.1 The Effect of Social Media (TikTok Application) on Student Character Building
The TikTok application has two opposite sides that can influence the mindset of its users, including students who use this application a lot, because the content and music videos are interesting and easy to access. But on the other hand, if we don't filter the content provided by the TikTok application, or as parents don't limit it to their children, then we will get a very big negative impact because this will affect the formation of character in children.

This all returns to students, if students choose content that supports their learning activities in the TikTok application, then the character of students will be formed positively, and vice versa if students prefer content that is not useful, such as examples of music content, story content, etc. then the character Buildingt of students will be formed negatively.

Because according to Norman (2017) everyone acts in accordance with interpretative considerations of situations, interactions, socialization with various references to act rationally. Because TikTok application users have a relationship to determine positive or negative characters for children. On this basis, it is necessary to monitor the use of the TikTok application.

From the results of our interviews with several informants, after the emergence of the TikTok application, the character changes in students at SMKN 1 Dampal Selatan have experienced a slight change in behavior, but basically in a positive direction, but without denying that there are also those who lead to negative behavior. According to the informant, this TikTok application is also a good thing because it contains educational content, such as tutorials for almost all subjects, which are briefly explained in interesting videos so students don't feel bored. However, we as teachers at school have limitations in providing supervision to students regarding the content they watch.

4.2 Positive Impact
The positive impact that is generated from the TikTok application on the character Buildingt of students is quite significant, because this TikTok application has an automatic filter that will ban content that contains porn, crime and smoking. So students can be said to be safe from things that are pornographic and crime.

4.3 Negative Impact
The negative impacts arising from the TikTok application on student character Buildingt include: most students only watch entertainment in nature rather than watching content related to learning so that it affects the way they dress, speak and behave in the example of their favorite content creator.

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5. Conclusion

From the results of the researchers's observations of the influence of social media, in this case the TikTok application on the character Building t of case study students at SMKN 1 Dampal Selatan, it can be concluded:

a. The TikTok application greatly influences the character Building of each of its users, especially users who are still in the young category who are still looking for their identity. Therefore teachers at school and parents at home must take an active role in supervising their children on social media.
b. However, the TikTok application does not always have a negative impact, there must always be a positive impact, so teachers and parents always direct their children to always open educative content that is related to learning at school.
c. Teachers and parents limit their children from opening content that is not useful.

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