

Sidoarjo Students' Motivation in Using Tiktok as an Entertainment Media

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Abstract. *This study aims to find out the motivation of Sidoarjo students in using Tiktok as an entertainment medium. Using the theory of Uses and Gratifications, this study analyzed in-depth interviews with ten students from various universities in Sidoarjo. The research method used is qualitative descriptive, with data collection techniques through semi-structured interviews. Data analysis uses reduction techniques, data presentation, and conclusion drawn. The results of the study show that the main motivation for students to use TikTok is to obtain entertainment, information, and education. TikTok also plays a role in reducing stress, although negative impacts such as academic procrastination and feelings of envy have been found. This study confirms that social media users such as TikTok play an active role in choosing media according to their needs. This research is expected to be the basis for further research on the use of Tiktok can be used effectively in an educational and social context.*

Keywords: *Motivation, TikTok, Uses, Gratifications*

I. INTRODUCTION

Technological advances in the era of globalization have brought a number of significant changes in various aspects of social life, one of which is the ease and speed of communication. Technology has made it possible for people to access information and interact more efficiently through various digital platforms. One of the manifestations of this technological advancement is the development of social media, which has now become an integral part of the daily lives of people around the world, including in Indonesia.

Social media, as explained by Syihabuddin & Abadi (2024), refers to a set of internet-based applications that allow the creation and exchange of user-generated content. These applications are developed based on the latest web ideologies and technologies, which make it easy for individuals to communicate, participate, share, and network *Online*. Social media also reflects the advancement of internet-based web technology that allows anyone with internet access to engage in conversations *Online*, contributing to communication behavior, as well as building and disseminating their own content at large.

This rapidly developing technology has created a variety of media that can be used as a means of communication. Social media, one of them, offers various platforms that can be easily accessed through the internet. In recent years, social media has become very familiar among the people of Indonesia. One of the digital platforms that is being loved by the public, especially the younger generation, is TikTok. The TikTok application has experienced significant growth since it was first launched, making it one of the new cultural phenomena in Indonesia (Syihabuddin & Abadi, 2024).

TikTok is an application that serves as a forum for entertainment for its users. The app allows its users to create, share, and watch short videos, often accompanied by music, special effects, and

other interesting features. Since its launch in 2016 by Chinese company ByteDance, TikTok has quickly gained popularity, especially among young people. In Indonesia, TikTok is experiencing rapid growth, although it had faced challenges such as being blocked by the Ministry of Communication and Information Technology in 2018 because it was considered to have a negative impact, especially for children. However, after several changes and feature improvements to adjust to regulations, TikTok has been accepted again and has become one of the most popular apps in Indonesia.

The popularity of TikTok cannot be separated from its ease of access. This app is available on *Play Store* and can be downloaded by anyone with a device *smartphone*. TikTok utilizes users' phones as walking studios, allowing them to create creative videos with ease. Features that TikTok provides, such as special effects, *filter*, and background music, making it easier for users to produce interesting and unique content. This makes TikTok one of the key players in the digital industry in Indonesia, especially in the category of music video applications and social networks (Aprilian *et al.*, 2019).

TikTok also has great potential to provide benefits to its users. According to research by Deriyanto & Fathul (2018), TikTok can be used as a tool to share information and expand social networks. This application can also sharpen the creativity of its users, especially in video creation. This is especially relevant for students, who often use TikTok as a means to express themselves and cope with academic stress. As *platform* which allows its users to share photos, videos, and other content, TikTok provides an opportunity for college students to express their feelings and thoughts, which can ultimately shape their communication behavior.

TikTok not only makes it easier for users to create and share creative short videos, but it also provides an intelligent algorithm that is able to tailor the content to each user's personal preferences. Videos with various themes, ranging from entertainment content, trending news, to educational and inspirational videos, make TikTok a multifunctional platform. TikTok's skyrocketing popularity shows that the platform is able to meet the needs of digital entertainment in a way that no other social media has ever offered before, attracting users of all ages (Earthzambian, 2024).

Apart from being an entertainment tool, TikTok also plays an important role in the formation of the social identity of its users. Social media such as TikTok provides space for individuals to express themselves through various forms of content, be it videos, writings, songs, or other symbols. For students, TikTok is not just *platform* to have fun, but also to be a medium to express their creativity and build their identity in the digital world. TikTok also serves as a tool to build and strengthen social relationships, both with peers and with the wider community (Parhan *et al.*, 2022).

