

TikTok Dance Challenge: Content Creativity and Character Value for Elementary School Students

Dyan Permata Ratri¹, Muhroji², Harun Joko Prayitno³, Muhammad Syahriandi Adhantoro⁴,
Chandra Anugrah Putra⁵

¹⁻⁴*Faculty of Teacher Training and Education, Universitas Muhammadiyah Surakarta, Indonesia*
⁵*Faculty of Teacher Training and Education, Universitas Muhammadiyah Palangka Raya, Indonesia*

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Correspondent Author:

Dyan Permata Ratri
Faculty of Teacher Training and
Education, Universitas Muhammadiyah
Surakarta, Indonesia

Email:

a510200041@student.ums.ac.id

ABSTRAK

This study aims to describe the role of parents in supervising children's use of cellphones, the factors that cause children to like dance challenge content and the impact of using the tiktok application on children's character. This type of qualitative research uses observation, interview, and documentation data collection techniques. Data sources were obtained from parents, class teachers, principals, students. The results showed that dance challenge content has positive and negative impacts on the character of elementary school children. The positive impact of children who like tiktok dance challenges is creative and able to keep up with the development of science and technology. The negative impact shows a lack of religious character values, discipline, and national spirit. Based on this data, it can be concluded that there is an impact of tiktok dance challenge content on children's character.

Introduction

Education is the most important aspect of human life along with the development of the times (A. L. Putri et al., 2020). Through education a person will have noble morals so that a happy life can be achieved. The purpose of national education is to develop and shape the nature of a dignified national civilization in order to educate the nation's life (Martak & Chotib, 2021). The role of the teacher is very important in the learning process because as a facilitator and must be able to estimate all the advantages and disadvantages of all learning models that will be applied so that effective

learning will be formed (D. A. J. Putri et al., 2023; Santika, 2020).

Character education is very important to be implemented in the global era because it is one of the efforts to realize a nation's generation that is intelligent, noble, and loves the country (AL-Momani, 2022). The function of character education is to develop and shape the potential of students in behaving and thinking in accordance with moral values and filter the entry of foreign cultures (Annur et al., 2021; Natalia et al., n.d.). With the function of character education, a person is able to sort out cultures that are not in accordance with the nation's cultural values (Fadhil & Sabic-El-

Rayess, 2021). Through character education, future generations will have a strong character and always cling to religion so that a strong successor to the nation is formed (Fuadi et al., 2021; Taufikurrahman, 2022). Character is an identity of each individual that is formed through attitudes, thought patterns, and politeness values through the environment and interactions with the surrounding community (Pertiwi et al., 2022). Character also affects the perspective, way of thinking and behavior of every human being (Annur et al., 2021; Fitri et al., 2021).

Character building efforts are not only about right and wrong issues, but how to build habits about good things in life, so that a person has high awareness and knowledge, and has an attitude of care and responsibility in applying policies in everyday life (Risvan Akhir Roswandi, 2022; Sa'diyah & Fauziyah, 2012). In building student character, teachers have an important role and strategy to develop students' abilities, so with this, teachers are expected to be able to adapt to various kinds of developments with the rapid development of existing technological knowledge so that teachers are able to improve their competence (Budiana, 2022; Hasanah et al., 2018).

The world of education in Indonesia cannot be separated from the influence of globalization where science and technology are developing very rapidly (Sunaryo & Fauziati, 2023). The challenge for the world of Indonesian education is to face the global market due to the ease of foreign cultures entering the country (Hasanah et al., 2018; Saodah et al., 2020). The emergence of various social media applications that have their own versions is very well received by the community,

the business world and even the world of education (Martak & Chotib, 2021). Social media applications are very diverse in type such as Facebook, Instagram Twitter, WhatsApp and the latest is the TikTok application.

TikTok is a social media application that was introduced in 2017 as a social media application that provides short videos (Dzulhidayat, 2022). The number of users makes TikTok a medium for creating viral trends in society and the world (Alshahrani, 2017). When first introduced to the public, TikTok only focused on lip sync videos, but its popularity is increasing rapidly, especially among teenagers so that it can attract other users in a fairly short period of time and make it one of the most successful applications in the world because its users are more than 1 billion (Amiri & Puteh, 2018; Hafidzhoh et al., 2022). Currently, TikTok is hot among the public and is even known from all ages ranging from children to adults.

