

The Influence of TikTok Application Usage and Content Types on Students' Religious Behavior at Maha Putra Tello High School, Makassar

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Abstract

This study aims to: 1) Describe the intensity of students' use of the TikTok application at SMA Maha Putra Tello Makassar 2) Analyze the types of content frequently accessed by students at SMA Maha Putra Tello Makassar, 3) Analyze students' religious behavior in using the TikTok application. This study is a quantitative study with an ex-post facto method consisting of three variables, namely two independent variables and one dependent variable and a population of 182 people and a sample of 50 people at SMA Maha Putra Tello Makassar, Data collection in this study used a questionnaire instrument which was analyzed using descriptive and inferential methods. Statistical test results indicate a significant linear relationship between TikTok use and religious behavior. Partially, the intensity of TikTok use and the type of content accessed have a significant influence on religious behavior. The implication of this research is that TikTok use can have a significant impact on students' religious behavior, both positive and negative. Therefore, supervision, digital education, and the promotion of positive content are necessary to ensure responsible TikTok use and promote religious values and morality. Collaboration between the government, relevant institutions, and the community is also crucial to achieving this goal.

Keywords: TikTok; Religious Behavior; Students; Influence; Content.

Artikel Info

Received:

July 23, 2025

Revised:

August 21, 2025

Accepted:

October 25, 2025

Published:

December 10, 2025

Abstrak

Penelitian ini bertujuan untuk : 1) Mendeskripsikan intensitas penggunaan aplikasi tiktok peserta didik di SMA Maha Putra Tello Makassar 2) Menganalisis jenis konten yang sering diakses oleh peserta didik di SMA Maha Putra Tello Makassar, 3) Menganalisis perilaku keagamaan peserta didik dalam

menggunakan aplikasi TikTok. Penelitian ini merupakan penelitian kuantitatif dengan metode *ex-post facto* yang terdiri atas tiga variabel yakni dua variabel bebas dan satu variabel terikat serta populasi sebanyak 182 orang dan sampel sebanyak 50 orang di SMA Maha Putra Tello Makassar, Pengumpulan data pada penelitian ini menggunakan instrumen angket yang dianalisis menggunakan deskriptif dan inferensial. Hasil uji statistik menunjukkan adanya hubungan linear yang signifikan antara penggunaan TikTok dan perilaku keberagamaan. Secara parsial, intensitas penggunaan TikTok dan jenis konten yang diakses berpengaruh signifikan terhadap perilaku keberagamaan. Implikasi dalam penelitian ini yaitu penggunaan TikTok dapat memiliki dampak signifikan terhadap perilaku keberagamaan peserta didik, baik positif maupun negatif. Oleh karena itu, perlu dilakukan pengawasan, pendidikan digital, dan promosi konten positif untuk memastikan penggunaan TikTok yang bertanggung jawab dan mempromosikan nilai-nilai keberagamaan dan moralitas.

Kata Kunci: Tiktok; Perilaku Keberagamaan; Peserta Didik; Pengaruh; Konten .

A. Introduction

The development of information and communication technology in the current era of globalization has brought about rapid changes in various aspects of human life, including education and character development for students (Habibah and Faelasup, 2025). One of the most obvious impacts is the increasing use of social media among the younger generation. In today's rapidly evolving digital era, social media has become an inseparable part of the lives of Generation Z and teenagers. (Indriani, 2024)

Social media is not only a means

of entertainment and communication, but also a space for shaping one's mindset, attitudes, and even religious behavior. journal.uinsi.ac.id The presence of various social media applications, particularly TikTok, has become a global phenomenon that is very popular among teenagers (Galuh, 2020). TikTok, with its various creative features and easy accessibility, has made it one of the most widely used platforms by students at the secondary school level.

TikTok offers a variety of content, packaged in a concise, engaging way, and easily accessible anytime and anywhere (Habibah and Faelasup, 2025).

This makes the app increasingly popular among teenagers, who tend to prefer practical, instant, and enjoyable things (Putri et al., 2025). However, despite its popularity, TikTok also raises concerns. Not all content available on the platform is positive or educational. Much of it has the potential to instill values that are inconsistent with norms, ethics, and religious teachings (Zahra, 2024).

The type of content consumed by students can influence their mindset and outlook on life, including religious beliefs. In other words, the intensity of TikTok use and the type of content accessed not only impact the entertainment aspect but can also influence students' religious behavior.

Religiosity is a crucial aspect in shaping students' character. In the context of Islamic education, religiosity is measured not only by a person's understanding of religious teachings but also by their ability to practice these values in their daily lives. The dimensions of religiosity encompass beliefs, religious practices, spiritual experiences, religious knowledge, and the consequences of attitudes in social life. Therefore, the development of students' religious behavior is a shared

responsibility between the family, school, and social environment, including the digital environment, which is now increasingly influenced by the presence of social media.

