

The Impact of TikTok Use on Students' Learning Behavior in Civics Learning at State Junior High School 3 Gorontalo

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Abstract : The rapid growth of short-video social media platforms, particularly TikTok, has significantly influenced students' daily lives. While TikTok offers opportunities for entertainment, information sharing, and creative learning, its excessive use has raised concerns in the educational context, particularly regarding decreased learning concentration, increased academic procrastination, reduced learning motivation, and changes in students' learning behavior. This study aims to analyze the impact of TikTok use on students' learning behavior in Civics Education at State Junior High School 3 Gorontalo. A qualitative research approach with a descriptive design was employed. Data were collected through classroom observations, in-depth interviews with Civics Education teachers and students, and document analysis. The data were analyzed using the interactive model of data reduction, data display, and conclusion drawing, while the credibility of the findings was ensured through source and technique triangulation. The findings indicate that TikTok has both positive and negative effects on students' learning behavior. On the one hand, it serves as a source of entertainment, educational information, and creative learning content. On the other hand, excessive use contributes to reduced concentration, increased academic procrastination, diminished learning motivation, inefficient time management, and a tendency to prioritize entertainment content over academic activities. The study concludes that uncontrolled TikTok use can adversely affect the learning process. Therefore, effective supervision by teachers and parents, together with the development of students' digital literacy and self-regulation, is essential to encourage responsible social media use and to support more effective learning in Civics Education.

Keywords : TikTok use; learning behavior; academic procrastination; study concentration; PPKn learning

INTRODUCTION

Today's globalization is marked by the advancement of science and technology that is developing, increasingly advanced and innovative. These developments encourage the

dissemination of information to take place instantly and provide convenience for the public to access various communication services through various social media platforms, such as YouTube, Instagram, Facebook, WhatsApp, TikTok, Google, and

Wikipedia. This advancement in the field of communication technology then gave birth to the concept of "world public" or *weltoffentlichkeit*, which is a public space that allows interaction without geographical boundaries. However, along with the acceleration of these developments, concerns also arise about the potential negative influence of social media on society at large. (Najamudin 2019; Bempa et al. 2023; Gobel, Vaculčíak, and Tučeková 2026; Nurkamiden et al. 2024).

In line with the increasing development of social media, the education sector in Indonesia has also undergone a significant transformation, which is reflected in the increasingly intensive use of social media in various learning activities and education management. The use of internet-based information systems that can be accessed by information managers and then published to the wider community is now a common practice, both in the central government environment and in various educational institutions. In addition, the ease of access to social media allows each individual to communicate and interact without being limited by distance and time. This is supported by the presence of modern communication devices, such as smartphones which are generally equipped with various social media applications, making it easier for users to reach the internet network (Cici Marshela and Linda Yarni 2023) The Uses and Gratifications theory states that individuals have an active role in choosing the type of media they consciously use

to meet certain needs, such as seeking pleasure, obtaining various information, and building and strengthening their identity in the social environment. (Blumler, J. G., & Katz 1974). In this situation, students use TikTok as a medium to get entertainment and establish social communication, which can ultimately affect their concentration level and learning intensity. This phenomenon that occurs globally, especially related to the high use of social media and its consequences on learning behavior, has become a major concern in various educational institutions. More specifically, the symptoms of a fairly real influence began to be seen in the environment of SMP N 3 Gorontalo, so this became an important basis for the implementation of this research.

The development of Science and Technology (IPTEK) today is experiencing rapid and increasingly significant progress. Basically, science and technology is a form of human thinking that was created to help and facilitate various life activities. Along with the ever-changing dynamics of the times, these advances have a great influence on growth and transformation in the field of information and communication. The increasing need for technology has also encouraged the creation of increasingly modern and innovative communication devices. In addition to presenting increasingly advanced communication devices, technological developments have also given birth to various modern machines designed to help humans complete tasks more effectively and efficiently.

The concrete form of this progress can be seen in the emergence of social media, which is a means of interaction between individuals, allows the exchange of ideas without being hindered by distance, and makes it easier for people to access information from various regions of the world. (Nasrullah (in Agustiah, Fauzi 2020) states that social media is an online media that allows each individual to express themselves, build interactions, exchange information, cooperate, and communicate with other users until social relationships are formed in virtual space. In line with this view, (meike and Young (in Agustiah, Fauzi, and Ramadhani 2020) states that social media is a combination of interpersonal communication, which focuses on sharing activities between people, and public communication that allows the delivery of information to the public at large without being tied to certain circles or individuals.

According to (Agustiah, Agustiah, Nurul Fauzi 2020) Based on the APJII survey in 2017, it was recorded that 87.13% of internet users used online access to access social media such as Facebook, Instagram, and WhatsApp. In addition, the internet is also used to search for various information and obtain the latest news (74.84%), as well as for downloading and uploading data (35.99%). Other activities include the use of email, online conversations, playing online games, making video calls, writing blogs, and buying and selling transactions online. The data shows that most internet users in Indonesia come from young people, especially teenagers aged 13-18 years

who are known as digital natives, which are the generation that was born and grew up in the era of internet development. Meanwhile, as many as 73.84% of other users are in the age range of 19-34 years. This condition raises concerns because in general, adolescents do not fully have the ability to filter and distinguish information that is useful and that has the potential to have a negative impact.