In Sidoarjo, students are increasingly using TikTok as a means of entertainment. The use of TikTok by students in Sidoarjo is not only to fill their free time, but also as a way to overcome the academic pressure they often experience. In a demanding academic environment, TikTok provides an easy and fun outlet for college students to relieve stress. Through light and entertaining content, students can momentarily forget the burden of their academic duties and responsibilities.

TikTok is also an effective tool for students to express themselves. With all the creative features offered by TikTok, students can express various aspects of themselves that may be difficult to convey through other media. Videos created on TikTok often reflect the feelings, ideas, and social

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identities of their users. This is very important in the life of students, who are in a critical phase in the formation of self-identity. TikTok allows them to experiment with different forms of self-expression, from serious to humorous, from personal to public.

This phenomenon shows that TikTok has become more than just an entertainment platform, TikTok has become an integral part of the daily life of students in Sidoarjo. Through TikTok, students not only entertain themselves, but also participate in global trends, interacting with the community *Online* broader, and find new ways to express themselves. This makes TikTok an interesting subject to study further, especially in the context of the motivations that drive its use.

This research focuses on the motivation of Sidoarjo students in using TikTok as an entertainment medium. This motivation is important to understand because it can provide insight into how social media affects the behavior and psychological well-being of its users. Using theory *uses and gratification*, this research will delve deeper into the reasons behind TikTok's popularity among college students, as well as how TikTok meets their entertainment and self-expression needs.

The theory of use and satisfaction, otherwise known as *uses and gratification theory*, is one of the prominent theories in the study of mass communication. This theory argues that individual differences cause audiences to seek, use, and respond to media content differently, influenced by social and psychological factors that vary between them. The essence of this theory is that audiences use mass media with specific goals driven by individual needs. The media plays a role in fulfilling these motives, and when these motives are met, the needs of the audience will also be met (Nugroho & Purnomo, 2013).

According to this theory, the audience is seen as an active participant in the communication process, who consciously chooses the medium they feel is most appropriate to meet their needs. However, this level of activity can vary from one individual to another. Media use is driven by the needs and goals defined by the audience itself, which makes them the decision-makers responsible for the media choices they use (Sagara *et al.*, 2023).

Katz, Blumler, and Gurevitch put forward five basic assumptions in this theory (Hanif, 2018):

- Active audiences and their media use are goal-oriented.
- Audiences take the initiative in connecting the satisfaction of needs with certain media choices.
- The media competes with other sources in meeting the needs of the audience.
- Audiences have sufficient self-awareness about their media use, interests, and motives, so as to provide researchers with an accurate picture of such use.
- Judgment of media content can only be done by the audience itself.

Basic concepts of *uses and gratification* It was first introduced by Elihu Katz in 1959. Katz argues that research on media should focus not only on the impact of media on audiences, but also on how audiences use media to meet their needs. Katz, along with Jay G. Blumler and Michael Gurevitch, explains that this approach includes several important aspects, such as the origin of needs, social and psychological needs, expectations that arise as a result of those needs, the choice of media

or other sources used, variations in media consumption patterns due to involvement in other activities, the fulfillment of needs, and the possibility of unplanned impacts (Saad & Yusuf, 2019).

In this article, the theory *uses and gratification* It was used to understand the motivation of Sidoarjo students in using TikTok as an entertainment medium, as well as how the application meets their entertainment needs according to the principles outlined in this theory. The background of this research is based on the observation of the important role played by TikTok in the daily lives of students in Sidoarjo. TikTok has become *platform* which not only offers entertainment, but also allows students to express themselves and interact with the world around them. This research is expected to make a significant contribution to understanding this phenomenon, as well as offer new insights into the impact of social media on the lives of the younger generation in Indonesia.

Several previous studies have examined the use of TikTok with various approaches.

