FROM LIKE TO LEARNING: HOW TIKTOK SPARKS EDUCATIONAL ENTHUSIASM

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Abstract
This study aims to determine the effect of the TikTok application on the motivation and academic achievement level of Generation Z students in higher education. The data in this study was collected quantitatively with a survey involving 40 students from various semesters in the English study program at Tidar University. The results showed that using TikTok helped students in some ways and harmed them in others. In favorable terms, 54. Seventeen percent agreed 'strongly' with the proposition that 'TikTok is a source to access relevant and interesting information easily', recognizing the truth of digital communication and content that appeals to Generation Z. Some respondents had a negative attitude towards TikTok. Some respondents had a negative attitude towards TikTok, stating that TikTok can make students lose focus and contribute to procrastination, which is a hot issue in the modern world, namely the problem of time management in the educational framework. This study proves that using TikTok creates a dilemma between risks and possibilities for Generation Z students in educational settings. Considering the advantages and disadvantages of using TikTok in learning and teaching, students and educators should better understand the subject matter and find ways to use TikTok effectively to complement the learning process and simultaneously prevent negative implications. These guidelines are necessary to bring out the instructional facilities of TikTok and prevent the disruption of the learning process.

Keywords: TikTok, Academic Achievement, Motivation, & Higher Education

INTRODUCTION

Currently, in the language teaching and learning process, there has been a drastic shift in the approach worldwide depending on the current type, extent, and impact of new technologies (Azlan et al., 2019). In the present time, especially in education, social media is employed for learning, and one of them is TikTok. It is noteworthy that in September 2016, the application called TikTok, which is available in China under the name of Douyin. The following year, in September of 2016, TikTok was released to the international market globally. The app launched by Beijing-based digital startup Bytedance has recently attracted millions of users worldwide and it took only three months to achieve: 45 million of them, which makes it similar to Facebook and WhatsApp as the most popular apps (Zheping, 2018). a. The TikTok app plans and lets users make any video or a short music clip (Barta & Andalibi, 2021; Duggan, 2022; Vijay & Gekker, 2021). TikTok helps to make short videos that can be shared with friends and other people around the world (Basch et al., Recent; Kennedy, 2020; Y. Wang, 2020). TikTok users can say an event, activity, or a clip word and then retouch the said clip with unusual procedures and different types of attractive soundtracks and different types of trending songs to make it posted for other TikTok users to view. TikTok can be regarded as the most creative among them for its users. It is also important for one to take note of the fact that the TikTok application is easily accessible to many people, whether they are children, teenagers, adults, and even parents. Some people use it to get jobs, be YouTubers, some to create content for entertainment, education, to discuss topics, sports, games, and so on. Thus, the proper and inventive incorporation of this tool of technology many people hitherto unknown are now well known to many through their inventions of worth. English is also widely used in the videos, with the view of aiming the content at the easy understanding of users present in the diverse countries through Tik Tok. Thus, indirectly, other TikTok users can also practice from it and increase their knowledge of the English language, for example, while just adding new words, or finding out how to pronounce something, what words to use in which context, etc.

Of course, social networks have positive effects and many negative causes, which is why people are more addicted to TikTok. Some videos are vulgar and immoral and should not be viewed by many people, especially children and adolescents, on TikTok (García Rivero et al., 2022). Most TikTok users are not only in Indonesia but across the globe, where people upload adult and risky videos. Not only that, the Tiktok application, at times, is used as a platform for joking, ranting, harboring, and displaying things that are unfit for people to know. Moreover, the heaviest effect is observed with children, teenagers, and students in universities learning, frittering away their time on valuable things they do not consider necessary to complete assignments and study. They prefer to procrastinate and spend more time watching TikTok instead of doing work. Based on the study's findings, the TikTok application positively impacts enhancing students' learning achievement in higher learning institutions.

Further, it also mentions the consequences of using the respective instrument and the advantages that come with the usage for students. They may use it only for fun purposes, while the Tiktok application reduces the client's guesswork when identifying potential reference materials and vice versa. It is also again directed at the possible use of the Tiktok application to facilitate motivation (Omar & Dequan, 2020; Scherr & Wang, 2021) and achievement in students in higher learning institutions. In this case, the impact is also examined because it is perceived that through the TikTok application, achievement can be influenced, especially in the case of students. However, many challenges are encountered when using the TikTok application, particularly in education and student performance in college. The use of the TikTok app has an impact on students' learning achievement in higher education. At the same time, it is useful to consider the advantages and disadvantages of utilizing it in the college context. Is it just another entertainment application, or can it be viewed as educational software that allows for enhancing knowledge? It also seeks to identify the level of agreement about the effect of TikTok on academic outcomes, especially concerning college learners. However, it is challenging to apply its implementation and influence on student outcomes in higher education effectively. This research aims to explore the usefulness of TikTok as an educational tool, especially for learning English.

