



TIKTOK EXPOSURE AND ITS IMPACT ON STUDENTS' POLITENESS IN LANGUAGE USE: A STUDY OF FIFTH-GRADERS IN SUNGAISELAN

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ABSTRACT

This study investigates the impact of TikTok usage on the linguistic politeness of fifth-grade students at SD Negeri 2 Sungaiselan. Using a descriptive qualitative approach, data were collected through classroom observations, interviews with one classroom teacher, six students, and six parents, as well as documentation of students' online activity. Data were analyzed using Miles and Huberman's interactive model consisting of data collection, reduction, display, and conclusion drawing. The findings show that TikTok provides positive exposure to educational and moral content that reinforces polite expressions and desirable attitudes. However, students are also exposed to inappropriate language, dance trends, and entertainment content that encourage impolite expressions and undisciplined behavior. Excessive engagement with TikTok leads to reduced learning motivation, inappropriate imitation, and declining awareness of social norms. These results highlight the need for digital literacy guidance from schools and parents to support students' polite language use and character development.

Keywords: *TikTok, linguistic politeness, language use, elementary learners, digital behavior.*

1. INTRODUCTION

Advancements in technology have significantly transformed the educational landscape by providing rapid access to information, facilitating collaboration among students, and enabling them to exchange ideas and learn collectively (Solikhah, 2023; Bereczki & Kárpáti, 2021; Rabani et al., 2023). Through the internet, students can access a wide range of applications and social media platforms aligned with their personal interests (Susanti et al., 2024; Rama et al., 2023; Zulkifli et al., 2022). Among these, social media has become a pervasive element of the digital environment. Nevertheless, it is often subject to misuse by students. Popular platforms include Twitter, YouTube, Facebook,

and Instagram, with TikTok emerging as one of the most widely used applications among students. This platform, available for free on both iOS and Android, offers engaging audiovisual content that captivates users, particularly as a source of entertainment during leisure time (Putri, Huwaina, & Putra, 2024; Patty & Noija, 2023; Morrel, 2022).

In today's digital era, social media has become an integral part of daily life. TikTok allows users to access information on a variety of topics, including fashion, business, education, and current events (Dash, 2022; Masita et al., 2024) Akour & Alenezi, 2022). Notably, in early December 2023, TikTok collaborated with the Tokopedia platform, introducing a system known

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as TikTok Shop, which facilitates buying and selling goods directly through the application (Putri & Indriyani, 2024; Dwipa et al., 2024; Simanjuntak et al., 2024).

The influence of TikTok on education is increasingly evident. Many children and adolescents actively engage with the platform, brainstorming content ideas, creating posts, and following trends that have gone viral. While education traditionally emphasizes structured learning processes, the widespread use of TikTok affects multiple aspects of students' lives, including their behavior and social interactions (Andreana et al., 2024; Anik et al., 2021; Ningsi et al., 2023).

According to Djarijah (2022), TikTok provides distinctive and attractive effects that enable users to create engaging short videos with ease, capturing the attention of a wide audience. Launched in September 2016, TikTok is a Chinese social network and music video platform that allows users including children, teenagers, and adults to produce short music videos. Consequently, TikTok has become a widely adopted platform catering to diverse interests.

However, the application exerts both positive and negative influences, particularly on elementary school children regarding their politeness and motivation to learn. The negative impact primarily stems from the abundance of inappropriate content, which may contravene ethical norms and serve as a poor behavioral model. At this developmental stage, children are naturally curious and tend to imitate behaviors they observe both in their surroundings and

online. Politeness encompasses respecting parents and teachers, maintaining ethical speech and conduct, adhering to school rules, demonstrating enthusiasm for learning, and fostering mutual respect among peers. In elementary schools, challenges have arisen in maintaining polite behavior, as students increasingly use informal or offensive expressions, fail to greet teachers or classmates appropriately, and exhibit disregard for classroom norms (Sutisna, 2024; Jaya et al., 2025; Kartika et al., 2024).

This study is particularly relevant given the growing prevalence of TikTok usage among elementary school students. Prolonged engagement with the platform raises concerns about its potential impact on children's everyday behavior and adherence to social norms. Politeness is defined as courteous and respectful conduct that aligns with societal norms and can be demonstrated universally, in any context of communication or social interaction (Iwan, 2023; Sherine et al., 2020; Taylor & Leun, 2020). Cultivating students' character and personality is crucial for national development, and education plays a vital role in preparing younger generations for future challenges. Fostering positive behavior, ethical conduct, and strong character should begin at an early age (Suwardani, 2020; Idrizi et al., 2023; Morrel, 2022). Therefore, examining the influence of TikTok on students' politeness is essential, as behaviors exhibited in digital spaces often mirror and affect offline conduct. This underscores the importance of guidance from both schools and parents in promoting responsible and educational use of social media while instilling

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values of politeness.