- a. Research by Setiawan *et al.* (2022) mentioned that TikTok is used by students as a *platform* to share content, whether it is in the form of creative videos they create themselves or content they imitate from other users. Students use the *editing* and animation features provided by the app to describe their environment and create a wide variety of videos. The use of TikTok is not only entertainment, but also a means to get the latest information, show talent, and communicate with others. However, extensive use can affect their learning patterns, either positively by providing new insights or negatively by distracting them from academic assignments.
- b. Research by Fitri *et al.* (2021) discusses TikTok being used as a social media that not only allows users to express themselves through creative content such as short videos, but also as a platform that encourages the development of creativity. The students who were the subjects of this study, found that TikTok provides inspiration and new creative ideas, thereby improving their ability to produce innovative and interesting content. This *platform* provides various effects and templates that can be used to create more interesting videos and can be used as a reference by other users to produce their own creative content.
- c. Research by Rahmayani *et al.* (2021) researched TikTok being used as a medium of entertainment and social interaction by students. This application provides *a platform* for its users to create and consume short video content that often contains music and interesting visual effects. The intensity and attractiveness of TikTok use were identified as significant factors in users' addictive behavior, although the content of the content did not exert a significant influence on addiction. The research shows that TikTok, with its alluring and accessible features, has the potential to create a pattern of addiction among its users, especially college students.
- d. Research by Malimbe *et al.* (2021) investigated the use of TikTok as an entertainment medium to fill leisure time and as a source of information to gain new knowledge. TikTok's impact on college students is two-folded; On the one hand, there is a positive impact in the form of increased interest in learning and creativity through educational and inspirational content available on *the platform*. On the other hand, there are negative impacts such as

addiction, loss of time, and exposure to negative content that can interfere with mental health and distract from academic activities.

- e. Research by Deriyanto and Qorib (2019) discusses TikTok being used as an entertainment medium, a tool to express oneself through videos, and *a platform* to make friends and share the latest information. The impact of TikTok on students can be positive, such as increasing creativity and popularity, but it can also have a negative impact due to negative content and security issues in the application.
- f. Research by Pratama and Muchlis (2020) explains that TikTok is used by students as a tool to express themselves creatively and to communicate with a wide audience. The app allows its users to create and share short videos combined with music, which is a way for students to convey their communication expressions. The impact of TikTok on college students is mixed between positive and negative. On the positive side, TikTok provides *a platform* for students to express their creativity and produce video content with unique special effects. On the negative side, excessive use of TikTok can lead to a decrease in interest in learning and a lack of empathy for others, and tends to make students focus on themselves in order to gain popularity.

From previous literature, it can be seen that research on the use of TikTok by students has discussed various aspects, including creativity, education, and negative impacts. Several studies highlight how TikTok is used as *a platform* to share creative content, develop new ideas, and express yourself through short videos. Other research identified positive impacts such as increased interest in learning and creativity, as well as negative impacts such as addiction, loss of time, and exposure to negative content. However, although various aspects have been explored, there are still limitations in the literature that discuss the specific motivations behind the use of TikTok as an entertainment medium, especially in the context of students in Sidoarjo. This article is expected to fill this gap by investigating the entertainment motivation of Sidoarjo students in using TikTok, using theory *uses and gratification* as an analysis framework.

The purpose of this study is to analyze the motivation that motivates students in Sidoarjo to use TikTok as an entertainment medium.

II. METHODS

This study uses a descriptive qualitative approach, which aims to provide an in-depth and thorough overview of the phenomenon being studied. Qualitative descriptive research focuses on the collection of rich and in-depth data, which is then presented as is, without modification or additional treatment (Nasution, 2023). In this study, the technique of determining informants through purposive sampling, is a sampling technique of data sources with certain considerations, among others. 1) Students domiciled in Sidoarjo 2) Using Tiktok 3) Actively using Tiktok with a duration of 1-3 hours a day. The informants were 10 people, namely Rini, Thariq, Dini, Dwiki, Ruroh, Juwita, Zulfiatin, Raysa, Candra, and Ananta. Data collection techniques through structured interviews and documentation. Then the data was analyzed with stages of reduction, data presentation and conclusion.

III. FINDINGS AND DISCUSSION

A. Research Results

The results of the interview and the identity of the resource persons can be seen in Table 1. This interview aims to identify the motivation for using TikTok as an entertainment medium among students. From the results of interviews with 10 informants, as many as 4 informants (Thariq, Raysa, Chandra, and Ananta) said their motivation for using Tiktok was entertainment. Meanwhile, 4 informants (Rini, Dini, Zulfi, and Ruroh) said their motivation was to use TikTok to find the latest information. And 2 (Dwiki and Juwita) informants said their motivation was to use TikTok as learning and education.

