



Analysis of TikTok Utilization as a Reference Source for Students of UIN North Sumatra Library Science Study Program

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Article Info

Article history:

Received 3 July 2024

Received in revised form 15

July 2024

Accepted 5 August 2024

Keywords:

TikTok

Reference Sources

Library Science

Abstract

In the context of the digital era, social media integration has become an integral aspect of daily routines, especially among university students, as part of their social and academic lives. This study investigates the utilization of TikTok as a reference source for Library Science students at UIN North Sumatra. The phenomenon of social media, especially TikTok, has taken center stage in daily life, especially among university students. However, in addition to its benefits, social media also brings negative impacts, including the risk of addiction and the spread of false information. Although TikTok offers educational content, the findings in this study show that not all students use it as a reference source. Some students may prefer other platforms or traditional methods to find academic references, such as books and scientific journals. This suggests that although TikTok has potential as a reference source, its use has not been fully adopted by the entire population of Library Science students. This research uses a qualitative approach by applying Miles and Huberman's theory as the basis for analysis in the process of collecting, reducing, presenting data, and drawing conclusions.

Introduction

Social media has become an important aspect of daily life, especially for college students, in this era of digital technology (Natasha, 2019). TikTok is an increasingly popular social media platform (Yélamos-Guerra et al., 2022).. TikTok's company valuation surpassed US\$75 billion on January 7, 2019, cementing itself as the world's most valuable startup, surpassing Uber (Christopher, 2020). TikTok is a short video platform that features a variety of educational information (Khotimah et al., 2021).. The ease of using the TikTok app using only a mobile device increases its portability and allows for usage that is not limited to a specific moment in time. (Danti et al., 2022).

TikTok was originally launched by the Chinese technology company, *byteDance* in 2016 under the name Douyin for the domestic market then in 2017 the company launched its international version under the name TikTok. (Misder & Julianto, 2023).. TikTok quickly became one of the most popular apps in the world. With creative features and content that educates millions of users, it allows users to create and share short videos with a duration of 15 seconds to 10 minutes on the TikTok platform. TikTok users, the majority of whom are young people, are beginning to use the platform to share their knowledge, ideas and experiences in a variety of areas including education, health and social activities. (Rante Rerung et al., 2021)..

According to a report from Beautynesia, there are five categories of TikTok content: (1) Entertainment content, (2) Educational content, (3) Cooking content, (4) Haul content, and (5) Tutorial content. Today, the TikTok app serves not only as a source of entertainment, but also as an educational platform. For example, it provides educational content on how to organize a

final project or thesis at the undergraduate level. Many content creators on TikTok share knowledge about writing a final project. (Rahmana et al., 2022).. According to research conducted by (Ain et al., 2023), TikTok has been downloaded the most, reaching 45.8 million downloads. This number exceeds the user base of other widely used applications, such as Youtube, WhatsApp, and Facebook. The same goes for Instagram. Indonesia has around 10 million active TikTok users, with the majority being millennials, school age, or generally referred to as Generation Z. (Putri, 2022).

With the advancement of information and communication technology, social media has emerged as a widely used platform to exchange information, experiences and expertise easily, quickly and widely. Social media can be a useful medium to promote information literacy among students in this environment. Students must have information literacy skills in order to receive truly accurate information, which is an important task. Information literacy, as defined by the American Library Association (ALA, 2000), refers to a set of individual skills that enable a person to identify information when needed and effectively locate, appraise, and utilize that information. (Masriyatun, 2019). Library science students at UIN North Sumatra play an important role in understanding, distributing, and supervising information. Therefore, it is imperative to investigate the potential of TikTok in encouraging the growth of information literacy and serving as a reference source for users. Library Science students must have qualified information literacy skills (Azmar, 2019). Information literacy is an essential skill in the global information age. It refers to the ability to effectively utilize information and communication technologies, and their applications, to access and produce information. These skills include the capacity to search, organize and utilize information in an appropriate manner (Ningsih & Sayekti, 2019). (Ningsih & Sayekti, 2023).

This attracts the attention of researchers to analyze the use of the TikTok application as a reference source for library science students at UIN North Sumatra. In this case, TikTok can be one of the potential reference sources for Library Science students. Reference information that can be used in various disciplines is now available in digital format thanks to technological advances. This is mainly due to the presence of the internet, which facilitates the availability and accessibility of digital reference sources. The impact of the internet on information advancement is significant (Hasibuan et al., 2023).. Social media has a beneficial influence, particularly in facilitating information exchange and providing easy access to online literature. In addition to its positive impact, social media also has negative impacts, such as the potential for addiction, which can change a person's cognitive processes and behavioral patterns. (Rahmana et al., 2022)..