The novelty of this study lies in its focus on contemporary TikTok content and its specific influence on elementary students' polite behavior. Unlike previous research, which tends to address general social media effects, this study explores how TikTok impacts politeness within the school environment, a context that has not been extensively examined particularly at SD Negeri 2 Sungaiselan. The findings aim to provide strategies for fostering more positive social media habits that reinforce ethical behavior and courteous conduct in the digital age.

Preliminary observations conducted by the researcher during the Campus Mengajar Batch 7 program in 2024 at SD Negeri 2 Sungaiselan revealed that most fifth-grade students possess TikTok accounts. During recess, students frequently discuss TikTok, exploring its features, favorite content, and viral trends. This engagement significantly influences their in-school behavior, as observed during classroom activities. Common behaviors include the use of impolite or offensive language, excessive joking, imitating TikTok dances, entering or leaving the classroom without permission, and borrowing peers' belongings without consent. These patterns illustrate the profound effect of digital media on students' social conduct and learning environment.

2. METHODS

2.1 Research methods

This study uses a qualitative descriptive

method. According to Sugiyono (2019), a qualitative descriptive approach aims to describe and explain facts, conditions and symptoms that appear in natural conditions. And trying to describe all symptoms or conditions of phenomena in depth that occur in the field. This method was chosen to obtain comprehensive data about the phenomenon being studied (Creswell & Creswell, 2017; Neuman, 2019). This study aims to determine the impact of using the TikTok application on the polite behavior of fifth grade students at SD Negeri 2 Sungaiselan. Because to collect data in the form of words, or describe which are then analyzed to provide the object of study, images and not numbers.

2.2 Data collection technique

1) Observation

According to Hardani, et al. (2020), observation is a data collection technique that involves systematic observation of research objects. In observation, researchers can observe directly and indirectly. Through observation, researchers do this by observing the way students speak, language and behavior in class (Van Maanen, 2025).

2) Interview

Interview technique is a method used by researchers to collect data. This method can be done when researchers want to conduct a preliminary study to identify problems that need to be studied (Fadjayajani, et al., 2020; Kvale, 2021). Interviews will be conducted with Grade V teachers, Grade V students, and parents of Grade V students as the main data

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in this study.

3) Documentation

Documentation is a way to collect data from existing sources, such as notes or pictures (Saat & Mania, 2020, p. 97). Documentation in this study was conducted by looking at students' TikTok accounts. From students' TikTok accounts, it can be used as supporting data in this study.

2.3 Data Analysis Techniques

The data analysis used by the researcher is a qualitative descriptive analysis technique. According to (Sugiyono, 2019) it is stated that qualitative data analysis is carried out interactively and continues continuously until complete, so that the data is saturated. Data analysis consists of data collection, data reduction, data display, and conclusion drawing/verification.

1) Data collection

Data collection was carried out for days so that the data obtained would be a lot. At the beginning, the researcher conducted a general exploration of the situation/object being studied, everything that was seen and heard was recorded (Sugiyono, 2019). The researcher collected data on the impact of using the TikTok application on the polite behavior of fifth grade students at SD Negeri 2 Sungaiselan, by means of observation, interviews and documentation to class teachers, students and parents of fifth grade students to identify the types of TikTok

content they saw and observe the impact of using the TikTok application on their polite behavior.

2) Data Reduction

Sugiyono (2019), reducing data means summarizing, selecting and choosing the main things, focusing on important things, looking for themes and patterns. Researchers analyze patterns and relationships between data to simplify information, so that they can draw clear conclusions about the impact of using the TikTok application on students' polite behavior.

3) Data Presentation

According to Sugiyono (2019), data presentation can be done in the form of brief descriptions, charts, relationships between categories, and the like. In this study, the presentation of data researchers will compile information in the form of clear narrative text. This is done to facilitate understanding of the research results.

4) Drawing Conclusions and Verification

Sugiyono (2019) stated that the initial conclusions put forward are still temporary, and will change if strong and supporting evidence is not found in the next data collection stage. By combining various information, such as results, observations, and interviews. Researchers evaluate and conclude with the data obtained to ensure that the findings produced are valid and accountable. In this way, researchers can provide a more

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comprehensive picture of the impact of using the TikTok application on students' polite behavior.

