



Social Dynamics of Elementary School Students: The Impact of TikTok in the Digital Age

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ABSTRAK

Media sosial khususnya TikTok telah menjadi bagian tak terpisahkan dari kehidupan siswa sekolah dasar di Indonesia sehingga menimbulkan pergeseran dinamika sosial mereka. Tujuan utama penelitian ini adalah menganalisis dan mengevaluasi dampak penggunaan TikTok terhadap transformasi sikap sosial siswa sekolah dasar melalui penilaian mendalam terhadap perubahan perilaku dan interaksi interpersonal siswa. Penelitian ini menggunakan metode deskriptif kualitatif. Dengan melibatkan 21 siswa, satu orang guru, dan satu orang tua siswa, Teknik pengumpulan data dilakukan dengan wawancara dan observasi dan dianalisis dengan menggunakan empat langkah yaitu pengumpulan data, reduksi data, penyajian, dan penarikan kesimpulan/verifikasi. Hasil penelitian menunjukkan bahwa penggunaan TikTok menyebabkan siswa terlambat datang ke sekolah, mempengaruhi motivasi belajar, dan mengubah pola interaksi sosial, perubahan bahasa dan perilaku siswa, menghambat etika komunikasi dan norma sosial. Tanggapan orang tua dan guru menyoroti kekhawatiran atas pengaruh TikTok, meskipun tantangan pengawasan masih ada. Kesimpulannya, diperlukan upaya bersama untuk memandu penggunaan TikTok guna mendukung perkembangan holistik anak-anak secara sosial, emosional, dan akademis di era digital. Penelitian ini berkontribusi pada pemahaman lebih dalam dan pedoman penggunaan media sosial yang bijak di kalangan siswa sekolah dasar.

ABSTRACT

Social media, especially TikTok, has become an inseparable part of the lives of elementary school students in Indonesia, causing a shift in their social dynamics. The main aim of this research is to analyze and evaluate the impact of using TikTok on the transformation of elementary school students' social attitudes through an in-depth assessment of changes in students' behavior and interpersonal interactions. This research uses a qualitative descriptive method. Involving 21 students, one teacher, and one student's parent, data collection techniques were carried out using interviews and observations and analyzed using four steps, namely data collection, data reduction, presentation, and drawing conclusions/verification. The research results show that the use of TikTok causes students to come to school late, affects learning motivation, and changes social interaction patterns, changes students' language and behavior, hinders communication ethics and social norms. Parent and teacher responses highlight concerns over TikTok's influence, although oversight challenges remain. In conclusion, a concerted effort is needed to guide the use of TikTok to support children's holistic development socially, emotionally and academically in the digital era. This research contributes to a deeper understanding and guidance for wise social media use among elementary school students.

1. INTRODUCTION

Social media, especially the TikTok application, has become an integral part of children's daily lives, creating a shift in their social dynamics. Just like many children use TikTok as a way to express themselves and be creative, even though there are restrictions from their parents (De Leyn et al., 2022; Sarwatay et al., 2023; Teoh et al., 2021). With the increasing use of social media, understanding its impact on the changing social attitudes of elementary school students has become increasingly urgent. Research is needed to identify the positive and negative impacts of using TikTok on changes in students' social attitudes.

The use of social media such as TikTok by primary school students presents a number of issues that need to be understood, including the potential impact of depression, anxiety, and stress on their memory. In addition, the use of these platforms may also affect elementary students' language use, with some of them tending to use slang and mixed language (Nurviantika & Umam, 2023; Sha & Dong, 2021). This issue covers both educational and social-behavioral aspects. With the rapid growth of social media, a deeper understanding of its impact on changing students' social attitudes is needed. The central question is whether the use of TikTok has a positive or negative influence on changes in the social attitudes of elementary school students. This research has high relevance because it is expected to provide in-depth insight into the impact of social media use on changes in the social attitudes of elementary school students. This understanding is important for the development of educational strategies and parenting in accordance with the development of children in the digital era. Through this research, it is expected to provide guidance for educators, parents, and researchers in managing the use of social media by children wisely.