Rini, Dini, and Zulfi, the 3 informants said that the type of content that is usually consumed is a viral incident. A total of 3 informants (Raysa, Chandra, and Ananta) said that the type of content that is commonly consumed is information content. Meanwhile, 2 informants (Thariq and Ruroh) said that the type of content consumed was entertainment content. And 2 informants (Dwiki and Juwita) said that the content that is commonly consumed is educational content. According to 6 informants (Rini, Dini, Dwiki Ruroh, Juwita, and Zulfi) said that the daily duration of using Tiktok is 3-5 hours a day. And 4 informants (Thariq, Raysa, Candra, and Ananta) said that the daily duration of using Tiktok is 1 hour. According to 8 (Rini, Dini, Dwiki, Ruro, Juwita, Raysa, Zulfi, and Ananta) informants said Tiktok can affect their mood when using it and 2 informants (Thariq and Chandra) said Tiktok does not affect their mood when using it.

Rini, Dini, Dwiki, Ruro, Juwita, Raysa, Zulfi, and Ananta, the 8 informants said Tiktok can help relax and reduce stress. Meanwhile, 2 informants (Thariq and Chandra) said no. According to 7 informants (Rini, Dini, Thariq, Dwiki, Ruro, Raysa, and Chandra) said that Tiktok can influence in other activities or socialize. Meanwhile, 3 informants (Juwita, Zulfi, and Ananta) said no. According to 3 informants (Thariq, Dini, and Ananta) said that Tiktok has a positive impact. Meanwhile, 6 informants (Rini, Dwiki, Ruro, Juwita, Zulfi, and Raysa) said that Tiktok has a positive and negative impact. And 1 informant (Chandra) said that Tiktok has a negative impact.

B. Discussion

1. Motivation for Use:

The main motivation of Sidoarjo students in using TikTok revolves around the need to get entertainment, find up-to-date information and education. The platform offers a wide range of interesting and entertaining content, from funny videos to viral news, all of which are designed to capture the attention of users in no time. College students, who often need quick and accessible entertainment in the midst of their academic hustles, find that TikTok offers an ideal solution to this need. The short but engaging video content allows them to enjoy entertainment without having to spend a lot of time, making TikTok a practical and efficient option.

Apart from being an entertainment tool, many students also use TikTok to find the latest information. In today's digital era, following trending information is important to stay relevant in the eyes of peers and to maintain social existence. TikTok, with its ability to spread trends quickly

and widely, has become a very effective platform to meet this need. College students feel compelled to stay up-to-date with the latest trends emerging on TikTok, whether it's in the form of topics, news, music, challenges, or a specific style of dress. By following these trends, they not only feel entertained, but also feel more connected to their community and social circle.

Another motivation that emerged from this research was the use of TikTok as education and learning. Many informants revealed that they often use TikTok to look for new ideas, whether it's in academics, hobbies, or daily activities. TikTok provides quick and easy access to a wide range of information and tutorials, which can assist students in completing academic tasks or developing new skills. This shows that TikTok not only serves as an entertainment tool, but also as a platform that can be used to expand users' knowledge and skills, which is a plus for college students who want to make the most of their time on the platform.

The study also found that the motivation for using TikTok to fill free time and have fun. In conclusion, the motivation for using TikTok among Sidoarjo students varies widely, but they all center on the need for entertainment, seeking information, and education. TikTok has managed to become a multifunctional platform that meets various needs of students, ranging from entertainment, education or learning to the latest information. Understanding this motivation is important for developing a more balanced and responsible usage strategy, so that students can use TikTok in a positive way without neglecting their academic responsibilities and personal well-being.

2. Duration of TikTok Use

Some of the informants in this study, both men and women, reported that they used TikTok with a frequency of 1 hour per day. This fairly normal frequency of use shows that TikTok has become an integral part of the daily routine of students in Sidoarjo. The use of TikTok is only done in their spare time, to fill their free time.

The results of the study also revealed that high TikTok use, which is more than 3-5 hours per day, is more often reported by female informants. This may reflect how TikTok meets the specific needs felt by female users, both in terms of content relevant to their interests and the way the platform is integrated into everyday life. Female informants may find that TikTok provides space for greater self-expression or a way to stay connected with communities that share similar interests. This higher frequency of use can also be attributed to how TikTok leverages algorithms to serve content that continues to interest users, making them more likely to spend more time on the platform.

The study also shows college students who have more free time tend to use TikTok more often, while those with tighter schedules may limit the time they spend on the platform. However, despite variations in usage time, TikTok remains a significant part of most respondents' daily lives. This high frequency of use can also be an indicator of potential dependence on social media, which is a concern in the context of mental well-being and academic productivity.

