# The Influence of Digital Communication on TikTok Addictive Behavior on Elementary School in Jakarta

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**Abstract**
The rapidly advancing technology and the emergence of new media give a new color to communication especially internet-based digital communication. To interact without any limitations of space or time, the main characteristics of new media are their interconnectedness, their access to individual audiences as recipients and senders of messages, their interactivity, their diverse uses as an open character, and their ubiquitous nature.  The daily life of human beings, ranging from children to the elderly, cannot be separated from the role of digital communication that shapes the character of addictive behavior which will be difficult to control. This study aims to examine the effect of digital communication on  TikTok play  addiction behaviour  among the students of the Putra Kita Private Elementary School (SDS) in Menteng, Central Jakarta. This study uses a quantitative approach. This study is conducted by testing two variables between the independent variable Digital Communication X and the dependent variable Addictive Behavior Y. The population of  this study were SDS Putra Kita students. The sample size of this study includes 80 respondents, who were taken using a random sampling technique. The entire population had the same opportunity to become a sample. The sample was randomly selected to be a respondent. Based on the  analysis of the coefficient of determination (adjusted $R^2$) the adjusted $R^2$ = 0.638. This means that  there is a contribution to Digital Communication in influencing addiction behavior by 63%.
**Keywords:** Digital Communication, New Media, TikTok, Addictive Behavior, Elementary School

**Introduction**

One of the progresses of the industrial revolution 4.0 affects the world of education This globalization has both positive and negative impacts. The negative impacts especially on children of primary school age include smoking, stealing, extortion, action porn, and other forms of delinquency. In the context of globalization, the impacts are caused by the rapid development of digital technology. One of the progresses is the birth of the internet which is used as a means of exchanging information with other users. However, the truth of information uploaded on the internet is not verified so that it immediately spreads widely in a matter of seconds.

Technology has become a very rapidly evolving thing from the year before technology transformed into a very sophisticated and much more effective technology (Jane Araujo et al., 2022; Cangara, 2014). The advancement of digital technology has a lot of impacts on

human life. According to the internetworldstats survey institute, the number of internet users in Indonesia reached 212.35 million in March 2021, which makes the country ranked third in Asia in terms of internet usage. Therefore, the internet becomes a new space to interact from one to another either from the point of view of Education or Work (Aini & Kusmiyanti, 2021). The advancement of technology is inseparable from the increasingly complex role of digital communication, while the emergence of new media is a sign of the progress of the development of digital communication.

This research uses the new media theory proposed by McQuail (2015) that the main characteristics of new media are interconnectedness, access to individual audiences as recipients and senders of messages, their diverse interactions as open characters, and their ubiquitous nature. One of the digital communication technologies is TikTok social media. According to Kapspersky's report safe kids, TikTok, Youtube, and Whatsapp are the three most popular apps used by children around the world. In Indonesia itself, the social media platforms that are very popular among children are Youtube 32.99%, Whatsapp 21.47%, and TikTok 10.18% (Stephanie, 2021). The use of the TikTok application by individuals has certain purposes. One of them is to be a place to express something through uploaded content regardless of age. Hence, children are among those vulnerable to the impact of the application since they use smartphones more often and often become addicted to TikTok social media

This phenomenon is rampant among students and will affect their personality and social abilities or academic performance. Therefore, schools play an important role in socializing life values among students. This is important to prepare students to solve life problems at present and in the future amidst the era of globalization which is growing rapidly. To overcome this phenomenon, teachers and parents play an important role in nurturing students so that they can manage their time when to use TikTok social media and when to study.

New Media such as TikTok social media are categorized as Digital Communication because the message conveyed to the general public can be disseminated through social media. as a new media communication medium

that has a very important place as a tool (channel) to convey messages (messages) from the communicator (source) to the communicant (receiver) and there is feedback (feedback).

Based on the explanation above, this study aims to see an overview of the influence of Digital Communication on the addiction behaviour of students by applying the approach of the theory used by researchers in accordance with the research carried out. Social media such as TikTok has become a new space to interact with each other and exchange information about internal and external affairs.

