



# Student Perception of Applications *TikTok* as a Media Processing

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## Abstract

A tiktok app is one of the most widely used applications today, from children, youth to adults, so the built-in content in a TikTok app, impacts the user both positive and negative effects this research is intended to analyze how a student's perception of impact is affected positive dan negative, TikTok application as a medium of Islamic Da'wah. The study uses qualitative methods with a phenomenon of a phenomenon, data sources are drawn from fifteen peer-university university informants through deep interviews chosen using purposive techniques. The informant is an active Padang States University student with a TikTok application. All the result of the interview was later analyzed thematically using the Nvivo 12 qualitative analytics. Overall analysis indicates that there are five positive and three outcomes. The negative impact of a Tiktok application as the precursor of positive values i) easy to access, ii) beneficial spectacle iii) a reminisce of goodness, iv) enhanced science, v) motivated, vi) while its negative effects are critical of Islam, vii) misconceptions, viii) profuse with the useless gotten of this study data as data for the following research in its context and Vang issues.

## INTRODUCTION

In essence, da'wah is a conscious human activity both individually and in groups in order to uphold Islamic teachings and achieve the pleasure of Allah (Murniyetti et al., 2016; Zuhdi, 2017). Da'wah activities, regardless of the context, will be needed by mankind to realize the piety of the people, da'wah activities are not only a process of conveying Islamic teachings but also create public awareness to uphold monotheism, foster brotherhood, and justice and create an Islamic society (Fatoni & Rais, 2018; Hadi, 2019; Sakdiah, 2017).

While Islam itself is a religion embraced by people who believe in the existence of Allah, the religion conveyed by Allah to the Prophet Muhammad, da'wah as one of the missions of Islam is developing rapidly through traditional to modern media, the development of da'wah itself is inseparable from the culture built by the community, as the era of da'wah development increases (Ibrahim, 2013; Zulkarnaini, 2015).

In this era of globalization, the emergence of information and communication technologies such as the internet opens up new opportunities for the development and process of spreading da'wah messages, the internet is seen as a virtual space capable of the trend of digital preaching has motivated many preachers to channel da'wah by utilizing internet facilities for millennial preachers to create Islamic content and pack it in a casual

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spreading da'wah messages effectively, easy to access, wide area coverage and unlimited time. Manner, various social media used for preaching, such as YouTube, Instagram, Twitter, WhatsApp, weblog and TikTok (Muhaemin, 2017; Wibowo, 2019).

Related to the issue that the author raises in this study that preaching has positive and negative impacts and there are many media that can be used, with these media people will easily access and listen to da'wah delivered wherever and whenever. The digital era is where all access can be reached by social media users, this factor makes preachers try to use social media to be used as a propaganda medium, where the use of social media is more up-to-date and more effective than other propaganda media (Khumaedi & Fatimah, 2019).

Social media has certain classes based on age, gender, occupation, religion, and one's background. The space for interaction between preachers and followers allows for interactions to deliver short messages and opportunities to be written in comments in this way they show existence, because so many impacts of da'wah on social media trigger several positive and negative factors, one of the positive factors of da'wah is using social media is to make it easier for a social media user to access the latest da'wah information wherever and whenever, while the negative factor is that this da'wah media is often used to convey messages of hostility, violence and other negative messages (Watie, 2016).

In 2014 internet users in Indonesia reached 15% or 38.2 million of the total population of around 251.2 million people, while social media users in Indonesia also reached around 15% of the total population of Indonesia. That is, almost all internet users have social media accounts, these social media users access their accounts on average for about 2 hours, and as many as 74% access their accounts via social media *smartphone* (Saputra et al., 2021).

With the development of Islamic da'wah in social media, it will have positive and negative impacts, because it can be seen that there are very many social media users ranging from children, adolescents, and adults, it cannot be denied that not everyone will understand and like with what *share* on social media, one of which is from da'wah content on social media (Ali et al., 2021; Briandana et al., 2020).

Based on the description above, it is explained that there are many media that can be used for preaching, but the media is the most up-to-date and the most effective used for preaching today is social media, there are several types of social media that are often used for preaching, namely YouTube, Instagram, Facebook, WhatsApp, TikTok, Twitter, and other social media. However, in this thesis, the author will focus on discussing one of the social media that is used for preaching, namely TikTok (Pratiwi et al., 2021).

