

The Influence of TikTok on Creativity in Media Production (Broadcasting Students Batch 2020 UBSI Margonda)

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ABSTRACT

The Tiktok application is now popular in Indonesia and globally as a social media platform that is growing rapidly. Tiktok provides a space for its users to express creativity through various video content. This research aims to evaluate the influence of Tiktok on the creativity of 2020 UBSI Margonda Broadcasting students. The approach used in this research is quantitative with a positivism paradigm, and the research design adopts a survey method. A total of 55 respondents were involved in this research, using random sampling techniques. The results of this research show that Tiktok social media has an effect on increasing student creativity.

Keywords: Creativity; Tiktok Social Media; Students

INTRODUCTION

Technology continues to develop rapidly in various aspects of life. The internet is now an integral part of modern life, including the development of social media. Almost everyone has an increasingly varied social media account. Through these platforms, users can communicate creatively and access various information. Along with advances in information and communication technology in this era of convergence, the emergence of diversity in information and communication technology influences people's lives. According to Nasrullah (2016), this shows that the internet makes access to information easier for the public. The survey also revealed that the majority of Indonesian people use the internet for activities on social media. Social media functions as a tool that deepens friendship relationships by encouraging intensive interaction and collaboration through the content provided. This platform allows people to connect and share messages, even with those they don't know, creating a space for communication and information sharing. Additionally, social media and related software help users transcend institutional and organizational boundaries, enabling them to share and collaborate. Users also use social media for entertainment and to express themselves through the various applications available (Amalia et al., 2021).

Tiktok is a social media application that is now very popular in Indonesia and throughout the world. Users can create short videos lasting 15 to 60 seconds equipped with music, filters and various other creative features. Apart from that, Tiktok offers features such as Direct Message, Live, and duet, which makes it one of the important internet-based communication media. With these various features, Tiktok has become a primary tool for users to express themselves and engage in digital culture (Yudi et al., 2022).

The ease of access and use of TikTok has made it a popular medium for overcoming boredom, especially among students. This application allows creating videos very easily, so users can not only watch and imitate content, but also create their own videos, express creative ideas, and attract attention and please many people. Tiktok plays a role in training its users' creative thinking patterns. Currently, Tiktok is used by various groups, including students, for various purposes such as obtaining information, communicating and expressing themselves. Many students demonstrate skill-level creativity in creating interesting content on TikTok to attract attention and maintain their presence. The use of TikTok can also influence the way students create digital content, change their preferences for content consumption, and influence their perceptions of various issues presented through this platform.

It is hoped that this research will provide in-depth insight into the influence of using Tiktok on the creativity of UBSI Margonda Broadcasting students, especially for students from the Class of 2020. The results of this research are also expected to expand understanding of how the Tiktok social media platform influences communication practices in the field of media production. One of the main challenges is how content creators can continue to innovate and maintain their creativity amidst rapidly changing trends. Production of creative and interesting content requires a deep understanding of the latest trends, effective editing techniques, and how to make optimal use of TikTok features. Increased access to information and interaction through technology has had a significant impact on future generations. Because of the above, researchers are interested in examining the creativity of Broadcasting students in producing digital media with the increasingly sophisticated development of social media.

Research entitled 'The Influence of Tiktok on Creativity in Media Production (Broadcasting Student Class of 2020 UBSI Margonda)' shows that internet media is a type of new media with a high level of development, such as social networking sites and video sharing platforms, often influencing the lifestyle of internet users. This influence can have a positive or negative impact, depending on how the media is used.

LITERATURE REVIEW

New Media Concept

This research uses new media theory, because new media is a concept developed by Levy to explain the transition from conventional media to the digital era. Starting to be used since 1960, new media is part of applied communication technology that continues to develop and becomes increasingly varied. The existence of new media as a result of advances in digital communication technology has resulted in the emergence of various types of new media. New media, including social media, serve as tools that can be utilized by individuals, groups, organizations, and countries. In this context, social media such as TikTok is considered an example of new media. Therefore, researchers use new media theory as a measuring tool or support in this research. Researchers believe that this theory is relevant for the research being conducted and is closely related to the existence of Tiktok, which is currently popular throughout the world.

The concept of Uses and Gratification Theory

Uses and Gratification Theory was introduced by Herbert Blumer and Elihu Katz in the 1970s. This theory is part of the study of media effects which explains how media affects individuals and how people use platforms to fulfill their personal needs and feel satisfaction when these needs are met. The main focus of this theory is on individual actions towards the media, not vice versa. This theory approaches various forms of communication from a user-centered perspective. Uses and Gratifications Theory highlights the way individuals seek media to fulfill various needs such as entertainment, information, social relationships, and personal identity. In other words, individuals actively select and use media that they believe can provide certain benefits and satisfaction. In this context, media functions as a tool used by individuals to achieve goals and fulfill their needs (Adnani, 2021). Uses and Gratification theory centers on the idea that media users participate in the communication process. They try to find the most appropriate media for their purposes. This suggests that users may seek alternative media to meet their needs. Individuals actively select and use particular media according to their specific needs. This theory argues that the impact of media on users is relatively small because users have the freedom to choose and regulate their media use. Individuals have the awareness and ability to rationalize the way they use media, seeing it as a tool to meet their needs.

