



ANALYSIS OF TIKTOK USERS ON STUDENT BEHAVIOR IN THE ISLAMIC EXTENSION GUIDANCE DEPARTMENT UINSU

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Keywords:

Users, TikTok application, behavior, students

Abstract

The purpose of this study was to analyze the use of the TikTok application among Islamic Guidance and Counseling students at UINSU and examine the impact of TikTok use on academic, social, and spiritual behavior. The method used was descriptive qualitative with a field research approach. Data collection techniques were carried out through direct observation and semi-structured interviews with informants who actively use TikTok, selected purposively according to predetermined criteria. The results showed that, from an academic perspective, excessive TikTok use has various impacts on BPI students. Some students reported experiencing impaired concentration, decreased productivity, and a tendency to procrastinate when accessing TikTok. However, others used this platform as an educational tool, such as searching for lecture material references and disseminating content related to Islamic Guidance and Counseling. From a social perspective, TikTok has been shown to expand social networks, foster creativity, and improve digital communication skills. On the other hand, negative impacts also emerged, such as a tendency towards a consumerist lifestyle, seeking social validation through the number of likes and followers, and a decline in the quality of direct social interactions. From a spiritual perspective, some students neglected prayer times or reading the Quran. However, there are also those who actively use TikTok as a digital medium.

Vol. 8, No. 2, 2025

 10.20414/sangkep.v2i2.

Submitted: Jul. 30th, 2025

Accepted: Aug. 16th, 2025



A. INTRODUCTION

This research is motivated by the increasing use of TikTok social media among students, including students of UINSU's Islamic Guidance and Counseling Department. Social media has now become an inseparable part of everyday life. Not only used as a means of communication and exchanging information, social media also acts as entertainment and even a medium for delivering religious messages in a modern way. One of the most popular social media platforms today is TikTok, a short video-based application that allows users to express themselves freely and creatively through a variety of interesting features and diverse background music (Hilma Agisna Nabila, 2023).

TikTok's widespread popularity has a significant impact on its users. On the one hand, this application is a means of expression and entertainment. But on the other hand, excessive use can have negative impacts, such as decreased concentration on learning, disruption of time management, low academic productivity, and deterioration in the quality of social interactions. The addictive behavior that emerges is characterized by the urge to continue opening the application without considering time and other responsibilities. (Togi Prima Hasiholan, 2020) The theory used by researchers is Uses and Gratifications Theory (Use and Satisfaction) (Buana & Maharani, 2020).

This condition raises a big question mark: can students really manage the use of TikTok in balance with their responsibilities as prospective religious mentors and instructors? Or has this platform shifted their main focus and priorities as Islamic academics. In the campus environment, TikTok has become part of students' daily lives, including students of the Department of Islamic Guidance and Counseling (BPI) at the State Islamic University of North Sumatra (UINSU). In fact, BPI students are expected to be figures that reflect moral integrity, Islamic morals, and academic discipline. But in reality, some students spend more time creating entertainment content, watching viral videos, and following popular trends on TikTok, even before carrying out worship or study obligations. These activities have begun to shift their main focus and priorities as Islamic academics and future community educators (Firdaus, 2024).

Furthermore, some students began to show consumptive behavior in order to follow the trending lifestyle on 'TikTok. Not a few also upload personal content that should be kept confidential, without considering ethics as students majoring in Islam. This creates a gap between their identity as prospective religious instructors and their actual behavior on social media. Can this phenomenon be considered a sign of a decline in student values and ethics? Has social media shaped digital behavior that is far from the ideal Islamic character? The tendency to use 'TikTok solely as an entertainment medium also obscures the potential of this platform as a means of da'wah and spreading good values.

This condition raises concerns regarding the imbalance between the use of social media and the moral, academic, and spiritual responsibilities that should be upheld by BPI UINSU students. The negative influence caused by excessive use of 'TikTok can undermine the formation of strong character, discipline, and integrity that is needed in the world of Islamic education. Is this just a momentary trend or has it really become a digital plague that is slowly eroding the identity and integrity of Islamic students?

