Analysis of the Influence of TikTok Social Media Application Usage on Academic Achievement Among @Perkedel69 Followers

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Abstract. *TikTok is one of the most widely used social media platforms, featuring video-based content with durations ranging from 15 seconds to 10 minutes, providing interactive services for users of all demographics. Excessive use of TikTok can lead to negative effects, including potential impacts on an individual's academic performance. This study aims to analyze the influence of TikTok on users' academic achievement tendencies, providing insights into the impact of TikTok usage on academic performance and identifying necessary preventive measures to avoid excessive use of the application. Using a quantitative approach, data were collected through a questionnaire distributed via a TikTok account, and an analysis was conducted to analyze the correlation between TikTok usage and its impact on users' academic performance. The findings indicate that the correlation strength in this study is weak, as evidenced by a Pearson Correlation value of 0.204, suggesting that TikTok may be a minor contributing factor influencing users' academic performance.*

INTRODUCTION

The advancement of information and communication technology has had a significant impact on daily life. Social media has become one of the primary platforms used by individuals across various demographics, particularly the younger generation (Asdiniah *et al*, 2021)). Social media refers to online platforms that enable users to interact, share, and create content, including blogs, social networks, wikis, forums, and virtual communities. It also facilitates social interactions through web-based technologies that transform communication into an interactive dialogue. Various social media platforms exist, such as Facebook, Messenger, WhatsApp, Instagram, and Twitter (Rafiq, 2020).

One of the most widely used platforms today is TikTok, a short-video sharing application that has become a global phenomenon. In Indonesia, TikTok has more than 109 million active users, making it one of the most popular social media applications in the country. With its increasing popularity, it is essential to understand how TikTok usage may impact academic achievement, particularly among followers of specific accounts such as @Perkedel69. This study aims to explore the relationship between TikTok usage and academic performance, as well as the factors that may contribute to students' learning outcomes.

The use of social media among students is increasing and has diverse effects on the learning process. Research suggests that social media can facilitate students' access to information and enhance social interaction (Sugiharti, 2020). However, there are also negative impacts that must be considered, such as a decline in reading interest and addiction to non-educational content. This study aims to examine the extent of TikTok's influence on academic achievement, focusing on the followers of the @Perkedel69 account, to provide a clearer understanding of this dynamic.

In the context of education, two primary factors influence students' academic achievement. The first is internal factors, which include physiological aspects, psychological attributes (both intellectual and non-intellectual), physical maturity, and other individual characteristics, often measured through exam scores and comprehension of learning materials. The second is external factors, which originate outside the student, such as family, home and school environments, and the use of technology. One factor worth investigating is the use of social media, as students engage with these platforms for a significant amount of time each day. Research suggests that social media usage can have positive effects by facilitating learning processes and improving access to information. However, if not properly managed, it can also lead to reduced study motivation and a

decrease in the time allocated for learning (Fauzia *et al*, 2023). Therefore, further research is necessary to understand the relationship between TikTok usage and academic performance. The TikTok account @Perkedel69 is an example of a content creator who actively utilizes the platform to share educational, entertainment, and commercial content. The creator's content falls into three main categories: tutorials on using the CapCut editing application, entertaining parody videos, and product promotions through affiliate programs.

Through tutorial videos, @Perkedel69 provides practical guides that help followers develop video editing skills. Social media tutorials can enhance users' practical skills, particularly on platforms that emphasize creativity, such as TikTok. On the other hand, the parody content offers light entertainment that attracts a wide audience (Mustafa, 2021). Additionally, the use of affiliate programs indicates that this account also serves as a digital marketing medium, leveraging audience engagement to generate commercial revenue (Gerungan & Tatuhe, 2023; Saputra, 2020). In the context of social media usage, accounts like @Perkedel69 have the potential to influence the behavior and activities of their followers, including aspects related to education and academic performance. For instance, CapCut tutorial content can support the development of digital skills that are increasingly relevant in today's world. However, excessive use of social media can reduce study time and affect concentration, ultimately leading to a decline in academic achievement. Thus, the relationship between TikTok content consumption and academic performance is a compelling subject for research, particularly among @Perkedel69's followers. The combination of entertainment and educational content on digital platforms often presents challenges in distinguishing between productive activities and purely recreational engagement (Aliyah, 2023; Pratama & Kurniawan, 2020).

METHOD

This study employs a quantitative approach with a correlational research design to examine the impact of TikTok usage on academic performance. The population for this study consists of followers of the @Perkedel69 account. From this population, 101 respondents were randomly selected to participate in a survey. A simple random sampling technique was used to ensure data representativeness.