An emerging phenomenon in the field shows that students at the secondary school level, including those at Maha Putra Tello High School in Makassar, are almost exclusively using TikTok. Many of them spend hours a day watching and creating content. This can undoubtedly influence how they think, behave, and act. Positive content, such as short sermons, Islamic motivational content, or religious education, can positively influence students' religious beliefs. Conversely, negative content, such as excessive entertainment, a hedonistic lifestyle, or even content that conflicts with religious values, can undermine the religious values that should be instilled in schools and families.

This situation raises critical questions about how TikTok usage, both in terms of intensity and the type of content accessed, affects students' religious behavior. This question is especially relevant considering that students are in adolescence, a period of

identity discovery. During this phase, they are highly susceptible to influence from their surroundings, including the digital environment. If there is no good guidance, the use of social media can actually have a negative impact on the development of their religious behavior.

Several previous studies have also shown a relationship between social media use and religious behavior. For example, research conducted by Ridwan and Susanto (2019) emphasized that social media has two sides: it serves as an effective means of preaching and can also serve as a medium for spreading popular culture that conflicts with religious values. Research by Erdita (2023) also revealed that the type of content students access through social media significantly determines the direction of their religious behavior. Islamic-themed content can strengthen faith, while excessive entertainment content tends to weaken religious fervor. Similarly, research by Andrianto, Kurniawan, and Syaikhuddin (2025) found a significant influence between the intensity of social media use and students' religious mindsets. These findings further strengthen the argument that TikTok use and the type of content

consumed may significantly influence students' religious behavior.

In the context of SMA Maha Putra Tello Makassar, the phenomenon of TikTok use among students has become commonplace. From the results of pre-research conducted using Google Forms, it was obtained that there were 81.1% of 198 students who used the TikTok application. In addition, researchers conducted interviews with staff who stated that it was true that the use of TikTok social media affected the way they interact socially with their surroundings. They were too engrossed in their own world, enjoying the virtual world more by looking at TikTok social media, many of them used this social media so often that it made them lazy in studying. They tend to imitate dance moves in viral videos and do those moves all the time, in addition to that they always sing songs and make jokes that are exactly the same as those posted on the TikTok application. After imitating, they also made similar videos and spiced up with their own creativity. They did dance moves or took photos either personally, duets, or squads, then they also enlivened the popularity of the TikTok application by uploading videos

to other social media besides TikTok such as WhatsApp, Instagram and others.

Based on initial observations, most students have active TikTok accounts and use it almost daily. They access a variety of content, from entertainment and popular trends to educational content. However, their religious behavior does not consistently reflect the practice of Islamic values. Some students are still lacking in obligatory worship, lack discipline in participating in school religious activities, and are easily influenced by trends that are inconsistent with religious values. This indicates the influence of social media, particularly TikTok, on their religious practices.

Therefore, a more in-depth study is needed on "The Influence of TikTok Application Use and Content Types on Student Religious Behavior at SMA Maha Putra Tello Makassar." This research is expected to provide a clear picture of how social media influences student religious behavior. The results are also expected to provide considerations for schools, teachers, parents, and educational policymakers in designing appropriate strategies to assist

students in navigating the digital era. Thus, the use of social media can be directed in a more positive direction, while also becoming a means of strengthening religious values.

This research is expected to make a tangible contribution to the development of science, particularly in the fields of Islamic religious education and media studies. Furthermore, it is hoped that this study will serve as a reference for future research examining the relationship between digital technology development and the development of religious behavior in the younger generation. Ultimately, this research aims to address a major challenge in the digital era: how to balance technological development with the strengthening of students' religious values so that they grow into an intelligent, moral, and faithful generation.

B. Methods

This study employed a quantitative ex-post facto method, consisting of three variables: two independent variables and one dependent variable. The population was 182 students and a sample size of 50 students at SMA Maha Putra Tello

Makassar. Data collection used a questionnaire instrument, analyzed using descriptive and inferential methods.

C. Results and Discussion

1. The Use of the TikTok Application on the Religious Behavior of Students at Maha Putra Tello High School, Makassar

The results of this study indicate that the intensity of TikTok application use has a significant influence on the religious behavior of students at SMA Maha Putra Tello Makassar. Based on the Uses and Gratifications theory, which is a popular theory in mass communication studies. This theory explains that individual differences cause audiences to search for, use, and respond to media content differently due to various social and psychological factors that differ between individuals and audiences. This theory focuses on how individuals actively choose and use media to fulfill their needs and desires.