BPI UINSU students as prospective Islamic community counselors and mentors must have the skills to maintain their scientific integrity and morality, including in facing social media challenges. If the use of 'TikTok is not managed wisely, not only will academic productivity be disrupted, but also the quality of their social interactions and spirituality. This research is important as an effort to fully understand the impact of 'TikTok on student character building in the digital era. The findings of this research are expected to be the basis for designing a more relevant and applicable Islamic digital literacy approach.

Therefore, it is important to conduct an in-depth study regarding the analysis of the use of 'TikTok application among students of UINSU's Islamic Guidance and Counseling Department and its impact on their behavior, both in academic, social, and spiritual aspects. This research is expected to provide a clear picture of the phenomenon that occurs and become the basis for formulating solutions so that social media can be utilized wisely and in a balanced manner.

Then whether 'TikTok affects the character building of BPI students as prospective Islamic community counselors and mentors, and examine the

possibility of degradation of moral values and Islamic integrity due to uncontrolled use of social media. Evaluate the effectiveness of the digital literacy approach that has been applied in shaping students' critical awareness of the use of social media, especially TikTok. Provide strategic recommendations in formulating a relevant and applicable Islamic digital literacy approach, to encourage the use of social media wisely, productively, and in line with the scientific and moral identity of Islamic students.

However, the effectiveness of the existing solutions is still questionable. Most students still tend to use TikTok for entertainment. Educational and da'wah content is less desirable because it is algorithmically outcompeted by viral content and light entertainment. As a result, the solution is not able to thoroughly change students' digital consumption patterns or instill full awareness of the impact of excessive TikTok use.

Based on the above problems, researchers are interested in conducting research with the title "Analysis of TikTok Users on Student Behavior in the Department of Guidance and Islamic Counseling UINSU" because it reflects a contemporary phenomenon that is closely related to the dynamics of Islamic student life. This title contains elements of in-depth analysis of the relationship between the intensity of social media use and the formation of student character in three important domains: academic, social, and spiritual. Through this title, the research is directed to not only describe the facts, but also provide a critical interpretation of the challenges and potentials of TikTok use among university students.

The excessive use of TikTok most of them are trapped in entertainment content without time control, so that the values that should be maintained as prospective community instructors and mentors begin to erode. In addition, consumptive behavior and unethical uploading of personal content further worsen the image of students in a department that demands high morals and responsibility. In addition to time and ethical issues, this phenomenon also raises concerns about the imbalance between the use of social media and the moral role of Islamic students (Liang, 2021). TikTok, which ideally can be a medium for da'wah, is actually used more as entertainment, thus hindering the formation of strong

character and discipline needed in the world of Islamic counseling. Not only that, according to Fadillah & Kusumawati, (2021) gives the user the impact of impulsive behavior. In addition, the behavior caused by tiktok extends not only morally, physically, psychologically but also to the social life of students (Nugroho et al., 2023). Therefore, it is important to examine the use of TikTok in order to find effective solutions in overcoming these negative impacts. Therefore, the purpose of this study is to determine the use of the TikTok application among students of the Islamic Guidance and Counseling Department (BPI) UINSU.

B. METHODS

This research is a field research with a descriptive qualitative approach. (Meleong, 2017) This research aims to explore in depth how the use of TikTok affects the behavior of students in the Department of Guidance and Islamic Counseling at UINSU. The qualitative approach was chosen because it is able to provide a complete and contextual understanding of the phenomenon under study, especially in understanding the habits, views, and impact of using TikTok on the academic, social, and spiritual aspects of students.

