

The Impact of Tiktok Social Media on the Behavior of Elementary School Students

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Abstract: The rapid development of social media, especially tiktok, offers entertainment for its users. Although tiktok offers entertainment, too intensive use can affect the behavior of its users, including elementary school students to their user behavior, and elementary school students are no exception. The purpose of this study is to identify and analyze the impact of tiktok use on fourth grade students of SD Miftahul Iman, both in terms of positive and negative. The research method used is a qualitative narrative approach through observation, interviews, and documentation to students, teachers, and parents. The data analysis techniques used include data reduction, presenting it, and drawing conclusions interactively and repeatedly to understand patterns in social phenomena. The results of the study show that tiktok has a positive and negative impact on student behavior. The positive impact includes honing skills and skills (e.g. Creativity in creating content). However, there are also significant negative impacts, including a lack of social care for students in the home and school environment, waste of time, and exposure to age-inappropriate content. The implication of this study is the importance of more intensive supervision and education from schools and parents regarding the use of social media in elementary school-age children to minimize negative impacts and optimize their positive potential.

Keywords: Social_Media, Tiktok, Student_Behavior, Elementary_School

A. Introduction

The rapid development of information and communication technology has brought significant changes in various aspects of life, including in the world of education and society. One technological innovation that has permeated global society is social media. Various social media platforms offer easy access to information, social interaction, and unlimited entertainment. Among many platforms, TikTok has emerged as a new phenomenon that has attracted millions of users worldwide, including in Indonesia. This short video-sharing application allows its users to create, edit, and share videos with various interesting features such as music, filters, and effects (Aisyah & Rosyadi, 2023). Its ease of use and varied content make TikTok very popular among various age groups, not least among elementary school children.

The use of social media by elementary school children, especially on the TikTok platform, raises both concerns and new challenges. On one hand, TikTok can be a means to express creativity, develop talents, and obtain interesting information. However, on the other hand, excessive or unsupervised use of TikTok can have a negative impact on behavior, learning concentration, real-world social interaction, and even children's mental health (Fauzan & Anugrah, 2022; Ramadhan & Lestari, 2022). Fifth-grade elementary students, who are at a crucial stage of cognitive and social development, are very vulnerable to external influences, including from social media. They tend to imitate what they see and are not yet fully able to filter information or content that is not age-appropriate for them (Adawiyah, 2021).

TikTok is a social media platform that is very popular among students. TikTok is an audio-visual social media platform. Students are very interested in it, and many use this social media. This social media will entertain them when they are bored. TikTok presents several interesting videos that will be displayed on each user's homepage (Fatmawati, 2021). The TikTok application has positive and negative sides. From a positive perspective, TikTok can hone video editing skills in children and teenagers for more educational content, as well as inspire and facilitate creative expression in

creating works of art. However, this application also has negative impacts. One of its main drawbacks is the abundance of inappropriate content that can serve as a bad example for the younger generation (Waani, 2019).

TikTok, with its interactive and easily accessible features, allows its users to create, edit, and share short videos with music, filters, and special effects. This phenomenon is not limited to teenagers or young adults but has also spread to elementary school students, including at SD Miftahul Iman Pekanbaru. The use of social media, including TikTok, at an early age raises various concerns regarding its potential impact on student behavior. The duration of use, the type of content accessed, and the interactions that occur on the platform can affect important aspects of child development, such as learning concentration, real-world social interaction, ethics, and even mental health (Pratama & Lestari, 2022).

Elementary school children, especially in the fifth-grade age range, are in an important phase of cognitive and social development. They tend to easily imitate and be influenced by their surroundings, including what they see on social media (Lestari & Puspitasari, 2023). The content presented on TikTok, both positive and negative, can affect how they think, interact, and behave. For example, excessive exposure to age-inappropriate content, consumptive lifestyles, or even dangerous actions mimicked from TikTok trends, can seriously impact students' social behavior, academics, and mental health (Harahap et al., 2021).

Based on an initial interview on April 24, 2025, with one of the students named TU, a fifth-grade student at SD Miftahul Iman Pekanbaru, many of them frequently use TikTok social media. TU claimed that the numerous videos on TikTok genuinely entertain her. Students use their phones to view various applications, such as the TikTok app, for entertainment when they are bored. TU can spend hours to an entire day just scrolling through the TikTok app. Furthermore, an interview was conducted with the fifth-grade homeroom teacher, who stated that many fifth-grade children are indeed addicted to playing TikTok. This is evident when they interact in class;

students often perform erotic dance movements like those on TikTok, use impolite language, and frequently neglect their work.

