

The Impact of Using Tiktok Social Media Towards the Lifestyle of Millennial Students

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Article Information :

Keywords:

Social Media, TikTok, Lifestyle, Millennial Generation, College Students.

ABSTRACT

Students have various motives for using various social media, one of which is TikTok. This study aims to explore the impact of using TikTok social media on the lifestyle of the millennial generation. A total of 20 students of the Islamic counseling guidance study program in the 2020 entry year in Banda Aceh. This research is a qualitative research with a thematic analysis approach. The research data were processed using NVivo Version 12 software. The research findings are categorized into two main themes: 1) The purpose of using TikTok social media (consisting of 3 subthemes: Entertainment, educational content, and new trends); 2) The impact of using Tiktok social media on student lifestyles (consisting of 2 subthemes: entertainment content, and negative and positive effects). This research implies that although TikTok has many educational benefits, it is important to understand and manage the negative impacts that may arise from its use.

INTRODUCTION

The development of information and communication technology has brought significant changes in various aspects of life, including the world of education and student lifestyles. One social media platform that has experienced a rapid increase in popularity is TikTok. TikTok, known for its short video content, has attracted the attention of millions of users around the world, including university students. This study aims to explore the impact of TikTok use on the lifestyle of millennial students, with a focus on students of the Islamic Guidance Counseling Study Program at UIN Ar-Raniry Banda Aceh. This phenomenon is important to study given TikTok's great potential in influencing various aspects of student life, ranging from education, social interaction, mental health, to consumer behavior.

In recent years, various studies have shown that TikTok has great potential as an educational tool. For example, TikTok has been used to enhance learning experiences, encourage engagement and creativity in the teaching and learning process (Mulyanah, 2024; Rita, 2023). TikTok has also been shown to be effective in improving language skills, particularly in vocabulary learning and speaking (Aisyiah, 2023; Romsy, 2023). In addition, this platform is able to attract students' interest in learning English through an innovative and fun approach.

However, on the other hand, the use of TikTok also raises some issues that need serious attention. One of the main issues that arise is related to mental health. Research shows that overuse of TikTok can lead to anxiety and dependence, which negatively affects college students' mental health (Hassan, 2023). TikTok has also been linked to an increase in consumptive behavior among college students, where the content displayed often influences purchasing decisions and creates unhealthy consumption trends (Furinto, 2023; Saktiawan, 2023).

In addition, another problem that arises is related to social interaction. TikTok can influence the way students interact and behave in social settings. It provides a space for self-expression and communication, but can also shape new digital norms and social skills (Maulida et al., 2022).



TikTok's addictive nature, with recommendation algorithms that encourage continuous consumption of content, may impair college students' analytical thinking and decision-making abilities, ultimately affecting their academic performance (Ma & Jiang, 2024).

This research aims to offer specific solutions based on existing scientific literature. For example, some studies suggest using TikTok as an effective educational tool, utilizing creative features such as filters, effects and music integration to create engaging educational content (Rita, 2023). In addition, this approach can be integrated into the educational curriculum to increase student engagement and motivation to learn.

Furthermore, to overcome the negative impact of TikTok on mental health and consumptive behavior, better self-regulation and guidance from educators and parents are needed. Studies show that with proper control and supervision, students can utilize TikTok more wisely and productively (Diniarti & Darraz, 2024; Rahel et al., 2024).

The literature review also revealed gaps in research regarding the long-term impact of TikTok use on college students' lifestyles. While many studies have identified the positive and negative impacts of TikTok, few have comprehensively explored how the platform affects college students' lifestyles in the long term. Therefore, this study seeks to fill the gap by providing a more in-depth analysis of the impact of TikTok on various aspects of college students' lives.

The main objective of this study is to identify and analyze the impact of TikTok use on the lifestyle of millennial students in the Islamic Guidance Counseling Study Program at UIN Ar-Raniry Banda Aceh. This research is expected to make a new contribution to the literature on social media and student lifestyle, as well as provide useful insights for educators, parents, and policy makers in managing the impact of social media use among students. This research will also explore the factors that influence TikTok use and how the platform can be positively utilized to support students' educational development and well-being.