Previous research has examined various aspects of social media use, especially among adolescents and children. While the majority of children still use polite language when commenting on TikTok, concerns have been raised about inappropriate content that children often encounter. In addition, concerns are growing about the use of informal language and a lack of attention to grammar and spelling on the platform, which could potentially affect children's language development. TikTok provides a space for young people to express complex emotions through humor, imagination, and juxtaposition, which may have an effect on their overall language and politeness (Anggraeni et al., 2023; Brown et al., 2022; Zhen et al., 2021). Additionally, TikTok use can lead to behavioral problems, depression, and behavioral disorders. Therefore, parents must be vigilant in monitoring emotional or behavioral changes in their children and implement responsible supervision of their use of social media (Gupta et al., 2021; Sha & Dong, 2021; Su et al., 2021).

Based on their initial observations about TikTok social media, some students at SDN Duren have experienced changes in their social interactions. To gain a deeper understanding, the researcher conducted interviews with several students at the school. The results of the interviews show that a number of students recognize and use TikTok actively. Some of them even claimed to have stopped using the platform for certain reasons. During the interviews, the researcher asked the students a number of questions, exploring their experiences and views on TikTok. A student who still actively uses TikTok stated that the platform provides entertainment through short videos, interesting filters, and viral music. On the other hand, students who no longer use TikTok revealed that social media makes them less focused on schoolwork and often forget to study.

The perspective of parents at SDN Duren I also provides an important picture. Interviews with parents showed that social media, including TikTok, can make children lose track of time and get too involved in using their phones. Some parents deliberately choose not to give their children cellphones to prevent dependence on social media. They also stated that their children showed emotional reactions to being cut off, highlighting the significant impact of TikTok use on children's behavior patterns. A teacher at SDN Duren I also provided interesting insights. The teacher stated that students who actively use TikTok tend to follow viral trends or styles when the teacher is teaching. This has the potential to affect changes in students' social attitudes within the school environment. Furthermore, the teacher highlighted that TikTok is not only used as entertainment, but can also produce content that can damage students' morals and social attitudes, creating a negative impact on their future. As a concrete example, a woman creating TikTok content with gestures that are considered vulgar is an inappropriate concern for elementary school students. Thus, a deeper understanding of the impact of TikTok on elementary school students at SDN Duren I becomes increasingly important to take wise steps in managing social media use among them.

Several studies have revealed that TikTok has had a significant impact on the behavior of the younger generation, leading to addictive behavior and the potential risk of cyberbullying (Lin, 2023; Silvina et al., 2023). TikTok does not always have a negative impact on children, but it can have a positive impact on education by increasing student engagement, increasing understanding of various subjects, and developing skills such as creativity and curiosity, as well as being useful for teachers to connect and share their experiences, increase student understanding, and make learning fun (Hartung et al., 2023; Hayes et al., 2020). TikTok encourages student motivation, creates an engaging learning environment, and promotes the development of skills such as creativity and curiosity (Escamilla-Fajardo et al., 2021). TikTok use in children and adolescents has a significant impact, especially on personal, social, and family functioning. It stimulates the dopaminergic reward system, creates addictive behaviors, and has the potential to affect adolescents' physical and mental health. In addition, TikTok use among adolescents may be a predictor of narcissism (Gupta et al., 2021; Lin, 2023). However, there is a lack of understanding about factors such as peer influence, types of content accessed, and interactions within the TikTok platform that affect social attitude change at the primary school level. So this research comes to specifically analyze how TikTok social media use affects the social attitude change of elementary school students, as well as identify factors such

as peer influence, types of content accessed, and interactions within the TikTok platform that have not been fully explored (Darwaish & Nazneen, 2022; Silvina et al., 2023). In addressing this knowledge gap, this research uses an interview approach with students, parents, and teachers at SDN Duren I. This is expected to provide a more comprehensive picture of how TikTok influences the social dynamics of students at the elementary school level. Through this approach, the study plans to investigate aspects that have not been covered in depth, such as peer influence and the types of content most accessed by students. This problem-solving plan is aimed at providing a more in-depth and contextual understanding of the influence of TikTok on changes in the social attitudes of elementary school students.