Related research on the application of TikTok as a social media for preaching has been widely studied by previous researchers, such as Palupi et al. (2021); Weimann & Masri, (2020), but the researchers only focused on issues regarding the application of TikTok in general, the researchers discussed da'wah media for the community, lecturers and the preachers themselves. Meanwhile, research that specifically addresses student perceptions of the impact of the TikTok application as a propaganda medium has not yet been found. Thus, in the opinion of the author, this research needs to be carried out and discussed further in order to enrich the treasures of preaching and as a benchmark for students who use the TikTok application (Saputri et al., 2021).

## METHODS

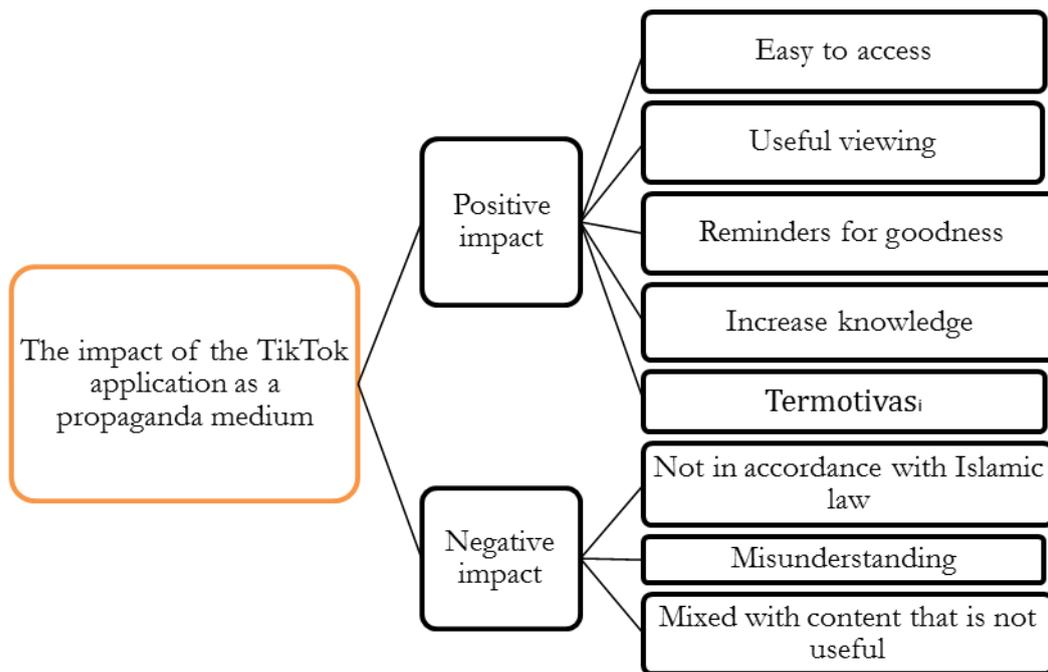
This study uses a qualitative research method with a type of phenomenology. According to Sihabuddin (2020), phenomenological research is defined as a study that seeks to understand and describe a phenomenon about what is experienced by research subjects. Data sources were taken from fifteen informants through in-depth interviews who were selected using the technique of purposive *sampling*, according to Elkhaira et al., (2020); Engkizar et al. (2018), with interviews researchers will find out more in-depth things about informants in interpreting situations and phenomena that occur, where this cannot be

found in observation.

The selected informants met four criteria, namely understanding well the problems under study, being active in the field being studied, having time to provide information to researchers, and providing information according to facts in the field (Engkizar et al., 2018). To meet the criteria as an informant, all informants are Padang State University students who use the TikTok application. After the interviews were taken, all informants were transcribed, then reduced, and grouped into a theme to be reported in the form of dialogue or verbatim. After that, the authors carry out the process of data analysis. Data analysis is the process of systematically searching for and compiling data obtained from interviews, field notes, and other materials so that it is easy to understand and can be informed to others. Data analysis in this study was carried out by organizing data, describing it into units, compiling it into patterns, selecting important data, and making data conclusions (Ashidiqi et al., 2019).

## RESULT AND DISCUSSION

Based on the results of interviews conducted with fifteen informants, the results of the analysis actually found that there were eight important themes related to the positive and negative impacts of the TikTok application as a propaganda medium, there were five positive impacts and three negative impacts. The eight themes can be seen in Figure 1, below.