In the context of higher education, especially for Library Science students at UIN North Sumatra, information literacy is a much-needed skill. Library science students need the ability not only to find information from various sources but also the ability to evaluate the relevance of information. In an era where information can be easily accessed through various online platforms, it is important for library science students to understand the role of social media such as TikTok in their information reference process. Although TikTok is often considered an entertainment platform, there are several content creators who provide content that can be used as an effective reference source such as content creator vina muliani who provides educational content in the career field, content creator ira mirawati also provides content that discusses the preparation of final assignments such as determining the title, content creator tasya farasya who presents content about makeup (beauty vlog).

Along with the development of technology and easy access to information, educational content has become one of the most popular forms of content among digital platforms, one of which is

the TikTok platform. (Sundari et al., 2022).. With the existence of educational content that will make it easier for students to find effective reference sources, the use of TikTok as a reference source for Library Science students has several potential advantages. First, TikTok provides easy and quick access to information. Users can search for information by using hashtags or keywords. Second, TikTok presents information in an interesting and easy-to-understand video format. Third, TikTok allows users to interact with content creators and other users, thus enriching knowledge and insights. Although educational content has become popular on TikTok, it is unclear to what extent university students use it effectively to find academic references. There are potential benefits in using TikTok as a reference source, such as easy and quick access to information through the use of hashtags or keywords, presentation of information in an interesting and easy-to-understand video format, and the possibility of interacting with content creators and other users to enrich knowledge and insights. However, further research is needed to evaluate how effective TikTok is as a reference source in the context of the academic needs of Library Science students.

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This study aims to explore the use of TikTok as an information source for students of the Library Science Study Program at UIN North Sumatra. Basically, students nowadays rely heavily on social media platforms, especially TikTok, as a source of real-time and accurate information. Therefore, many students on various campuses in Indonesia use TikTok as a reference source to fulfill their information needs. However, it should be noted that social media, including TikTok, can also spread inaccurate information. Therefore, this study aims to analyze the extent to which students of the Library Science Study Program at UIN North Sumatra utilize TikTok as a source of information or reference, with the aim of understanding its usefulness and usage strategies.

In a study conducted by Aanbj Dewanta in 2020, the potential of the TikTok app as a tool for learning Indonesian was explored. The study concluded that if used correctly and with the right methods, TikTok can be an engaging, interactive and innovative platform for learning Indonesian. (DDewanta, 2020). The TikTok program can be effectively used for learning Indonesian because of its many features that cater to all four language skills and its user-friendly interface. Furthermore, a study conducted by Putri Naning Rahmana in 2022 explored the utilization of the TikTok platform as an educational tool in the Generation Z era. The TikTok app is often used by Gen Z because of its wide range of educational and inspirational content. The app is used for leisure and generally features tips, tricks, tutorials and sketch

videos. Gen Z uses TikTok as an educational tool to gain new knowledge and share educational content. (Rahmana et al., 2022)..

In 2022, Awalinda Dea Kusumandaru and Fitri Puji Rahmawati conducted research on the use of TikTok social media applications to improve literary literacy in thematic learning in elementary schools. Literary literacy is linked to Indonesian language acquisition through the study of fiction and non-fiction literature. As part of this process, students are encouraged to view video presentations on fiction and non-fiction texts available on the TikTok app. The disadvantages of using TikTok app for literary literacy learning include students' lack of focus on the lesson, students' increased laziness and boredom when watching videos, and the limited depth of material obtained by students. Despite the limitations, there are some advantages of using TikTok app for literary literacy learning. One advantage is that students are highly engaged as they watch TikTok videos, which can enhance their understanding of literature. In addition, students can stay abreast of current educational trends and developments through this platform (Kusumandaru & Rahmawati, 2022).

Previous research has illustrated the various benefits and potential utilization of TikTok in educational contexts, especially in language learning and literary literacy. However, there are still not many studies that specifically explore the use of TikTok as a source of information or reference in academic settings, especially among Library Science students. Therefore, this study aims to fill the knowledge gap by analyzing in more depth how Library Science students at UIN North Sumatra use TikTok as a source of information or reference. This research is expected to make a significant contribution to the understanding of the use of TikTok as a reference source in the academic environment and provide new insights into the development of information literacy in the digital era.