In addition, the high frequency of TikTok use can also be linked to the existence of FOMO (Fear of Missing Out) among students. With new content constantly appearing on TikTok, students may feel that they need to stay connected to stay up to date with the latest information or trends. This FOMO can be a driving factor that makes students use TikTok more often, even if sometimes without realizing it. This is important to understand because it can have an impact on

how they manage their time and priorities in their daily lives.

In conclusion, the high frequency of TikTok usage among Sidoarjo students shows that the platform plays an important role in their lives. Either as a tool for entertainment, looking for the latest information, or just to fill your free time. TikTok has managed to integrate itself into the daily routine of college students. However, this intensive use also raises questions about how it affects other aspects of their lives, including mental health and academic performance.

3. Tiktok as an Entertainment Medium

The level of entertainment offered by TikTok was rated high by the majority of respondents in this study. Many college students feel that TikTok provides a unique and enjoyable entertainment experience, which is difficult to find on other platforms. The short videos presented on TikTok are designed to grab attention in seconds, with various categories of content that can cater to diverse user tastes. From comedy videos, entertainment, to educational content, TikTok is able to offer entertainment that can lift the mood and provide cheerfulness in the midst of academic busyness.

Most of the informants explained that the use of TikTok has a significant impact on their mood, especially in creating a positive mood. When feeling stressed or tired due to academic pressure, many college students turn to TikTok as a way to break away for a moment and rejuvenate their minds. This shows that TikTok has the potential to be an effective medium to help students manage stress and maintain emotional balance.

The findings in this study have several similarities and differences with previous studies related to the use of TikTok among students. In a study by Setiawan *et al.* (2022), TikTok was identified as *platform* that students use to share content, both creative and imitated by other users, with features *Editing* and animations that support creativity. This research shows that TikTok is not only an entertainment, but also a means of obtaining information and expressing talent, although its use can interfere with academic focus.

This study also found similarities with Fitri's findings *et al.* (2021) which emphasizes that TikTok functions as a medium to develop student creativity through inspiration from existing content. Students get new ideas and are able to produce innovative content by utilizing the effects and templates provided by the application. However, the findings in this study point to the broader role of TikTok as a tool for education and self-development, not just as a platform for expressing creativity.

In contrast to Rahmayani's research *et al.* (2021), which puts more emphasis on the addictive potential of TikTok and its use as a medium of entertainment and social interaction, the study found that despite the risk of addiction, TikTok also has positive impacts such as improved mood and reduced stress. This shows that TikTok can have a dual role as entertainment and a tool that is beneficial for students' mental well-being.

Research by Malimbe *et al.* (2021) revealed that TikTok is used as an entertainment medium to fill leisure time and new sources of information. The findings of this study are in line with Malimbe's *et al.*, but expanding the understanding by emphasizing that in addition to entertainment, TikTok is also used for educational purposes and *personal development*, which was less emphasized in previous studies.

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Furthermore, research by Deriyanto and Qorib (2019) and Pratama and Muchlis (2020) revealed that TikTok is used as a medium of entertainment, self-expression, and a means of communication. The impact of TikTok on college students was found to be a mixture of positive, such as increased creativity, and negative, such as decreased interest in learning and narcissistic tendencies. The study adds a new dimension by showing that the use of TikTok for education and self-development is also significant, expanding the scope of the app's positive impact beyond mere entertainment and self-expression.

TikTok has become a global phenomenon that has penetrated various levels of society, including students. Based on the findings of this study, it is clear that TikTok plays a very significant role in the daily lives of college students. The main motivations that motivate students to use TikTok are very diverse, but there are several dominant motives that can be identified, such as the desire to get entertainment, information, and education. A fairly high duration of use also indicates that *platform* It has a strong appeal, so many users spend hours on this app every day.

Basically, TikTok provides a different experience for each of its users. For some college students, TikTok is the ultimate source of entertainment that helps them break away from their daily routine and reduce stress. Light, funny, and entertaining content provides a temporary escape from academic stress and tasks to be completed. This is in line with the theory *Uses and Gratifications*, where media users actively choose content that can meet their needs and provide certain satisfaction. In this case, students who use TikTok for entertainment consciously choose *platform* This is because it suits their need to relax and seek pleasure in the midst of their busy schedule.

However, apart from being a source of entertainment, TikTok is also used as a means to get information and education. This platform offers a variety of educational content produced by creators who have expertise in various fields, ranging from science, technology, art, to practical daily skills. Students who are motivated to learn and develop themselves find TikTok to be an effective tool to add insight outside of the classroom. Short videos presented in an attractive and easy-to-digest format allow users to learn new things quickly. It also shows that college students are not only passively using TikTok, but also actively looking for content that is useful and relevant to their needs.