**Figure 1. Description of the impact of the TikTok application as a propaganda medium**

Based on Figure 1, the author can explain that in-depth interviews were held with informants, there were eight impacts of the application of TikTok as a propaganda medium, five positive impacts, and three negative impacts. The positive impacts are: i) easily accessible, ii) useful viewing, iii) reminders for good things, iv) increase knowledge, v) motivation, while the negative impacts are: vi) preaching is not in accordance with Islamic teachings, vii) misunderstanding, viii) mixed in with content that is not useful.

To make it more interesting, in the following, the author will describe excerpts from interviews with informants based on the eight themes described above. The description of

the interview that the author will display is a brief statement excerpt from the informant when the interview was conducted. Although the interview excerpts were conveyed by the informant in a slightly different language, they actually have more or less the same goals and objectives.

**First** that is easy to access, according to the informant with Islam keeping up with the times, the preaching delivered is easily accessible anywhere and anytime, and this is something that is interesting for students who really need the latest information about Islam. This theme was stated by informants 5, 14, & 15 as excerpts from the below:

*...because information circulates quickly on Tiktok, it's good that da'wah is also broadcast on Tiktok (informant 5) ... easier to access and understand by many people... (14). ... its spread is wider, so it's easy to find because on average, Tiktok is dominated by teenagers to college students... (15).*

**Second** namely useful viewing, according to the informant, the existence of da'wah content in the Tiktok application makes Tiktok itself a useful viewing, previously, Tiktok was only filled with content that was less useful, and this had a good impact on people who often use the Tiktok application. This theme was stated by informants 3, 6 & 13 as excerpts from the below:

*...become frequently watched (informant 3). ...good and interesting content will compete with useless content... (6). ...find out the latest da'wah with useful and interesting content... (13).*

**Third** namely a reminder for kindness, according to the informant with da'wah content in the Tiktok application it becomes a reminder, especially for people who often use the tiktok application, this is felt by the presence of da'wah content as if someone always reminds them of kindness. This theme was stated by informants 1,7, 8, 11, and 12 as excerpts from the below:

*...can be self-reflective (informant 1). ...there is still a reminder that it's good... (7). ...It often becomes a reminder for ourselves...(8). ... feel that someone reminds me and someone cares about their fellow Muslims, for example, the content don't forget to read Al-Kahf... (11). ...Of course, as a means of preaching to broadcast religion, then for those who watch it as an afterthought and reminder... (12).*

**Fourth** namely increasing knowledge, according to the informant not because it's easy to access, but the da'wah content on Tiktok also adds knowledge, especially for people who like to watch short videos, they will get a lot of knowledge if the tiktok videos that are often used have da'wah content and science. This knowledge can be obtained from many preachers who carry out da'wah through the Tiktok application. This theme was stated by informants 2, 4, & 10 as excerpts from the below:

*...the positive impact is to increase knowledge (informant 2). ... young people who often play tiktok can have a positive impact on the knowledge they get... (4). ... being able to quickly understand the knowledge you are getting in a short time, makes it easy to catch and you don't get tired of listening to da'wah quickly... (10).*

**Fifth** that is motivated, according to the informant there is da'wah in the Tiktok application not only as a reminder but also as a motivator, we can see that generally tiktok users are teenagers, one of them is students, they are people who really need to be motivated and with da'wah, This can motivate when there are problems or in other matters. This theme was stated by informant 9, as excerpts from the below:

*... someone who scrolls and encounters da'wah content, more or less he will be motivated by the da'wah content (informant 9).*

**Nicer** that is, it is not in accordance with the Shari'a, according to the informant there is da'wah in the tiktok application which also causes various negative impacts, sometimes someone conveys da'wah that is not based on the Qur'an and hadith or is not in accordance with Islamic law because everyone can convey da'wah in this tiktok application. This theme was stated by informants 1, 2, 8, 12, & 14 as excerpts from the below:

*... preach but do not use knowledge (informant 1). ... the presentation is not in accordance with the Qur'an and hadith... (2). ... Too much content is afraid that there is a lot of da'wah content that*

*is not in accordance with the Shari'a so that there is a discrepancy in broadcasting in terms of content... (8). ... Sometimes the da'wah delivered is not based on theorem or just follows the trend... (12). ... the negative is when the da'wah deviates from what Islam teaches... (14).*

**Seventh** namely a misunderstanding, according to the informant sometimes there is preaching in the TikTok application which can also cause misunderstandings because we can see that the TikTok application is only for short videos and can be used by many people. This theme was stated by informants 5, 7 & 9 as excerpts from the below:

*... the source of the information may be inaccurate and this makes us misunderstand the da'wah video (informant 5). ... maybe because the duration in the application is very short, misunderstandings can occur if the delivery is not detailed and clear, if possible, the preaching that is conveyed is in the form of light topics so that it is easy to understand... (7). ... if we look at the da'wah video until it's finished it will make us misunderstand it, and sometimes there are certain people who use religion to pit one against the other... (9).*

**Eighth** namely mixed with content that is not useful, according to informants in the tiktok application the content is scrambled, sometimes there is da'wah content and sometimes there is also very bad content, so this results in someone not only watching good things but also interspersed with shows that are not useful. This theme was stated by informants 6, 11, & 12 as excerpts from the below:

*... after it has been preached, see the content of immorality again, Astaghfirullah (informant 6). ... it's too fun to play with the cellphone so we don't just focus on watching good things because the videos on TikTok are random, and because it's too fun to play with the cellphone it also makes us lazy and makes us forget obedience to Allah... (11). ... after watching da'wah broadcasts, it's very likely that on TikTok there will be content that isn't useful right away... (12).*

Actually, research and issues related to students' perceptions of the impact of the TikTok application as a medium of da'wah have been studied by many previous researchers, but these researchers only focused on problems regarding the application of Tiktok on the community, lecturers and preachers themselves as in research (Hikmawati & Farida, 2021). Utilization of Tiktok as a Da'wah Media for Lecturers of IAI Sunan Kalijago Malang. And there is also a research thesis. Huusain Basyaiban's Dakwah Message In Tiktok Content, all of the research results above conclude that basically the existence of da'wah in the Tiktok application really has various impacts on users of the Tiktok application (Omar et al., 2015).

As the author previously mentioned, basically the development of Islamic da'wah in social media will have positive and negative impacts, because it can be seen that there are very many social media users, ranging from children, adolescents, and adults. it is undeniable that not everyone will understand and like what is *shared* on social media, one of which is da'wah content on social media (Cahyono & Hassani, 2019).

Regarding the motivation for the impact of the TikTok application as a propaganda medium, the results of this study actually found eight important themes what are the positive and negative impacts of the TikTok application as a propaganda medium, to make it more interesting the eight findings of this study will be discussed by the author based on theory, expert opinion and the results of previous research that discusses this research in more or less the same context and issues.

**First** easily accessible, In the current super-modernization era, of course, technology is no less sophisticated in the field of innovation, including the case with communication media tools. The renewal of communication media from time to time can make it easier for people to receive and convey messages even when they are quite far away. One of the platforms The media that is currently viral and is in great demand lately by many people is the Tiktok application (Muhassim, 2019; Syahara et al., 2021).

According to informants with Islam following the times, the da'wah delivered is easily accessible anywhere and anytime, and this is an interesting thing for students who really need the latest information about Islam. Da'wah itself has so far experienced many developments with innovation from technology, such as media preaching which is carried

out online, this method has turned out to be in great demand by many people, this is due to the many benefits found such as, it can be played or accessed anytime and anywhere (Purwanto et al., 2017; Rahmawati, 2021).

**Second** a useful spectacle, according to the informant, the existence of da'wah content in the TikTok application makes tiktok itself a useful spectacle where previously tiktok was only filled with content that was less useful and this had a good impact on people who often use the TikTok application (Muswara & Zalnur, 2019).

Take advantage of a place that can reach many people as our da'wah strategy, like the saying "Be a light even though you can't touch it but always illuminate, and be a wind even though you can't see it but always give you coolness". Tiktok can be considered an effective way of media propaganda, if the platform is used properly (Islamic law). Da'wah on TikTok is also propaganda that is suitable for millennials, because through preaching on TikTok it is actually able to attract people's attention, and then start sharing it on his various social media. from several da'i accounts that the author has explained, it can be concluded that each of them already has *Islamic Values* in the content, then until now still carry positive *values* in the TikTok platform, the problem is actually how we act as users smartphone can be clever in sorting out what we need to see, from the contents of da'wah that are packaged into a short video this is actually something that can help us to understand little by little about religion, then this can contribute new religious insights in each content (Hudders et al., 2021; Massie, 2020).