According to (Cahyono 2016) Essentially, social media has a dual impact, namely providing positive and negative effects. Some of the positive effects include ease of obtaining information, expansion of social networks, elimination of space and time limitations, facilitation of self-expression, rapid dissemination of information, and relatively affordable internet costs. On the other hand, according to (Mulyono 2021) The adverse effects of social media use cannot be ignored, including the risk of addiction to constantly check the timeline, reduced self-control skills, difficulty in interacting directly in the real world, and the emergence of behaviors that tend to be selfish or individualistic.

According to (Ricky Engel 2023) According to a report from We Are Social and Hootsuite, TikTok ranks sixth in terms of number of users, yet is the most accessed social media platform by duration of use, with an average of 23.5 hours per month worldwide (<https://goodstats.id/article/daftar-platform-mediasosial-yang-paling-banyak-used-2023-facebook-champion-BHY8q>). From the download data on the Play Store, TikTok is third

with a total of 500 million downloads and a positive average rating. Meanwhile, on the App Store, TikTok also occupies third place in the free application category with an average rating of 4.9. TikTok is a social media platform that allows its users to upload videos in portrait format. According to Lixu (2019:59), this application presents short videos accompanied by music. ByteDance's app, which appeared in early 2016, initially limited video lengths to 60 seconds, but now allows videos of up to 10 minutes. TikTok continues to innovate significantly, making it a dynamic and engaging platform. The evolution of its features started from simply uploading portrait videos, developing into a place to watch Korean dramas and movies, to transforming into a marketplace for online shopping, similar to Shopee, Lazada, and Tokopedia. Continuous innovation efforts and meeting user needs are important factors so that TikTok does not suffer the same fate as previous social media platforms, such as Friendster, MySpace, and Path. In addition, the content available on TikTok is also very diverse, shifting from the dominance of dance content to tutorials, promotions, to buying and selling activities of various products.

Furthermore, a report from We Are Social shows that Indonesia is in second place as the country with the highest number of TikTok users in the world, just below the United States, with a total of 109.9 million users. The average duration of internet access for Indonesian people reaches 7 hours and 42 minutes every day. The time usage includes 2 hours and 53

minutes to watch streaming videos, 3 hours 18 minutes for social media activities, 1 hour 37 minutes to listen to music, and 1 hour and 15 minutes to play games. TikTok attracts attention because it makes it easy for each of its users to become a content creator. (Kussanti, D. 2020). In line with these conditions, the intensive use of TikTok can ultimately consume a lot of time while triggering behavioral changes in its users. (Nurmala, D. 2022),

Flow Theory by (Csikszentmihalyi 1990) It is explained that a person can be so lulled by fun activities, such as browsing TikTok, to the point of losing awareness of time and other important responsibilities. This explains why many students feel that "time flies so fast" without realizing that they have neglected their study obligations.

In addition, the Diffusion of Innovation Theory from (Everett 2003) It shows that teenagers are quickly adopting new technologies and media platforms like TikTok because they fall into the category of early adopters. This explains why junior high school students are quickly adjusting to TikTok usage trends.

Therefore, a person's behavior is always influenced by the activities they carry out, which can ultimately be a measure or clue regarding the behavior that they will show in the future. (Fibrianto, A. S., & Bakhri 2018). This aspect is what makes this topic interesting to study, because the use of TikTok for a long duration clearly has an influence on its users.

The development of the nation's character is a very basic element and must be used as the main focus. In this context, Civic Education (PKn) plays an important role as a subject that is responsible for shaping good citizens, especially the younger generation as the nation's successor relay. This discussion has become increasingly relevant because the influence of the internet and social media on people's lives is so strong, both in providing positive benefits and potential negative impacts. (Ricky Engel 2023)

On the positive side, technological advancements, including the use of social media, can be used as an important breakthrough in supporting the development of learning at the basic education level in Indonesia. One of the options that can be implemented is through Basic Technology Education (PTD), which is a program that introduces technology from an early age to children. In the implementation of the program, students are given space to actively participate in the use of technology so that it can stimulate critical thinking skills in solving problems, honing creativity, and encouraging the birth of innovation in the field of technology. Thus, the application of proportional technology education not only develops a technological mindset, but also forms vocational skills as a consequence of the thought process (Fitri. S 2020).