RESEARCH METHODS

This research uses a qualitative approach, which is research conducted to understand a phenomenon experienced by the research subject in the context of scientific methods Moleong (2017) Exploring the impact of TikTok social media usage on millennial students' lifestyle is one of the objectives of this research. Data collection was conducted using a qualitative survey to analyze the diversity of respondent characteristics. Data collection was carried out for one month in June 2024 with a total of 20 respondents from the Islamic Guidance Counseling Study Program at Ar-Raniry State Islamic University Banda Aceh in the 2020 entry year. The technique of taking research participants is purposive sampling where the sample is determined by the researcher using certain criteria. Participant criteria: 1) Students with active status in the even semester of the 2023/2024 academic year; 2) TikTok users for at least 1 month;

This research consists of several stages, the first stage is the research preparation stage which includes the preparation of online instruments that explain the purpose of the research, instructions, respondents' consent, personal data, and two open-ended questions. The answers to the two open-ended questions were not limited to the number of words used to give participants the freedom to explore in answering them. The second step is the implementation of survey research in the form of data collection by distributing instruments online through student whatsapp groups, each student who fills out the instrument online is considered to have given informed consent as proof of willingness to participate in this study voluntarily. The two questions are as follows:

1. What is the purpose of using TikTok?
2. How does TikTok affect your lifestyle?

The impact of TikTok social media use on students' lifestyle was collected online with two open-ended questions. The results of this online self-reported survey were used to determine the sub-themes of the two pre-defined themes: purpose of using TikTok and TikTok's influence on lifestyle. The questions in the questionnaire included personal information including name, gender, age, ethnicity, parents' occupation, and parents' income per month. Participants were also asked to provide examples of daily lifestyle activities that they felt were influenced by TikTok.

The open-ended questionnaire data was thematically analyzed to find patterns and themes of frequently emerging trends. In this study, we imported the interview data into the qualitative data management program NVivo to make data management easier (Braun & Clarke, 2006). The data obtained from the google forms completed by the participants were read repeatedly and then coded. The initial raw data coding was made in the form of a table to make coding easier. After generating many codes, similarities and differences between the codes were identified. The codes that had similar meanings became the sub-themes of each theme, while the codes that had different meanings were re-read to be re-categorized. There are four stages of thematic data analysis, namely: raw data, coding, sub-themes, main themes.

Table 1.
Demographics of Research Respondents

Characteristics	Category	No. (%) of Participants
Gender	Male	11
	Female	9
Ethnicity	Bataknese	2
	Javanese	4
	Aceh	14
Parent's Occupation	Full-Time	14
	Part-Time	3
	Uncertain	3
Socioeconomic Status	< Rp. 500.000 - 1.000.000	2
	Rp. 1.000.000 - 3.000.000	8
	Rp. 3.000.000 - 5.000.000	8
	> Rp. 5.000.000	2
TOTAL		100%

RESEARCH RESULTS

Based on the results of data processing, the findings of this study have two themes, namely the purpose of using TikTok social media and the impact of using social media on lifestyle. (See Table 2)

In summary, this study reveals two main themes and five sub-themes derived from the purpose of using TikTok social media and the Impact of Using Social Media on Lifestyle as follows. (See Table 3)

Theme 1: Purpose of using TikTok social media

The online survey data completed independently by respondents provides some important information regarding the motives for using TikTok social media. Based on the data, research respondents stated the purpose of using TikTok social media for the motive of seeking entertainment, adding insight, and knowing what is new on social media. This makes this theme divided into three subthemes, namely:

Table 2.
Raw Data, Coding, Sub Themes, and Main Themes

Raw Data	Coding	Sub Themes	Main Themes
I use TikTok to watch funny videos that can relieve stress after a long day of lectures.	Watch funny videos	Entertainment and Leisure	Purpose of using TikTok Social Media
I love creating creative content and TikTok gives me the right platform to express myself.	Self-expression	Entertainment	
I'm interested in the educational content on TikTok, so much new knowledge can be gained in a short time.	New knowledge	Educational content	
I use TikTok to learn foreign languages by following content from native speakers.	Learn a language	Educational content	
TikTok helps me stay up-to-date with the latest trends, especially when it comes to music and fashion.	Music and Fashion	Latest Trends	
I use TikTok to keep up with the latest news from my favorite celebrities and influencers.	Celebrity News	Latest Trends	
TikTok has changed the way I consume entertainment content. I watch short videos on TikTok more often than I watch TV or YouTube. This makes me more efficient in finding relevant and interesting entertainment. However, on the other hand, I feel that the time spent on this app is often excessive and interferes with my study schedule.	Tend to Watch Short and Relevant Videos	Negative Effects	The Impact of Using Social Media on Lifestyle
I feel more motivated to learn new things after using TikTok. Many educational contents are short but informative, helping me understand complex topics in a simple way. However, sometimes I spend too much time on TikTok, which takes away from my study time.	Helps a lot but reduces study time	Negative Effects	
Using TikTok makes me more connected with my friends. We often make videos together or follow viral challenges. This has strengthened our social relationships. However, there are times when we focus too much on content creation and spend less time interacting in person.	Connected but less direct interaction	Negative Effects	
TikTok has made me more aware of social and environmental issues. A lot of content talks about the importance of protecting the environment and social rights, which inspires me to care more and participate in social activities. However, sometimes the information is inaccurate and needs to be checked.	Lots of information, but need to double-check information	Positive Effects	
TikTok influenced my lifestyle by introducing various DIY (Do It Yourself) projects. I became more creative and often make crafts at home. It helps reduce stress and gives me a sense of satisfaction. However, sometimes these DIY projects require hard-to-find or expensive materials.	DIY Project	Positive Effects	

Tabel 3.

Tema Utama dan Sub Tema Dampak Penggunaan Media Sosial Tiktok Terhadap Gaya Hidup Mahasiswa

No.	Main Theme	Sub Theme
1.	Purpose of using TikTok social media	1. Entertainment 2. Educational Content 3. New Trend
2.	The impact of using Tiktok social media on student lifestyles	1. Positive Effects 2. Negative Effects

Subtheme 1.1: Entertainment

TikTok has become a very popular platform among the younger generation, including college students, due to its innovative features and diverse content. Through this survey, we collected data on the various reasons that drive college students to use TikTok, mainly for entertainment and leisure purposes. The findings provide important insights into social media usage behavior among university students, as well as the implications for lifestyle.

One of the findings from the survey shows that most college students use TikTok to watch funny videos. Respondents stated that the funny content on TikTok helps them release stress and provides light entertainment that is easily accessible. This use of TikTok to watch funny videos is reflected in the statement of one respondent who said, "I use TikTok to watch funny videos, because it helps me relieve boredom and makes me laugh after a tiring day on campus." This shows that TikTok plays a significant role in providing instant entertainment needed by students for relaxation.

Based on the results of this study, it can be concluded that one of the purposes of students using TikTok social media is for entertainment, especially through watching funny videos. The use of TikTok as a means of entertainment shows how this platform can fulfill students' psychological needs for recreation and relaxation. It also indicates that although TikTok has the potential to be used in an educational context, its primary function among university students is still centered on entertainment. These findings provide important implications for platform developers and educators to consider how TikTok can be utilized more effectively to support student well-being and learning.

Subtheme 1.2: Educational Content

TikTok, initially known as an entertainment platform, has evolved into a significant source of information and learning for its users. Students, as one of the largest user groups, utilize TikTok to access educational content that is presented in an engaging and easy-to-understand manner. This research seeks to explore how and why students use TikTok as a medium for learning and knowledge enhancement.

One of the findings from the survey shows that students are interested in educational content on TikTok, especially those related to language learning. One respondent stated, "I use TikTok to learn foreign languages because there is a lot of creative content that helps me understand vocabulary and grammar in a fun way." This indicates that educational content on TikTok, especially those related to language learning, is able to attract students' interest and help them in the informal learning process. The short and interactive videos on TikTok make it easier for students to gain new knowledge without feeling overwhelmed.