Creativity Concept

Creativity is the ability that allows someone to produce something innovative from the ideas they have. Ability that reflects a person's creative nature is called creativity. Guilford identifies two types of thinking: convergent and divergent. Convergent thinking involves searching for answers that are considered definitively correct, while divergent thinking involves exploring multiple answers to a question.

Guilford emphasized that a person's creativity tends to be more divergent than convergent(Afiah, 2021).

Solso describes creativity as a cognitive process that produces new views on a problem. Creativity is not limited to practical results or judged solely on its merits(Sumarni, 2019). According to Munandar, creativity is also a process of understanding the differences and challenges in one's life, creating new hypotheses, talking about the results, and changing and testing the hypotheses that have been created. Fluency, flexibility and originality in thinking are creative characteristics. Apart from that, creativity can be reviewed in four aspects, which are also known as the "Four P's of Creativity: Person, Process, Press, and Product", namely:

1. Individual (Person): Creative activities originate from the uniqueness of an individual's personality in relation to their environment (Hulbeck, Munandar, 2004).
2. Process: The steps of the creative process, according to Wallas (in Munandar, 2004), include the planning, implementing and evaluation stages.
3. Product (Product): Creativity is the ability to create something new.
4. Pusher (Press): Maintaining "press" or promotional factors, both environmental factors from the social and psychological realms as well as the desire to occupy or be occupied creatively, Munandar Rhodes(Damayanti, 2019).

RESEARCH METHODS

This research uses a quantitative research approach with a survey method. According to Sugiyono (2019), this quantitative research collects data through questionnaires distributed to respondents, then uses their answers to draw general conclusions about a problem. In this research, the sampling technique was carried out randomly, a quantitative approach was applied to test the hypothesis through appropriate statistical data analysis. A quantitative approach was chosen because the effects studied can only be measured quantitatively, given its broad scope and does not require in-depth analysis. This research uses a Likert scale, according to Sugiyono (2019), a Likert scale to collect values and responses from respondents to the questions given. The Likert scale functions as a tool to measure attitudes, opinions and perceptions of individuals or groups in relation to social phenomena. In this particular research, the social phenomenon being studied is actually identified as a research variable. By utilizing a Likert Scale, these variables are dissected into indicators which are then used to compose instrument items in the form of questions or statements. For example, one can measure the frequency, duration, and attention of respondents to the TikTok variable (x), as well as assess the cognitive, affective, and psychomotor dimensions of creativity (y).

Population is a collection of data that allows research, which in turn focuses on a specific population, UBSI Margonda Broadcasting students Class of 2020. The population of UBSI Margonda Broadcasting students Class of 2020 is 122 people. Research requires selecting samples from a population that meets certain criteria. To collect data, a sample size of 55 people was selected to participate as

respondents. The Slovin formula method was used to determine the correct number of respondents.

The following: $n = \frac{N}{1+Ne^2} = 122 / (1 + (122 \times 0.01)) = 55$ respondents.

Information

:

- n = sample
- N = population size
- e² = margin of error 10%

In this research, researchers used a probability-based sampling method, which means the sample was chosen at random. This method prioritizes equal opportunities for all members of the population to be sampled. As part of this technique, researchers used a simple random sampling selection method.

RESULTS AND DISCUSSION

This research involved UBSI Margonda Broadcasting students who actively use the Tiktok application as respondents. To analyze the data, this research used IBM SPSS Statistics version 25 software, applying simple linear regression analysis to determine the research results. In this analysis, the Tiktok variable as social media functions as the independent variable (X), while creativity is the dependent variable (Y). The questionnaire was distributed online via Google Form to Broadcasting students class of 2020 at UBSI Margonda, and 55 respondents filled out the questionnaire. According to Sugiyono (2019) validity refers to how effective the data collected is in measuring the concept or variable being studied. The validity of the instrument is measured based on the correlation between the total score, namely the total number of scores, and the score for each item. Validity testing aims to ensure that the measurement tool used actually measures what it is intended to measure (Sugiyono, 2019).

Table 1
Validity test

Variable	Indicator	R count	R table	Information
TikTok				
X1.1	Duration	0.590	0.266	Valid
X1.2		0.715	0.266	Valid
X2.1	Frequency	0.520	0.266	Valid
X2.2		0.620	0.266	Valid
X3.1	Attention	0.623	0.266	Valid
X3.2		0.474	0.266	Valid
X4.1	Interaction	0.416	0.266	Valid
X4.2		0.330	0.266	Valid
X5.1	Involvement	0.617	0.266	Valid
X5.2		0.360	0.266	Valid

Creativity				
Y1.1	Smoothness	0.783	0.266	Valid
Y1.2		0.707	0.266	Valid
Y1.1	Flexibility	0.428	0.266	Valid
Y1.2		0.655	0.266	Valid
Y1.1	Original	0.707	0.266	Valid
Y1.2		0.786	0.266	Valid
Y2.1	Curiosity	0.372	0.266	Valid
Y2.2		0.428	0.266	Valid
Y3.1	Skills	0.592	0.266	Valid
Y3.2		0.437	0.266	Valid

Source: Processed Researcher Data 2024

By using the formula $df = N - 2$, where N is the number of samples, we get $df = 55 - 2 = 53$, producing a value of $r_{table} = 0.266$ at a significance level of 0.05. After calculating the validity of the table, the results show that the calculated r value exceeds the r table value, so the 20 survey items are considered valid. A total of 20 respondents were considered to have given valid answers because the calculated r value was greater than the table r.