According to (Cross 2013) Social media is defined as a term that includes various forms of innovation that allow individuals to connect

with each other, establish cooperation, exchange information, and collaborate through messages or content shared online. As for the (Hayes, C. T., & Carr 2015) Furthermore, social media is interpreted as an internet-based means that allows its users to communicate and represent themselves, either directly or indirectly, to a wide public or certain groups. Through these activities, the value obtained by users increases through interactions that occur, independently produced content, and perceptions of relationships established with others. However, practices such as cyberbullying, exposure to negative content, and age-inappropriate information can trigger anxiety, depression, and even mental health disorders for its users. These negative consequences need to get more serious attention from parents. Overall, the presence of social media has brought about a major change to the way humans communicate and interact around the world. Therefore, it is important to understand that the pre-adolescent group, which according to (Stuart O'Brien, 2004) is the time span of progress between adolescence and adulthood (from the age of 11 or 12 to 20 years), particularly vulnerable to these impacts. (Fitrialis et al. 2024)

Social media plays a very important role in an individual's life because it has an impact on the personal realm while driving progress in the fields of culture, economy, and welfare. Through this platform, everyone can exchange ideas, expand their network of friends, build relationships, seek input, and provide advice

and guidance to others. On the other hand, mass media is defined as a means of communication that operates on a large scale, capable of reaching and involving almost all people, both on a wide and more limited scale. (Kaur, B. 2022); (Singh, N. 2020a). While (Rosmalina, F. 2021) It is stated that technology and social media today have transformed into a basic need for humans. However, the inevitable process of globalization also raises various psychological problems along with the rapid development of technology in the realm of social media. (Haniza. 2019). Inequality that occurs due to the excessive use of social media is an important spotlight for parents, researchers, and the community, especially related to a person's mental health state. (Singh, N. 2020b). One of the most striking habits among today's generation is the intensive use of various social media platforms beyond the limits of reasonableness. (Thursina Fazrian 2023)

The less controlled use of social media among students can trigger various problems in real life, especially those related to the world of education. The impacts that arise include reduced motivation to learn, habits of accessing content that does not support the learning process, and the tendency to emulate behavior seen on digital platforms, such as from soap operas and Korean dramas. This situation contributes to a decrease in interest in learning activities so that it affects low academic achievement. The high intensity of social media use also takes up time that should be used for learning, fosters excessive curiosity, and

encourages the desire to continue to follow activities in cyberspace so as not to feel left behind. In addition, the habit of interacting online constantly can cause dependence on gadgets, reduce interest in writing manually, and give rise to the habit of expressing complaints on social media in order to get attention or response, both related to school, family, and environmental matters. (Zuliani, Luthfiyah, and Mustikawati 2023)

According to (Restak 2003) It is stated that the continuous flow of information accompanied by visual and sound exposure from TikTok can trigger mental fatigue and reduce the level of focus and attention.

According to (Cahyani et al. 2021) The role of education in developing a nation and nation is very fundamental (Singh, N. 2020b). The progress of a country is greatly influenced by education which plays a role as the main basis in creating a developed and prosperous community life, forming knowledgeable and moral individuals, and strengthening the nation's identity. The formation of an intelligent, democratic, and integrity society emphasizes the strategic role of education in encouraging the advancement of science in various sectors of life. This achievement is inseparable from the involvement of various elements in the learning process, especially teachers as the main actors in schools. Therefore, in the era of the Industrial Revolution 4.0, teacher creativity is a very important aspect in building the character of students while improving the quality of

education comprehensively. In Article 3 of Law Number 20 of 2003 concerning the National Education System, it is explained that national education functions to develop the potential of students, form personalities, and advance the nation's civilization in order to educate the life of the state. The purpose of education is directed so that students grow into individuals who believe and fear God Almighty, have noble character, are healthy, insightful, skilled, creative, independent, and are able to play the role of democratic and responsible citizens. Thus, the existence of schools and the implementation of effective and efficient learning, both through support from within and outside the institution, are indispensable to realize these goals. As professionals in the field of education, teachers are not only obliged to deliver subject matter, but also play a role in fostering, directing, and shaping the character of students so that they develop into more qualified individuals and have personalities in accordance with the expected values.

Based on preliminary observations made at SMP Negeri 3 Gorontalo, it is known that most students use the TikTok application with a fairly high frequency level, which is an average of about 4-5 hours every day. This fact hints at a crucial problem related to the influence of TikTok social media use on student learning patterns and behavior. Therefore, this study was conducted to examine in depth and comprehensively the positive and negative impacts of TikTok use on students' learning behavior. It is hoped that the results of this

study can contribute significant thinking in understanding more comprehensively how TikTok affects students' academic activities, as well as formulating effective strategies to reduce negative impacts and optimize their positive benefits.

According to (Putnam 2000) Emphasizing that the time devoted to accessing social media, such as TikTok, directly takes up the portion of time that should be used for more productive activities, especially studying. This condition is known as the "time displacement effect". Therefore, the results of this study are expected to be useful references for educators and parents in fostering and directing students to use social media wisely, directed, and proportionately (Royani, Triputra, and Fitri 2024).

