

THE EFFECT OF SOCIAL MEDIA TIKTOK ON INCREASING ISLAMIC KNOWLEDGE AMONG STUDENTS

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Abstract

The purpose of this study was to examine the effect of Tiktok social media on increasing Islamic knowledge among students. The object of this research is the students with the number of participants involved are 43 students from 20 universities. Data collection was carried out by a questionnaire consisting of 24 questions. The data collection process is carried out using the Google form platform method. The results showed that quantitatively the students had a positive influence between the influence of Tiktok and Islamic knowledge. In this study, the results showed the numbers 0.70-0.140 which means the effect is in the medium effect. Meanwhile, it is measured using psychological and related indicators to see the effect of Tiktok and Islamic knowledge among students using the SPSS Pearson statistics.

Keywords: : Social Media, Influence, Knowledge

Abstrak

Tujuan penelitian ini adalah untuk mengkaji Pengaruh Media Sosial Tiktok Terhadap Peningkatan Pengetahuan Keislaman Pada Kalangan Mahasiswa. Objek penelitian ini adalah para mahasiswa dengan jumlah partisipan yang terlibat adalah 43 mahasiswa dari 20 perguruan tinggi. Pengumpulan data yang dilakukan quesioner yang terdiri dari 24 pertanyaan. Adapun proses pengumpulan data dilakukan dengan metode platform Google form. Hasil penelitian menunjukkan bahwa secara kuantitatif para mahasiswa memiliki pengaruh yang positif antara pengaruh Tiktok dan pengetahuan keislaman. Dalam penelitian ini hasil menunjukkan pada angka 0,70-0,140 yang berarti pengaruhnya berada pada pengaruh sedang. Sedangkan hal tersebut diukur menggunakan indikator psikologis dan terkait untuk melihat pengaruh Tiktok dan pengetahuan keislaman pada kalangan mahasiswa menggunakan statistik SPSS Pearson.

Kata Kunci: Media Sosial, Pengaruh, Pengetahuan

PENDAHULUAN

Previous studies related to this title include those conducted, the advancement of Information and Communication Technology (ICT) and its use in various fields of life marks the change of human civilization towards an information society. The Internet is a product of Information and Communication Technology (ICT) that makes it easy for everyone to obtain and disseminate information quickly, cheaply and to reach a very wide area. Utilization of the Internet not only has a positive impact, but also has a negative impact on everyday human

life in carrying out their activities (Sofana & Cisco, 2011). The development of internet technology is very fast and how easy it is to use it, allowing anyone to use the internet. Simply put, the internet is defined as a global network that connects millions of computers (Batubara, 2019). Indonesia When viewed from the character of the Indonesian people who are social, like to share, have hobbies that tend to be narcissistic, and are not very concerned with privacy issues, social media is a very representative medium of communication. Very social media gives freedom to its users to post and share what its users want. Various social media applications that are popular with each application have different facilities and criteria. For example, TikTok which is created to share photos and videos which then share them with their followers (followers). TikTok is one of the social media applications that is currently popular among the public, especially teenagers, to share photos or videos, even personal things (Nasrullah Dr. Rulli, 2018).

Research conducted Research conducted In this case, the internet has also become an application-based business tool, one of which is the application that we know as Tik Tok. Tik Tok is actually an application that provides entertainment for its users, with video and music features with a duration of only about 30 seconds or more simply is a short video social platform combined with music. Tik Tok has also been registered in the Playstore, where the Playstore itself is also a Google facility application that makes it easy for mobile phone users to access or download other applications such as Tik Tok (Aji, 2018). Application is fairly successful, the success of the Tik Tok application is proven by the intelligence firm of the tower sensor application which explains that the number of Tik Tok installs is higher than Facebook, Instagram, Snapchat and YouTube in the US. The four largest applications were surpassed by Tik Tok in daily downloads on September 29, 2018 where 29.7% of downloads came to the Tik Tok application. Until then, the app's market share continued to show an increase of 42.4% downloads on October 30 last. Tik Tok application downloads in the US also increased by 237% compared to October 2017 (Deriyanto & Qorib, 2019).

The various studies on internet use among teenagers above show that the internet has become an inseparable part of the daily lives of children and adolescents in Indonesia. Therefore, the Ministry of Communication and Informatics sees the need for various efforts to increase their awareness, knowledge and skills related to internet security. This can be achieved through socialization, education and literacy training. Instilling an understanding of the use

and safety of digital media for children and adolescents is considered very important because the content that enters the internet network is very free and difficult to filter. Because at this time the level of cyber crime has increased very sharply. such as pornography, fraud, gambling, data theft, misleading opinions, and so on. This negative potential lurks internet users who are currently dominated by students.