The main objective of this research is to analyze the impact of using TikTok social media on changes in the social attitudes of elementary school students at SDN Duren I. The focus of the research will involve the influence of peers, the type of content accessed, and interactions on the TikTok platform. The novelty of this study is to provide a more in-depth and contextual understanding of how TikTok influences changes in students' social attitudes at the primary level of education.

2. METHOD

This research uses a qualitative approach, producing an in-depth qualitative description of the phenomena experienced by the research subject. The focus includes aspects such as behavior, perceptions, motivations, and actions, which are described through words and language according to a special natural context. By utilizing various natural methods, qualitative data analysis is carried out to explore meaning and co-construction in the understanding of this phenomenon. By using this research approach and method, it is hoped that researchers will get complete data that is clearly illustrated regarding the impact of using TikTok social media on changes in the social attitudes of elementary school students, so that the data from this research is truly in accordance with the conditions in the field (Moleong, 2017; Noble & Smith, 2014). By using this research approach and method, it is hoped that researchers will get complete data that is clearly described regarding the impact of using TikTok social media on changes in the social attitudes of elementary school students, so that the data results in this study are truly in accordance with the conditions in the field. The subjects used in this study were 21 students, one teacher of SDN Duren I, and one parent, as well as related information regarding the research conducted. The research was conducted using the technique of determining data sources with certain considerations. The data collection technique in this study is observation to find out how students use TikTok social media and how teachers and parents respond to changes in students' social attitudes after using it. The following is an observation grid about students' social attitudes and the use of TikTok, shown in Table 1.

Table 1. Observation Grid for Student Social Attitudes and Use of TikTok Social Media

Variables	Data Collection Form	Indicator
Social Attitude	Observation	<ol style="list-style-type: none"> 1. Discipline 2. Courteous 3. Responsible 4. Confident 5. Honest
TikTok social media	Observation	<ol style="list-style-type: none"> 1. Ease of use of TikTok 2. Where to play Tik Tok on social media 3. Time spent using TikTok 4. Student attitude when using TikTok

In addition, interviews were conducted with parents, students, and teachers to explore more deeply the influence of TikTok social media on changes in students' social attitudes. The following is an interview grid about students' social attitudes and the use of TikTok shown in Table 2.

Table 2. Interview Grid

Variables	Data Collection Form	Indicator
Social Attitude	interview	<ol style="list-style-type: none"> 1. Discipline 2. Courteous 3. Responsible 4. Confident 5. Honest

Variables	Data Collection Form	Indicator
TikTok social media	interview	<ol style="list-style-type: none"> 1. Ease of use of TikTok 2. Where to play Tik Tok on social media 3. Time spent using TikTok 4. Student attitude when using TikTok

The researcher also triangulated to collect data from various sources, describe, categorize, and see the same and unique perspectives from each of the three data sources. By applying triangulation, this research aims to ensure the reliability and validity of the data and provide a more comprehensive and accurate picture of the impact of TikTok social media on changes in students' social attitudes. The data analysis technique in this research uses four steps, namely Data Collection to collect data obtained from interviews, observations and documentation recorded in field notes. After the data is collected, data reduction is then carried out, in order to select data that is relevant and meaningful, focusing data that leads to solving problems, discoveries, meaning or to answer research questions. Then the data is presented in the form of writing or words, images, graphs and tables. After that, conclusions are drawn during the research process.

3. RESULT AND DISCUSSION

Result

Based on the results of observations and interviews at SDN Duren I, it can be concluded that the use of social media like TikTok has a significant impact on changes in students' social attitudes. As many as 80% of students actively use TikTok with a high time intensity, which may affect their time discipline. Students tend to imitate the language style and behavior of TikTok content, which has the potential to influence their polite behavior when communicating and socializing with their surrounding environment. Moreover, the activity of creating content with friends often results in students neglecting their duties and responsibilities. An interview with a Class III B teacher revealed concerns about changes in students' behavior, where they were hanging out more with their cell phones than interacting directly. Teachers highlighted the need for parental supervision of cell phone use, especially the TikTok application, and assessed that this application tends to have a negative impact on elementary school-age children.