The use of social media like TikTok can fulfill user needs, such as entertainment, information, and social interaction. The results of this study align with this theory, as the majority of respondents use TikTok to meet their

needs for entertainment and social interaction.

Omar & Dequan's research explains that many viral video content phenomena become popular through high frequency of sharing on social media sites. Therefore, this viral video is seen as online success. By imitating these videos, students avoid being perceived or accused of being out of touch by their peers. Therefore, they seek recognition as trendy and following current trends. This is in line with the researcher's findings that the intensity of TikTok application use consists of several indicators, namely frequency, the use of the application of students analyzed using the application in a day more than 5 times and a small portion only once a day. Secondly, the duration or time interval in using the application was analyzed that students used the application for hours and a small portion less than an hour. Lastly, the access time is quite high among students and is not limited to a certain time, they can access it in the morning before going to school, during the day during breaks, or at night before bed, so that the use of the TikTok application has become an inseparable part of the daily routine of students at

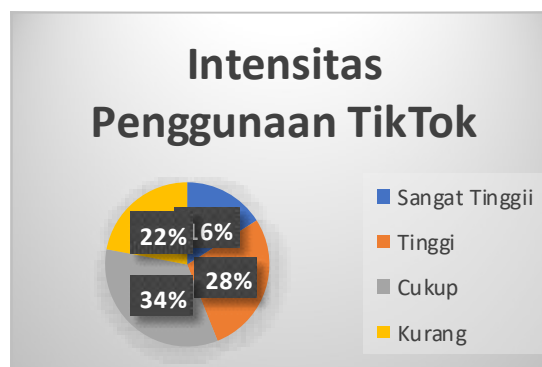
SMA Maha Putra Tello Makassar. The following table classifies the categorization of the intensity of TikTok application use at SMA Maha Putra Tello Makassar

Table.1
Classification and Categorization of TikTok Application Usage Intensity at Maha Putra Tello High School, Makassar

Interval	Category	Frequency	Percentage %
≥ 29	Very high	8	16 %
24-28	High	14	28%
18-23	Sufficient	17	34%
12-17	Poor	11	22%
≤ 12	Very poor	0	0%

From the table above, it is known that the intensity of using the Tiktok application at SMA Maha Putra Tello Makassar is included in the very high category, this value is obtained from the results of the interval number above 29 with a frequency of 8 times then the number is multiplied by 100 then divided by the number of data, namely 50, resulting in 16%, the high category is in the interval 24-28 so that those in that number have a frequency of 14 so that it is made into a percentage with a result of 28%, the sufficient category is in the interval 18-23 with a frequency of 17 at 34%, less by 22% and numbers less than

12 are in the very less category but in this data there are no respondents in that category. So it can be concluded that the intensity of using the TikTok application of students as a whole at SMA Maha Putra Tello Makassar is included in the fairly high category, meaning that most students use the TikTok application with a long frequency and duration of time in using the TikTok application. This data can be depicted in a pie chart as below:



TikTok User Intensity Diagram Image

The t-test results show that the significance value of the intensity of TikTok application use (X1) on religious behavior (Y) is $0.01 < 0.05$ and the calculated t value is $3.606 >$ the table value of 2.014, so H_0 is rejected and H_a is accepted. This means that there is a significant influence of the intensity of TikTok application use on religious behavior. Therefore, efforts are needed to increase parental supervision,

education on the use of social media and the development of quality content to ensure that students use TikTok effectively and safely.

2. Description of the Types of Content Accessed at SMA Maha Putra Tello Makassar

Content from a media in today's technological world, such as blogs, wikis, forums, digital images, videos, audio files, advertisements, and other forms of media content created by user-generated online systems or services, which are usually run through online media websites.

Table.2
Classification of Categorization of Types of Content Accessed at SMA Maha Putra Tello Makassar

Interval	Kategori	Frekuensi	Presentase %
≥ 25	Very high	5	10%
20-24	High	20	40%
16-19	Sufficient	14	28%
11-15	Less	11	22%
≤ 11	Very low	0	0

From the table above, it is known that the type of content accessed at SMA Maha Putra Tello Makassar is included in the very high category obtained from the results of the number interval above 25 with a frequency of 5 times, then the number is multiplied by 100 then

divided by the number of data, namely 50, resulting in 10%, the high category is in the interval 20-24 so that those in that number have a frequency of 20 so that it is made into a percentage with a result of 40%, the sufficient category is in the interval 16-19 with a frequency of 14 at 28%, less at 22% and numbers less than 11 are in the very less category but in this data there are no respondents in that category. So it can be concluded that the type of content accessed by students as a whole at SMA Maha Putra Tello Makassar is included in the high category, meaning that most students access the TikTok application with various types of content.