Data collection was conducted over a two-week period using a questionnaire. The questionnaire was designed to measure both TikTok usage frequency and its impact on respondents' academic performance. It included questions covering aspects such as time spent on TikTok, types of content consumed, and respondents' academic grades in key

subjects. The collected data were then analyzed using descriptive and inferential statistics to determine the significance of the relationships between these variables. The collected data were processed using Microsoft Excel, a widely used software designed to facilitate numerical data processing. One of the key advantages of Microsoft Excel is its data visualization capabilities, allowing processed data to be presented in various formats, such as tables, line graphs, bar charts, and other visual representations. Additionally, Excel offers a range of data analysis features, making it suitable for diverse fields. As part of the Microsoft Office suite, it is compatible with both Windows and macOS and is available for desktop users.

For statistical analysis, this study employed the Statistical Package for the Social Sciences (SPSS). SPSS is a powerful software designed for statistical analysis, data processing, data manipulation, and report generation. It is widely utilized across various disciplines, including social sciences, science, medicine, business, and research. The software's intuitive graphical interface facilitates data input, statistical analysis—such as t-tests and variance analysis (ANOVA)—and data visualization in the form of tables and graphs. In this study, simple regression analysis was conducted using SPSS to determine the extent to which TikTok usage influences students' academic performance. Additionally, the analysis aimed to identify other contributing factors to academic outcomes, using the Pearson correlation model. The data were categorized based on respondents' island of origin, frequency of TikTok usage, and average duration of daily TikTok use. The grouped dataset was then analyzed using Analysis of Variance (ANOVA) to observe statistical trends related to TikTok usage. The obtained correlation values were further tested using regression coefficient analysis to assess the relationship between each unit increase in TikTok usage and users' academic performance. The findings from this analysis are expected to provide a deeper understanding of the interaction between social media and education, as well as offer recommendations for relevant stakeholders in enhancing the quality of learning in the current digital era.

RESULTS AND DISCUSSION

This section presents the research findings on the impact of TikTok usage on academic performance among followers of @Perkedel69. Before conducting inferential statistical analyses, including Pearson correlation tests, ANOVA, and simple regression analysis, a descriptive overview of the respondents' characteristics is provided. The respondents' characteristics were gathered through a series of questions regarding their TikTok usage

habits, which covered aspects such as daily usage duration, frequency of use, and regional background. These data were analyzed descriptively to offer insights into the patterns of TikTok usage among respondents from diverse backgrounds. The findings are visually represented using charts and tables, which illustrate key trends and serve as the basis for further statistical analysis in the subsequent sections.

Distribution of Respondents Based on Island of Origin

The distribution of respondents based on their island of origin is illustrated in the following diagram. Most respondents come from Java Island, including both male and female participants. Sumatra and Kalimantan follow with a significant number of respondents. Meanwhile, respondents from Papua and Sulawesi represent a relatively smaller proportion compared to other regions.
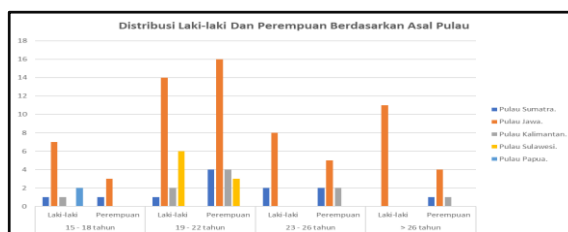

Figure 1. Distribution of Male Respondents by Island

This distribution pattern reflects the dominance of TikTok users from Java Island, which may be attributed to a larger population or greater accessibility to technology in the region.

TikTok Usage Frequency

Figure 2 illustrates the frequency of TikTok usage among respondents based on gender and region. Male and female respondents from Java Island dominate the 'daily' category, representing the highest frequency of use. Meanwhile, the '1–3 times per week' and '4–6 times per week' categories show a smaller distribution, with respondents from Java Island still being the majority. In contrast, the 'rarely' and 'never' categories have significantly fewer respondents, indicating that most participants actively use TikTok in their daily lives.
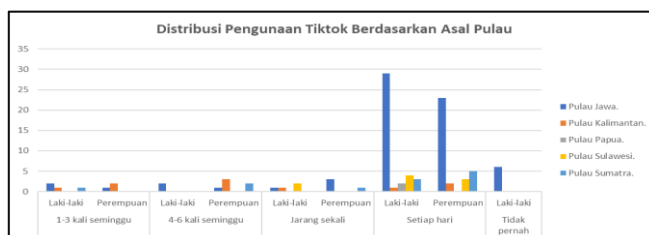