TikTok application users can pour creative talents through editing and creating short videos with various features such as using available filters along with supporting music that is currently viral (Pertiwi et al., 2022). The large number of users makes TikTok a medium for creating viral trends in society and the world (Ahmed, 2019). One of the characteristics of TikTok is dancing with musical accompaniment. Many children to adults jog and upload on the platform, in making dance movements adjusted to the content of interest to users (Akhter, 2013; Nurul hadi, Syadeli Hanafi, 2021). The tiktok application provides space for its users to be able to express their creativity with only a cellphone as a walking studio. Users will see, memorize and imitate so they can create

interesting free videos that will be used as examples for other users so that they can provide high viewers.

Research conducted by D. Putri et al. (2023) shows that the TikTok application has a positive and negative impact on changes in the behavior of elementary school children. Positive changes in children's behavior that increase creativity, self-confidence, and gain knowledge outside of school. Meanwhile, the negative behavior formed from using the TikTok application is that children do not help parents with homework, there is a change in speech, and children's time will be consumed by using the TikTok application. TikTok can have a very big influence on the character of elementary school students.

The number of features such as video, photos and audio makes children will be dominated by curiosity, directly children will be more interested because of the interesting and entertaining spectacle. This makes children forget about time which results in laziness to study and other activities (Bujuri et al., 2023). Research conducted by Bashiroturrohman et al. (2023) shows the results that the use of the TikTok application among children is high, use that exceeds the limit will make it difficult for children to focus on many things, children who have been addicted to this application will be difficult to advise, get angry easily when reminded to stop playing cellphones, lazy to do other activities, and even not carry out their obligations.

The ease with which social media can be reached by children will have an effect on changes in their mindset and behavior. The loss of a culture of shame and manners in speech is one of the influences of TikTok social media

which allows children to express themselves without any restrictions (Dzulhidayat, 2022). In frequent access to social media, children will imitate what they see. Children have the ability to develop on their own because they have a natural desire to learn together through a strong will to gain happiness (Sunita & Mayasari, 2018). With that in childcare, parents should not give personal smart phones to children because it will cause various impacts that will occur. The positive impact if children are introduced to applications on smart phones is that they will be creative and imaginative in creating a work so that self-confidence will arise which makes them able to show their abilities in public. But not only does it create a positive impact, but there is also a negative impact if children are introduced to applications on smart phones, namely the attitude and behavior of children will become more aggressive, this can occur due to improper parenting, because the phases of children are doing based on what they see and hear (Khasanah & Pendahuluan, n.d.).

The impact of TikTok social media affects elementary school age students so that maximum attention and supervision from teachers and parents is needed. It is very important to supervise because with supervision children become more controlled and directed in accessing social media, in using social networks wisely, children who are creative, intelligent and know broad knowledge outside of school hours will be formed. From the description above, the researcher is interested in looking back and examining how the characteristics of elementary school children are influenced by social media dance challenge tiktok.

Method

This research is a descriptive qualitative type. Aims to understand events about what is happening and experienced by subjects such as behavior, point of view, motivation, and actions by means of descriptions in the form of words on a natural object (Muzdalifah, 2022). The focus of research on children's character values influenced by tiktok dance challenge content. Researchers used several semi-structured interview techniques, participant observation and documentation. To ensure the validity of the data, researchers used the source triangulation technique. Qualitative data analysis techniques that are interactive.

Result and Discussion

a. The role of parents in supervising children's use of cellphones

Technological developments make human civilization more advanced, the number of people who access the internet raises a variety of social media that can be used as a means of communication and entertainment. With the advancement of technology, many children have been able to use cellphones, such as at SD Negeri Karangpelem 3, the average child has a personal cellphone and the most preferred social media is tiktok. This was stated by the parents of students in forth and fifth grades who said

“Children have been given private cellphones because many friends already have them, so parents feel sorry if their children are left behind by their friends.”

“Children have their own cell phones because many friends have them and to exchange news with parents when they are away at work.”

From the statements related to giving personal cellphones to children, it can be seen

why many children have their own cellphones. The main reason for informants saying that many friends already have personal gadgets, so children will be influenced by the environment and working parents, so they choose to give personal cellphones as a means of exchanging news and getting information from schools without going through parents.