The magnitude of the negative influence of the Internet if it is not dammed by various safe Internet activities, it is feared that it will damage future generations. Though the Internet also provides a variety of useful information for the community. Because the Internet is currently the easiest source of information, fast and wide. The advantages of the Internet, then make a dependency, so when we need information the main door is the Internet. Moreover, search engines like Google make it easier for users to find many things. One of the useful content that can be searched through the Internet is an understanding of Islam. The nature of Internet users who are open, behas and share, causes various Islamic content to quickly spread on the Internet network. Starting from an understanding of monotheism, morality, fiqh, hadith, interpretation of the Koran, worship procedures and so on. We even find a lot of information about jihad and differences on the Internet.

When we enter the keyword "Islam" in an Internet-based search engine, millions of links will appear that direct users to millions of websites, blogs and social networks that post various information about Islam. But considering that anyone with any background can produce and distribute content on the Internet, the credibility of the Internet as a source of information cannot be fully trusted. The freedom of information traffic on the Internet allows knowledge and understanding of spread of Islam to be deviated from the true teachings. Including the potential for misleading opinions and the spread of deviant sects is also getting bigger and wider when using the Internet. To find out how adolescent Internet users use it to seek knowledge and understanding of Islam, of course, it is necessary to conduct a study. the problems above, the research objectives and formulations are specifically determined. Knowing the effect of TikTok on understanding Islam through TikTok media. Technology and Information in Indonesia is growing over time. The use of internet media is also growing and increasing. This growth is supported by the growing use of mobile devices, especially smartphones. These technological developments have not only developed in big cities but have also penetrated into small towns and even rural areas. The internet is not only used as a medium of interaction and communication but also as a promotional medium to offer a product and display current trends that are developing. One part of the internet is social media.

Social media is an online media, with its users being able to easily participate, share, on the most commonly used social media by people around the world. Social media does offer many conveniences that make its users feel at home for long surfing in cyberspace. Social media users can freely comment and express their opinions without worry, there are no limitations of space and time, they can communicate whenever and wherever they are. The most dominant or many social media users are teenagers. The biggest social media that is most often used by teenagers is among the many social media users they have." But the most popular nowadays is the social media TikTok. TikTok is the most popular social media, the popularity of TikTok is growing, along with the increasing number of users. If they are faced with external conditions or an incompatible environment full of contradictions and unstable, it will be easy for them to fall into inner misery, live a life full of anxiety, uncertainty and indecision. Things like this have caused Indonesian teenagers to fall into behavioral disorders that bring danger to themselves both now and in the future. The turmoil from the outside world that can have a big influence on him, basically teenagers already have an impressionable nature, like to imitate and want to be considered super and the most powerful, increasingly making steps that are taken without thinking about risk and even leading to an act that violates the norma religion.

Islam as a perfect religion certainly teaches a life system that contains values, norms and rules that regulate the pattern of life for all human beings, Islam is humane, just, inclusive and egalitarian which is based strictly on the hammer of the Almighty God. Oneness (tawhid) and ethics." Islam is also a universal teaching and it is emphasized in the Qur'an that religion applies to the entire universe, including all mankind. Islam is also a religion that adheres to the value of reason." This means that as a people who are gifted with reason, humans must always use all the potential of reason to achieve life goals based on Islamic sharia rules, Isn't the Qur'an repeatedly telling Muslims to think about exploring verses - Allah's verses with the power of reason? Without extensive knowledge, without rational thinking, so many verses of the Qur'an cannot be understood and the greatness of Allah cannot be seen. People are required to think critically for the progress of life in all fields, especially in empowerment of the people and social aspects. However, in carrying out social life, one must pay attention to moral issues which are the most important things of Islamic teachings. It is morality that makes humans into real people, namely people who display the beautiful face of Islam. The principle of Islam which contains human and universal teachings, of course, in its practical aspect, it must

prioritize ukhuwah and unity among its people. This is what the Prophet practiced in his efforts to establish Islam. Rasulullah is a figure who has succeeded in changing the way people live. This was manifested in changing Arab society, which at that time was in a state of ignorance to become a society capable of changing world civilization. In carrying out the revolution, the Prophet did not forget the democratic principles of equality, and brotherhood, as well as social principles.