Figure 2. Distribution of TikTok Usage

Average Time Spent on TikTok

The average time respondents spend using the TikTok application daily varies based on gender and region. As shown in Figure 3, most respondents, both male and female, are from Java Island, with the most common usage duration being 1–2 hours per day. In this category, males appear to be more dominant than females. Meanwhile, for lower usage durations, such as "less than 30 minutes" or "never," the number of respondents is relatively smaller compared to active users. This pattern indicates that most respondents tend to spend a significant amount of time on TikTok.
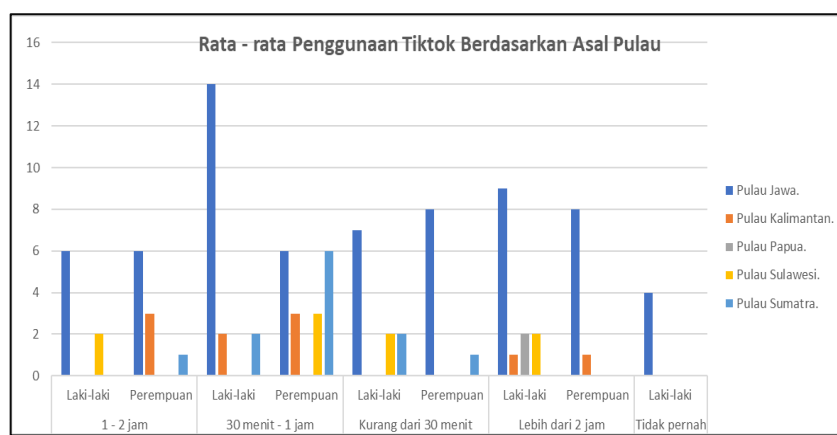

Figure 3. Average TikTok Usage

This section presents the findings of a study examining the influence of social media application TikTok on the academic performance of @Perkedel69 followers. Data analysis using SPSS software has generated various statistical outputs relevant to addressing the research questions and testing the hypotheses. The results presented include Pearson correlation tests, ANOVA analysis, and simple regression coefficients. The findings of this study are expected to provide an in-depth understanding of the relationship between the use of TikTok, as one of the most popular social media platforms, and the academic performance of the respondents sampled in the study. The data obtained is analyzed descriptively to illustrate respondent characteristics and inferentially to examine relationships and effects between variables. This section also includes an interpretation of the research results, referring to relevant theories and discussing how the findings relate to a broader context. To enhance understanding, visual representations such as tables and diagrams are provided. The results of the data analysis are systematically outlined as follows.

The results of the Pearson correlation analysis indicate that the correlation coefficient between TikTok usage and academic performance is 0.204, with a significance level of 0.041 (p < 0.05).

Correlations

		Pengguna Tiktok	Prestasi Akademik
Pengguna Tiktok	Pearson Correlation	1	.204*
	Sig. (2-tailed)		.041
	N	101	101
Prestasi Akademik	Pearson Correlation	.204*	1
	Sig. (2-tailed)	.041	
	N	101	101

*. Correlation is significant at the 0.05 level (2-tailed).

Figure 4. Correlation Between TikTok Usage and Acedemic Performance

In the interpretation of Pearson correlation analysis, an (r) value ranging from 0.20 to 0.39 indicates a weak relationship. In this study, the correlation coefficient ((r = 0.204)) suggests a weak but positive relationship between TikTok usage and academic performance. The (p)-value of 0.041, which is less than 0.05, indicates that this relationship is statistically significant at a 95% confidence level, leading to the rejection of the null hypothesis ((H0)). In other words, there is a real association between the two variables, even though the strength of this relationship is weak. As a benchmark, correlation values above 0.40 are generally considered more practically meaningful in social sciences. However, an (r) value of 0.204 remains valid if it is statistically significant, provided it is interpreted cautiously and supplemented with additional analyses to understand the context and other variables that may influence this relationship.

The results of the ANOVA test yielded an F value of 4.289 with a p-value of 0.041.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.314	1	59.314	4.289	.041[b]
	Residual	1368.983	99	13.828		
	Total	1428.297	100			

a. Dependent Variable: Prestasi Akademik

b. Predictors: (Constant), Pengguna Tiktok

Figure 5. ANOVA Test Results

The results of the ANOVA test indicate that the regression model is overall significant, with an F value of 4.289 and a p-value of 0.041, which is less than the significance threshold of 0.05 ($p < 0.05$). This suggests that the independent variable, namely TikTok usage, has a statistically significant effect on the dependent variable, which is Academic Achievement. As a benchmark, a p-value < 0.05 indicates that the regression model is significant, while a p-value ≥ 0.05 suggests that the model is not significant. A larger F value typically indicates a stronger model. Although there is no standard threshold for F values, an F value > 10 is often considered indicative of a very good model. In this study, despite the F value of 4.289 not being particularly high, the significance of $p = 0.041$ is sufficient to conclude that this model is statistically valid and relevant in explaining the impact of TikTok usage on academic achievement. The results of the regression analysis indicate the following regression equation $Y = 19.006 + 0.360X$, where Y represents academic achievement and X represents TikTok Usage.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.006	1.381		13.760	.000
	Pengguna Tiktok	.360	.174	.204	2.071	.041