RESEARCH METHOD

This research project uses a thorough quantitative method to investigate the role of TikTok as a stimulant for student passion for learning. To conduct a survey, Google Forms surveys were distributed to a large group of students. The survey included ten questions designed specifically for the research and dealt with different aspects of TikTok's function in enhancing learning. The survey questions were intended to collect the students' percentage stating they used TikTok and how often they answered queries related to TikTok use in class or for course-related material.

The Google Form survey is an effective data collection instrument that enables the researcher to gather vast and rich information about the group of pupils. This strategy ensures that the data is big and heterogeneous and thus can support the necessary statistical analysis (Achen, 2023). The poll questions touched on multiple aspects of TikTok and education, such as whether or not education should be made more fun like TikTok, the positive and negative aspects of TikTok, and whether TikTok provides extra helpful resources and study materials.

Besides that, the study technique used involved administering questionnaires and collecting quantitative data; this study involved using qualitative data by conducting interviews with randomly selected students on a face-to-face and in-depth basis. This interview was conducted to gain more insight into the first-person narrative of students and more about their opinions concerning the use of TikTok in learning. Some steps may be taken to acquire increased descriptive data through direct engagement with students who add depth to quantitatively arrive at conclusions (Oxholm & Glaser, 2023). Interview questions were developed to elicit the intricacies of students' experiences with TikTok, such as particular occasions in which TikTok aided their learning process, the sorts of instructional content they found most useful, and any obstacles or restrictions they faced. Not only supports the research but also improves all of the details by providing a comprehensive view of the educational advantages and obstacles related to TikTok.

The findings of this study will significantly contribute to current knowledge about educational technology by giving empirical proof of TikTok's usefulness as a learning support tool (Allman et al., 2023). These findings can help educators, policymakers, and content creators understand how to use the TikTok platform to increase student engagement and learning outcomes. Finally, this study aims to highlight TikTok's potential as a great educational resource and to encourage further research into novel methods to incorporate social media into academic learning environments (Tafesse & Dayan, 2023).

FINDINGS AND DISCUSSION

After distributing the questionnaire, the researchers obtained 40 respondents who came from students with different semester levels and study programs, with a range of birth years who could be categorized as generation Z. Based on the data collected, it can be concluded that the TikTok application has a significant impact on motivation. generation Z students. This is mainly due to the easy access to information provided by the platform.

Even though the video content on TikTok has a short duration, the information conveyed is concise and clear, so it suits the preferences of Generation Z who want fast and simple information.

Generation Z, known as digital natives, shows high proficiency in using technology and social media (Jayatissa, 2023). They are used to instant access to information and intense digital interactions. TikTok, with its short and to-the-point video format, can meet this need effectively. TikTok's sophisticated algorithm also plays an important role, as it can adapt content to user preferences so that students are more often presented with material that is relevant and interesting to them.

The following is a list of 10 questions distributed by researchers to respondents:

1. Is the TikTok application very much in demand?
2. Does TikTok have a positive impact?
3. Is the TikTok application beneficial for work?
4. Does the TikTok application have many negative impacts on education?
5. Are there any lessons that can be taken from the TikTok application?
6. Does the TikTok application make many people more creative?
7. The use of the TikTok application is the most in the world.
8. Does the Tiktok application affect achievement in college?
9. Can the Tiktok application be a learning motivation for most people
10. Does the Tiktok application display something inappropriate for all people to watch

The following are the results that researchers get in the form of tables and diagrams, accompanied by percentages and brief explanations.

Table 1. Research Results for questions number 1 until 5 with 40 college students at Universitas Tidar