Methodology

This research uses descriptive qualitative methodology to gain insight into the phenomenon of students of the UIN North Sumatra Library Science Study Program using TikTok as a source of knowledge. Descriptive research is a systematic research approach that seeks to objectively describe the object or subject of research, providing precise information about its characteristics and frequency of occurrence. (Zellatifanny & Mudjiyanto, 2018).. Qualitative research is a type of research that seeks to understand the events faced by the research subject. (Sidiq & Choiri, 2019).. The qualitative approach facilitates researchers in gaining a deep understanding of the experiences of research participants within the framework of utilizing TikTok as a source of information.

The research was conducted on students enrolled in the UIN North Sumatra Library Science Study Program, using the 2021 stambuk. The research location is located at Jalan Lap. Golf No.120, Kp. Tengah, Kec. Pancur Batu, Deli Serdang Regency, North Sumatra. The data collection methods used include observation, interviews, and documentation.

The researcher used a purposive sampling procedure to select research informants in accordance with the research objectives. This systematic strategy and technique aims to provide comprehensive knowledge about how UIN North Sumatera Library Science students use TikTok as an information source.

Data analysis techniques refer to a methodical approach in collecting data with the aim of assisting researchers in drawing conclusions. The data collection methods used in this research include interviews, observation, and documentation. Interviews were conducted with library science study program students to obtain information about the utilization of the TikTok application as a reference source. Observations were made to directly observe the utilization of

the tik tok application as a reference source for students of the UIN North Sumatra library science study program. Documentation is carried out to collect written data regarding the type of content that is made as a reference source and the accuracy of the information it gets.

This research uses qualitative analysis with the Miles and Huberman model as a data analysis technique. The Miles and Huberman model consists of four different stages, namely (1) Data presentation (data display) (2) Data reduction refers to the process of reducing the amount of data in a data set. (3) Data verification, also known as data validation, is the process of ensuring the accuracy and reliability of the data. (4) Inference drawing refers to the act of making conclusions or reaching decisions based on the analyzed data (Wandi et al., 2013)

The steps of data analysis, as outlined by Miles and Huberman, can be summarized as follows: (1) Data presentation; Data presentation is the systematic collection and organization of information according to relevant categories or groupings. Data can be presented in several ways such as written text, visual representations such as photos, graphs, and tables. (2) Data reduction is the process of simplifying data by eliminating unnecessary and irrelevant information, and adding missing data. (3) Data Validation/Data Analysis Data interpretation involves understanding the meaning of a set of data that has been presented, not only by observing what is explicitly stated, but also by seeing or interpreting what is indicated from the data presented. (4) Conclusion drawing (Wandi et al., 2013). Drawing conclusions is the act of summarizing the significance of research findings in short and clear sentences that are easy to understand. This process involves repeated evaluation of the accuracy of the conclusions, especially in terms of alignment and coherence with the title, objectives and formulation of the research problem.

Results and Discussion

The Use of TikTok Application on Students

Based on interviews conducted with several students from the Uin Sumatera Utara library science department, it shows that the TikTok application is often used by students. They do this activity to fill their spare time and find the necessary information sources. Their main incentives in using TikTok are to gain up-to-date knowledge and keep up with the latest trends, get advice and strategies related to library science, and find entertainment and inspiration. The TikTok app is often used by students, including one of them, A, who is enrolled in the library science study program. A stated that they use the TikTok app because of its many interesting, instructive, and funny contents. Students use a variety of tactics to utilize TikTok as a reliable source of information, including subscribing to trustworthy accounts, using relevant hashtags, and utilizing the search filter functionality.

An interesting trend is seen among students of UIN North Sumatera Library Science Study Program in utilizing the TikTok application. Based on interviews conducted with several students, the TikTok app has emerged as a platform that is frequently used by them. They use it to fill their free time and access the required reference sources. The main incentives that drive TikTok usage among these students include accessing up-to-date information, tracking popular trends, obtaining library science-related advice and strategies, and seeking entertainment and inspiration.

TikTok has emerged as a valuable instrument for accessing up-to-date information and keeping up with current trends (Pardianti & S, 2022). The website provides a wide array of dynamic and constantly updated content, allowing students to stay informed about the latest advances in the library profession. In addition, TikTok offers valuable advice and strategies that students

can apply in their academic pursuits. These materials not only provide practical knowledge, but also assist students in developing their career-related skills.