3. RESULTS AND DISCUSSION

This study is entitled "Analysis of the Impact of Using the TikTok Application on the Polite Behavior of Grade V Students at SD Negeri 2 Sungaiselan". This research was conducted at SD Negeri 2 Sungaiselan which is located on Jalan Balar Sungaiselan RT 003. RW 01. Sungaiselan District, Central Bangka Regency, Bangka Belitung Islands Province. The subjects in this study were grade V teachers, 6 students, and 6 parents of grade V students at SD Negeri 2 Sungaiselan which was carried out on Friday, March 7, 2025. The following discussion is to answer the formulation of the problem in the study, namely what are the positive and negative

impacts of using the TikTok application on the polite behavior of grade V students at SD Negeri 2 Sungaiselan.

Results

1) Observation Results

Observation data conducted by researchers by preparing observation grids regarding the impact of using the TikTok application on the polite behavior of fifth grade students. Observations start from when the class teacher enters the classroom until the lesson ends. This observation activity aims to observe the polite behavior of fifth grade students at SD Negeri 2 Sungaiselan. The observation data that researchers have obtained are as follows:

Table 1. Class V Observation Results

No	Observed Aspects	No		Description
		Yes	No	
1.	Students ask permission before leaving the classroom and entering the classroom		✓	There are some students who want to go in and out of class without permission.
2.	Behave in a friendly manner and smile a lot to friends and teachers	✓		Fifth grade students behave in a friendly manner and smile a lot to friends and teachers.
3.	Listen and respect friends' opinions during discussions		✓	There are some students who respect and listen to their friends' opinions during discussions.
4.	Students play while the teacher explains in front of the class.		✓	Students listen as the teacher explains in front of the class.
5.	Students use polite language and avoid offensive words.		✓	Students use polite language and do not offend their friends, but there are some students who use impolite language.
6.	Greet the teacher respectfully before and after learning	✓		All students greet the teacher before and after learning.

Source:(Researcher, 2025)

2) Interview Results

a. Class Teacher Interview Results

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Interviews with fifth-grade teachers revealed that the TikTok application affects students' polite behavior at school, both positively and negatively. Students learn good behavior such as waking up early and praying from the videos they watch, but also imitate dances that are inappropriate for their age. Mrs. H tries to instill polite values through advice and good examples, although she faces challenges from the diverse characters of students, including the use of bad language and aggressive behavior. Characters formed from the family environment are often brought to school, making it more difficult to implement polite habits in the classroom.

b. Results of the Fifth Grade Student Interview

Based on the results of interviews with 6 (six) students regarding the impact of using the TikTok application on the polite behavior of fifth grade students, the findings show variations in their behavior. In terms of politeness, students such as AA and ANR show good behavior by always respecting teachers and friends. On the other hand, students such as ZS, FA, MA, and M. NU still have less good behavior, sometimes saying rude things and being inconsistent in being polite. In terms of using TikTok, AA, ANR, and ZS use the application well, often accessing positive learning content. However, FA,

MA, and M. NU do not use the application wisely, more often focusing on entertainment content such as games and dance videos, which hinders their creativity.

c. Results of Interviews with Parents of Grade V Students

Based on the results of interviews with parents of fifth grade students, the results showed that students' polite behavior at home was quite good. Students AA, ANR, M.NU, MA, FA, and ZS showed good polite behavior at home such as always asking for permission and never saying bad words. This is also thanks to the examples given by their parents. Meanwhile, in using the TikTok application, some students use the application well, such as ANR and ZS, which are equipped with parental supervision by limiting playing the TikTok application and accessing positive content. However, students such as AA, FA, and M.NU and MA use TikTok less wisely, more often watching entertainment content such as games and entertainment videos.

d. Documentation Results

Documentation in this study includes school profiles, and student TikTok user accounts. In addition, researchers will also collect data in the form of photo documentation during the interview

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process and other photos to support the research results.

Discussion

After collecting data through observations, interviews, and documentation, the researcher proceeded with data analysis to provide a deeper explanation of the research findings. The chosen method for data analysis was descriptive qualitative analysis, which involves systematically examining the data obtained from the research process at SD Negeri 2 Sungaiselan. The analysis was conducted in alignment with the research objectives and problem formulations, ensuring that the interpretation of the findings directly addresses the focus of the study.

The analysis specifically explores the impact of TikTok usage on the polite behavior of fifth-grade students. Based on interviews with students and their parents, participants were categorized according to both their politeness and their patterns of TikTok use. These categories included: students who demonstrate polite behavior versus those who are less polite, students with high versus low engagement with TikTok, and the interaction between polite behavior at home and TikTok usage.