Based on the results of interviews with several students from SDN Duren 1 Klari, it was seen that there were changes in social attitudes caused by the use of social media like TikTok. Several respondents expressed significant negative influences on their behavior and performance at school. Like R1, R2, and R17, they expressed the habit of coming late to school and having difficulty getting up in the morning because they were stuck watching TikTok content late at night. This habit has an impact on not being punctual in participating in school activities, including tardiness and a lack of concentration in class. In addition, R2, R4, and R13 admitted that they experienced a change in priorities after using TikTok. They become more focused on activities on TikTok, such as watching content or even creating it themselves, and forget about schoolwork and other responsibilities.

TikTok also influences students' interactions, such as R7 and R14, which state that after using TikTok, they became less active socially in the school environment. They find it difficult to be confident in public speaking or interacting with classmates. This has the potential to hinder the development of their social skills. Some students, such as R5, R8, and R16, admitted that they were affected by the harsh language and inappropriate language often found in TikTok content. They then use this language in everyday life and in the school environment, creating a less conducive environment. Students who are addicted to TikTok can be lazy about studying. Based on the results of interviews with R6, R9, and R15, they stated that they had difficulty focusing on studying after using TikTok. The habit of watching TikTok content and creating it themselves means they often lose track of time and lack enthusiasm for doing school work. Although there are some students who use TikTok to create creative content, there are also those who admit that they have become less active in positive activities at school, such as extracurricular activities or social activities, such as R18, R20, and R21. Some students, such as R14, R17, and R13, experienced changes in their self-image. They feel less confident, especially when faced with situations that require active involvement, such as presentations in front of the class. Not only that, but even some students, such as R2, R3, and R17, admitted that TikTok addiction can have negative financial impacts, such as spending money to buy in-app items or lying to parents about these expenses.

Based on the results of interviews with parents, students felt concerned about their children's use of TikTok social media. According to him, his children experienced changes in social behavior after starting to use the application, such as being lazy about doing homework without being reminded, lying about school assignments, and imitating bad language and behavior from TikTok content. He believes that this app

should not be used by elementary school students because it can cause addiction and have a negative impact on children's behavior. Therefore, as a parent, he actively monitors his child's use of TikTok and is willing to take action if deemed necessary. Parental awareness is important in managing the impact of social media use on children's development.

Discussion

The use of social media, particularly TikTok, among elementary school children has created noteworthy social dynamics. Some of the findings and statements from teachers, students, and parents provide an overview of the impact of TikTok use in the digital era on the behavior and social attitudes of elementary school children.

Based on observations and interviews, it is known that some students tend to come to school late because they are busy watching TikTok content late at night. Teachers and students in this study stated that the use of TikTok had a significant effect on time discipline. Many students tend to come to school late, resulting in changes in attitudes such as a lack of self-confidence and decreased involvement in learning activities. These changes involve students' inability to manage time well and focus on schoolwork. Excessive use of social media TikTok can make it difficult for students to concentrate on assignments that they should complete themselves, and children who are addicted to cell phones usually have difficulty getting guidance. Thus, excessive use of TikTok can reduce students' discipline in fulfilling their academic and social responsibilities (Bahagia et al., 2022; Liu, 2023).

TikTok, like other social media platforms, can have a significant impact on a child's discipline. The platform design stimulates the dopaminergic reward system through likes, comments, and followers, which can lead to addictive behavior. This addictive quality can result in children spending a lot of time on apps, potentially leading to a sedentary lifestyle, obesity, sleep disorders, psychological problems, cognitive impairment, and memory and attention problems, all of which can negatively impact discipline and academic performance (Maulida et al., 2022; Pedrouzo & Krynski, 2023). On the other hand, TikTok can also be used for educational purposes, which can have a positive influence on discipline by providing an interactive learning platform. Teachers can create content that is adapted to the environment, situation, and conditions of students so that it has the potential to make learning more interesting and help maintain discipline in an educational context (Bahagia et al., 2022; Tan et al., 2022). Educational content on TikTok can make learning more interesting and fun, which students may prefer compared to traditional educational methods (Escamilla-Fajardo et al., 2021; Liu, 2023). Research studies show that improving student discipline results in better academic and behavioral outcomes, personal and social growth, and positive school-community relationships (Cahyani, 2022; Chaniago Ramdhan, 2022; O'Hearn, 1982). Therefore, teachers and parents work together to improve student discipline by evaluating students, providing advice and motivation, and reporting attitudes and behaviors to parents in regular meetings (Monroe, 2009; Sukma et al., 2022). Teachers and parents can improve student discipline by using an action approach, discussing solutions, preparing action plans, socializing them, and evaluating implementation for further improvement (Cahyani, 2022; Ellis et al., 2015).

