



# The Effect Of Tik Tok Applications On The Imitation Behavior Of Communications Science Students Faculty Of Social Science UINSU

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## ABSTRACT

*The Tik Tok application is very popular with Indonesian people in various circles, both teenagers, young people, as well as adults. There are also communication science students at the North Sumatra State Islamic University (UIN SU) who are very fond of playing Tik Tok, especially during this pandemic, students study online so there are fewer activities outside the home. To fill their spare time, students mostly play Tik Tok, both Tik Tok which has negative and positive content, such as dancing with various Tik Tok music, to taking part in the challenge of taking off clothes with music. To get a lot of viewers, likes and followers. So that researchers are interested in researching this Tik tok addiction, with the aim of knowing how the influence of the Tik tok application on changes in the imitative behavior of communication science students. The method used by the researcher is a quantitative research method. -Daily there are 31% of the data that has been obtained by student researchers there is a change in their behavior, both in singing songs, doing Tik tok movements every day, and respondents feel that Tik tok movements are common in everyday life.*

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## 1. INTRODUCTION

. Tik tok social media is an audio-visual media launched by Zhang Yiming, a Chinese national. Yiming is an alumnus of Software Engineer from Nankai University who founded Byte Dance in March 2012. Through this company Yiming marketed so that the Tik tok application developed. Tik Tok is developing and functioning as a tool for making short videos that can record and present creativity and valuable moments in the form of content. The Tik tok application is also equipped with a variety of Tik tok music in which videos are created juxtaposed with cool music. Tik Tok is quite easy in terms of its users because in its very simple manufacture, so that anyone in the community can become a content creator. Everyone feels happy to use this application,

because it makes users entertained and can laugh happily. The consequences that must be felt by users of this application are: make users or activists of the Tik tok application addicted, both in terms of watching videos or making videos by swaying imitating what is already in the media. Meanwhile, there are many dangers that threaten society as a result of playing Tik Tok, one of which is the danger of a moral crisis, manners, and etiquette. A Tik Tok user will not be ashamed if he is making a Tik Tok video, either outdoors or indoors, he will swaying as he imitated in the Tik tok video he saw.

Among SCIENCE students, the Tik-Tok application communication is also very popular, even during the current pandemic, students are sent home and study through the online system, many students fill the void of time using the Tik Tok application. Even in the Tik tok application, you can also earn income by finding more viewers, likes and followers according to what has been determined by the Tik tok application. To get a lot of viewers, likes, and followers of the Tik tok application users are free to be creative either positively or negatively in morals. As is the case with Tik tok content which is currently viral with content opening half a shirt, in that content, the user in the video is a girl, so that the woman's genitals or body can be seen by anyone who uses the Tik Tok application. ICT application technology among the public. there are so many dangers that it causes that are not good for public consumption, especially at this time the Tik tok application is currently viral so that it dominates social media.

Imitation is a process of social interaction. By imitating someone in their lifestyle, behavior or daily life. Many definitions of imitation in sociology according to Tarde (in seogarda, 1982:142) are an aspect of people's lives whose manifestations are seen in the creation of new things in imitation (imitation). Meanwhile, according to (Dyah Ayu M, 2012: 15) imitation is a social process or one's actions to imitate others through attitudes, appearances, lifestyles, even what other people have.

This imitation process can lead to positive or negative things. In the process of imitation behavior, it can be distinguished into several forms, according to Willer and Dollard (in B.R. Hargenhanh and Matthew H. Olson, 2008: 357-358) dividing imitation behavior (imitation) into several categories:

- a) Same behavior, this behavior occurs when one or more individuals respond to the same situation in the same way for the imitation process.
- b) Copying behavior (imitating or copying behavior), this behavior can occur when someone or more performs behavior in accordance with the behavior of others, both seen through social media such as aris, public figures, and others.
- c) Matched dependent behavior (behavior that depends on the suitability), an observer is reinforced to simply repeat the actions of an artist, model

Positive imitation is behavior that encourages a person to always comply with applicable rules, values, and norms. Negative imitation is what encourages someone to imitate, imitate behavior that deviates or is not in accordance with social norms. Either imitated through social media or in person. Example: a teenager imitates the sway of an artist who is far from moral rules such as taking off clothes directly on social media, followed by the rhythm of the music. Based on the concept of Bandura's theory (in Hergenhanh & Olson, 2008: 363-367), imitation behavior can occur independently of reinforcement or because it is influenced by several processes, including the following:

- a. Attention is a process in which the observer pays attention and observes a living model or a symbolic model carefully.