High grade students said their favorite application is tiktok. When asked about the length of time using cellphones and TikTok social media, children said the same answer.

“More than 3 hours.”

“2 hours more.”

“About 3 hours.”

Students at SD Negeri Karangpelem 3 on average play cellphones and access tiktok for approximately 3 hours each day. Many high-class students said that playing cellphones starts when they get home from school until they are going to recite the afternoon Quran, the use continues after the evening prayer until they go to bed. Based on these facts, it can be understood that most students access cellphones and play tiktok starting from school and will stop if students have other activities. This is a high use of cellphones in elementary school children.

Parents of upper grade students on average explained that in supervising the use of cellphones, they check the social media owned by students, are not allowed to use passwords on cellphones, provide rules for use time, when playing gadgets must be near parents or can still be monitored at a distance that is not too far away. With these efforts, it will prevent children from negative content and inappropriate for them to see. Regarding this, parental

supervision is very important in character building, if children are separated from parental supervision, they will act according to their wishes without advice, attention and reprimand.

Mobile phones are one of the forms that arise from the development of science and technology today. Mobile phones were originally only accessed by the elderly, but nowadays the use of mobile phones can be used by all groups, both young and old. Currently, most cellphone users are children aged 6-12 years. The use of cellphones among elementary school-age children can be utilized for learning with the features available, but if children are released without supervision, it will have a negative impact (Maola & Lestari, 2021). The large number of internet users gave rise to various social media which made it easier for human interaction activities to be fast and precise (Salsabila et al., 2021).

Social media includes digital programs that are used to socialize with each other to establish cooperation. In the process of interaction through social media, humans do not meet each other face to face but only use text, symbols, images, and audio to greet each other, comment, tell stories or joke around (Batoebara, 2020). One of the social media that is currently hot among the public is TikTok social media. TikTok is one of the fastest growing social media in the world, on the TikTok platform it presents short videos with a duration of 15 seconds to 3 minutes accompanied by music, filters, and other interesting features. Tiktok is an entertaining application, therefore there are many users from all walks of life, especially elementary school children.

Currently in Indonesia there is no definite age range for restricting children from accessing

social networks. Most parents in Indonesia have introduced smartphones to their children from an early age. But if you follow the rules of some social media, children over 13 years old can only have access but must be under parental supervision (Lestonac et al., 2022).

Giving cellphones to children is part of false affection where children will interact more with their cellphones than with their parents (Putri novita, 2017). Indeed, children of school age still need attention from parents in their care. as many say, children are master imitators, so parents must be careful in behaving and modeling all behavior in children because children will imitate what they see.

The importance of parents in monitoring children's use of cellphones (Jiu et al., 2022). In their role, parents must be able to supervise, limit, punish, and explain. Parents must control the time of cellphone use in elementary school children with the recommended duration of time should be less than 40 minutes / day (Wahyuni et al., 2019).

In accessing gadgets, children are directed to focus on educational activities for some time in order to increase their ability to read, write, listen, and other positive activities in using today's advanced technology. Parents should also allow children to access cellphones and applications in them that are appropriate for their age because technology like this is one of the methods of children in entertaining themselves and as a mental stress reliever, but there is still supervision. On Supriyanto's research (2017) stated, the importance of smartphones in the current era is because they are able to facilitate work and education, with the use of smartphones students are able to search for reverence related to the assignments

given by the teacher so that with the use of the internet it can facilitate in increasing knowledge and being able to be more productive in any aspect.

Through observation, data matching is carried out, that what informants said during the interview is indeed proven to be in accordance with what is found on students' social media accounts. Many children already have gadgets personally and are active in accessing tiktok, even some children upload videos they have made, there are also children who use tiktok only as entertainment to watch content created by other users or just edit photos and videos using songs and other features available on tiktok social media Naufal et al. (2024) revealed that many students routinely use the TikTok application as an entertainment medium, not for learning media.

b. Factors that cause children to like dance challenge content

Currently, there are many children who imitate the kinds of content contained in social media, especially tiktok. There are two factors that influence the use of TikTok, internal factors and external factors (Naufal et al., 2024). As said by one of the parents of fourth grade students who researchers asked about the factors that make children like dance challenge content said

“This factor is more influenced by external factors, especially the living environment, when playing together children often bring their cellphones and will follow the content they see, especially dancing content, they will memorize the movements first and then they will make the same video from what they see.”