The data sources in this study consist of primary and secondary data. Primary data is obtained through direct observation and in-depth interviews with informants who actively use TikTok, namely Luthvi Hafizah Dalimunthe (@enjoyudayy), Rohjatul Aini (@muaniszz6), Rani Hidayah (@ND Kaban), Muhammad Faiz Amin (@faizaminnn88) (Muhammad Faiz Amin, 2025), Luthvi Hafizah Dalimunthe (@enjoyudayy), Nur Fadhilah (@adindanurfadhilahazmi) and Haikal Fakhrel (@haikalfakhrel), Niasyahfitri Damaniki (@Niasyahfitri334), Rani Hidayah Br. Kaban, Muhammad Faiz Amin (@faizaminnn88), Luthvi Hafizah Dalimunthe, and Rohjatul Aini. Secondary data were obtained from various relevant literature such as scientific journals, online articles, and books that discuss social media, especially TikTok, in the context of user behavior. The selection of informants was carried out purposively according to the criteria (Arikunto, 2010), namely students who understand and are active in using TikTok so that they can provide relevant and in-depth information.

According to Matthew & Michael Huberman, (2014) data collection techniques were carried out through observation of student activities in using

TikTok and semi-structured interviews (to explore perceptions, motivations, and impacts of using the application. The data analysis technique used includes the stages of data reduction, data presentation, and conclusion drawing. Data reduction is done by selecting important information, data presentation is done in the form of descriptive narratives, and conclusions are drawn to formulate patterns of student behavior in the context of using TikTok. With this approach, researchers can understand how social media such as TikTok shapes interaction patterns, habits, and even values in the lives of Islamic Guidance students at UINSU.

C. RESULTS AND DISCUSSION

The level of intensity of using the TikTok application among students of the Islamic Guidance and Counseling Department of UINSU

Shows a significant trend, especially when viewed from the aspects of frequency, duration, and usage patterns. Students generally use TikTok as a medium of entertainment, self-expression, and even in some cases as a means of sharing educational content. However, the high frequency and long duration of use in a day indicate that TikTok has become part of their digital routine. Repeated patterns of use, especially for watching viral content or creating short videos, reflect the app's strong appeal through its interactive features. This of course raises further questions about the extent to which these habits have an impact on daily behavior, study concentration, and understanding of Islamic values that should characterize students in the department.

The results of an interview with Luthvi Hafizah Dalimunthe (@enjoyudayy) explained that; (Luthvi Hafizah Dalimunthe, 2025).

"The use of TikTok among students of the Islamic Guidance and Counseling Department of UINSU is quite intensive, especially during free time. Luthvi admits to opening this application several times a day with an average duration of 30 to 60 minutes, which is usually used as entertainment while looking for light information. However, Luthvi also realizes the importance of maintaining mental and physical health, so she applies the rule of not using TikTok before bedtime so that her sleep quality is maintained. She added that excessive use of TikTok can cause eyestrain and impaired concentration, so time management is key. Luthvi also shared simple tips, such as stretching and taking a short break every 20 minutes while using the phone, to avoid negative health impacts. According to him, a balanced usage pattern allows TikTok to be a useful medium without disrupting

student productivity and well-being. This confirms that despite the popularity of TikTok, health awareness should always be a priority in its use."

The results of the interview above show that although the use of TikTok among students of UINSU's Islamic Guidance and Extension Department is relatively intensive, especially during free time, awareness of the importance of maintaining mental and physical health remains a priority. Luthvi emphasized the need for good time management and the implementation of rules such as avoiding TikTok use before bedtime to maintain quality rest. By taking regular breaks and stretching during mobile phone use, students can minimize negative impacts such as eyestrain and impaired concentration. In conclusion, a balanced and wise use of TikTok can provide benefits without disrupting the productivity and well-being of students.

In line with the results of the interview with Rohjatul Aini (@muaniszz6) explained that; (Rohjatul Aini, 2025).

"The intensity of TikTok use among students of the Islamic Guidance and Counseling Department of UINSU is quite high, it can even interfere with social activities. He admitted to opening this application many times a day, especially when he felt bored or wanted to avoid boredom. The duration of use can reach one hour, especially when a lot of interesting content appears on the homepage (FYP). Rohjatul realizes that this habit sometimes makes her less interact directly with friends on campus because she is more focused on the phone screen. She also feels that staring at the TikTok screen for too long makes her mind tired and makes it difficult to concentrate during lectures. Even so, she admits that some content can be motivating or inspiring, but it still has to be limited. To reduce the negative impact, she has started to limit her TikTok time and prefers to talk directly with friends or join group discussions. In her opinion, it is important for students not to get lost in the virtual world and maintain a balance between digital and social life in real life."