No	Question	Answer (Percentage)	Explanation
1.	Is the TikTok application very much in demand?	52.5% strongly agree, 40% strongly agreed, 5% disagreed and 2.5% strongly disagree.	As many as 21 people strongly agree that the TikTok application is in great demand, then 16 people agree, and two people disagree and 1 person strongly disagrees.
2.	Does TikTok have a positive impact?	80% agree, 10% strongly agree,7.5% disagree, and 2.5% stromgly disagree.	Thirty two people agree that TikTok has positive impact, as well as fourth people strongly agree, then three people disagree and one person strongly disagree.
3.	Is the TikTok application benefical for work?	70% agree 17.5% strongly agree 10% disagree, and 2.5% strongly disagree.	As many ad 28 people are agree, seven people strongly agree, then 4 people disagree, and one person strongly disagrees.
4.	Does TikTok application have many negative impacts on education?	47.5% agreed, 35% disagree, 15% strongly agree, and 2.5% strongly disagree.	Ninteen people agreed, fourteen people disagree, six people strongly agreed, and one peple strongly disagree.
5.	Are there any lessons that can be taken from the TikTok application	67.5% agreed, 27.5% strongly agreed, and 5% disagree.	Twenty seven people agree that many lessons can be taken from the TikTok application, 11 people strongly agree and two people disagree.

So, the table above is from the results of the questionnaire for numbers 1 to 5 that the author got along with the explanation. The following are the results of the research diagram for questions number 5 - 10 with 40 respondents from Tidar University students.

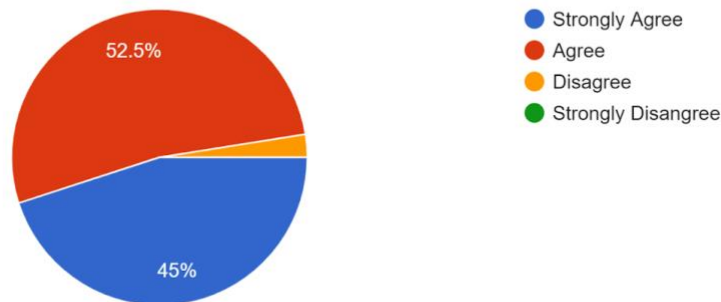Does the TikTok application make many people more creative?
40 responses

Diagram 1. Students' Perspective On Tiktok For Their Creativity

Based on group responses, it appears that the majority of individuals feel TikTok can boost creativity. Out of 40 persons polled, 27 believe that numerous lessons may be learned from TikTok, 11 strongly agree, and only two disagree. This indicates that 38 out of 40 respondents (95%) This high degree of agreement demonstrates TikTok's influence on creative expression. TikTok promotes creative thinking and diversity in content development by offering a platform for short, captivating videos. The diverse material exposes readers to a variety of viewpoints, generating new ideas and promoting creative growth. Despite conflicting voices, the overwhelming majority of affirmations emphasize TikTok's substantial impact on cultivating creativity and giving great learning opportunities, with a small minority (5%) disagreeing. This shows that the questioned group strongly views TikTok as a creative medium.

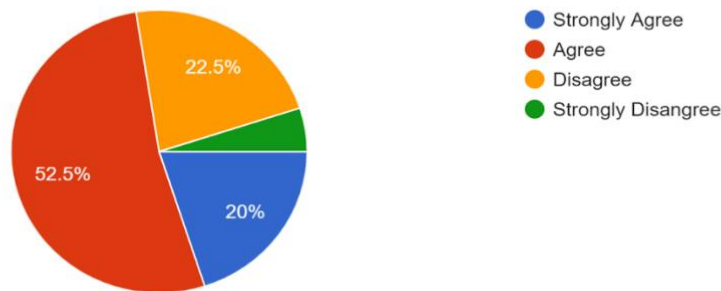The use of the TikTok application is the most in the world
40 responses

Diagram 2. Students' Perspective On Tiktok For Their Creativity

Based on the diagram, a significant portion of respondents perceive TikTok as the most prevalent application globally. Of the 40 surveyed, 52.5% (21 people) agreed and 20% (8 people) strongly agreed. Conversely, 22.5% (9 people) disagreed and 5% (2 people) strongly disagreed. While the majority agrees with TikTok's domination, the disagreeing minority highlights the complexities of determining its worldwide relevance, implying varied levels of knowledge or involvement among respondents.

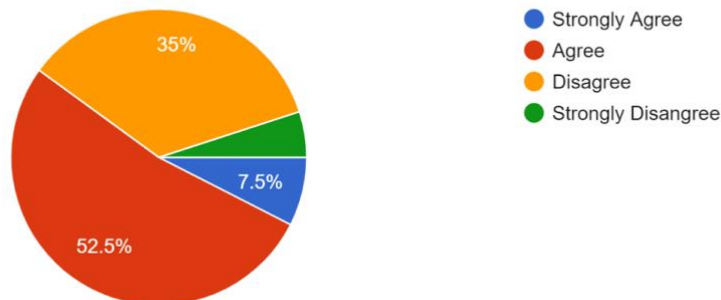Does the TikTok application affect achievement in university
40 responses

Diagram 3. Students' Perspective On Tiktok For Their Creativity

The diagram shows that perspectives differ on whether the TikTok app influences academic success at university. While 52.5% (21 people) agreed and 7.5% (3 people) strongly agreed that TikTok had an influence on accomplishment, 35% (14 people) disagreed, with 5% (2 people) strongly disagreeing. The gap of ideas reflects the breadth of perspectives on TikTok's influence in university academic performance. While some are skeptical or dismissive of its relevance, others see its potential influence. The lack of consensus among respondents emphasizes the difficulty of analyzing TikTok's effect in this setting, with diverse perspectives adding to a nuanced picture.