High grade students said "The reason for liking tiktok dance challenge content is because the videos are fun, many friends and seniors make dance videos with songs that are currently viral."

"Liked the dance challenge content because on FYP (For Your Page) a lot of dance challenge content appeared, so I wanted to imitate what was busy."

“By watching or creating dance challenge content, it can be entertainment when you get home from school.”



Figure 1. Students Carrying Cell Phones While Playing Together



Figure 2. Dance Challenges Often Appear on FYP (For Your Page) Tiktok Students

The principal of SD Negeri Karangpelem 3 explained that the factor that makes children like tiktok content is because the application is booming, so that many children will access the tiktok application, there are external factors from the environment such as playmates because in the current era many elementary school-age children have cellphones. In addition to factors from peers, there are factors from the child's own parents where the child has been given a personal cellphone facility with a lack of supervision because many students

whose parents are busy working, so from the lack of children's attention there are no restrictions on watching or imitating content. In Sunita & Mayasari's research (2018), explains that without directed guidance from parents, the development of children's character will go in a negative direction.

Dance challenge has become a well-known phenomenon among all tiktok users and created many viral dance trends around the world. TikTok users make creative, unique, and interesting movements with the aim of being in great demand and imitated by others (Sinta et al., 2022). Users will develop unique movements so as to create challenges for other users, dance challenges are usually combined with music or songs that are currently viral. Almost all TikTok users have created videos containing dance movements. Users who take part in dance challenges start from a dancer and not even someone with a dance background, not only women who follow this content but men are also followers and age groups ranging from children, teenagers, and even adults like dance challenge content so that the followers of this content are very varied (Sinta et al., 2022).

There are two factors that influence the use of tiktok, internal factors and external factors. Internal factors such as attitudes, feelings, individual character, desires and physical conditions. Internal factors affect users when accessing the application TikTok application users not only access as an entertainment medium but are also used as a means of communication with other users. External factors that influence someone to use TikTok are family background, knowledge and the surrounding environment.

c. The impact of using the TikTok and dance challenge applications on children's character

TikTok is popular because there are various kinds of content that are of interest to children. this application is relatively easy to access, but if TikTok is accessed continuously, it will have an impact on its users, one of which is the impact on character, both negative and positive (Risnawati et al., 2022; Maulana et a, 2023). The principal of SDN Karangpelem 3 said "actually, children being able to access TikTok and use it wisely is a good thing, because it indicates that children are able to keep up with developments in the era of globalization, but if this application is misused by children, it will have a bad effect. The impact of using tiktok on the character of students at SD Negeri Karangpelem 3, namely, many children are less disciplined, especially during the co-19 pandemic because children interact more often with cellphones. Many children lack supervision from parents, this problem is carried over to this day. But not all of them are centered on bad effects, there are also good things from using the TikTok application such as they will know the vast world of time, for example regional dances, regional songs, and other regional languages." In research conducted by (Daulay et al., 2023) obtained the results that children who are making dance videos will spend a lot of time, they often forget their obligations of worship and even get angry easily if they feel disturbed when making videos, this makes children undisciplined.

High grade teachers stated that TikTok social media should be used for elementary school students if it is for positive things such as imitating creative content but not for negative

things. The behavior that children often show due to accessing TikTok such as, children imitate language - language that is not appropriate, impolite language should not come out of children of their age, the language from imitating TikTok content is also carried over in class because they often use impolite language, they will unconsciously say it when the teacher is in class. Another behavior that arises is that children prefer songs in the application, in the school environment many children sing viral songs but students do not really memorize national songs. When they get home they forget to study, so when the teacher gives homework students tend not to do it because they spend more time playing tiktok. The high-class teacher's statement is in line with Sandi's research (2020) stated that elementary school children prefer dangdut, and western pop songs because they often hear and sing. In addition, the absence of an attitude of love for the country is caused by a lack of care for the national song.

The parents of one of the fourth grade students said "the negative impact of accessing dance challenge content such as, children will delay parental orders, often lazy, and ignore what parents instruct this is because children are engrossed in memorizing and making dance moves. Children who make dance challenge videos will view the content more than once. There are positive impacts such as they are more creative, able to learn through tiktok social media." This is in line with research conducted by Roshidah & Thohir (2022) that the use of the TikTok application can affect or increase the level of user creativity. Tiktok social media is favored by students at SD Negeri Karangpelem 3. Tiktok is favored because there are various kinds of content that are interesting

to children and this application is relatively easy to access. However, if TikTok is accessed on an ongoing basis, it will have an impact on its users, one of which is the impact on character, both negative and positive (Risnawati et al., 2022).