The data revealed insights from both student responses and parental interviews, highlighting the relationship between TikTok consumption and students' everyday manners. Patterns observed during the interviews indicate how students' engagement with TikTok may correlate with variations in politeness, both at school and at home, providing a comprehensive

understanding of the influence of the application on their social behavior.

So, the discussion based on the above research objectives can be put forward as follows:

a. Describing the Impact of Using the TikTok Application on the Polite Behavior of Grade V Students at SD Negeri 2 Sungaiselan

According to Kis, Fitriani, & Irawati (2024, p. 237), the impact of using the TikTok application is a positive impact and a negative impact. The strengths and weaknesses of this impact on adolescents are highly dependent on the type of content with positive values that can provide benefits, while negative content tends to have bad effects. The following are the positive and negative impacts of using the TikTok application. Positive impacts include the following:

- 1) Tiktok can be used as entertainment. This application provides entertainment and is in the form of interesting videos that are fun for its users.
- 2) Encourage creativity of users who can express their ideas and talents in creative ways.
- 3) The Tiktok application can also be used as an educational medium. Because there is a lot of educational content that can help users learn new things.
- 4) Tiktok has become a platform for individuals to express themselves.

The following are the negative impacts of using the TikTok application:

- 1) Excessive use of the TikTok application can affect the mental health of users, this

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- can affect a person's psychology.
- 2) These applications can be time consuming, disrupting daily productivity.
 - 3) Excessive engagement with TikTok content can affect real-world social interactions.
 - 4) Exposure to certain content can influence how users view themselves.

This section will discuss the results of observations and interviews conducted by the researcher. From the research results obtained, the researcher found several findings regarding the positive and negative impacts of using the TikTok application on the polite behavior of fifth grade students. From the research results obtained, it is known from the results of observations and interviews by observing students in fifth grade. The following are the results of the positive and negative impacts of using the TikTok application on the polite behavior of fifth grade students at SD Negeri 2 Sungaiselan.

- 1) The positive impact of using the TikTok application on the polite behavior of fifth grade students at SD Negeri 2 Sungaiselan

Based on the results obtained with the theory of Kis, Fitriani, & Irawati (2024) that fifth grade students at SD Negeri 2 Sungaiselan in using the TikTok application by watching positive videos such as charity content, films, and cartoons, often contain moral messages that teach students about the importance of good attitudes and characters, such as

helping and respecting others. Furthermore, encouraging creativity from mukbang and culinary content can express their ideas and talents in a creative way in trying food. Furthermore, the TikTok application can also be used as an educational medium, through learning videos, and sports students can also expand their knowledge and insights independently. Furthermore, the TikTok application can express themselves by being exposed to positive interactions on social media, students can imitate good behavior and adopt positive values, which will ultimately shape their character and create a better social environment.

- 2) The negative impact of using the TikTok application on the polite behavior of fifth grade students at SD Negeri 2 Sungaiselan

Based on the results obtained by the theory of Kis, Fitriani, & Irawati (2024) that the negative impact of excessive TikTok applications can affect their polite behavior, and can also waste time disrupting the productivity of daily activities. By watching videos such as dance, game, and entertainment content videos, they tend to imitate inappropriate or rude behavior, such as the use of impolite language in game content. Furthermore, involvement with TikTok content that affects social interaction, the results of research on addiction to this application can cause them to ignore their learning responsibilities and social

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interactions, as well as result in lazy behavior and lack of attention to social norms, and forget the time. In addition, exposure to content affects the way users see themselves with content that displays violence or disrespect can influence students to behave badly, thereby reducing their awareness of the importance of being polite. Finally, these bad habits can have long-term impacts on the development of their character and social relationships.

4. CONCLUSION

Based on the findings of this study, it can be concluded that the use of the TikTok application has both positive and negative impacts on students. On the positive side, students benefit from educational content such as charity initiatives, cartoons, films, and instructional videos, which convey moral messages and emphasize the importance of good attitudes and character traits. Such content fosters values like helpfulness, proper behavior, and respect toward others.

Conversely, the negative effects arise from exposure to entertainment-focused content, including TikTok dance videos, games, and prolonged video consumption. This type of content often depicts inappropriate behavior, includes impolite language, and is not suitable for students' age group. Excessive use of the application can lead to addictive behavior, causing students to neglect their academic responsibilities, social interactions, and adherence to social norms.

Consequently, students may become more likely to imitate improper conduct observed online, which can diminish their awareness of the importance of politeness in everyday life.

For future research, it is recommended to explore intervention strategies that can guide students toward responsible social media use while enhancing moral development and polite behavior. Additionally, longitudinal studies could examine the long-term effects of digital media exposure on children's character formation, as well as investigate the role of parental supervision and school-based programs in mitigating negative influences.

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