Several respondents emphasized that the use of TikTok causes a decrease in students' learning motivation, which is manifested in a lack of interest in learning activities, low participation in class, and difficulty speaking in front of the teacher. Addiction to short video platforms like TikTok can have a negative impact on student learning motivation. When students become overly engaged or addicted to TikTok, it becomes a distraction that reduces their focus and enthusiasm for the learning process, which has a direct impact on student satisfaction and well-being (Hu & Du, 2022; Ye et al., 2022). However, there is other research that shows that using TikTok as a pedagogical tool can increase student motivation. Studies conducted on TikTok show that it can create an engaging learning environment, and encourage the development of skills such as creativity and curiosity. In addition, TikTok is considered a tool that can make teaching and learning practices more social, open, and collaborative, which fits students' desire to have fun and interact with their friends (Escamilla-Fajardo et al., 2021; Rendon et al., 2022).

Drastic changes in attitudes in the classroom, such as a lack of activity and disinterest in the subject matter, were also noted by the teachers. This can result in a decrease in students' self-confidence and have a negative impact on active participation in class. Furthermore, the negative impact of TikTok is not only limited to reduced motivation to learn and reluctance to participate actively, but also involves broader psychological impacts, such as low self-esteem and self-confidence. These findings are consistent with previous research highlighting the serious impact of social media, including TikTok, on individuals' psychological aspects, especially in terms of self-esteem (Iwamoto & Chun, 2020; Mills et al., 2018). However, the results of this study differ from other findings which state that TikTok can increase student motivation and create an engaging learning environment. This difference may be due to variations in the

context of TikTok use and differences in the student population who were the subject of the study (Bernard, 2021; Escamilla-Fajardo et al., 2021; Rendon et al., 2022).

It's important to remember that children who are exposed to unhealthy social media practices, such as excessive use of TikTok, may experience long-term impacts on their social and emotional development. These include an inability to speak in public, decreased self-confidence, and a potential increased risk of mental disorders. Social performance on TikTok is associated with low self-esteem, which negatively impacts mental well-being and emotional development (Attah et al., 2022; Lin, 2023). TikTok, like other social media platforms, can potentially negatively impact children's social and emotional development. Platform designs that stimulate the dopaminergic reward system through interactions such as likes, comments, and followers can lead to addictive behavior, reduce direct social interactions, and hinder the development of real-world social skills (Ng et al., 2021; Olvera et al., 2021; Silvina et al., 2023). An educational approach that promotes healthy self-understanding and teaches positive social media skills is essential. Teachers and parents need to work together to provide guidance and support students in using social media positively, as well as understand the consequences of unhealthy practices (Chamsi et al., 2022; Willis & Exley, 2018). Additionally, increasing awareness among educators, parents, and the public about the psychological impact of social media use, including TikTok, can help create an environment that supports children's holistic development.

TikTok's influence can also be seen in changes in students' social attitudes. Difficulty communicating with both classmates and teachers is one of the obvious impacts. The use of inappropriate language and rude behavior towards friends is also a problem that indicates that this platform can affect social norms and communication ethics among students. Based on observations and interviews, it was found that students tend to mimic abusive words or language styles found in TikTok content, which affects their interactions in the school environment. Learners often adopt new or popular language on social media platforms, which can violate language politeness. Social media has an impact on a person's communicative language involving code-switching, code-mixing, fillers, emoticons, spelling modifications, foreign words, and colloquialisms. TikTok's presence in society can influence the thoughts and views of children who are still in school. Therefore, it is important to question the unconscious use of language politeness in TikTok social media (Anggraeni et al., 2023; Hashim, et al., 2017).