This study uses a quantitative method that will answer research phenomena related to data in the form of numbers and statistical programs, to provide valid data. Therefore, the researcher determined the identification and formulation of the problem in the study "The Influence of Digital Communication on TikTok Addiction Behavior: Case Study of Putra Kita Institution Elementary School)".

**Theoretical Framework**

In today's digital era, all activities can be done simply by controlling them through our fingers. The activities include shopping, learning to cook such as making cakes, for example, then learning to dress up or just wanting to chat with someone whose existence is too far away from us. We are presented with features or applications that make us quite easy to realize our desire or carry out activities that we may not be able to do at the same time. However, the applications or features offered by smartphones can answer this (Marlina, 2018).

The features or applications on our smartphones are very easy and very indulgent, so we are often complacent and a little bit reluctant to do other activities. The presence of online applications that make it easier for users to leave the house, use public transportation services, and visit their own vehicles. In addition, for communication media, it is also currently spoiling and presenting new features, of course, with media users who are supported by an internet connection (Gutandjala, 2020).

Communication through new media in the form of social media provides a new color in establishing new communication and experiences for its users, social media not only brings the far away, but social media can also move away from the near (Razali & Hidayat, 2020), especially, nowadays, to build a

reputation, we also need a new media impressions.

However, there are several impacts of digital communication, such as: (1) the communication process from active to passive, where users are more inclined to turn passive because accessing the internet excessively can change someone's behavior, and (2) reduced communication with the social environment, lack of face-to-face communication and no concern for the surrounding environment. Where and when the interlocutor conveys excessive user information we will find it difficult to respond to the interlocutor or will not pay attention to the interlocutor.

Digital communication is a group or individual that can be observed through virtual media such as content in TikTok media (Nurudin, 2018). For some users, they are more comfortable interacting using social media than face-to-face, because social media presents features that spoil their eyes. Communication can also be a social competence in understanding differences and recognizing the existence of different others (Razali, 2020).

*New Media*

The term new media or new media has been used since 1960 when communication technology developed rapidly. In the book Mass Theory proposed by McQuail (2015), he explains "new media or new media are various communication technology devices that share the same characteristics which in addition to being new are possible with digitization and their wide availability for personal use as a means of communication". Its users can connect with other users, the users in question are those who are the recipients or senders of messages, with diverse purposes and purposes.

McQuail (2015) states that new media has several characteristics as follows: (1) Digital. New media is digital where all data is processed and stored in the form of numbers and the output is stored in the form of digital discs. There are several implications of media digitization, namely dematerialization or text separate from physical forms, not requiring a large space to store data because data is compressed into smaller sizes, data is easily accessible at high speed, and data is easily manipulated; (2) Interactive. This is the main advantage or characteristic of new media. These characteristics allow users to interact with each other and allow users to be directly involved in changes to the images or text they access; (3) Hypertext. Text that is capable of connecting with other text outside of the existing text. This hypertext allows users to be able to read text, not in order like old media but rather be able to start from wherever they want; (4) Networking. This characteristic relates to the availability of shared content over the internet. This characteristic involves consumption. For example, when we are going to consume a media text, then we will have a large number of texts that are very different from those available in different ways; (5) Virtual. These characteristics relate to the effort to realize a virtual world created by involvement in an environment built with computer graphics and digital video; (6) Simulation. This is not much different from virtual. This character is related to the creation of an artificial world carried out through a specific model. The presence of technology and its devices has become an inseparable part of everyday life, it has even become a kind of so-called digital communication.

Not all information in the new media or social media is entirely justifiable. (Ahmadi, 2020) Some contain negative things that should not be shown by children, therefore parents must be smarter in choosing true, accurate, and complete content to be displayed for their children. New media is very influential on the behavior of its users, many users are dragging on the fun presented by Platforms like TikTok, they find a new container to entertain themselves until they forget the real world.

*TikTok Media*

In its development, social media has many new applications. It develops according to the needs of the user. The app that is the favorite app right now is TikTok (Fitriana et al., 2021; Rahmayani, 2021; Nasrullah, 2015; Pratama & Muchlis. 2020). Not only in Indonesia, this application is also a favorite application in developed countries such as China, South Korea, Singapore, etc. and many children to adults become users of this application. Currently, one of the new media that is popular and in demand by all circles, ranging from young children to parents, is TikTok.

