



THE INFLUENCE OF TIKTOK CONTENT @BUIRAMIRA ON THE EASE OF FINAL-YEAR STUDENTS AT THE STATE ISLAMIC UNIVERSITY OF NORTH SUMATRA

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ABSTRACT

This study investigates the influence of TikTok @buiramira content on the ease of UINSU final semester students in completing their final projects. "Student convenience" is measured through respondents' perception of the ease of finding information, understanding the material, and applying tips from @buiramira content. Using a quantitative method with a questionnaire distributed to 50 UINSU Communication Science students (based on the calculation of the Slovin formula with a margin of error of 10%), the data was analyzed using simple linear regression, correlation, determination, and T test. The results showed a significant influence of @buiramira content on student convenience ($p < 0.05$) with a contribution of 46.4%. This study concludes that educational content on TikTok can be a useful source of information for students in completing their final projects, and highlights the importance of clear, accurate, and easy-to-understand content.

Keywords: Content, Tiktok, Content Influence, Final Project.



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1. INTRODUCTION

Technological advancements have made the internet highly popular among the public, serving as a primary communication tool (Reza & Suendri, 2024). Internet usage has grown rapidly, especially since it became accessible through mobile phones. The use of mobile phones for communication and information access is inseparable from the role of social media. Social media is no longer merely a tool for personal

communication but has also become a source of news, an educational medium, and a space for creative expression (Zahwa et al., n.d.).

The rapid growth of social media platforms, including TikTok in Indonesia, has inevitably had an impact on the field of education. One positive effect of TikTok usage is that it can serve as an effective platform for sharing knowledge and information (Kis et al., 2024). In addition, TikTok can be used to share learning materials, educational media, discussions, and collaborations. However, the negative impact of social media use is addiction, which can disrupt daily routines and even cause individuals to neglect other activities such as studying (Ramdani et al., 2021).

Social media has become one of the main platforms for information dissemination, especially among university students (Pratidina & Mitha, 2023). The advancement of digital technology has encouraged the emergence of accounts that create positive impacts within their communities, one of which is the TikTok account @buiramira (Kesehatan et al., n.d.). This account provides various content related to motivation, study strategies, and technical tips for completing final assignments such as undergraduate theses, master's theses, or other final reports (Nur et al., n.d.).

For final-year students at the State Islamic University of North Sumatra (UINSU), completing a final project is a major challenge that requires not only knowledge but also motivation, time management, and effective problem-solving strategies (Kadek et al., n.d.). In this context, accounts such as @buiramira have the potential to offer solutions to various obstacles they face. Therefore, this research is relevant to measure the extent of the influence of such content on students' ease in completing their final projects. Moreover, the study aims to identify the key factors within @buiramira's content that most contribute to enhancing students' academic ease. The findings of this research are expected to serve as a reference for other educational social media content creators to optimize their impact on their audiences.

2. RESEARCH METHODE

This study employs a quantitative research method. Quantitative research is an approach that tests theories by using numerical data to measure research variables and applying statistical methods to analyze the data (Asri Rossnita Dewi et al., 2023). In addition, this study utilizes a questionnaire system as a supplementary tool to complete the research data. The survey serves as a data collection technique that presents respondents with a series of questions and complete answer options, either in written form (paper-based) or through digital links (Google Forms). When using surveys, researchers must identify the variables to be measured and understand the expected responses from participants (Kurniawati et al., n.d.).

This research applies a probability sampling technique, in which every member of the population has an equal chance of being selected as a sample. Within the probability sampling method, the researcher uses a simple random sampling technique (Firmansyah et al., n.d.). The data analysis techniques used in this study include descriptive analysis, normality testing, simple linear regression analysis, correlation coefficient testing, coefficient of determination testing, and T-test hypothesis testing. The research variables measure the impact of @buiramira's content on students' ease

in completing their final projects. Therefore, the researcher uses these analytical tools to determine the extent of the impact.

Considering the study's limitations, the research was conducted only on a specific object, and the conclusions drawn from this study apply solely to the investigated population (Saoqillah et al., n.d.). The population of this study consists of 50 students from the Communication Science Department at the State Islamic University of North Sumatra (UINSU), and the sample size, determined using the Slovin formula, is 2.5.