Based on data on the number of students at SMP Negeri 3 Gorontalo, it is known that the total number of students in grades VII, VIII, and IX is 354 students, consisting of 126 students in grade VII, 118 students in grade VIII, and 109 students in grade IX. This number shows that the student population in the school is quite large and is in a phase of adolescent development that is very close to the use of digital technology.

Based on the results of initial observations made by researchers, the use of social media among students shows a high trend, especially in the use of the TikTok application. TikTok is one of the most popular platforms for students because it presents a variety of content in the

form of short videos that are engaging, interactive, and easily accessible at any time.

In general, it is estimated that around 70% of students actively use TikTok in their daily lives. Thus, out of a total of 354 students, around 248 students are TikTok users, while the rest are students who do not use or only use it on a limited basis. The high number of TikTok users shows that social media has a fairly dominant role in students' lives.

This phenomenon is in line with the view in Educational Psychology, especially the theory of behaviorism which states that individual behavior is influenced by stimuli from the surrounding environment. In this case, TikTok as part of the digital environment can be a stimulus that affects students' daily habits and activities.

Therefore, the high intensity of TikTok use among students is inseparable from the various impacts caused, both positive and negative on student learning behavior. On the positive side, the use of TikTok can provide benefits such as adding insight through educational content, increasing creativity, and being a means of entertainment that can reduce boredom in learning. However, on the other hand, the use of TikTok also has the potential to have negative impacts, such as decreased study concentration, a tendency to be addicted to social media, and the habit of delaying completing schoolwork.

At the same time, the phenomenon of addiction to digital devices and platforms (digital addiction) is also starting to become an important spotlight.(Young 1998) Explain that

dependence on the internet and digital applications arises when individuals use technology excessively to the point that it is difficult to control it, which then has an impact on the emergence of behavioral disorders, including learning patterns and activities.

Departing from the problems that have been described, this study uses the Theory of Behaviorism, especially the principle of operant conditioning introduced by B.F. Skinner, as the theoretical framework that underlies the research.(Skinner 1953) Explain that individual behavior is shaped and influenced by the consequences that accompany the action. In this context, students' habits of accessing TikTok can be seen as a result of the positive reinforcement provided by the application, such as the number of "likes", comments, and impressions recommended through FYP. These various forms of responses reinforce the urge to keep going to TikTok, which can ultimately distract and reduce learning time. Therefore, this theoretical approach is considered relevant to examine how stimuli derived from TikTok social media have an impact on student learning behavior, especially in PPKn learning.

METHODS

Descriptive approach. Qualitative research aims to understand the phenomena experienced by research subjects, both in the form of behavior, views, actions, motivations, and other aspects as a whole. This understanding is expressed through descriptions in the form of words or writings

using language in natural situations, as well as utilizing various natural procedures. (Moleong 2016). According to Sugiyono, qualitative research is a method that is based on the foundation of the philosophy of positivism and is used to study objects in natural situations. In this approach, the researcher serves as the main instrument, while the data collection technique is carried out through triangulation or a combination of several ways. The data analysis process is qualitative, and the findings produced focus more on understanding meaning than on generalization. (Sigh, 2019). Thus, the qualitative research method is an approach directed to study and understand phenomena in depth. The data collection process is carried out through triangulation techniques or a combination of several methods, while the analysis and presentation of the findings are carried out qualitatively. (Haryono 2023).

A qualitative descriptive approach is used because this study focuses on efforts to examine and understand in depth the impact of TikTok use on students' learning behavior in PPKn learning through narrative descriptions. This approach provides an opportunity for researchers to conduct direct exploration through interaction with participants, so that a complete understanding of the practice of using digital social media and the various challenges faced in its implementation is obtained.

In this study, the data source used consists of primary data and secondary data. Primary data was obtained directly from the research

subjects through in-depth interviews and field observations, with the main informants being students who actively use the TikTok application, especially those who participate in Pancasila and Citizenship Education (PPKn) learning, as well as PPKn teachers who understand the development of students' attitudes, behaviors, and learning activities during the learning process. The selection of students as informants is based on certain criteria, such as the intensity of TikTok use, learning behavior in the classroom, and the level of involvement in learning activities. Meanwhile, PPKn teachers provide information related to activeness, discipline, learning motivation, and the influence of TikTok use on student learning processes and outcomes.

Through interviews with the two informant groups, the researcher gained a deeper and contextual understanding of the influence of TikTok use on student learning behavior in PPKn subjects. The secondary data was obtained from various documents relevant to the focus of the research, such as student academic data which included learning outcomes, attendance levels, and behavioral records, documentation of learning activities, and information from the school regarding policies use of social media in the educational environment. In addition, the researcher also utilizes various literature sources, such as books, scientific journals, articles, and previous research results related to social media, especially TikTok, and its influence on students' learning behavior. The integrated use of

primary and secondary data is intended to produce a comprehensive, objective, and in-depth picture of the phenomenon being studied, while increasing the validity and credibility of research findings through the data triangulation process.

