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Analysis of the Use of TikTok Application on the Language Politeness of Elementary School Students

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ABSTRACT

The latest interesting innovation created by technology creators to be able to compete is Tiktok social media. This study aims to analyze the impact of using the TikTok application on student language politeness, the method used in this research is qualitative with a case study approach. The data collection techniques in this study were observation, interviews, and documentation. The subject of this research is fifth grade students of SDN Anggadita I. The results of the study state that the unwise use of the TikTok application causes students' language politeness to decline, students often use impolite language when interacting with peers and teachers, and students always follow trends that emerge without giving restrictions. Lack of attention and supervision from parents is one of the factors that make it easy for students to follow the impolite language they hear in the TikTok application. In addition, parents at home also give freedom to children in social media.

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1. INTRODUCTION

Nowadays, information technology is growing more sophisticated year by year. This technological development has caused changes in people's lives in various fields. In addition, technological developments provide many positive benefits for people's lives. Along with the changing times, technological innovations are increasingly diverse. Especially with the increasing need for the internet as a means for exchanging and disseminating information quickly and economically (Zainiyati, 2017).

The advancement of innovation technology is an undeniable miracle of unique characteristics and has turned into a fundamental need for today's culture. The development of information during modernization and globalization takes a significant part in various fields, one of which is in the field of education. The structure of learning or preparation in the realm of education is increasingly developing or changing, to move these schools so that human resources in Indonesia can compete and have the option to manage the changes that occur from now on.

The latest innovations are created every year by technology creators by modifying interesting features in order to continue to be able to compete and be able to excel from the umpteen social media that have emerged. Examples of social media that are currently updated include: Youtube, Instagram, Facebook, Twitter, WhatsApp, and other social media offer sophisticated and up-to-date features. The umpteenth emergence of social media not only functions for communication and disseminating information, but also entertains its users. The current feature update of social media applications is formulated as entertaining its users, for example in the form of games and audiovisual displays in the form of various videos.

One part of the social media is the TikTok application. TikTok is a platform made in China combined with videos, songs, stickers that last 15 minutes. Until after its users, share videos made according to their creativity. Until the end of July 2020, there were at least more than 30 million people in Indonesia who used the TikTok application (Mahardhika et al., 2021).

TikTok is an application that provides special, unique and interesting effects that can be used by users of this application to easily create cool short videos and can attract the attention of many people who watch it. This application is an application for making short videos with music support, which is very popular with many people including adults and minors. This tiktok application is an application that can also see short videos with various expressions of each creation and users of this application can also imitate other user videos, such as making videos with music (Sinaga et al., 2024). TikTok social media has several interesting features such as adding filters, music / songs, stickers, live features, shops, and so on. This social media is very popular with the public and students because TikTok social media contains various videos that can eliminate boredom and boredom.

Based on research that has been conducted, the use of the TikTok application has an impact on students' language politeness. The interviews conducted show that students' language politeness is low both when communicating with peers and with their teachers. This is in line with research conducted that tiktok social media has an impact on negative behavioral changes such as children's lack of interest in helping parents, changes in speech, and ineffective children's time.

According to Leech as quoted (Mislikhah, 2014) that in communicating must pay attention to the politeness principle with its maxims, including: (1) the maxim of policy by prioritizing language wisdom, (2) the maxim of generosity which prioritizes respect for others and respect for oneself, and (3) the maxim of humility which prioritizes praise for

others and humility for oneself. These three principles basically guide and regulate the way students communicate in daily life in the family, school and community.

In addition to family and community environment, language education in schools in this digital era is one way to improve and save students' language from the negative influence of the use of internet-based social media (interconnection networking) (Fakhrunnisa', 2013).

However, it will not be realized without a concrete realization from the school in the form of a qualified and relevant teaching strategy in shaping students' language politeness and its curative efforts in overcoming students' language that is far from politeness values.

Therefore, supervision and the role of parents are needed for children in using social media so that the character in children is maintained moral, ethical and noble. The role of parents is such as building good communication with children, being a loyal listener for children, paying attention to children's daily associations, paying attention, providing rules and limits and spending as much time as possible with children (Nurlina, 2019). So the researcher will analyze the use of the TikTok application with the language politeness of elementary school students.

2. METHODS

Language politeness in elementary schools is now one of the problems that is often encountered, the rapid development of technology and the absence of restrictions in accessing various social media make students easily receive information, both positive and negative information. This is supported by research which says that the use of TikTok among elementary schools, especially in class IV students of SDN 2 Temulus, can affect changes in student social behavior, especially in the school environment, and the influence of using TikTok every day can be seen from how often students use TikTok in the school environment either through the knowledge of the teacher or secretly without the teacher seeing (Risnawati et al., n.d.). The more sophisticated the Tiktok application is and there are no age restrictions for videos that can be viewed, elementary school students can access freely and can see and hear all the language they receive raw without sorting and choosing first (Damayanti & Gemiharto, 2019). Based on the findings of these problems, this research uses a case study approach, this qualitative research is carried out using a lot of information to understand the language politeness of students due to the use of tiktok at SDN Anggadita I, and with different information between students and teachers, researchers can dig intensively for information about the language politeness of students that occurs at SDN Anggadita I. This research uses a case study approach. In this study, the research subjects were all fifth grade students of SDN Anggadita I. In this study, researchers used data collection techniques through observation, interviews, and documentation, this study used data validity testing with triangulation, in this study researchers had to use a data analysis conceptually with the aim of finding, identifying, processing, and analyzing documents.