a. Dependent Variable: Prestasi Akademik

Figure 6. Regression Test Results

The results of the regression analysis reveal the regression equation $Y = 19.006 + 0.360X$ where Y represents Academic Achievement and X represents TikTok Usage. The constant value of 19.006 indicates that if there is no TikTok usage (X = 0), the average academic achievement is expected to be 19.006. The regression coefficient of 0.360 suggests that for each unit increase in TikTok usage, academic achievement is expected to increase by 0.360 units. Based on the p-value of 0.041, which is less than 0.05, it can be concluded that this relationship is statistically significant at the 95 percent confidence level. As a benchmark, a positive regression coefficient (B > 0) indicates a positive relationship between the independent and dependent variables, while a negative coefficient (B < 0) indicates a negative relationship. A p-value < 0.05 signifies a statistically significant relationship,

whereas a p-value ≥ 0.05 indicates a non-significant relationship. In this study, although the regression coefficient is relatively small, the relationship between TikTok usage and Academic Achievement is statistically valid and relevant in supporting the formulated regression model.

The findings from previous research indicate that social media has a significant impact on students' academic performance. The more effectively social media is utilized, the better the academic achievements of its users (Ebizmark, 2022; Khairuningtias, 2023). Similarly, the results of this study demonstrate a positive and significant relationship between TikTok usage and academic performance among the research respondents, specifically the followers of the account @Perkedel69. However, this relationship exhibits a weak correlation strength, with a Pearson Correlation value of 0.204, suggesting that TikTok usage is not the primary factor influencing academic performance. The results of the observations conducted can be summarized in the following points.

Positive Relationship Between TikTok and Academic Achievement

Similar to previous research on the overall impact of social media, there are indications that TikTok can provide certain benefits to respondents, particularly when used wisely. This positive relationship encompasses several factors, including educational content on TikTok, where the platform has evolved beyond entertainment to offer various study tips, motivational videos, and creatively packaged learning materials that support the learning process (Oktaviani *et al*, 2024). Additionally, TikTok may serve as a tool for relaxation and entertainment after studying, helping students reduce stress and improve focus and academic productivity. Furthermore, some users may find motivation through interactions within the TikTok community, whether from fellow students or content creators who promote a positive learning culture.

The Weak Relationship Between TikTok Usage and Academic Achievement

The relationship found in this study is relatively weak, indicating that TikTok plays only a minor role in influencing respondents' academic achievement (Hidayat *et al*, 2021). Several factors may contribute to this weak correlation, including internal factors such as intrinsic motivation, where students' internal drive to achieve high grades or academic goals may have a stronger influence than their TikTok usage habits, and self-discipline, where students with good self-discipline are likely able to use TikTok without compromising their study time, minimizing its impact on academic performance (Pratama & Kurniawan, 2020).

External factors also play a role, including the quality of teaching and learning environment, where the role of teachers, access to learning resources, and family environment have a significantly greater impact on academic achievement than social media. Additionally, the duration and usage patterns of TikTok may influence outcomes, as excessive use could potentially shift its positive effects to negative ones, such as reduced study time or decreased concentration. This study does not measure usage duration specifically, which may be considered a limitation (Asmal *et al*, 2023).

This study provides new insights into how social media platforms like TikTok can be utilized positively to support learning, particularly when directed toward the consumption of educational content. Several important implications arise from these findings, including the role of educators, where teachers can integrate TikTok as a learning tool by creating short videos relevant to school materials (Mulyani, 2016; Fauzia *et al*, 2023; Safitri, 2023). Parents also play a crucial role by monitoring the type of content their children access and encouraging them to use TikTok as an educational resource rather than merely for entertainment. Additionally, students need to recognize that social media can be a productive tool if used wisely, such as by engaging with inspirational or educational content.

CONCLUSION

The analysis of this study indicates a positive but weak relationship between TikTok usage and academic achievement (Pearson Correlation = 0.204), suggesting that TikTok is not a primary factor in academic success. Positive effects can be achieved if users consume educational content and manage their time wisely. Moreover, factors such as intrinsic motivation, self-discipline, teaching quality, and support from family and peers have a greater influence on academic performance. Therefore, TikTok should be regarded as a supplementary element rather than a key determinant of academic success. This study also opens opportunities for further research to explore other aspects, such as usage duration, content type, and its impact on study time and concentration, to gain a more comprehensive understanding of the integration of social media in education.

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