The data collection techniques in this study were carried out through observation, interviews, and documentation. Observation was used to directly observe student learning behavior and TikTok use activities in the PPKn learning environment at SMP N 3 Gorontalo, so that researchers can understand the phenomenon that occurs naturally. In-depth interviews were conducted with PPKn students and teachers to obtain more detailed information about their experiences, views, and impact of using TikTok on students' learning behavior. Meanwhile, documentation is used to collect supporting data in the form of archives, photos, notes, academic data, and other documents relevant to the research. The three techniques are used in an integrated manner to obtain comprehensive, in-depth, and valid data on the impact of TikTok use on student learning behavior in PPKn learning.

The data analysis technique in this study is carried out continuously from the data collection process to the drawing of conclusions. Data obtained through observation, interviews, and documentation was first collected, then reduced by selecting, focusing, and grouping information relevant to the research objectives. Furthermore, the data is presented systematically in the form of

narrative descriptions to make it easier for researchers to understand the patterns, relationships, and meanings contained in the data. The final stage is carried out by drawing conclusions and verifying through a review of all the data that has been obtained. To ensure the validity of the data, this study uses source triangulation and triangulation techniques, namely by comparing information from various informants and matching data from observations, interviews, and documentation. Through this process, the data obtained can be tested for truth, consistency, and credibility so that the results of the research are able to describe the actual conditions in the field.

RESULTS AND DISCUSSION

The Impact of Tiktok Use on the Learning Behavior of Junior High School Students N 3 Gorontalo.

The development of technology and social media has presented various platforms that affect interaction, entertainment, and the learning process. One of the social media that is popular among teenagers today is TikTok. The platform allows its users to create, watch, and share creative and entertaining short videos. While TikTok can be a means of entertainment and self-expression, its massive presence raises concerns regarding its impact on students' learning behavior. Many studies show that the intensity of social media use can affect students' attention, concentration, and learning motivation, both positively and negatively.

In the context of education, students' learning behavior includes aspects of skills, motivation, and consistency in following the learning process. The excessive use of TikTok has the potential to shift students' focus from academic activities to fast and instant digital entertainment. On the other hand, educational content on TikTok can also increase interest in learning if used appropriately. Therefore, it is important to examine the influence of TikTok on student learning behavior, both from the positive and negative sides, so that it can provide a more comprehensive understanding for educators, parents, and the students themselves.

1. Impact on Increased Procrastination and Decreased Focus.

The findings of the study show that the intensive use of TikTok has an impact on increasing procrastination behavior and decreasing students' focus on learning PPKn. Most informants have a habit of postponing schoolwork because they prefer to watch TikTok first as a means of entertainment, both after school, after studying, and after doing assignments. These viewing activities often last longer than planned due to the interesting and constantly changing video content, so students become lost in time, feel tired, and end up delaying or even neglecting their study obligations. Some informants also admitted to opening TikTok during class hours, which shows low self-control over the use of social media in the school environment.

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These findings can be explained through Bandura's (1977) social learning theory, which states that individual behavior is formed through the process of observation, imitation, and interaction with the social environment. TikTok, as a popular social media among teenagers, presents fast, engaging, and accessible content, making it a model of behavior that is easy for students to imitate. Through observation of digital entertainment content, students tend to imitate behaviors that provide instant satisfaction, such as procrastinating academic assignments for entertainment. This is in line with Bandura's view that behavior change can occur only through observation without having to experience direct consequences.

Furthermore, the concept of reciprocal determinism in Bandura's theory explains that digital social environments such as TikTok can affect students' perceptions of the importance of completing learning tasks. Repeated exposure to entertainment content forms a habit of unconsciously delaying and diverting students' focus from learning. Thus, the excessive use of TikTok contributes to the formation of less effective learning behavior patterns, characterized by increased procrastination, decreased concentration, and reduced motivation to learn.

The findings of this study are also supported by previous scientific studies. (Yoseva, R., & Setiyani Subardjo n.d.) The study found that the intensity of TikTok use was positively correlated with academic procrastination in Indonesian students. These results are in line with the findings of another study, where students tend to procrastinate on schoolwork due to uncontrolled use of TikTok. Research (March 2025) Research also shows that TikTok use has a positive effect on academic procrastination, while learning motivation has a negative influence on procrastination behavior.

In addition, (August 2023) It stated that the increase in the intensity of TikTok use is inversely proportional to the level of students' learning concentration, especially when participating in classroom learning. Similar results were also revealed in other studies (Qurrotul Azizah and Anshori 2025) which explains that dependence on short videos can

have an impact on concentration disorders and decreased productivity in academic activities. The influence of TikTok use on learning motivation is also further emphasized by other studies that reinforce the findings (Zhang 2023) which reveals that reliance on short video content has the potential to weaken motivation in learning as well as encourage an increased tendency to delay completing academic assignments.