- b. Retention is the process by which the information obtained by the observer is remembered or stored for further processing in the process of forming behavior (delayed imitation behavior)
- c. The formation of behavior by having a role in determining the extent to which things have been learned and will be translated into action.
- d. The motivational process is a process in which a person's reasons or motives for behavior can be found.

## 2. RESEARCH METHODE

The method used by the researcher is a quantitative research method, which is a method that can be interpreted as a research method based on quantitative philosophy which can be referred to as data in the form of numbers in the true sense. So various mathematical operations can be performed on quantitative data. In this research, the sample or respondents that will be used are Communication Studies Semester VI students at the Faculty of Social Sciences. By category, so that you can become a respondent, yes, you must have the Tik tok application.

## 3. RESULT AND ANALYSIS

The researcher will present the data that has been obtained from the results of research in the field in the form of a questionnaire questionnaire. As for the data that became the main input in this study, it came from the respondents' answers to the questions the researchers asked through the Google Forms questionnaire. based on the sampling technique, researchers took 129 students as samples and from the results of pre-study students who used the Tik tok application there were 42 students. of the 129 for which there is data by researchers. From the results of the data obtained, the author will describe the results of the data analysis which are tabulated with the help of tables and analyzed descriptively, then interpreted and drawn conclusions from the results of these studies that have been distributed.

1. Distribution of respondents' answers according to you often consciously or unconsciously, you sing songs from Tik tok content in your days

	Frequency	Percent	Valid Percent
ya	32	76.2	76.2
Tidak	10	23.8	23.8
Total	42	100.0	100.0

According to the results of respondents' answers to statement number twenty-four, it can be seen that some respondents answered "yes" with an average percentage of 31.0% and most respondents answered "no" with an average percentage of 69.0%.

2. The distribution of respondents' answers do you feel that the movements in the Tik Tok application are common in your daily activities.

	Frequency	Percent	Valid Percent
Ya	13	31.0	31.0
Tidak	29	69.0	69.0
Total	42	100.0	100.0

According to the results of respondents' answers to statement number twenty-five, it can be seen that some respondents answered "yes" with an average percentage of 31.0% and most respondents answered "no" with an average percentage of 69.0%. So according to most of the respondents answered that the movements in the Tik Tok application were not common in daily activities, while a small number of respondents answered that the movements in the Tik Tok application were normal in their daily activities.

3. Distribution of respondents' answers according to their daily activities, do you often do the movements that you remember in the Tik tok video?

	Frequency	Percent	Valid Percent
ya	13	31.0	31.0
Tidak	29	69.0	69.0
Total	42	100.0	100.0

According to the results of respondents' answers to statement number twenty-four, it can be seen that some respondents answered "yes" with an average percentage of 31.0% and most respondents answered "no" with an average percentage of 69.0%. So according to most of the respondents answered that they do not often do the Tik tok movement in their daily life, while a small number of respondents can do the movements in the Tik tok video in their daily life.

4. Distribution of respondents' answers since the existence of the Tik tok application, do you feel that your behavior is often related to Tik tok content?

	Frequency	Percent	Valid Percent
ya	13	31.0	31.0
Tidak	29	69.0	69.0
Total	42	100.0	100.0

According to the results of respondents' answers to statement number twenty-six, it can be seen that some respondents answered "yes" with an average percentage of 31.0% and most respondents answered "no" with an average percentage of 69.0%. So according to most of the respondents answered that attitudes and behavior in everyday life have nothing to do with Tik tok content, while a small percentage of respondents answered that in everyday life attitudes and behavior are related to Tik tok content.