Table 2
Variable X Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
,654	10

Source: Processed Researcher Data 2024

According to Sugiyono (2019) reliability testing is a process carried out to assess how effective or trustworthy a measuring instrument is. This test also aims to evaluate the extent to which the measuring instrument can produce consistent results when used on the same subject(Sugiyono, 2019). *Cronbach's Alpha*The TikTok variable (X) is greater than the base value, namely $0.654 > 0.60$, according to the results of the reliability test. These results indicate that every information in the questionnaire related to variable (X) can be considered reliable.

Table 3
Variable Y Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
,739	10

Source: Processed Researcher Data 2024

As seen in the table above, the results of the reliability test carried out on the creativity variable (Y) show that Cronbach's Alpha for variable Y is $0.739 > 0.60$. These findings indicate that each statement on variable Y is considered reliable.

Table 4
Regression Test Output

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,567	4,233		3,205	,002
	TikTok	,652	.111	,629	5,891	,000

According to Sugiyono (2019) the values of the dependent and independent variables can be updated using a simple linear regression test. In the table, the constant value (a) is 13.567, and the coefficient value for the independent variable Tiktok (b) is 0.652. Thus, the regression equation can be written as:

$$Y = a + bX$$

$$Y = 13.567 + 0.652X$$

A constant value of 13.567 shows that mathematically, the level of creativity will be worth 13.567 when the Tiktok (X) value is 0. Meanwhile, a positive regression coefficient of 0.652 on the independent variable Tiktok (X) shows that there is a positive relationship between the independent variable Tiktok and the dependent variable Creativity (Y).

Calculation to find T table:

$$\begin{aligned} \text{T table} &= t[\alpha; (df = n - k)] \\ &= t[5\%; (df = 55 - 2)] \\ &= (0.05 ; 53) \\ &= 2.005 \end{aligned}$$

In partial hypothesis testing (T test) to find out whether an independent variable (X) has a positive and significant effect on the dependent variable (Y). The basis for decision making with a probability value of 0.05 is as follows:

1. If the sig value < 0.05 , or $t_{count} > t_{table}$ then there is a significant influence of the independent variable on the dependent variable. This means accepting H_a and rejecting H_0 .
2. If the sig value is > 0.05 , or $t_{count} < t_{table}$ then there is no significant influence between the independent variable and the dependent variable. This means accepting H_0 and rejecting H_a .

Table 5
Hypothesis Testing (T Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,567	4,233		3,205	,002
	TikTok	,652	.111	,629	5,891	,000

Source: Processed Researcher Data 2024

- (a) It can be concluded that the Tiktok variable has a significant influence on the Broadcasting Creativity of UBSI Margonda students. The calculation results using IBM SPSS version 25 show that the sig of the Tiktok variable is 0.000, which is smaller than the required sig figure of 0.05.
- (b) Based on the table above tcount gets 5.891 and ttable gets 2.005, or tcount > ttable namely 5.891 > 2.005, which means there is a significant influence of the Tiktok variable (X) on the Creativity variable (Y). So it can be concluded that Ha is accepted and H0 is rejected.

Table 6
Determinant Coefficient (r2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.629a	,396	,384	1.54634

a. Predictors: (Constant), Tiktok

The coefficient of determination is a measure used to measure how well the model can explain variations in the dependent variable. The coefficient of determination (KD) shows how much contribution or influence the independent variable has on the dependent variable. The value of this coefficient ranges from zero to one.

$$\begin{aligned}
 R^2 &= (0.629)^2 \times 100\% \\
 &= 39.564 \times 100\% \\
 &= 39.6\%
 \end{aligned}$$

After the calculated r value is known to be 0.629, the next step is to determine how much influence variable X has on variable Y using the coefficient of determination r2 which is then expressed in percentage form. From the results of the calculations above, it can be concluded that there is an influence of variable X on Y of 39.6%, while the remaining 60.4% is explained by other factors outside the regression being analyzed.

CONCLUSION

Data analysis reveals that using Tiktok can improve students' abilities in creating creative and innovative media content. The level of influence between Tiktok on the creativity of Broadcasting UBSI Margonda students is at a level with an R value

of 0.629 and the magnitude of the influence of RSquare is 0.396 (39.6%) while the remaining 60.4% is influenced by other factors. With this R value, it can also be said that the Tiktok application has a significant influence on creativity in media production among 2020 UBSI Margonda Broadcasting students.

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