Based on this explanation, it can be concluded that the high intensity of TikTok use contributes to increased procrastination, decreased concentration levels, and reduced student motivation to learn. This finding is in accordance with the social learning theory put forward by Bandura (1977), which states that individual behavior is formed through the process of observation and imitation of the surrounding social model. Thus, Bandura's theory is relevant as a conceptual framework in explaining the influence of TikTok use on student learning behavior, as well as emphasizing the importance of managing social media wisely so that learning focus and effectiveness are maintained.

2. Impact on Changes in Learning Motivation

According to Bandura (1977), learning motivation is formed through the interaction between personal, behavioral, and social factors. Motivational changes can occur through the process of social learning, in which individuals observe and imitate the models around them. The concept of self-efficacy is also

important, namely an individual's belief in one's ability to complete a task. Digital environments, such as TikTok, can affect students' attention, interest, and learning motivation because they present fast, engaging, and accessible entertainment content.

Research findings show that uncontrolled use of TikTok causes students to often delay working on assignments and lose focus while studying. Continuous exposure to digital entertainment content can reduce the internal drive to learn, resulting in a decrease in attention to academic responsibility. However, TikTok also has the potential to be a learning support media if used wisely and in a targeted manner. Students who access educational content report an increase in interest, motivation, and understanding of PPKn materials. Thus, the intensity of use, the purpose of utilization, and the ability of students to self-control are the main determining factors for the impact caused by the platform.

The analysis shows that the research findings are consistent with Bandura's theory. Exposure to interesting behavioral models can affect and even decrease learning motivation, as explained through the concept of self-efficacy. The digital environment plays a role in shaping the interaction between personal factors, behavior, and the student environment according to the principle of reciprocal determinism. Excessive use of TikTok tends to have a negative impact, while targeted and controlled utilization can produce a positive

influence. Therefore, students' learning motivation is contextual, influenced by the purpose of use, the level of intensity, and the student's ability to regulate themselves.

Thus, it can be stated that TikTok has a dual impact on students' motivation to learn. When used wisely, purposefully, and in a controlled manner, these platforms can help increase interest, enthusiasm, and understanding of the material. However, if it is overused, TikTok can weaken motivation, reduce focus, and trigger the habit of procrastinating tasks. These findings are in line with the theory (Bandura 1977), Shows that changes in learning motivation can be explained through the linkages between individual factors, observed behaviors, and the digital environment. The influence of TikTok on learning motivation depends on the purpose of its use, the level of access intensity, and the ability of students to control themselves.

3. Impact on the Development of New Learning Skills

According to Bandura (1977), learning skills only develop through the process of social learning, which is when individuals observe, emulate, and adjust behavior from models in their environment. Factors such as self-efficacy, motivation, attention, and reinforcement have an important role in determining the success of the process. In the context of TikTok, creative and educational content can be an example of behavior that encourages students to build new skills through observation and imitation that are carried out in a directed manner.

The findings of the study show that the use of TikTok carried out in a targeted manner can help improve the understanding of PPKn material and students' ability to apply new skills. Schools through digital literacy coaching and teacher mentoring encourage students to use TikTok as a medium to access educational content. Students are directed to be selective in choosing content and make the platform a learning resource, not just entertainment. Conversely, excessive use without proper management can reduce focus and decrease the effectiveness of the learning process.

The research data shows alignment with Bandura's theory. TikTok as a behavioral model in the digital realm can support the development of students' learning skills, but its success depends heavily on motivation, self-control skills, and the context of its use. The role of teachers and the school environment as role models and reinforcers of learning behavior emphasizes the importance of supervision, mentoring, and fostering digital literacy. This analysis shows that the effectiveness of learning skill development is contextual and influenced by the interaction between personal factors, observed behaviors, and environment.

Thus, it can be concluded that TikTok has a positive opportunity to help develop new learning skills if used in a targeted manner and received assistance from teachers. The use of educational digital media is in line with Bandura's view which emphasizes the importance of the process of observation, imitation, and environmental interaction in

learning. The success of student learning skill development is highly determined by motivation, self-control ability, purpose of use, and the role of schools in providing appropriate examples and reinforcement.

Efforts to overcome the negative impact of social media use on student learning behavior

Advances in information and communication technology have brought significant changes in the lives of students, especially in their interaction patterns and learning activities. Social media has become an integral part of students' daily lives, including at SMP N 3 Gorontalo. Although social media provides ease of obtaining information and communicating, uncontrolled use can lead to various negative impacts on learning behavior, such as decreased focus, increased procrastination, and reduced motivation to learn. This situation shows that social media not only affects the social dimension of students, but also has a direct impact on the learning process and quality at school.

Therefore, structured and sustainable steps are needed to overcome the negative impact of social media use on student learning behavior. Schools have a strategic position in building awareness and shaping students' attitudes to be able to use social media wisely and responsibly. This effort is not enough just with restrictions, but needs to be accompanied by strengthening digital literacy, assistance from teachers, and parental involvement in

supervision. With the implementation of a directed strategy, it is hoped that students can use social media positively so that it does not interfere with, and even be able to support, their learning process at SMP N 3 Gorontalo.