## DISCUSSION

From the results of the data and tables above, after the author has distributed the questionnaire, the data discussion can be carried out as follows:

1. The results of the 2021 research in the Communication Sciences Faculty of Social Sciences student environment presented in the questionnaire show that the average respondent is now a sixth semester student, this shows that the respondents are in good and healthy condition able to accept the questionnaire questions that will be given by the author to the respondents. Respondents are predominantly male and female, questionnaire questionnaires are distributed on Saturday 10 April 2021 to Wednesday 14 April 2021 at 06:00 WIB until finished.
2. From the results of the study and the respondent's answer table filled in by the respondents, the authors found that for the duration of time the respondents used the Tik tok application every day to open the Tik tok application, respondents could also spend 20 minutes or more playing Tik tok. Without opening other applications on the cellphone. Meanwhile, according to a small number of respondents, they do not open the Tik Tok application every day and it does not arrive within 20 minutes of the respondent spending time playing Tik Tok.
3. Then the respondent's interest or interest in using the Tik tok application can be seen from the interesting features in the application, respondents quite like the application with its various features both in terms of videos, photos, and video editing, beauty effects, music and others. They also often make videos and upload to the application the videos they make, respondents are also interested in viral videos where the content can be imitated by respondents to make the same video. There is also a small percentage of respondents who only see Tik ok videos without imitating them for uploading to social media such as Tik tok,
4. The respondents also followed the development of the latest songs on the features of the Tik tok application and the development of viral videos from the Tik tok application, while according to a small number of respondents they did not agree with this because they were not very active in using the Tik tok application. In terms of the level of awareness, the respondents also believed that they really like the Tik tok application without coercion or the influence of others, according to the majority of respondents they often consciously or unconsciously can sing songs from Tik tok content in their days, while a small percentage of them do not like the above. While a small number of respondents can change their behavior in daily life by doing the movements in the Tik Tok application, most are not like that.
5. With the Tik Tok application, a small number of respondents feel that their behavior is often related to Tik Tok, so that most of the respondents can imitate content or make positive videos, because most respondents only see Tik Tok content which contains positive content, while a small percentage of respondents did not with this they also saw negative content and also saw positive content. In terms of creator content, most of the respondents equally liked the creator, a woman or a man,

Until now, the development of the Tik tok application is still very influential, especially for respondents, they start to follow viral videos and follow the development of vloggers in a viral style even though the videos are less educational. In terms of imitation behavior where the subject has behaved in a new way in accordance with his knowledge, awareness and attitude towards the stimulus, the results of this study are in accordance with the Hypodermic Needle theory, which is essentially one-way communication based on the assumption that the mass media has a direct, immediate, and very decisive influence on the audience. communicant (audience). This bullet theory is an early concept of mass media effects by communication experts in the 1920s including Harlod Lasswell, Wilbur Schramm S-R where (Stimulus, S) and (Response, R). If the respondent using the Tik tok application uses a habit every day, it can affect changes in the attitude of the respondent using the Tik tok application, although in the study only a small scale of respondents experienced a change in attitude, both positive and negative attitudes.

## 5. CONCLUSION

Based on the results of research in the previous chapter as well as a discussion of the effect of the Tik Tok application on the imitation behavior of Communication Science students, it can be concluded as follows:

1. After testing whether the Tik tok application can change the imitation behavior of communication science students in their daily life, 31% of the data above shows that students have changes in their behavior both in singing songs, doing Tik tok movements in daily life, and respondents feel Tik tok movement is common in everyday life.
2. For the frequency of opening the Tik Tok application, respondents also open the application quite often, where from the data results 66.7% of respondents answered yes. As for the preferences in its features, respondents also quite like it as most of the respondents from the data results there are 69.0% answered yes. From the vlogger, it can be concluded that the respondents only liked the vlogger of a woman from the data obtained by 78.6%, and for content whose content was far from religious norms and politeness, the respondents answered 88.1% with the answer that they did not like the content.

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