Character is an identity of each individual that is formed through attitudes, thought patterns, and politeness values through the environment and interactions with the surrounding community (Annisa et al., 2023). In building the character of students, teachers have an important and strategic role to develop the abilities of students, in the implementation of education in Indonesia teachers play an important role regarding the success of education, so with this, teachers are expected to be able to adapt to various kinds of developments with the rapid development of existing technological knowledge and teachers are able to improve their competence.

There are several character values that become references in developing character values according to (I Wayan Eka Santika, 2020: 11-12) in Astriya (2023) namely; religious, honest, tolerance, discipline, hard work, creative, independent, national spirit, social and environmental care. The decline of character values in people's lives at this time also has a negative impact on the value of children's attitudes. This happens because of several influences, one of which is the use of social media among elementary school children.

TikTok can have a huge influence on the character of elementary school students. The number of features such as videos, photos and audio raises curiosity, directly children will look for this application because of the interesting and entertaining spectacle. The impact that

arises from using the TikTok application and dance challenges on children's character, namely:

Positive impact

The development of creative characters, children who access tiktok and imitate dance challenge content will most likely bring up creative characters because they are able to follow complex and unique dance movements and from songs that are viral, children will be able to create their own dance movements. Students can create personal video content which is later uploaded and shared with their friends who are in the application, making videos can train the ability to think creatively (Ghaffar, 2024).

Creative is the ability to generate new ideas and ideas and have ideas in solving a problem using existing or non-existing inventions (Susiloningsih et al., 2022). In line with Anggraini's opinion (2020) Creative is defined as a way of thinking in creating new ideas and products, by observing a new way or series between one thing and another that has not been seen.

Negative impact

- (1) There is a change in the character of discipline. Through interviews with parents and teachers, there is a match that children who play tiktok, especially dance challenges, will spend a lot of time, starting from watching videos, memorizing movements, and making videos like what they want. With this they will leave what has become their obligation. Discipline is defined as a change in regular behavior when carrying out work or duties that do not violate the rules that have been set together. Disciplinary behavior arises

within oneself to do what one wants in achieving a goal. (Ulya, 2019). In line with what was Ani (2017) said, discipline is a condition that is present and formed through a process of combined behavior that shows the values of obedience, obedience, order, and order.



Figure 3. Students Spend a Lot of Time Making Dance Videos

- (2) Decreased religious character. From the results of the interview, it was found that there was a decrease in terms of religious behavior, where children who were too engrossed in accessing tiktok would delay and even forget their worship activities. religion is one of the characters that cannot stand alone, which means that aspects of personality must be in- stilled and trained from an early age, so that subsequently it does not hin- der the child's growth and develop- ment process. This ability will emerge from oneself and with help from others (Jannah, 2019). Reli- gious character includes an attitude that obeys all the teachings of the re- ligion it adheres to and will create a harmonious life with other religious differences.
- (3) The fading of the character value of national spirit. The research found results

that show the decline in the character of national spirit, elementary school-age children now prefer viral songs such as dangdut, pop, hip-hop, rather than national songs. The language used is not good Indonesian but language that is not polite to say. According to Pransiska (2023), national spirit is a way of thinking and acting that puts the interests of the nation above its own interests and shows loyalty to their homeland.

Conclusion

Based on data analysis, it can be concluded that many high-class students at SD Negeri 3 Karangpelem already have personal cellphones and access tiktok social media. TikTok access is categorized as high for elementary school age children because in its use children will spend approximately 4 hours per day. Parents must play a role in limiting and supervising the use of cellphones, especially children who have been personally facilitated. Parents must control the access time with the recommended duration of less than 40 minutes per day.

There are two factors that make children like tiktok dance challenge content, from internal factors and external factors. In accessing tiktok there are positive and negative impacts that arise for children's character. From the relatively high use of social media and the impacts that arise, parents must always supervise children when accessing their cellphones. In their role, parents must be able to supervise, limit, punish, and explain.

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