This situation indicates the possible impact of TikTok social media on student behavior, both positive and negative. Therefore, this research becomes very important to thoroughly understand the extent to which TikTok social media influences the behavior of fifth-grade students at SD Miftahul Iman Pekanbaru. This research is expected to provide a comprehensive overview of usage patterns, types of content accessed, and behavioral changes that may occur in students as a result of their interaction with the TikTok application. The results of this study are expected to serve as a basis for schools, parents, and policymakers in formulating appropriate strategies to optimize the positive use of social media and minimize its negative impact on student development.

B. Methods

This research is qualitative with a narrative approach. Narrative research was chosen to gain an in-depth understanding of the experiences, perspectives, and personal narratives of students, teachers, and parents regarding the impact of TikTok social media usage. A qualitative approach allows researchers to explore phenomena holistically within their natural context, capturing rich data in the form of meanings, interpretations, and social interactions that cannot be quantitatively measured (Creswell, 2018). The main focus of this research is to collect rich and descriptive stories to build a comprehensive understanding of how TikTok affects the behavior of fifth-grade students at SD Miftahul Iman Pekanbaru. The object of this research is 5th grade students of Miftahul Iman Elementary School Pekanbaru, totaling 4 students.

This research was conducted at SD IT Miftahul Iman Pekanbaru. Data collection was carried out through interviews, observation, and documentation. Interviews with teachers focused on changes in student behavior at school, the impact of TikTok on learning concentration, social interaction, and classroom engagement. Interviews with students will center

on their motivation for using TikTok, the types of content consumed, duration of use, and how they perceive TikTok's influence on daily activities, including learning and playing. Interviews with parents will highlight their observations of their children's behavior at home, rules for gadget use, concerns related to TikTok, and how they attempt to manage their children's social media use.

Participant observation allows researchers to collect non-verbal behavioral data and social contexts that are not revealed through interviews. Detailed field notes will be made during observations. Documentation will involve the collection and analysis of relevant documents, such as student attendance records, report cards, or counseling guidance notes that may provide an initial overview of changes in student behavior or achievement. These documents will be used as supporting data to enrich the understanding of the phenomenon.

Table 1. Research Indicators

Indicator	Sub-Indicator
Positive Impact	Encouraging creativity
	Sharpening skills
	Therapy healing
	Exercise
Negative Impact	Lack of social awareness
	Desire for virality
	Wasting time
	Age-inappropriate content

The data validity technique in this study uses source triangulation, where data will be collected from various sources: direct observation of student behavior, interviews with fifth-grade teachers, and interviews with

representatives of fifth-grade students who actively use TikTok. The consistency of information obtained from these three sources will be the basis for determining data validity. In addition, persistent observation is also applied by conducting repeated and intensive observations of student behavior over a certain period to ensure that the collected data is representative and in-depth.

Data analysis is carried out descriptively qualitatively. Data collected from observations, interviews, and field notes will be reduced by selecting, focusing, and organizing raw data to obtain a clearer picture. Furthermore, the data will be presented in a descriptive narrative to identify patterns of student behavior related to TikTok usage. The final stage is drawing conclusions based on the interpretation of the analyzed data, to understand the impact of TikTok social media on the behavior of fifth-grade elementary school students.

C. Results and Discussion

This research identifies several significant impacts of TikTok social media use on the behavior of 5th-grade students at SD Miftahul Iman Pekanbaru. The findings show both positive and negative impacts simultaneously influencing student behavior. The use of TikTok by 5th-grade students at SD Miftahul Iman was found to have several significant positive impacts, especially in terms of self-development and creativity, as follows:

Positive Impact: Fostering Creativity

The first positive impact is fostering creativity. Based on interviews, many students revealed that TikTok serves as a platform for self-expression. They enjoy making short videos, from dancing and singing to acting. "I like making dance videos, Ma'am. It's fun to show new moves," one student said enthusiastically. Observations in class showed that some students often share TikTok content ideas with their friends during breaks, and some even try to create simple choreographies together. Documentation in the form of screenshots from students' TikTok accounts also revealed various types of

videos they uploaded, showing efforts to create something new and unique, albeit on a simple scale. This ability, unknowingly, trains them to think "outside the box" and try new things (Rahman, 2017).

The TikTok platform, with its diverse features (music, filters, visual effects, and easy-to-use video editing tools), effectively encourages student creativity. Many students showed increased interest in creating original video content, such as dance videos, parodies, or short presentations about their hobbies (Anggraeni, 2023; Sari, 2020). They actively seek new ideas, experiment with various styles, and learn to combine audio-visual elements to produce engaging works. For example, some students were seen collaborating on simple dance choreographies or creating short educational videos about school subjects, which they had not done previously outside formal activities. This creativity is not limited to video creation but also extends to how they think about problem-solving in the context of digital content (Sumarsono et al., 2023).