While TikTok can provide significant benefits, especially in terms of entertainment and education, the high enough duration of use also poses some issues that need to be considered. One of the most commonly reported negative impacts is work procrastination or procrastination. Many college students feel that they have spent too much time on TikTok, thus neglecting the academic tasks that need to be completed. This phenomenon not only interferes with the learning process, but can also affect overall academic performance. Students who are too engrossed in the content on TikTok tend to put off important work, which ultimately causes stress when deadlines are approaching.

Additionally, while TikTok is often a source of happiness and satisfaction for its users, there is also a dark side to watch out for. One of them is the feeling of envy or *insecure* that arise when looking at other people's lives that seem more interesting or successful on TikTok. Content that showcases a luxurious lifestyle, perfect physical appearance, or great achievements often makes users feel dissatisfied with themselves. This can negatively impact students' mental health, especially if they start comparing themselves to the unrealistic standards that are often displayed on social media.

However, behind all that, TikTok also has the potential to have a significant positive impact. One of the biggest benefits reported by college students is stress reduction. In a student life full of academic pressure, TikTok has become an effective outlet to release tension. Funny and inspirational content can change the user's mood in no time, providing instant entertainment that helps reduce stress. In addition, TikTok also provides opportunities for students to express themselves creatively. Through the videos they create, students can channel their ideas, share stories, and even gain recognition from the wider community.

TikTok can be seen as a multifunctional tool that caters to various student needs, from entertainment to education and self-development. However, as is the case with all forms of social media, it is important for users to manage their time wisely. Excessive use, while providing satisfaction in the short term, can result in greater negative impacts in the long run. For example, relying on TikTok as the only source of entertainment or information can reduce the time that would otherwise be spent on other, more productive activities, such as studying, exercising, or interacting with others in person.

Therefore, good time management is key to maximizing the benefits of TikTok while minimizing its negative impact. Students need to be aware of when to stop and focus on their academic responsibilities. This may require setting time limits on TikTok usage or setting clearer priorities in their daily lives. In this case, the role of education is also important, where academic institutions can provide guidance on the healthy and productive use of social media.

The findings of this study show that TikTok has a complex and multifaceted impact on student life. While the platform offers a wide range of benefits, especially when it comes to entertainment and education, there are also risks associated with its overuse. To maximize the benefits and minimize negative impacts, it is important for college students to develop good time management skills and to use TikTok in a balanced and wise way. This will not only help them in maintaining their mental health and well-being, but also in achieving greater academic and personal success.

IV. CONCLUSIONS

This research reveals that TikTok has a very significant role in student life, especially in Sidoarjo. The main motivation for students in using TikTok is to get entertainment, information, and education. The high duration of use indicates the strong appeal of *platform* this, which often leads to overuse. Nonetheless, TikTok's impact is not entirely negative. On the one hand, this application provides entertainment that can reduce stress and become a means for students to express themselves creatively. On the other hand, excessive use can interfere with other important activities, such as learning and social interaction

The results of the study also show that TikTok is not only a source of entertainment for students, but also functions as a tool for education and self-development. Students use TikTok to gain new insights and creative ideas that can be applied in daily life. However, the potential for addiction and distraction from academic tasks remains a significant risk. The study concluded that while TikTok provides many benefits, especially when it comes to entertainment and self-development, there is an urgent need for college students to manage their time wisely so as not to get caught up in overuse.

Suggestion

5. Students must be wiser in managing their time to use TikTok so as not to interfere with other academic and social activities. It is recommended to set a daily time limit in using this app and prioritize academic tasks first before surfing social media.
6. Educational institutions need to provide education on the healthy use of social media. Programs that teach time management, the positive and negative impacts of social media, and how to use TikTok for self-development can help students use the app more productively.
7. TikTok can be used as a *platform* to disseminate educational content that is relevant to the needs of students. Educators and content creators are expected to use TikTok to provide materials that support student learning and skill development.
8. Further research is needed to examine the long-term impact of TikTok use on students' academic performance and mental health. This kind of research can provide deeper insights into how TikTok can be used optimally without sacrificing the welfare of its users.
9. Students need to be raised in their awareness of the potential negative impacts of using TikTok, such as addiction and disruption to academic assignments. By understanding these risks, it is hoped that they can be more careful and selective in using this application.

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