As the results of an interview with Rani Hidayah (@ND Kaban) BPI student explained that; (Rani Hidayah, 2025).

"The use of TikTok by students is quite high, both for entertainment and finding learning information. Rani revealed that she uses TikTok flexibly, sometimes to entertain herself and sometimes to find educational content related to her studies. However, she also realizes that the addiction to TikTok often arises, even making her forget about college assignments and other obligations. Even so, she emphasized that the use of TikTok does not have a

major effect on her social interactions on campus. According to Rani, changes in attitude or mood after watching TikTok are highly dependent on the content that appears on the homepage (FYP), so it sometimes affects mindset indirectly. To avoid adverse effects, she emphasizes the importance of time management and having principles in using social media. Although she has never turned off TikTok notifications while studying, she realizes the importance of self-control. Rani advises students to be more selective in opening TikTok, such as looking for educational content and staying focused on the original purpose of opening the application".

In line with the results of an interview with Muhammad Faiz Amin (@faizaminnn88) explained that; (Muhammad Faiz Amin, 2025).

"The use of the TikTok application among students of the Islamic Guidance and Counseling Department of UINSU is more often used as mere entertainment. Faiz admitted that he was not too addicted to TikTok because he liked games more, while TikTok was only used during free time or feeling bored. Although it does not have a big impact on social interaction, Faiz considers that TikTok can provide entertainment that sometimes helps break the ice when interacting with campus friends through the jokes he finds in the application. According to him, although the use of TikTok has not provided much academic information relevant to his field of study, there are times when he gets useful general knowledge. To avoid negative impacts, Faiz suggests that students place the TikTok icon on the back of the phone screen so that they are not easily tempted to open it. He also limits the use with good time management and advises students to not only be a viewer, but also participate in spreading positive content. According to Faiz, students should use TikTok to support their academics, not just for entertainment."

Based on the results of the interviews above, it is clear that the intensity of TikTok use among students of the UINSU Islamic Guidance and Counseling Department is quite high, with the main purpose as entertainment and free time filler. However, each interviewee is aware of the negative impacts such as disruption of social interactions, decreased focus on learning, and addiction. However, they also show awareness to control their use of TikTok through time management, self-control, and efforts to choose educational and positive content. This reflects the importance of balancing the use of social media with students' academic and social activities.

Based on this, the use of TikTok application among students of UINSU's Islamic Guidance and Counseling Department shows a fairly high and diverse trend. Based on the results of interviews with several informants, it can be

concluded that the use of TikTok is not just an ordinary entertainment activity, but has become part of the daily routine of most students. This use includes a fairly frequent frequency of access, a fairly long duration, and a pattern of use that is influenced by emotional conditions and personal needs. In addition to being a means of unwinding, TikTok is also sometimes used to find inspiration or light information. However, on the other hand, this habit also brings noteworthy impacts, both in terms of health, productivity, and social interaction.

The following is the intensity of TikTok use by BPI UINSU students: first, Students open TikTok several times a day, especially when they feel bored. Second, the average use lasts between 30-60 minutes per session. Third, TikTok is more often used as a means of entertainment than learning media. Fourth, Some students feel that their study time and social interactions are disrupted. Fifth, Staring at the screen too much makes it mentally tired and difficult to concentrate. Sixth, Learning content is found but not yet dominant. Seventh, Students began to apply restrictions on the use of TikTok. Eighth, The focus on TikTok makes some students reduce direct communication.