METHOD

The method used in this study is a quantitative method with a hypothetical approach. This method seeks to capture the problems that exist in students and express them temporarily assumptions about questions that arise in today's student lifestyles. Hypothetical The approach is carried out in situations that occur among students at this time, so that researchers free to analyze the data obtained, there is no limit to interpret the current situation studied. This study uses a hypothetical approach because it is supported by the fact that many students are currently experiencing the influence of TikTok and the influence of Islam, this is also influenced by the frequent access to social media and increasingly advanced technological advances.

The data obtained in this study are based on the results of 37 respondents in the category of all students who frequently access the tiktok application and content related to islamic understanding appears frequently. based on research as many as 0.409** from 37 respondents, all students tend to be influenced by tiktok in islamic knowledge in a simple context. research also reveals that students who frequently access the Tiktok application are caused by lack of busyness and activity several strategies are used to increase knowledge about islam when accessing the Tiktok application.

RESULTS

Results

The results of the data obtained that students experience the influence of TikTok social media with Islamic knowledge tend to be in a simple context. The lack of activity and busyness makes students willing to spend more than 3 hours surfing on TikTok social media. This has resulted in the influence of TikTok social media and Islamic knowledge being at moderate influence value, but the possibility of adding moderate Islamic knowledge. For example, a student is not busy and spends time surfing on TikTok social media and then Islamic content

appears, at that time it is also possible that students have Islamic knowledge. Phenomenon This kind of situation needs to be addressed by solving problems one by one so that there is no negative influence.

The need for self-management and time management to minimize growth the attitude of not spending too much time surfing on TikTok social media which will make you worry that there will be a negative influence on knowledge about Islam, new knowledge about Islam will grow and the need to maximize yourself in doing positive things activities so that comfort and self-meaningfulness grow so that they can firmly make choices and positive influences about Islam.

The results of statistical calculations show that the influence between the influence of TikTok and Islamic knowledge is on average in a moderate influence. That is, when students are surfing on TikTok social media, Islamic content appears which is under moderate influence, meaning that not all TikTok content that appears is knowledge of Islam, it will not have a significant effect on choose Islamic knowledge after surfing on TikTok social media.

From the results of research on the influence of TikTok Social Media using a google questionnaire which contains 9 questions. Table 2 knowledge of Islam and the full percentage of 100% using the Yes and No options. and to use the Statistical Program for Social Science (SPSS) application, researchers used 2 variable, namely (The Influence of TikTok and Islamic Knowledge) with the answer choices Yes and No, for Yes option, the score is (2) and for the no option, the score is (1).

Discussion

Based on the research that has been done, it shows that students are influenced by TikTok social media in Islamic Knowledge, are in a simple stage that has not been much affected, and content about Islamic knowledge is still in an intermediate stage, meaning that there is not much Islamic knowledge. Influence between TikTok social media which has an impact on Islamic knowledge experienced by 37 students from 7 universities in the influence of social media and knowledge are; Significance value (Sig 1) is simple, meaning that the independent variable has a significant influence and This is also a simple regression, there are only 2 variables no more, from the influence table above it can be seen that the influence of TikTok social media and Islamic knowledge among students significant and is in the moderate and moderate effect which is significant.

The effect is moderate as shown in Table 3 Interval coefficient and the level of the relationship is in the simple influence of 0.300 to 0.409 and this study is right at coefficient interval 0.409. Table 3 refers to the SPSS correlation rule, so the conclusion is there simple influence between the influence of TikTok social media and Islamic knowledge experienced by 32 students from 7 universities, namely gaining new knowledge about Islam, new insights and knowledge about social media content related to Islam, and many students are willing to spend more than 3 hours watching TikTok. This can cause Islamic knowledge to increase anxiety because it is increasingly affected by Islamic knowledge. worry, the body's reaction to any demands on it (Jamil, 2015).

Below is a table of the value of the influence of tiktok and Islamic knowledge, there are 2 variables, namely the influence of tiktok and Islamic knowledge. and if the respondent answers YES then he will get a score of (2) but if he answers NO, he will get a score of (1), from the table below there are 9 questions related to the influence of TikTok and 13 questions related to Islamic knowledge. and below we present the results of 32 students at 7 universities.

If the respondent answers all the questions Yes for the TikTok influence variable, the score is 20 and if the respondent answers all questions Yes for the variable Islamic knowledge score is 26. The total score for TikTok influence is 644 and Islamic knowledge is 709 out of 32 respondents from 7 universities who answered and the table is clearer and more complete the list is in table 3.

For more details, see the table below, and the effect is relatively simple between the influence of Tiktok and Islamic Knowledge among students.