1. The Role of the School

According to Elmansyah (2017), schools have a strategic position in shaping students' learning behavior and character. Schools do not solely function as a place for the transmission of knowledge, but also as an environment that instills values, attitudes, discipline, and responsibilities. In the digital era, schools are required to direct students to use social media wisely and responsibly through clear policies, effective supervision, and examples from teachers.

The findings of the study show that uncontrolled use of TikTok has a negative impact on students' concentration, productivity, and learning behavior. Some students show signs of dependency so that they require special treatment through counseling services from BK teachers. The school provides assistance and strengthening digital literacy, as well as carries out supervision collaboratively with the student council, subject teachers, and parents. In addition, students are directed to use TikTok wisely by accessing educational content to expand and deepen their understanding of PPKn material.

The research data is in line with the theory (Elmansyah 2017). The role of schools does not only focus on repressive actions, but also includes educational and preventive

approaches through mentoring, counseling, and strengthening digital literacy. The involvement of teachers, student councils, and parents shows that there is collaborative cooperation in affirming the function of schools to shape the character of students while directing the appropriate use of social media. This analysis confirms that the effectiveness of TikTok management is determined by students' self-control abilities, learning motivation, and supervision carried out in the school environment.

Therefore, it can be concluded that schools have a very important role in optimizing positive influences as well as reducing the negative impact of TikTok on student learning behavior. Directed management, strengthening digital literacy, teacher mentoring, and supervision carried out collaboratively have been proven to be able to increase student discipline, responsibility, and learning effectiveness. This finding is in line with the opinion of Elmansyah (2017) who emphasized that the success of the formation of learning behaviors is highly determined by the active role of schools in facing the challenges of digital development.

2. The Role of Parents

According to Elmansyah (2017), parents have a very strategic position in shaping children's learning behavior and character in the midst of the rapid development of digital technology. The role of parents is not only limited to meeting physical needs, but also as the first educator who instills the values of

discipline, responsibility, and self-control. In the context of using social media such as TikTok, parents need to provide direction, supervision, and mentoring consistently. Through effective communication, parents can help children understand the clear boundaries between learning time and time for entertainment. This role is very important so that the use of TikTok does not interfere with students' concentration and learning responsibilities. Thus, the active involvement of parents can support the formation of more directed and balanced learning behaviors.

Elmansyah (2017) also emphasized that parental involvement in responding to the impact of social media must be realized through coaching and supervision that is educational, not just in the form of prohibitions. Parents are expected to be able to be role models in the wise use of technology as well as guide children in managing learning time and the use of digital media. In learning PPKn, this role can be strengthened by instilling the values of responsibility, discipline, and digital ethics in the family environment. Parental mentoring helps students understand the consequences of excessive TikTok use on learning outcomes. Therefore, Elmansyah's view places parents as strategic partners for schools in reducing the negative impact of TikTok use. Synergy between family and school is the key to shaping positive and responsible student learning behavior.

The findings of the study show that the most frequent impact is the habit of children to delay learning activities and completing

schoolwork. This delay occurs because children tend to choose to watch TikTok first as a form of entertainment after studying or after school. But in practice, these activities often take place beyond the planned time due to the interesting and constantly changing video content. As a result, the child becomes deprived of time awareness, feels tired, and does not have enough energy to continue studying or complete schoolwork on schedule.

The findings of the study revealed that one of the most frequent impacts of TikTok use is the tendency of children to postpone learning activities and schoolwork. This delay occurs because children prefer to access TikTok first as a means of entertainment after school or after participating in learning activities. TikTok is perceived as a fun medium and able to relieve fatigue after activities all day. As a result, the time that should have been allocated to studying or completing tasks is diverted to watching videos. This habit takes place repeatedly and eventually forms a pattern of behavior that delays learning obligations. This condition shows a shift in children's priorities from academic activities to digital entertainment.

The findings of further research showed that children often watched TikTok for longer than planned. This is due to TikTok's short, interesting, and constantly changing content, so that children are encouraged to watch continuously without realizing the time that has passed. As a result, children become forgetful of time and experience physical and mental fatigue. This condition decreases energy and

motivation to continue studying or complete schoolwork on time. In fact, some schoolwork is delayed or not completed optimally. These findings indicate that uncontrolled use of TikTok plays a role in the emergence of procrastination behavior in children's learning activities.

The theory of social learning put forward by Albert Bandura (1977) states that individual behavior is formed through the process of observation, imitation, and interaction with the social environment. In the use of TikTok, digital media is a source of behavior models that continue to be observed by children. The presentation of content that is entertaining, fast, and easily accessible becomes an interesting stimulus, so that it unknowingly forms new habits. If children watch digital entertainment activities more often than learning activities, the tendency to imitate and prioritize entertainment will increase. This is in line with the results of research that show that children tend to choose to watch TikTok before starting to study or do schoolwork.