3. RESULTS AND DISCUSSION

In general, in today's era 4.0 where technology is sophisticated, such as social media which is a means or tool as a very practical online media that can be accessed anywhere, both among children and adults. The use of tiktok for students is something that can cause an impact on its users, whether it will occur in changes in language politeness and ethics, thus the use of tiktok among elementary school students must be in a period of time and good supervision by the teacher, because here the role of the teacher is very important in reminding students and the teacher must also be extra in supervision so that social media is

beneficial for the growth and development of students who use it. In line with this, many students have experienced changes in their speech or language politeness, there are several students who use impolite language when communicating with peers and teachers. The existence of the TikTok application can change student behavior, especially in the style of speech that they see and imitate. Apart from the style of speech, the current vocabulary spread in TikTok also easily attracts the attention of students and without hesitation they imitate it. Human behavior cannot be separated from the state of the individual itself, or the surrounding environment where the individual is, and social behavior is driven by certain motives so that humans behave (Susanto et al., 2022).

Based on existing facts, it is known that tiktok is a media that displays various videos with various music genres, including pop music, Islamic music, dj music, and dangdut. Thus, this tiktok application can make students become addicted to playing it so that it makes them behave and use language that is not in accordance with their age. This tiktok application can also make them happy when they use it. Especially when they are tired, and bored, then they play social media tiktok then they feel all those feelings disappear, it can be said that this tiktok can be entertainment for students who use it (Rahmawati, 2021).

Based on the results of interviews by several teachers at SDN Anggadita I, the use of the TikTok application has caused changes in students' speech or changes in language politeness. This can occur because of the unwise use of tiktok and without parental supervision at home. At home, children are given freedom in social media using the TikTok application by their parents, even in a day children use the TikTok application for more than 3 hours. According to one of the teachers at SDN Anggadita I, since the pandemic emerged until the pandemic recovered, students have become more aggressive and have less manners towards teachers, especially when communicating with teachers. The language used is less polite. This can be strengthened through research which says that courtesy is an attitude or behavior of individuals who are able to respect everyone they interact with (Djuwita, 2017).

The use of tiktok causes students to experience a very drastic change in speech, especially in the pandemic era that occurred several years ago, making students fond of and addicted to tiktok social media and always following the trends that occur on tiktok, this can be reinforced in research which says that imitating other people's lifestyles can be said to be a person's pattern of life in the world which is expressed in an activity, interest, and opinion, and lifestyle can also describe "a person's identity in the surrounding environment" (Kaparang, 2013).

In addition to this, it was found that there were changes in students, namely students often imitate what is trending on tiktok, the emergence of slang and current vocabulary is a matter of pride for them and they do not feel left behind. If students are very addicted to the TikTok application, it causes language politeness to decrease, polite and polite language will not be used. This can be reinforced by a study which suggests that digital literacy is the ability to use technology and information from a digital prianti effectively and efficiently in various contexts such as academics, careers and everyday life (Rahmawati, 2021).

Meanwhile, from the results of observations that have been made with several students studied, they say that TikTok can harm them as users. One of them is in terms of quota, then time and does not bring benefits to him. Likewise, when their parents forbade them when there was no quota not to play tik tok but their attitude was even annoyed. Thus this research also proves that students spend a lot of time at home playing smartphones by making tiktok videos. The use of the language they hear on tiktok makes their language politeness decrease, besides that, from the videos they see and hear on the tiktok

application, they will follow it. This can be proven by the results of interviews in the field when communicating directly with students, there are many students who use slang or current language that seems impolite, but they are not guilty and feel proud because they follow the trend in the TikTok application. Seeing this, it is unfortunate that the language politeness of students is decreasing at this time. Just because of the unwise use of the TikTok application and lack of attention from the family has a big impact.

Based on the results of observations and interviews at the data collection stage that researchers conducted. It can be explained that the impact of using the TikTok application on the language politeness of fifth grade students of SDN Anggadita I shows that there is an impact on the language politeness of students, considering the use of this TikTok application which is currently popular and very popular among students.

Based on the results obtained by researchers, 80% of students experienced changes in their language politeness, many students were impolite when interacting with peers and with their teachers, there were changes in language politeness experienced by students due to the use of the TikTok application, of course, supervision from parents is needed. In relation to the results of data analysis from researchers, there are similarities in other research findings or in the relevance of research found by (Rahmawati, 2021) which states that the power of social media in the era of technology that is so sophisticated now is very extraordinary, especially among elementary school students, they are very fond of and even addicted to it so that they can change their own social behavior without realizing it.

4. CONCLUSION

Based on the results of the study, it can be concluded that there is an impact of using the TikTok application on students' language politeness. This can occur due to the use of the TikTok application which is more than 3 hours a day. Students who see or hear the videos that appear on the tiktok homepage will easily follow them. Especially the language used and the current vocabulary that seems impolite. Excessive use of the TikTok application also affects students' attitudes, students will get angry easily and cannot control their emotions. The impact of using TikTok is not only in the family environment but also carried over to the school environment. Students confidently interact with impolite language both with peers and with their teachers.

The suggestions that can be conveyed in this study are that parental supervision of children is further improved so that children do not easily follow trends, especially in language and vocabulary that are less polite, giving time limits in using the TikTok application also needs to be applied so that children can do other things that are more beneficial to themselves, and instilling the value of courtesy at home needs to be improved so that children can use the TikTok application wisely without following existing trends.

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