First, the influence of TikTok social media on increasing students' Islamic knowledge, that TikTok social media functions to influence students through the use of the features presented, so that with TikTok social media students can be affected in daily behavior that reflects Islamic values by take advantage of the hashtag (#) feature not only to disseminate photos and videos about Islam but to find or access news about Islam on TikTok such as worshiping Allah SWT, respecting parents, not being excessive in worldly matters and caring for others. Mentions are not only used to call or include sources of information when disseminating photos and videos about Islam but to call other users to provide information such as photos and videos or captions containing respect for parents, not being excessive in worldly matters, caring for others and others. which we access from other accounts to motivate other users or that we call on to do so. Then, following Islamic religious accounts not only increases knowledge of Islamic teachings but is used for preaching, and increases enthusiasm and

motivates teenagers to carry out social activities based on information obtained from accessing religious accounts on TikTok such as promoting social service activities for our brothers and sisters in need. . Then likes & comments not only like and provide criticism and suggestions but are used to create ukhuwah Islamiyah by maintaining friendship between others and inviting them to join in carrying out other useful activities such as forming a forum for intra- and inter-school learning together, conducting studies not only about Islamic knowledge but general knowledge about school lessons, exchanging opinions and insights so as to help in the development of studies so that achievement becomes the pride of parents. Second, the students gave good expressions and it can be seen from a positive perspective, namely according to them the Tiktok application helps increase Islamic knowledge. Because the tiktok application itself is a gadget program to produce videos easily and given unique special effects.

Third, Islamic content on TikTok also steals the attention of users, both as a learning tool, or as a reminder. With a variety of content creators who present the Koran, it can actually attract the interest of other users. Because in terms of delivery, it can be explained clearly, easily understood, and creatively. So that this can be an addition to new knowledge in the Koran and be able to invite to study the Koran together. With TikTok, which presents content about prayer, it makes it easier for viewers to understand religion specifically in prayer, increase knowledge about prayer for those who are not fluent and remind those who have forgotten, because through TikTok the material is packaged creatively and of course it is easy for the public to see. nowadays especially the younger generation. Regarding content on TikTok, many also present fragments of motivational words and are usually accompanied by songs that match the caption. If the words are in the form of hadith, then use Islamic-Arabic backsound, then there are also encouraging words with soothing and motivating backsounds. Now the TikTok application does not only present content about music but has penetrated the business world for TikTok users who want to build a business or who will develop their business, this TikTok application is very suitable as a reference to add business knowledge.

Fourth, in increasing Islamic knowledge, the use of social media has a very strong influence. The results of research conducted by Natalie Stroud suggest that the role of TikTok social media is to steal the attention of users who use social media through content that has been shared on social media. Under its influence, social media is known as the mover of the movement or the power of the people.

The social media TikTok has played an important role in attracting supporters through various information releases. Based on this, social media can be used as a medium for increasing Islamic knowledge because of its influence that can steal the attention of social media users through content that is created and shared as a driving force for movement or people power so that it is expected to change people's attitudes and behavior to respect each other and can accept diversity in accordance with the context of Islamic knowledge.

In line with that, all forms of da'wah content are expected to be disseminated through existing media platforms so that they are easily recognized by everyone around the world. In addition, it is necessary to pay attention to using social media in this case, especially the Tik Tok application, the need for users to understand Islamic knowledge in the form of understanding the purpose of using Tik Tok itself so that the application can bring benefits and also spread benefits and not have a bad impact towards self and others. To disseminate da'wah through the Tik Tok application, it is necessary for a young student to have creativity and interact with viewers by answering concerns and questions so that viewers feel there is reciprocity and benefits in the form of knowledge through these interactions. The aesthetic element is also very influential in attracting viewers to visit the creator's content account, so that the more interesting the feed and narrative used by the creator's content is very influential in attracting more viewers and making other users return to the page again and again, this opens up opportunities to earn share more and make uploaded content more accessible.

CONCLUSION

Based on the results of data collection, data analysis and discussions that have been presented, several conclusions are obtained regarding the influence of TikTok and Islamic Knowledge. Tiktok influence is where we are influenced by both positive and negative content. For example, we often surf on TikTok social media and then Islamic content appears that increases knowledge of positive content due to the influence of TikTok.

According to the research we have done, that the influence of social media on TikTok on Islamic knowledge among students is in a simple effect, the effect is number 409 which shows (SIG 1) that the effect of TikTok on Islamic knowledge is still very simple among students. surfing on tiktok social media for 3 hours which grew more Islamic knowledge and insight among students from 32 respondents and 7 universities.

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