Furthermore, Albert Bandura proposed the concept of reciprocal determinism, which is the interconnectedness that affects each other between personal, behavioral, and environmental factors. The results of the study indicate that the habit of procrastinating learning is formed from the interaction of these three components. In this case, TikTok as a digital environment presents an interesting and accessible stimulus. The child's habit of watching videos repeatedly reinforces the

procrastination pattern, while internal conditions such as fatigue and low self-control exacerbate the situation. As a result, children often do not realize the time that has passed, feel tired, and lose energy to refocus on learning. This pattern emphasizes that procrastination behavior does not appear suddenly, but is formed through the process of social learning as explained by Bandura.

In addition, Albert Bandura's thinking also emphasizes the importance of the existence of significant others, especially parents, in the process of shaping children's behavior through example, reinforcement, and continuous supervision. This view is in line with the opinion of Elmansyah (2017) who states that parents are the first educators who play a role in instilling discipline and self-control skills. Research findings that show a change in children's priorities from academic activities to digital entertainment suggest that when parental guidance and supervision are not running optimally, children are more susceptible to imitating behavior patterns displayed by the digital environment, including through TikTok. In this context, parental direction, control, and active assistance as stated by Elmansyah are important factors to stop the habit of procrastinating learning due to exposure to TikTok. Therefore, it can be understood that the idea of Elmansyah (2017) regarding the role of parents as coaches of learning behavior has a real relationship with the results of research that emphasizes the need for active involvement of parents in controlling

the impact of TikTok use on learning habits children.

The results of this study are in line with various academic studies that reveal that the use of social media, including TikTok, has a relationship with a decrease in students' focus on learning. Various studies show a correlation between the intensity of using the platform and the disruption of students' concentration in the learning process. Research (August 2023). The results of the study show that the more often TikTok is used, the lower the level of students' attention when participating in learning at school. This means that high intensity of use is related to reduced ability to stay focused in class. These findings also corroborate that students who spend more time watching TikTok after school or after school tend to have difficulty refocusing when doing assignments, because their focus has been diverted to entertainment content that was previously consumed. (August 2023).

In addition, a number of empirical studies have also proven that TikTok use is closely related to the increase in procrastination behavior in academia. Research conducted by Marzeta (2025) at SMP PGRI 441 Paseh shows that the excessive intensity of TikTok use can encourage students to postpone completing schoolwork, because their attention is more focused on interesting digital content. These results align with your research's findings, which state that TikTok viewing habits exceed planned time limits can potentially lead to delays in completing tasks as well as reduce

learning effectiveness and productivity. (March 2025).

In addition, a systematic review of social media use shows that procrastination behavior arises from the amount of time spent when individuals are engrossed in exploring digital platforms, thereby reducing productive learning time. Julinda Siregar's research (2025) revealed that students often postpone working on assignments due to the urge to continue following and enjoying social media content. As a result, their learning time becomes increasingly limited and their concentration is divided by alternating digital stimuli. These results reinforce your research findings that TikTok often takes longer than planned, so the time that should be used to complete tasks on time is neglected. (Siregar 2025).

CONCLUSION

Based on the results of research on the impact of TikTok use on learning behavior in PPKn Education learning at SMP Negeri 3 Gorontalo, it can be synthesized that the use of TikTok has a significant influence on the dynamics of student learning behavior, both in cognitive, affective, and learning habit aspects. Key findings show that the intensity of TikTok use is correlated with decreased student focus and concentration, increased academic procrastination tendencies, and shifts in learning patterns and disciplines. This phenomenon shows that the characteristics of TikTok's fast, repetitive, and instantly stimulating content contribute to changing the

way students manage their attention and study time. On the other hand, this study also found that TikTok is not completely negative, because there is potential for use as a learning medium through educational content that supports the understanding of PPKn material.

From the perspective of theoretical contribution, the findings of this study reinforce the assumptions in behaviorism theory that positive reinforcement in the form of entertainment and instant gratification can shape and reinforce certain behaviors, including excessive social media use behaviors. In this context, TikTok acts as a stimulus that reinforces repetitive use habits, which then has an impact on shifting the focus away from learning activities. Methodologically, the descriptive qualitative approach used in this study allows the researcher to explore students' subjective experiences in depth related to their interaction with social media in the context of learning. However, the limitation of this study lies in the scope of the subject which is limited to one school, so the level of generalization of the findings is still contextual and caution is needed in applying it to a broader context.

Practically, the results of this study have implications for various parties. For educators, especially PPKn teachers and Counseling Guidance teachers, a more adaptive and interactive learning strategy is needed to reduce student distractions and increase learning engagement. For parents, supervision and assistance in the use of gadgets are important aspects in forming healthy digital

habits at home. Meanwhile, for students, it is necessary to increase awareness and self-control in using social media so as not to interfere with the learning process, and to be able to use TikTok as an alternative learning resource that is educational. For further research, it is recommended that the study be developed by involving other variables such as academic achievement, social environment, and the use of other digital platforms, or using a quantitative approach in order to provide a broader generalization of the phenomenon being studied.

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