TikTok is one of the media platforms originating from the People's Republic of China of which users can share a video that was

originally 15 seconds long and can now reach 3 minutes (Pertiwi, 2020). TikTok media users make this media more as a medium to explore themselves such as creating dancing content with songs that are currently viral, other creative content, so as to draw attention from its users.

Santoso (2021) research on the influence of digital communication on TikTok playing addiction behavior is still rarely found so this study is very suitable to research it   with the aim of seeing how influential TikTok is on addiction behavior. Hence, this research focuses on what motives affect students to use the TikTok application until they become addicted to it. The factors that influence the use of TikTok media are as follows: (1) Internal factor. This factor comes from someone himself that influences the use of TikTok media. Thus, someone who likes or is addicted to TikTok applications is not because of the influence of others, but rather depending on each individual. His desire cannot be changed by the opinions of others; (2) External factor.  This factor comes from the surrounding environment that can affect users such as friends and relatives that users can follow the actions of one user to another. The impact of social media which is part of the information media is that it can affect a person's knowledge. There are many other things that they have to explore, even though we know technology is also very important. That's why parents play an important role in monitoring their child's development. Therefore, as parents, they must be wiser to accompany their children to use this TikTok application.

*Addiction Behavior*

Addiction is something that can lead a person to fall or become addicted to something that has become a favorite in their daily life where they can forget other things. The addiction that is most often encountered is addiction to the internet characterized by spending a lot of time just to play smartphones so that they can't control themselves properly. For some internet users who experience addiction, the virtual world is more attractive than the real world.

Young (2012) mentioned that there are eight krieteriums of internet addiction: (1) feeling connected to the internet; (2) requiring additional time to reach decisions when using the internet; (3) unable to control, reduce or stop the internet use; (4) feeling restless, moody, depressed or irritable when reducing or stopping using the internet; (5) access the internet longer than expected; (6) loss of loved ones, jobs, opportunities, education, or careers due to internet use; (7) lie to family, therapists or loved ones to hide further involvement with the internet; (8) using the internet as a way out of overcoming problems or eliminating feelings, such as helplessness, guilt, anxiety to depression.

Based on the above information stated by Young, researchers concluded that internet addiction is a behavior in which individuals experience dependence on internet use which is characterized by spending a lot of time using the internet and causing feelings of dissatisfaction with accessing the internet, as well as not being able to control its use, thereby causing unpleasant feelings when unable to access the internet.

**Material and Methodology**

This research is using quantitative approach to the research that uses a positivist paradigm (Rakhmat, 2017; Sugiyono, 2013; Sugiyono, 2018). Define quantitative research as a process of finding knowledge that uses data in the form of numbers as a tool to analyze information about what you want to know (Yusuf, 2015). Some of the hallmarks of the quantitative approach are relying on collecting and analyzing quantitative data, using observation and questioner strategies, conducting measurements and observations, and carrying out theoretical tests with statistical tests.

A Population for collection of this research objects that meet certain characteristics based on the conclusions to be examined, in this study the research population was Lembaga Putra students. The sample is part of the number and characteristics of the population Sugiyono (2018). This sample is a small part or sample taken from a population or a portion of a population. The samples taken in this study were SDS students at Putra Kita Institute. This research employed a survey method by distributing questionnaires to 80 respondents in Putra Kita Elementary School in Menteng, Jakarta. Furthermore, the data obtained will be analyzed using correlational analysis through the SPSS program.

In this study, researchers used a simple linear regression method. This test aims to be

able to see the accuracy of an instrument/questionnaire, if it is valid then the questionnaire means it is correct. The questionnaire can be said to be valid when the statements on the questionnaire are able to reveal something to be measured by comparing the value of r count with r table with the provisions of degree of freedom (df) = n-2, where n is the number of sample criteria for evaluating the validity test.

In SPSS, facilities are provided to measure reliability with the Cobarch Alpha (α) statistical test, a variable is said to be reliable if it gives a Cobarch Alpha (α) value > 0.60 (Gunawan, 2016). This type of research is correlational, the notion of correlation is research that involves the relationship of one or more variables that occur in a group.