Positive Impact: Sharpening Skills

The second positive impact is sharpening skills. TikTok use has also been proven to help students sharpen various skills. From the research findings, some students mentioned that they learned to edit videos, add music, and use filter effects. "It's hard, Ma'am, if you want our video to be good. The song and the movements have to match," said a student, showing an initial understanding of audio-visual synchronization. Observations showed that students independently tried various features in the TikTok application, sometimes helping each other or imitating popular videos. This indirectly trains their technical skills in using digital applications. In addition, skills such as dancing, singing, or acting that they develop on TikTok can also be considered as directed talent development, although not yet too formal (Prasetyo, 2017). TikTok use has been proven to help students develop several new skills. These skills are not only limited to technical abilities in operating the application but also include video editing, choosing appropriate music, and even the ability to perform in front of the camera (Pratama, 2021).

Negative Impact: Lack of Social Awareness

On the other hand, this research also found several negative impacts that require serious attention. The first negative impact is a lack of social awareness. This aligns with research conducted by Putri & Agustina (2022) and Fitri (2019), which states that excessive social media use can reduce face-to-face social interaction and trigger individualistic behavior in children. When children are exposed to TikTok content too often, they tend to build their own "world" within their gadgets, which ultimately reduces their desire or ability to empathize and actively participate in real-world social activities.

The most prominent negative impact is the lack of social awareness among students. This is reinforced by the results of interviews with teachers and parents. "My child used to often play soccer with his friends, now after school he immediately looks for his phone for TikTok," complained one parent. This indicates a decrease in face-to-face interaction and involvement in real-world social activities, which potentially hinders the development of their empathy and social skills.

Students who use TikTok too often tend to be more engrossed in their own phones. This is seen from reduced direct interaction with family members at home, such as being reluctant to help with housework, less participation in family conversations, or preferring to play TikTok during family events. In the school environment, this impact is also clearly visible. Students are often more focused on their phones during breaks or even when the teacher is explaining. They become less sensitive to friends around them who might need help or an invitation to play, and prefer to spend time alone watching or creating TikTok content. This situation indicates a decrease in empathy and direct social skills (Wibowo, 2018; Nugroho, 2020). Therefore, teachers play a role in fostering character in elementary school students, such as providing examples, advising, providing facilities, and accustoming them to good things related to the environment (Kurniati & Dafit, 2024; Amelia & Dafit, 2023).

Negative Impact: Waste of Time

The second negative impact is waste of time. Excessive TikTok use leads to significant time wastage. Based on interviews with students, many of them admitted to spending hours every day just scrolling through their TikTok feed or making videos. "Sometimes I don't realize it, Ma'am, it's been a long time," admitted one student. Documentation in the form of daily logs and application usage reports shows that some students spend more than 3-4 hours per day on TikTok, especially after school and before bedtime. As a result, time for studying, doing homework, and even resting is disrupted. Parents also reported that their children often stay up late playing TikTok, which affects their concentration and causes fatigue at school (Hasan, 2019). Research by Ramadhani & Susanti (2023) and Santoso (2019) highlights that social media addiction in children can disrupt their daily schedules, including sleep and study time, which ultimately has a negative impact on their academic achievement and physical health.

Negative Impact: Age-Inappropriate Content

The third negative impact is age-inappropriate content. The biggest concern is exposure to content that is unsuitable for 5th-grade students. From observations and documentation of student TikTok accounts, it was found that they are often exposed to videos with adult themes, harsh language, or trends that are inappropriate for children their age. Some videos feature provocative dances, obscene song lyrics, or dangerous viral challenges. Interviews with parents revealed their concerns about this. "I'm afraid my child will imitate bad things from TikTok, Ma'am. There's a lot of content that's not suitable for children their age," said one parent. The lack of strict filters or supervision makes students very vulnerable to the negative influence of such content, which can indirectly affect their worldview, ethics, and even behavior (Dewi, 2018). This aligns with the research findings by Lestari (2021) and Susanto (2016), which highlight the importance of parental supervision in media use.

D. Conclusions

Based on the research findings, TikTok social media has varied impacts on the behavior of fifth-grade students at SD Miftahul Iman. On the positive side, TikTok is able to hone students' skills. However, its negative impacts are also significant, including a lack of social awareness both at home and at school, time wastage, and exposure to age-inappropriate content. Therefore, active roles from parents and schools are needed to guide students so they can utilize TikTok wisely and minimize its negative effects.

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