Impact of TikTok Use on Academic, Social and Spiritual Behavior of Students in the Department of Guidance and Islamic Extension UINSU

The use of TikTok which is increasingly widespread among students, including in the Department of Guidance and Islamic Extension UINSU, has a variety of significant impacts on aspects of their lives, both in terms of social, academic, and religious aspects. As a platform that delivers entertainment content quickly and continuously, TikTok often captures students' attention for a long time. This has the potential to affect social interactions, reduce focus in academic activities, and shift spiritual priorities if not balanced with good self-control. Although some students are able to control themselves in using this application proportionally, not a few are trapped in excessive use which results in decreased productivity, lack of interest in learning, and neglect in worship. Therefore, it is important to understand how the use of TikTok affects the social, academic, and religious behavior of students, so that solutions can be found to minimize the negative impact and optimize the positive side of using this technology.

The results of an interview with Luthvi Hafizah Dalimunthe (@enjoyudayy) explained that; (Luthvi Hafizah Dalimunthe, 2025).

"The use of TikTok among students, especially in the Department of Guidance and Islamic Counseling UINSU, has two conflicting sides. On the one hand, Luthvi considers that TikTok can be an effective entertainment media to unwind after undergoing a busy college routine. Positive content such as short lectures, study tips, and creative da'wah are also considered to have a good influence on religious understanding and academic motivation. In addition, TikTok also encourages students to be more active in socializing digitally and even creating useful works. But on the other hand, Luthvi acknowledged the real negative impacts, such as the tendency of addiction to neglect study and worship time. He said that many students find it difficult to manage their time due to enjoying TikTok's entertainment content too much, resulting in a decline in academic grades and negligence in carrying out spiritual obligations. In fact, excessive use of TikTok also reduces the time to interact directly with friends or family, thus forming the habit of being alone. Therefore, according to Luthvi, it is important for students to have self-control and awareness in utilizing TikTok wisely, so that the benefits can be felt without having to sacrifice important aspects of their lives as students and individual Muslims."

The results of the interview above explain that the use of TikTok among students of UINSU's Islamic Guidance and Counseling Department has a significant double impact. On the one hand, TikTok provides benefits as an entertainment medium that can relieve stress, as well as an educational and creative da'wah tool that can increase learning motivation and religious understanding. This platform also encourages students to be active in digital socialization and work. But on the other hand, excessive use can lead to addiction, reduce learning focus, affect academic grades, and interfere with the implementation of worship and direct social interaction. Therefore, self-control and digital awareness are needed so that students can utilize TikTok proportionally without neglecting their academic, social, and spiritual responsibilities as prospective mentors and counselors with noble character.

As the results of the interview with Adinda Nur Fadhillah (@adindanurfadhillahazmi) explained that;

"Positively, TikTok can be a means of self-expression and creativity development, allowing students to share positive content related to BPI science, da'wah, or campus social activities, as well as expanding the network of friends through online interaction. This platform can also be a source of new information and inspiration, both for lecture material and current

religious issues. However, on the other hand, TikTok brings negative impacts that are worth noting. Addiction to use can result in decreased academic productivity due to time wasted scrolling endlessly. Negative or inappropriate content can affect students' social behavior, triggering a consumptive lifestyle or even behavior that goes against religious values. In addition, unhealthy social comparisons from influencer content can lead to self-confidence and anxiety issues. Therefore, it is important for students to use TikTok wisely and selectively, prioritize studies, and maintain a balance between online and offline life".

The results of the interview with Haikal Fakhrel (@haikalfakhrel) explained that; (Haikal Fakhrel, 2025).