Politeness is a set of positive norms and behaviors directed at interlocutors, both verbally and nonverbally, using indirect sentences or containing ambiguity. This concept is in line with the notion of politeness as manners and customs that are trusted by society to maintain harmony in interactions (Andriyani, 2022; Anggraeni et al., 2023). Language politeness is important to maintain and protect one's reputation. This is because most communication has the potential to threaten the self-esteem of both speakers and listeners (Farley, 1992; Pramujiono et al., 2019).

The change in students' social attitudes from active and enthusiastic towards higher individualism is mainly due to their preference of spending time on TikTok rather than communicating with friends or doing schoolwork. The impact includes negative habit changes such as tardiness, unwillingness to help parents, and a decrease in the quality of social interactions in class. Social media use, including TikTok, can be detrimental to students' academic, social and cognitive skills. Academically, social media use can slow down task completion and reduce learning outcomes. Socially, students may struggle to interact and become more individualistic. Therefore, excessive engagement in social media, such as TikTok, has the potential to trigger negative behavioral changes, impacting students' academic performance and social interactions (Dilci & Eranil, 2019; Flanigan & Babchuk, 2015; Kolhar et al., 2021). In response to their children's changing social attitudes, parents have begun to take steps to monitor TikTok usage. Concerns about bad behavior and inappropriate language have become major concerns, prompting some parents to set limits and monitor their children's TikTok activities. But often parents face obstacles due to the lack of proper tools to conduct supervision. Therefore, parents have started to implement strategies such as accompanying their children while playing TikTok, establishing closeness with their children, and giving advice not to overuse it (Irmawati & Aesthetika, 2022; Krasznay et al., 2020). Therefore, it seems that parents' responses to their children's changing social behaviors involve real efforts to supervise and direct TikTok use, in line with their concerns about the potential risks and negative impacts of the platform.

The results of this study have significant implications in the context of primary school children's education in the digital age. The negative impacts identified, such as changes in students' time discipline, learning motivation, and social skills due to TikTok use, point to the need for a holistic approach to managing social media use in the school environment. Teachers can utilize TikTok's positive potential as an interactive learning tool, but at the same time, they need to provide students with an understanding of the limits of healthy and responsible use. Parental involvement also emerged as a key factor in overcoming the negative impact. The strategy of supervision and monitoring of TikTok activities implemented by parents shows concrete efforts in guiding their children in using social media wisely. Despite the significant negative

impact, this study also underlines that TikTok can be an interesting and creative learning tool if utilized positively by teachers. Utilizing TikTok as an interactive learning tool can help motivate students and increase their engagement in the learning process. Therefore, there is a need for collaboration between schools, teachers, and parents to develop a balanced approach to TikTok use among primary school students, maximizing its positive benefits while managing its negative impacts.

The limitations of the study, such as the specific context of the school and the characteristics of the student population who were the subjects of the study, need to be acknowledged. In addition, future research could explore the long-term impact and compare TikTok users with non-users. Identifying factors that may moderate the impact of TikTok may also be a focus of future research. Recommendations for further development involve a collaborative approach between teachers, parents, and psychologists in designing a holistic and sustainable social media education program. This program could include further understanding of the impact of social media on child development as well as concrete strategies to positively manage TikTok use among elementary school students.

4. CONCLUSION

Based on the results of research on the impact of TikTok use on elementary school students, it can be concluded that this social media platform has significant implications for students' social dynamics and behavior. It was found that most students who actively use TikTok experience attitudinal changes that include a lack of time discipline, decreased involvement in school activities, and changes in social interaction patterns in the neighbourhood. More specifically, the use of TikTok can affect students' time discipline, resulting in late arrivals to school and a lack of concentration in class. Behavioral changes are also seen in the imitation of language styles and mannerisms from TikTok content, potentially affecting students' politeness in communication. Students' learning motivation is affected, where the use of TikTok can make students lazy to study, forget time, and lack enthusiasm for completing school assignments. There is also an impact on students' social skills, such as difficulty interacting and changes in their communicative language.

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