## Result and Discussion

Prior to the presentation of the research results, the SPSS provided facilities to measure reliability with the Cobarch Alpha statistical test (α), a variable is said to be reliable if it gives a Value of Cobarch Alpha (α) > 0.60.

**Table 1**. Data Reliability

| Variable | Reliability Coefficient | Cronbach Alpha | Description |
|---|---|---|---|
| Digital Communication (X) | 15 Statement Items | 0,95 | Reliable |
| Addictive Behaviour (Y) | 15 Statement Items | 0,966 | Reliable |

The results of the correlation test are for hypothesis testing if the researcher aims to determine the severity or relationship of the Digital Communication variable with the Addiction Behavior variable.

The following are the results of the correlation test of the Effect of Digital Communication on Addiction Behavior in the table above.

**Table 2.** Data Correlation

| Correlations | | TOTALX | TOTALY |
|---|---|---|---|
| TOTALX | Pearson Correlation | 1 | ,467** |
| | Sig. (2-tailed) | | ,000 |
| | N | 80 | 80 |
| TOTALY | Pearson Correlation | ,467** | 1 |
| | Sig. (2-tailed) | ,000 | |
| | N | 80 | 80 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | |

Based on the table, it is known that the correlation value is 0.467 and the signification value is 0.000, to interpret the strength of the relationship between the variables Digital Communication and addiction can be done by looking at the correlation coefficient numbers of the calculation results using the interpretation of the correlation coefficient.

**Table 3**. Determination test

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .799a | .638 | .633 | 3.069 |
| a. Predictors: (Constant), Digital Communication | | | | |
| b. Dependent Variable: Addictive Behaviour | | | | |

The coefficient of determination is used to indicate how much influence the Digital Communication variable (X) has on the Addiction Behavior variable (Y). The value of the coefficient of determination can be seen in the column R Square. Here are the results of a simple coefficient calculation with the help of the SPSS 25.0 program for windows. From the results of the coefficient of determination, it can be seen in Table, 4.39 of the output value of the coefficient of determination (R Square) which is 0.638 or 63.8%, this shows that there is a contribution to Digital Communication in influencing Addiction Behavior. Based on these results, it is also known that there is a remaining opportunity contribution value that is not covered in this study, which is 100% - 63.8% = 36.2% the opportunity value in question is a possibility that there are still other variables that are not covered in this study, whose

nature is also able to influence Addictive Behavior.

**Table 4.** Simple regression

| Cooficients[a] | | | | | |
|---|---|---|---|---|---|
| Model | Unstandarized Cooficients | | Standardized Cooficients | t | Sig. |
| | B | Std. Error | Beta | | |
| 1 (Constant) | 8.806 | 3.623 | | 02.43 | .017 |
| Digital Communication | .826 | .070 | .799 | 11.726 | .000 |
| a. Dependent Variable : Addictive Behaviour | | | | | |

The results of the simple regression coefficient calculation in the table above show that the coefficient value (Constant) is 8,806 free variable coefficients of 0.826, so that the regression equation $Y = 8.806 + 1 = 0.826X$ is obtained. Based on the equation, a constant value of 8,806 is obtained. The value of this constant states that the Digital Communication variable is considered to have a value of 0 (zero) then the Behavior addiction value is 8,806.

It can be concluded that a simple linear regression shows that the direction of the relationship between the free variable (Digital Communication) and the bound variable (Addiction Behavior) is unidirectional, where each increase in the unit of the Digital Communication variable will cause an increase in the Addiction Behavior of 0.826. In a simple explanation, it is a positive value coefficient which means that there is a positive relationship between Digital Communication and Addiction Behavior.

**Conclusions**

Based on the research and discussion above, conclusions can be drawn from hypothesis testing. It can be explained that there is an influence of digital communication on TikTok play addiction behavior among the students of Private Elementary Schools of Putra Kita Institution in Menteng, Central Jakarta in accordance with the results of the coefficient of determination (adjusted $R^2$) showing results adjusted $R^2 = 0.638$, meaning that the influence of digital communication on addiction behavior is 0.638 or 63.8%. In other words, the influence of Digital Communication (X), Intensity affects

Addiction Behavior (Y) by 63.8% while the rest of the percentage is explained by other factors that were not studied.

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