Another significant motivation is seeking entertainment and inspiration. TikTok is known for its creative and entertaining content that can fill students' free time. This is important, as entertainment can be an effective way to reduce stress and improve students' mental well-being. Inspiration gained from TikTok content can also spark new ideas and creativity in various aspects of their academic and personal lives.

A student of the Library Science Study Program, whose initials are A, revealed that he uses TikTok because this platform offers various types of interesting, educational, and comedic content. (Nurdiansyah & Suhartini, 2021). This shows that TikTok can fulfill various needs of students, ranging from academic needs to entertainment needs. Educational content on TikTok provides relevant and reliable information, while comedic humor content helps in creating a more enjoyable learning atmosphere. Students use various strategies in utilizing TikTok as a reference source. One commonly used strategy is to follow credible accounts. By following these accounts, students can ensure that the information they receive comes from a reliable source. In addition, the use of relevant hashtags is also an important strategy. Hashtags help in categorizing content and make it easier for students to search for specific topics that they need. The search filter feature on TikTok is also used by students to filter content and find specific information according to their needs.

Overall, the use of TikTok among students of UIN North Sumatera's Library Science Program demonstrates how social media platforms can be effectively utilized as academic reference sources. TikTok not only provides up-to-date and relevant information, but also offers a fun and creative way to learn. However, it is important for students to remain critical in evaluating the content they consume and ensuring the validity and credibility of the information sources they use.

Types of TikTok Content that are Frequently viewed and Used as a Reference Source

According to Gahran, content refers to the information that needs to be communicated. This can be done through various means such as text, photos, sounds, videos, spoken words, mathematical representations, symbolic language, morse code, music, and body language. (Baumanns, 2021). One of the advantages of utilizing TikTok is its diverse content, including learning materials in various fields of work, tips and tricks related to library science and other subjects, comedy humor, makeup, and the business world. By utilizing videos up to 1 minute long and using various filters, users can condense and enhance tips and techniques, making them more concise and captivating. P, a student majoring in library science at the University of North Sumatra, also mentioned that frequently viewed content revolves around specific tips and tactics. Tips refer to methods or strategies to achieve something, while tricks are efficient and easy approaches to implement the tips. (Halid et al., 2021). P stated that the tips and tricks on TikTok are very interesting and easy to imitate.

TikTok has gained significant popularity as a reference source among students, especially students of UIN North Sumatera Library Science Study Program. The content available on TikTok provides a variety of information that can be utilized by students to improve their understanding, both in academic and non-academic fields. (Rohmawati & Arfa, 2022). Some types of TikTok content that are often viewed and used as a reference source by students include educational content, tutorials, book reviews, and information trends. Educational content on TikTok is very diverse and covers various disciplines. Students often utilize this content to get short and concise explanations of certain concepts relevant to their studies. For

example, Library Science students may be looking for content that explains modern library management techniques, the use of information technology in libraries, or basic theories of information and documentation.

In addition, tutorials are another type of content that is very useful for students (Pritandhari & Ratnawuri, 2020). These tutorials may cover how to use library software, academic writing tips, or scientific research methods. Through short, easy-to-follow videos, students can quickly learn practical skills that can be directly applied in their assignments and research. Book reviews are also one of the most popular contents for students. With book reviews, students can get an overview of the contents, strengths, and weaknesses of a book without having to read the entire book first. This is very helpful in the process of selecting relevant and quality reading materials to support their studies.

Information trends on TikTok, such as discussions on current issues in the library and information field, are also of interest to students. By following these trends, students can stay up to date with the latest developments in their field, thus increasing their insight and readiness in facing future professional challenges. TikTok provides various types of content that can be used as a reference source by students of UIN North Sumatra Library Science Study Program. Educational content, tutorials, book reviews, and information trends are some of the types of content that are most often utilized by them. This platform not only helps students to obtain information quickly and effectively, but also encourages interactive and fun learning.

Utilization of TikTok Application as a Reference Source for Library

TikTok, as one of the most popular social media platforms, presents a variety of content that can be utilized as reference material. (Uddin et al., 2024). First of all, TikTok offers quick and easy access to information through a short video format. Students can easily find various topics relevant to their studies, such as library management, information literacy, and library technology, by using TikTok. Students not only get information related to academics but they can get other reference sources they need. This speed and ease of access allows students to stay up to date with the latest developments in their field. In addition, the content presented on TikTok is often packaged creatively and innovatively, so as to attract students' interest and facilitate their understanding of the material presented. Educational videos that are attractively packaged can help students understand concepts that are complex and difficult to understand through traditional learning methods.