Based on the results of this study, it can be concluded that the next purpose of students using TikTok social media is to access educational content, with a special focus on language learning. TikTok offers innovative and engaging learning methods, which can increase students' interest and motivation in learning. The platform serves not only as a means of entertainment but also as an effective educational tool. The findings imply the great potential of TikTok in supporting non-

formal education and being a useful supplementary tool for teaching and learning. For educators and content creators, this is an opportunity to create more varied and engaging educational materials for the younger generation.

Subtheme 1.3: New Trends

TikTok has evolved into a platform that not only provides entertainment but also a source of the latest information on trends in various fields such as fashion, music, and lifestyle. College students, as part of a generation that is always connected to digital developments, utilize TikTok to stay *up-to-date* with the latest trends that are popular. This study analyzes how college students use TikTok to search and follow new trends, and the impact it has on their lifestyle.

One of the key findings from the survey showed that college students use TikTok to stay *up-to-date* with music and *fashion* trends. One respondent stated, "TikTok helps me stay *up-to-date* with the latest trends in music and fashion, so I feel more connected to what is popular among my friends." This reflects that TikTok plays a significant role as a source of information about the latest trends, helping students to know and follow what is in demand by the wider community. The trends displayed through short and creative videos on TikTok make it easier for students to identify and adopt popular styles.

Based on the results of this study, it can be concluded that the next goal of students using TikTok social media as a medium for finding new trends is to stay *up-to-date* with the latest developments in music and *fashion*. TikTok has become an effective tool for college students to find out the latest trends and feel close to their social community. The findings imply that TikTok serves not only as an entertainment platform, but also as an important tool in the formation of college students' identity and lifestyle. For content developers and marketers, this is an opportunity to leverage TikTok as a medium to introduce and popularize new trends relevant to the younger generation.

Theme 2: The impact of using Tiktok social media on student lifestyles

For students, using TikTok social media certainly has an impact. The use of TikTok has a complex impact on students' lifestyles. As a very popular platform, it is important for students to use TikTok wisely and critically, ensuring that the use of social media has a positive impact on their lives. The impact of using TikTok social media on students' lifestyles is divided into two subthemes, namely:

Subtheme 2.1: Positive Effects

TikTok has become one of the dominant platforms among the younger generation, offering a wide variety of content that can influence the way of life of its users. Through its creative and informative short videos, TikTok has the potential to have a significant impact on the habits and lifestyles of university students. This research focuses on identifying these positive impacts, providing insights into how TikTok can contribute to improving the quality of life of university students.

Important findings from the survey show that using TikTok can increase students' motivation to learn new things. One respondent stated, "I feel more motivated to learn new things after watching educational videos on TikTok that are presented in an interesting and easy-to-understand way." This statement shows that TikTok can be a source of inspiration for students to explore new knowledge and develop their skills. The educational videos on TikTok, with their engaging and concise presentation, capture students' attention and encourage them to learn more.

Based on the results of this study, it can be concluded that TikTok has a positive impact on students' lifestyles, especially in increasing their learning motivation. The educational content available on TikTok not only provides entertainment but also a source of knowledge that can be accessed easily. This positive impact shows that social media, if used wisely, can be an effective tool to support students' personal and academic development. The findings imply that the

educational potential of TikTok can be further utilized by educators and content creators to create useful and engaging materials for students.

Subtheme 2.2: Negative Effects

TikTok, as one of the most popular social media platforms among the younger generation, not only offers benefits but also brings some consequences that can negatively affect the lives of its users. This research focuses on identifying those negative impacts, especially how the use of TikTok can disrupt college students' life balance and affect their well-being.

The next important finding from the survey shows that TikTok use can reduce students' study time. One respondent stated, "It helps a lot but reduces my study time," reflecting that although TikTok provides useful content, the time spent watching videos can interfere with students' academic priorities. This suggests that excessive use of TikTok can distract students from their studies and academic tasks, resulting in decreased productivity and academic performance.

Based on the results of this study, it can be concluded that the main negative impact of TikTok use on students' lifestyles is the reduction of time spent studying. Although TikTok offers a lot of entertaining and educational content, uncontrolled use can cause students to neglect their academic responsibilities. These findings underscore the importance of time management and wise use of social media to prevent negative impacts on students' life balance. These implications suggest the need for a more conscious approach to using social media, as well as education on effective time management for university students.