"TikTok is a potential platform for students, especially BPI UINSU students, to develop creativity and improve communication skills through content creation. Many of them use this platform as a means of digital da'wah by spreading Islamic messages that are light and easy to digest, as well as sharing information about counseling guidance. In addition to expanding the network of friends and opening up opportunities for collaboration of ideas outside of lectures, TikTok has also become a quick and easily accessible source of information for academic needs, such as social trends, the latest religious issues, or inspiration for coursework. However, the negative impacts cannot be ignored either. From an academic perspective, excessive use of TikTok has the potential to reduce study concentration, disrupt time management, and reduce student productivity in completing lecture assignments because they tend to get caught up in the endless flow of content. On the social aspect, while TikTok supports digital interactions, there are concerns that the reduction of face-to-face interactions may trigger social isolation or anxiety when communicating in person. In addition, the pressure to keep up with trends ("tantrum velocity") and social comparison with influencers can lead to insecurity and excessive anxiety. On the spiritual side, even if these platforms are utilized for da'wah, there is still a risk of the spread of invalid religious information or the emergence of content that is contrary to Islamic values. The phenomenon of "instant da'wah" for the sake of popularity without paying attention to the depth of meaning can also reduce the spiritual value that the content should carry. Therefore, digital literacy and self-maturity are needed so that students can use TikTok wisely, stay focused on academic goals, maintain social ethics, and maintain spiritual integrity as prospective mentors and counselors with noble character."

The results of interviews with Adinda Nur Fadhilah and Haikal Fakhrel reveal that the use of TikTok among BPI UINSU students has dualistic impacts, both positive and negative. Positively, TikTok is a means of self-expression, creativity development, and effective digital da'wah media, where students can share educational content, expand social networks, and access academic and

religious information quickly. However, negatively, excessive use can reduce academic productivity, disrupt learning focus, and trigger digital addiction. On the social aspect, there are concerns about the decline of in-person interactions leading to social isolation and anxiety, as well as social pressure due to comparisons with content influencers. From a spiritual perspective, although TikTok is used for proselytizing, there is a risk of spreading misleading religious information and the emergence of content that deviates from Islamic values. Therefore, students need digital literacy, self-control, and maturity in utilizing TikTok wisely to stay in line with their academic, social, and spiritual goals as prospective Islamic mentors and instructors.

Based on the results of the interview above, the impacts of its use include; 1. Academic Impact: first, Providing inspiration and ideas for coursework through educational content. Second, Provides quick information related to social trends and current academic issues. Third, Excessive use causes a decrease in study concentration. Fourth, Disrupts time management and academic productivity. Fifth, Decreases the quality of learning outcomes due to too much focus on entertainment. 2. Social Impact: first, Expanding friendship networks and collaboration opportunities. Second, Improves digital communication skills. Third, Reduces face-to-face social interactions. Fourth, Triggers social isolation or anxiety when communicating directly. Fifth, Leads to unhealthy social comparisons, such as lack of confidence. 3. Spiritual Impact: First, Being a creative and light digital da'wah media. Second, Motivating in religious matters through inspirational Islamic content. Third, The risk of being exposed to invalid or misleading religious information. Fourth, The emergence of "instant da'wah" for the sake of virality which reduces spiritual essence. Fifth, Neglecting worship obligations due to too much focus on entertainment content.

Based on interviews conducted with several students of UINSU's Islamic Guidance and Counseling Department, it appears that the intensity of TikTok use is quite high and has become part of daily habits. As revealed by Luthvi Hafizah Dalimunthe, the use of TikTok is carried out in the range of 30-60 minutes a day, mainly as a form of entertainment and leisure. This shows that the digital behavior of today's students tends to seek escape from boredom through light and entertaining content.

Luthvi's views also emphasize the importance of maintaining health, by implementing usage limits, especially at bedtime. This is an important form of self-control in the use of social media. From the author's perspective, this awareness is a positive starting point, but not all students have the same strong control. As shown in other interviews, some students still experience negative impacts such as distraction and decreased social interaction.

Another example comes from Rohjatul Aini who mentions that the use of TikTok can have an impact on social relationships because they prefer to look at the screen rather than interact with friends directly. This phenomenon illustrates the shifting from real interactions to digital interactions that tend to be passive. According to the author, this is a common thing in today's digital era, where social media has become a new space for communication and expression. But if not balanced with social awareness and regular time, this habit can trigger serious problems, such as addiction and decreased academic productivity. Interestingly, the interviews also show that students like Rani Hidayah and Faiz Amin have started to try to regulate their use of TikTok to avoid negative impacts, such as by hiding the TikTok icon or limiting access time. This shows that despite the addictive tendency, some students have begun to realize the importance of self-control in using social media. Therefore, the author argues that digital literacy is very important to be instilled early on so that students are able to utilize social media wisely, balanced, and still support their self-development and academic activities.