TikTok also provides a rich diversity of information sources, as the platform is used by a wide range of people, including professionals, academics, and practitioners in the library field. Students can utilize the various perspectives presented by these experts to enrich their insights and gain more comprehensive information. The interaction and discussion facilitated by TikTok is also an added value in its utilization as a reference source. Through the comment and live features, students can interact directly with content creators, ask questions, and discuss the topics discussed. This provides an opportunity for students to get answers to their questions and deepen their understanding through interactive dialog. Furthermore, TikTok can be a source of inspiration for research. The content presented can provide new ideas and showcase current trends and issues in the library field. Students can identify interesting and relevant topics for their academic research.

Nevertheless, it is imperative for students to maintain a discerning mindset when assessing the information they obtain through TikTok. Due to the open nature of the platform and the lack of authenticity and high reliability in some of its content, students should verify information by consulting more credible academic sources to ensure its accuracy and veracity. Utilizing

TikTok as a reference source for students at UIN North Sumatera's Library Science Study Program can provide considerable benefits, provided it is used wisely and with a smart approach. TikTok can be a valuable instrument in the learning and research process, offering new and insightful perspectives in the academic world.

TikTok as one of the most popular social media platforms, presents a variety of content that can be utilized as reference material. TikTok offers quick and easy access to information through a short video format. Students can easily find various topics relevant to their studies, such as library management, information literacy, and library technology. By using TikTok, students not only get academic-related information but also other reference sources they need. The speed and ease of access allows students to stay abreast of the latest developments in their field of study. Anisa's research findings confirm that Tik Tok videos, as a form of digital media, are an appropriate choice for teachers to incorporate into Social Studies lessons. (Anisa et al., 2022).

In addition, the content presented on TikTok is often packaged creatively and innovatively, so as to attract students' interest and facilitate their understanding of the material presented. Educational videos that are attractively packaged can help students understand concepts that are complex and difficult to understand through traditional learning methods. With its creative presentation, TikTok is able to bridge the gap between complex material and simple and interesting ways of delivery.

TikTok also provides a rich diversity of information sources, as the platform is used by a wide range of people, including professionals, academics, and practitioners in the library field. Students can utilize the various perspectives presented by these experts to enrich their insights and gain more comprehensive information. The interaction and discussion facilitated by TikTok is also an added value in its utilization as a reference source. Through the comment and live features, students can interact directly with content creators, ask questions, and discuss the topics discussed. This provides an opportunity for students to get answers to their questions and deepen their understanding through interactive dialog. Furthermore, TikTok can be a source of inspiration for research. The content presented can provide new ideas and showcase current trends and issues in the library field. Students can identify interesting and relevant topics for their academic research. However, it is important for students to remain critical in evaluating the information they obtain from TikTok. Given the open nature of this platform and the fact that not all content on it has high validity and credibility, students need to cross-check information with more reliable academic sources to ensure the accuracy and veracity of the information they use.

Utilizing TikTok as a reference source for students of UIN North Sumatera's Library Science Study Program can provide considerable benefits, provided it is used wisely and with the right approach. TikTok can be a valuable instrument for studying and learning, offering new perspectives in the academic world. Students should take advantage of the benefits of this platform while upholding academic standards in searching and utilizing materials.

Conclusion and Suggestion

Students of UIN North Sumatra Library Science Study Program utilize the TikTok application for various purposes, such as finding the latest information, following trends, getting tips and tricks related to library science, and finding entertainment and inspiration. TikTok offers several benefits as a reference source, such as quick and easy access to information, content that is packaged creatively and innovatively, and diversity of information sources from various circles. The platform also facilitates interaction and discussion and can be a source of

inspiration for research. Nevertheless, it is important for students to remain critical in using TikTok. They need to cross-check information with trusted academic sources and maintain academic standards in finding and using information. Therefore, it is important for Library Science students to have good information literacy skills in order to utilize TikTok effectively and responsibly. Recommendations include information literacy training, development of educational content, collaboration with content creators, and development of critical thinking skills to evaluate information found on TikTok. With the right approach, TikTok can be a useful reference source in developing information literacy in today's digital era.

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