DISCUSSION

The survey results show that university students use TikTok for a variety of purposes including entertainment, self-expression and education. Most respondents use TikTok to watch funny videos and fill spare time, reflecting the use of this platform as a primary source of entertainment. In addition, there is also a significant tendency to use TikTok as a means of self-expression, with students creating creative content to showcase their talents and interests.

Besides the entertainment aspect, TikTok is also used for educational purposes. Many students admit that they are interested in the educational content available on the platform, including videos on learning new languages and knowledge. The use of TikTok as a learning medium shows that there is great potential for the platform to be an effective educational tool among students. This data underscores the diversification of TikTok use from entertainment to a significant educational tool.

This finding is in line with research by Setyowati (2023) which revealed that college students use TikTok to imitate behavior and develop creativity. In addition, research by Vira (2023) supports the finding that TikTok is used as a means of self-expression and talent development, especially among students of the Faculty of Social Sciences and Law, Makassar State University. This shows that the phenomenon of using TikTok for creative and expressive purposes is not new, but continues to grow along with the increasing popularity of the platform.

On the other hand, research by Vidyana & Atnan (2022) and Arisa (2023) reinforced the finding that TikTok has an important role in education. Vidyana & Atnan (2022) found that TikTok's educational content can increase students' knowledge, while Arisa showed that using TikTok in learning can increase creativity in makeup application. These findings are consistent with the survey results which show that students use TikTok not only for entertainment, but also as a source of knowledge and learning tool.

Research by Ulya (2024) also emphasizes students' media literacy skills in assessing TikTok content, especially those that are "toxic". This is in line with the survey findings which show that students use TikTok for educational content and new knowledge. The use of TikTok to learn languages and get the latest information reflects how this platform can function as an effective

digital literacy medium. Dewi's (2023) research adds that TikTok can improve motivation and learning outcomes, which is in line with the finding that many students use the platform for educational purposes.

However, it should be noted that Maharani (2022) and Murisal (2023) research highlighted the negative impacts of TikTok use, such as impulsive shopping behavior and increased narcissism. These findings are important to consider given that survey data showed intensive TikTok use among university students. Therefore, while TikTok has many educational benefits, it is important to understand and manage the negative impacts that may arise from its use.

These findings open up opportunities for further development in the use of TikTok as an educational tool. Educational institutions can utilize this platform to create engaging and relevant learning content for students. In addition, there is a need to develop policies and guidelines for healthy social media use, which can help students make optimal use of TikTok without getting caught up in negative behaviors such as addiction or impulse shopping.

Although this study provides valuable insights into TikTok use among college students, there are some limitations to note. First, the survey data may not be fully representative of the general college student population as the sample used may have certain biases. Secondly, the survey did not go into depth regarding the frequency and duration of TikTok usage, which could be an important factor in understanding the impact of this platform. Therefore, further research with more representative samples and more comprehensive methods is needed to gain a more holistic understanding of TikTok usage among college students.

CONCLUSIONS

The main results of this study show that university students use TikTok social media with three main purposes: entertainment, education, and following new trends. TikTok provides a significant platform for college students to access instant entertainment, especially through funny video content that helps them cope with stress. In addition, TikTok also acts as an effective educational tool, with educational content, especially in language learning, attracting students' interest and motivation to learn. Finally, TikTok is a source of information about the latest trends, which helps students stay up-to-date with developments in music and fashion. This research contributes to a broader understanding of the dynamics of social media use among university students and shows how platforms such as TikTok can influence their lifestyle and study habits.

The implications of the findings include developing more effective strategies for educators and content creators in utilizing TikTok as an innovative learning tool. In addition, the results of this study highlight the importance of balance in the use of social media to ensure that negative impacts, such as reduced study time, are minimized. Limitations of this study include a sample that may not be fully representative and a lack of data regarding the duration of TikTok use. Therefore, further research is needed to explore the frequency and duration of TikTok use and its impact on students' well-being and academic performance. This final statement emphasizes that while TikTok has great educational potential, it is important to use the platform wisely to maximize its benefits and reduce its potential negative impacts.

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