This is in line with Esti Astuti & Susi's research, (2021), which states that social media, including TikTok, is widely used by teenagers to seek popularity and public attention, making it vulnerable to negative behavior. The use of TikTok has a significant impact on their academic, social, and spiritual behavior. As stated by Luthvi Hafizah Dalimunthe and Adinda Nur Fadhillah, TikTok is able to become a refreshing entertainment media, a source of academic inspiration, and a place for self-expression through positive content such as creative preaching or learning tips. This shows that students are able to utilize technology productively if used wisely. However, the interview also revealed a negative side that cannot be ignored, namely the tendency of addiction, disruption of time management, decreased focus on learning, and neglect of worship obligations. In response to this, the author views that the imbalance between entertainment consumption and academic or spiritual

responsibilities is a major problem that needs to be addressed through educational approaches and strengthening self-control. (Qory Amalia, et.al, 2025).

Meanwhile, the opinions of Haikal Fakhrel and Adinda show that TikTok also has potential as a means of digital da'wah and a medium for developing the creativity of BPI students. However, the phenomenon of "instant da'wah" for the sake of popularity, as well as the risk of spreading content that is not in accordance with Islamic values, is a serious challenge. The author believes that trends like this can shape misperceptions of da'wah and Islamic values if not balanced with digital literacy and a mature understanding of religion. In addition, social impacts such as isolation due to decreased face-to-face interaction, as well as social pressure from influencer content, also affect students' mental health. Thus, it is important for students to be aware of their responsibilities as future Islamic mentors and instructors who are not only proficient in the digital space, but also able to maintain academic integrity, social ethics, and spiritual commitment (Qiyang & Jung, 2019).

According to Dirga Ayu & Irma Yusriani (2023), the impact of using social media, including TikTok, is highly dependent on how individuals utilize it in their daily lives. If used positively, TikTok can be a means of learning, self-expression, and rapid and effective dissemination of information. The use of TikTok should be a means of supporting, not distracting, from the main purpose of education and self-cultivation. According to (Arini, 2024), addiction is a condition when individuals are encouraged to continue doing something because of the feelings of pleasure that arise from these activities. Addictive behavior is characterized by compulsive actions, dependence, and lack of self-control. According to, (Al-Fariz, 2022) asserts that addictive behavior can affect various aspects of life, including social and academic adolescents. Therefore, good digital literacy and strengthening self-control are very important so that students can utilize TikTok wisely and balanced without sacrificing academic and spiritual responsibilities as prospective Islamic mentors and instructors.

D. CONCLUSION

Based on the results of the study, it can be concluded that the level of intensity of using the TikTok application among students of the Islamic Guidance

and Counseling Department of UINSU is quite high and has become part of the daily routine, especially as a means of entertainment and escape from boredom. Although some students use TikTok to find educational information, the majority use it for entertainment with an average duration of use of 30 to 60 minutes per session. This platform has a complex impact on students' academic, social and spiritual behavior. In the academic aspect, BPI students experience impaired concentration, decreased productivity, and tendency to postpone tasks. TikTok's social aspects are proven to expand friendship networks, foster creativity, and improve digital communication skills, but TikTok can also hinder social relationships with others. On the other hand, there are also negative impacts such as the tendency towards a consumptive lifestyle, the search for social validation through the number of likes and followers, and the decline in the quality of direct social interaction. In the spiritual aspect, some students ignore prayer time or recite the Koran. However, TikTok does not only have a negative impact but has a positive impact such as the TikTok application being a place to find sustenance, reward and social environment because TikTok can be used as media, promotion and digital da'wah media to spread Islamic values in a light and interesting way. In addition, it is a means of entertainment, a place for self-development and communication that supports academic and spiritual processes if used wisely.

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