Can the TikTok application be a learning motivation for most people
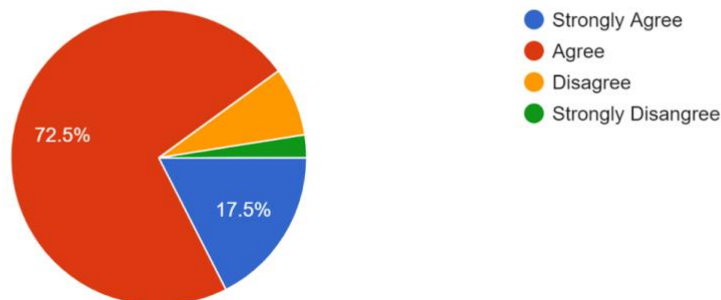40 responses

Diagram 4. Students' Perspective On Tiktok For Their Creativity

The data in the diagram strongly shows that the TikTok app is a key source of learning motivation for the majority of people. A surprising 72.5% (29 people) agreed, with an additional 17.5% (7 people) strongly agreeing, demonstrating that a sizable proportion of respondents believe TikTok is a motivating element for learning. While a minor fraction of 7.5% (3 people) disagreed and 2.5% (1 person) strongly disagreed, the majority's overwhelming agreement highlights TikTok's potential as a medium for boosting learning passion. This strong recommendation means that TikTok is critical for a large number of users in terms of sparking and maintaining enthusiasm for learning activities.

Does the TikTok application display something inappropriate for all people to watch
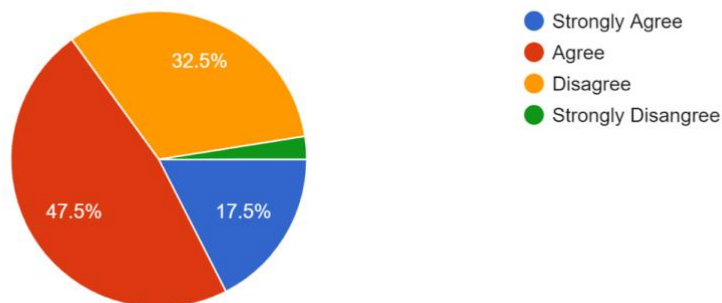40 responses

Diagram 5. Students' Perspective On Tiktok For Their Creativity

The diagram presented a mixed impression of whether the TikTok app exposes unsuitable content for all audiences. While 47.5% (19 individuals) agreed and 17.5% (7 people) strongly agreed that TikTok contains unsuitable content, a sizable 32.5% (13 people) disagreed, with just 2.5% (1 person strongly disagreeing). This implies a split in view, with a sizable proportion of respondents concerned about the prevalence of improper content on TikTok, while others seem unconcerned. The inclusion of both agreement and disagreement underlines the subjective nature of what people see as inappropriate, emphasizing the importance of continual moderation efforts to provide a safe and comfortable environment for all users.

Based on data obtained from 40 student respondents from various semester levels in the English study program at Tidar University and the distribution of questionnaires, there are several findings regarding the effect of using the TikTok application on generation Z students.

First of all, it can be said that the TikTok application has a positive effect on the level of motivation of generation Z students. From the data obtained in the tables and diagrams shown above, it can be concluded that the majority of respondents found the app very interesting and had a positive effect. In fact, 54.17% of the respondents strongly agreed that the most positive implication of TikTok is that it provides easy access to relevant and interesting information. This may be due to the fact that members of Generation Z are used to engaging in digital communication and expect to be able to access interesting content without having to wait long. Nevertheless, there are also some drawbacks as outlined below, which are crucial, especially in the Teaching and Learning Arena. Some respondents also asserted that TikTok has a negative impact on education, although the percentage in favor is lower compared to those who mentioned its positive impact. Some of them refused to use it because the social media platform could distract them from their tasks or cause procrastination. This is an indication of the difficulty students have in learning and managing their time in this information age.