The results of this study indicate that the type of content accessed on the TikTok app significantly influences the religious behavior of students at SMA Maha Putra Tello Makassar. According to Finy F. Basarah and Gustina, content is the form of information available on a page, website, or existing information through media. This term is used to characterize and quantify the form and type of information as part of the added value of media.

The results of this study align with this theory, as the majority of

respondents accessed various types of content on the TikTok app to meet their needs for entertainment and social interaction. Students have diverse preferences when accessing content on TikTok. The types of content accessed at SMA Maha Putra Tello Makassar met all indicators, including educational, entertainment, gaming, and lifestyle. Students can find useful educational content such as tutorials and the latest information. They also enjoy entertaining content like funny videos, dance, and music. Gaming content is also popular among students, with game reviews, tips, and tricks. Meanwhile, lifestyle content such as fashion, beauty, and food is also widely accessed by students. Therefore, students can use TikTok as a platform to learn, have fun, and express themselves.

Based on Bandura's Social Learning Theory, social media use can influence individual behavior and attitudes through the social learning process. The results of this study indicate that respondents who access content frequently can gain useful knowledge and information. However, it is important to remember that frequent use of TikTok content can also have

negative impacts, such as decreased ethics, decreased academic performance, or increased stress. Therefore, efforts are needed to promote more positive and educational use of TikTok, especially among adolescents.

Therefore, efforts are needed to develop relevant and engaging content, as well as monitor and supervise students' TikTok use.

3. Religious Behavior of Students at Maha Putra Tello High School, Makassar

Keberagamaan yang dimaksud adalah seberapa jauh seseorang taat kepada ajaran agama dengan cara menghayati dan mengamalkan ajaran agama tersebut yang meliputi cara berfikir, bersikap, serta berperilaku baik dalam kehidupan pribadi dan kehidupan sosial masyarakat yang dilandasi ajaran agama Islam (Hablum Minallah dan Hablum Minannas) yang diukur melalui dimensi keberagamaan yaitu keyakinan, praktek agama, pengalaman, pengetahuan dan konsekuensi.

Table. 3
Classification of Religious Behavior Categorization at Maha Putra Tello High School Makassar

Interval	Kategori	Frekuensi	Presentase %
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≥ 153	Very high	0	0%
98-152	High	0	0%
43-97	Sufficient	48	96%
11-42	Poor	2	4%
≤ 11	Very poor	0	0

The table above shows that the religious behavior of students at SMA Maha Putra Tello Makassar is in the adequate or even poor category. None demonstrated high or very high levels of religious behavior. This finding indicates that the majority of students have demonstrated good religious behavior, but a small number still need to improve. Therefore, efforts are needed to improve students' religious behavior, such as through more effective religious education and more diverse religious activities.

This study aims to determine students' religious behavior in the context of social media use, specifically TikTok. The results indicate that students' religious behavior is influenced by the content they consume on TikTok. The main finding is the influence of religious content on TikTok, which can influence students' religious behavior, such as increasing spiritual awareness and strengthening religious beliefs. Regarding religious behavior in daily

life, students' religious behavior on TikTok can influence their behavior in daily life, such as increasing awareness of worship and good deeds.

According to Skinner, behavior is the relationship between stimulus and response that occurs through interaction with the environment, which then leads to behavioral changes. He argued that a person's response is not that simple, because the given stimuli interact with each other, and the interaction between these stimuli will influence the resulting response. This response has consequences. These consequences ultimately influence behavior.

This aligns with the findings of researchers who showed that students' religious behavior is influenced by religious content on TikTok. Therefore, efforts are needed to improve the quality of religious content on TikTok and enhance religious education to help students understand and practice religious teachings correctly. Therefore, the religious behavior of students at SMA Maha Putra Tello Makassar falls into the largest category, namely the sufficient category, with a percentage of 96%, in grades 43-97.

D. Conclusion

The intensity of TikTok use by students at SMA Maha Putra Tello Makassar is quite high, with the majority using the app regularly and for a considerable duration. The type of content accessed is also in the high category, indicating that students consume a variety of content from the TikTok app. Meanwhile, students' religious behavior tends to be in the moderate and low categories, with no students demonstrating high or very high levels of religiousness. Statistical test results indicate a significant linear relationship between TikTok use and religious behavior. Partially, the intensity of TikTok use and the type of content accessed significantly influence religious behavior. Simultaneously, the intensity of use, type of content, and the impact of TikTok use also proved to have a significant influence on students' religious behavior. These findings indicate the need for greater attention in assisting students in their use of social media to prevent negative impacts on their religious values.

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