3. RESULT AND DISCUSSION

a. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,51871017
Most Extreme Differences	Absolute	,231
	Positive	,231
	Negative	-,189
Test Statistic		,231
Asymp. Sig. (2-tailed)		,000 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

The normality test was conducted to determine whether the data obtained from each variable were normally distributed. Well-represented data are those whose residual values are normally distributed, allowing data analysis to be performed accurately and reliably (Silviana & Mardiani, 2021). Based on the results of the normality test using SPSS, the significance value (Asymp. Sig) was found to be 0.000. If the significance value is less than 0.05, it can be stated that the data are normally distributed. Therefore, based on the obtained data, it can be concluded that the data are normally distributed, with a significance result of 0.000.

b. Simple Linear Regression Analysis

Simple Linear Regression (SLR) is a statistical technique used to model the relationship between two random variables: the independent variable (X) and the dependent variable (Y) (Adistia & Verawati, 2022). SLR is a commonly used method for predicting or estimating the value of a dependent variable (Al Ichsan, 2023). In this study, simple linear regression serves as a data analysis method aimed at determining the extent of the influence of the independent variable (X) on the dependent variable (Y). Specifically, the variables tested in

this research are the TikTok content of @buiramira (X) and behavioral variables (Y).

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,632	,269		2,346	,023
X	,452	,102	,539	4,432	,000

a. Dependent Variable: Y

The significance value is $0.000 < 0.05$.

The t-calculated value is greater than the t-table value ($4.432 > 1.677$).

Based on these two decision criteria, it can be concluded that the TikTok content of @buiramira has a significant influence on the ease experienced by final-year students at the State Islamic University of North Sumatra.

c. Correlation Coefficient Test

The purpose of the correlation test is to determine the form of the relationship between variables and to identify whether the relationship is positive or negative (Jurnal et al., n.d.). In this test, if the significance value is <0 or >0.05 , it indicates that there is no relationship between the variables. This test was conducted using SPSS software with the Pearson Product-Moment correlation method.

Correlations

		X	Y
X	Pearson Correlation	1	,539**
	Sig. (1-tailed)		,000
	N	50	50
Y	Pearson Correlation	,539**	1
	Sig. (1-tailed)	,000	
	N	50	50

**. Correlation is significant at the 0.01 level (1-tailed).

Based on the correlation test, it was found that there is a positive and significant relationship between the variables, with a correlation value of 0.599. Therefore, it can be interpreted that the more influential the content shared by @buiramira on TikTok, the greater the number of students who are able to complete their theses.

d. Coefficient of Determination Test

The coefficient of determination is a method used to determine how much influence one variable has on another (Mufidah Hariswan et al., 2022).

		Correlations	
		X	Y
X	Pearson Correlation	1	,539**
	Sig. (1-tailed)		,000
	N	50	50
Y	Pearson Correlation	,539**	1
	Sig. (1-tailed)	,000	
	N	50	50

**. Correlation is significant at the 0.01 level (1-tailed).

Based on these results, the coefficient of determination was found to be 0.464. This means that the TikTok content variable @buiramira (X) moderately influences the ease experienced by final-year students (Y) by 46.4%.

e. T-Test (Hypothesis Test)

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	1,519	,678		2,240	,030
MENGAKSES	,288	,210	,191	1,376	,176
RELEVAN	,356	,177	,277	2,016	,050
PENERAPAN	,141	,194	,119	,730	,469
PENGARUH	-,177	,111	-,212	-1,586	,120
TERMOTIVASI	,146	,190	,106	,770	,445

a. Dependent Variable: Y

From the figure above, it can be seen that the calculated t-value is 5.546. If the t-table value in this study is 1.679, then the result shows that the t-calculated value (5.546) > t-table value (1.679). Furthermore, the obtained data have a significance value of 0.03 < 0.05. Based on these results, it can be concluded that H0 is rejected and H1 is accepted (Dahlan et al., n.d.). This means that the TikTok content variable @buiramira significantly influences the comfort variable of final-year students.

Based on the coefficient of determination test conducted to examine the effect between variable X and variable Y, the coefficient of determination value was found to be 0.464. This indicates that the TikTok content variable (X) influences the student comfort variable (Y) by 46.4%, while the remaining 53.6% is influenced by other factors not examined in this study.

4. CONCLUSION

Based on the survey results conducted with 50 respondents, the influence of TikTok content from @buiramira has an impact of 46.4% on the variable related to the ease experienced by final-year students. This is because the content shared on the

@buiramira TikTok account is clear, concise, and uses easily understandable language, making it easier for students to obtain the information they need.

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