However, there are also negative impacts that need to be considered, especially in the context of education. Some respondents agreed that TikTok has a negative impact on education, although the percentage is lower than the positive impact. Some of them felt that using TikTok could make them less focused on academic tasks and more likely to procrastinate. This reflects the challenges faced by students in managing their time and focus in this digital era.

However, it is necessary to state that TikTok also has some other lessons learned. Thus, the following are the responses given by many respondents to the proposition asking them to state what they learned from this app that they can utilize. Therefore, using TikTok in teaching can be a way to show that this app is not just an entertainment center but also a learning tool for the students. And still others may gain something in terms of creativity, or innovation, or even skills through the content published on TikTok.

Therefore, with respect to the current study, it can be concluded that the purpose of use and individual differences are determinants of TikTok use. For example, some participants as highlighted earlier feel that TikTok has a good perception in terms of working, while others may have a negative perception of it. Nonetheless, it is crucial to understand that the acceptance of TikTok can depend on the type of needs that an individual has.

As stated earlier, the researcher also utilized the administration of questionnaires to the perceived respondents in an attempt to effectively understand and establish the reasons for the choices made by the perceived respondents. In conducting the interviews, the researcher asked 3 questions in the questionnaire relating to the impact of TikTok in education, learning, and the impact on students, here are the 3 questions: Some of the questions that must be answered are; (1) Does the TikTok application have many negative impacts on education, (2) Are

there lessons that can be learned from the TikTok application, and (3) Does the TikTok application affect achievement in college.

Based on the answers from several respondents, there are different levels of perception regarding the use of TikTok applications in improving education, lessons that can be learned from the application, and the impact on student achievement in higher education.

The first question regarding the negative influence of TikTok on education was answered by participants with quite diverse opinions. When asked about the negative effects of the app, some respondents agreed with two statements that included interference with study focus and concentration. However, there were also those who argued that the negative aspects were related to the type of content consumed, including hoaxes or poor quality content. However, there are also those who argue that the downside is not so bad, especially if the use is not excessive.

Regarding lessons learned from TikTok or the answer to the second question, the majority of respondents agreed that there are lessons to be learned, especially if the content is good and relevant. Among them, some pointed to the possibility of using TikTok fundamentally as a positive tool by offering creative concepts that aim to approach educational content and improve people's digital competence.

Respondents' attitudes towards this proposition were also quite diverse; they were asked to answer whether they agreed or disagreed with the statement that 'TikTok helps to increase the level of higher education attainment'. Of course, many people think that TikTok can be addictive and reduce efficiency as a student, which is true if one spends too much time on it. However, there are also those who dispute this and argue that it all depends on the person and in their case, TikTok can be a source of information.

Overall, it can be concluded that the results show that TikTok has many effects on the generation Z student group. Nevertheless, TikTok has some drawbacks, especially in terms of learning, although it offers many opportunities for other fields. Therefore, to be able to have proper guidelines on the use of TikTok in students' experiences and practices, students and educators should understand the impact of TikTok use on students and find appropriate ways to reduce the impact of TikTok on their learning and growth.

CONCLUSION

Using data from 40 students from various academic programs at Tidar University, many major findings were drawn on the impact of TikTok on Generation Z students. For starters, TikTok improves the motivation of Generation Z pupils. The majority of respondents (54.17%) strongly agree that TikTok gives simple access to vital and amusing information, which aligns with their digital communication patterns and content preferences. Short and succinct. The platform's algorithms improve this by recommending content that fits users' interests, resulting in increased educational engagement.

On the other hand, the study also identifies negative consequences. Some respondents stated that TikTok might distract from academic responsibilities and lead to procrastination, highlighting the difficulties in managing concentration and time in the digital age. This dual nature highlights TikTok's potential as both a useful instructional tool and a source of diversion.Respondents acknowledged TikTok's educational possibilities, notably through well-curated material. It has the potential to increase digital competence and creativity while also providing unique educational techniques(Yu, 2022). However, opinions were divided on whether TikTok increases higher education achievement, with worries about its addictive nature against its informational value varying by individual use (Liu & Zhang, 2022).

Simply put, TikTok has a complex influence on Generation Z pupils. It has great promise as an instructional tool but also has issues that must be carefully managed. To maximize advantages while minimizing negatives, students and educators must understand TikTok's impact on learning and devise appropriate techniques for balancing its use. Proper rules are required to maximize TikTok's educational benefits while limiting its ability to disturb academic attention.

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