**Third** a reminder of goodness, According to the informant, the existence of da'wah content in the TikTok application is a reminder, especially for people who often use the TikTok application, this is felt by the presence of da'wah content as if someone is always reminding them of kindness. There are many da'wah on Tiktok that can remind you to do good. This shows that the TikTok application as a propaganda medium has a good impact in reminding TikTok application users who often use the TikTok application only for things that are not useful (Irawan et al., 2021; Peviyatmi et al., 2017).

**Fourth** to increase knowledge. Science is very important for every individual and can even increase human dignity. In Islam, seeking knowledge is also a worship of Allah and there are certain goals in the process of seeking knowledge. The importance of having knowledge is to prove the power of Allah swt. With the existence of knowledge, humans can read the Al Quran which contains all the real problems on the face of this earth. Science also allows humans to study the universe created by Allah swt (Baiti & Harith, 2018; Suriyati, 2020).

According to the informant, the da 'wah content on TikTok also adds knowledge, especially for people who like to watch short videos, they will get a lot of knowledge if the TikTok videos that are often used have da'wah content and this knowledge can be obtained from many preachers who carry out da'wah via the TikTok app (Bartlett & Vavrus, 2016; Madhani et al., 2021).

**Fifth** motivated according to the informant there is da'wah in the TikTok application not only as a reminder but also can motivate, we can see that generally TikTok users are teenagers, one of them is a student, they are people who really need to be motivated and with this da'wah can motivate when there is a problem or in other matters. Motivation in da'wah is the drive within a person, his efforts to fulfill the desire, meaning, and purpose in inviting people in a wise way to the right path in accordance with the command of Allah swt for their benefit and happiness in this world and also in the afterlife (Khayat et al., 2020; Kusnawan, 2018).

**Sixth** preaching that is not in accordance with the Shari'a, according to the informant there is preaching in the TikTok application which also has various negative impacts, sometimes someone conveys preaching that is not based on the Qur'an and hadith or does not comply with Islamic law, because everyone can deliver da'wah in this TikTok application.

One of the important aspects of Islamic teachings is preaching. Da'wah is an

activity to call, invite and call people, whoever and wherever they are, to believe and obey Allah swt in accordance with Islamic aqeedah, shari'a, and morals (da'wah for *all*). Da'wah activities also contain an invitation to do good, order to do good and prevent bad deeds (amar ma'ruf nahi mungkar) (Alhidayatillah, 2017; Lee et al., 2019;).

The main goal of da'wah is to achieve happiness and prosperity in life in this world and in the hereafter to earn the pleasure of Allah SWT. The Prophet Muhammad gave examples of da'wah to the people in various ways, through speech, writing, and deeds. Starting from his wife, family, and close friends to the kings who were in power at that time, therefore preaching must be in accordance with Islamic law, namely the Qur'an and hadith, if the message conveyed is not in accordance with the law, it cannot be watched, imitated or listened to because it leads to misguidance (Baiti & Harith, 2018; Hariyanto, 2020).

**Seventh** a misunderstanding according to the informant, sometimes the presence of da'wah on the TikTok application can also cause misunderstanding because we can know that the tiktok application is only for short videos and can be used by many people, misunderstanding is also caused by not watching what is presented in full and not understanding it well what is conveyed. In order for what is conveyed in the da'wah not to cause misunderstanding, one must be able to analyze what is being conveyed and not only take the gist of many preachers but must understand the da'wah delivered by the preacher.

**Eighth** mixed with content that is not useful, according to informants in the TikTok application the content is scrambled, sometimes there is preaching content and sometimes there is also content that is not very good, so this results in someone not only watching good things but also interspersed with shows that are not useful. The solution in this case is that if you watch short videos in the TikTok application, you have to get used to watching good things, because what you watch often can greatly affect the content that appears on the homepage of the TikTok application users.

## CONCLUSION

This research has succeeded in revealing eight positive and negative impacts of the TikTok application in Islamic da'wah, five positive impacts, and three negative impacts. The positive impacts are: i) easy to access, ii) useful viewing, iii) reminders for good things, iv) increase knowledge, v) motivation, while the negative impacts are: vi) preaching is not in accordance with Islamic teachings, vii) wrong understanding, viii) mixed with content that is not useful. With these positive and negative impacts, the audience must understand more about the preaching in the TikTok application and not accept all preaching if it is not in accordance with the teachings of Islamic law, it is very important to understand this impact so that watching preaching has benefits and is able to distinguish between good and bad in this da'wah, at least this research can be used as a basis and reference for subsequent researchers to examine this issue in different contexts and issues.

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