



## 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 content from the account @buiramira on the ease experienced by final-year students at the State Islamic University of North Sumatra (UINSU) in completing their final projects. "Students' ease" is measured through respondents' perceptions of how easily they can find information, understand the material, and apply the tips provided in @buiramira's content. Using a quantitative method with questionnaires distributed to 50 Communication Science students at UINSU (based on Slovin's formula with a 10% margin of error), the data were analyzed using simple linear regression, correlation, coefficient of determination, and t-tests. The results indicate a significant influence of @buiramira's content on students' ease ( $p < 0.05$ ), with a contribution of 46.4%. This study concludes that educational content on TikTok can serve as a valuable source of information for students in completing their final projects and highlights the importance of delivering content that is clear, accurate, and easy to understand.*

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

## 1. INTRODUCTION

Technological advances have made the internet highly popular among the public, functioning as a primary communication tool (Islam et al., 2022; REZA, 2024). Internet usage has grown rapidly, particularly since it became accessible through mobile phones

(Bozzola et al., 2022; Nasution et al., 2024). The use of mobile phones for communication and information access is closely linked to the role of social media (Suhendar et al., 2023). 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 (Knaus, 2025; Vázquez-Herrero et al., 2022).

The rapid growth of social media platforms, including TikTok in Indonesia, has inevitably affected the field of education (Dahlia et al., 2022; Vedyanty et al., 2024). One positive effect of TikTok usage is its potential to serve as an effective platform for sharing knowledge and information (Isti'anah et al., 2022; Kis et al., 2024). In addition, TikTok can be used to share learning materials, educational media, facilitate discussions, and support collaboration. However, the negative impact of social media use includes addiction, which can disrupt daily routines and even cause individuals to neglect other activities such as studying (Al-Samarraie et al., 2022; Taş, 2023). Social media has become one of the main platforms for information dissemination, particularly among university students (Dei et al., 2022; Uran et al., 2022).

Advances in digital technology have encouraged the emergence of accounts that create positive impacts within their communities, one of which is the TikTok account @buiramira (Asrianti & Nabila, 2024; Azni, 2024). This account provides various types of content related to motivation, learning strategies, and technical tips for completing final academic projects such as undergraduate theses, master's theses, or other final reports (Cacciuttolo et al., 2023; Lee & Lin, 2022). For final-year students at the State Islamic University of North Sumatra (UINSU), completing a final project represents a major challenge that requires not only knowledge but also motivation, time management, and effective problem-solving strategies (AlAli, 2024; Inganah et al., 2023). In this context, accounts such as @buiramira have the potential to offer solutions to the various obstacles students face. Therefore, this study is relevant in measuring the extent to which such content influences students' ease in completing their final projects. Furthermore, this research aims to identify the key factors within @buiramira's content that most significantly contribute to enhancing students' academic ease. The findings are expected to serve as a reference for other educational social media content creators in optimizing 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 applies statistical methods to analyze the data (Creswell, 2021; Dewi et al., 2023). In addition, this study uses a questionnaire system as a supporting instrument to complement the research data. Surveys function as data collection techniques that present a series of questions and answer options to respondents, 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.

This study applies a probability sampling technique, in which each member of the population has an equal chance of being selected as a sample. Within probability sampling, the researchers use a simple random sampling technique (Stratton, 2023). 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 hypothesis testing using the t-test.

The research variables measure the impact of @buiramira's content on students' ease in completing their final projects. Therefore, these analytical tools are used to determine the extent of this impact. Considering the limitations of the study, the research was conducted on a specific object, and the conclusions drawn are only applicable to the population studied (Zhou & Jiang, 2023). 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 Slovin's formula, is 2.5.

## 3. RESULT AND DISCUSSION

### Normality Test

**Table 1.** Sample kolmogorov-smirnov test

### One-Sample Kolmogorov-Smirnov Test

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

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.

**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 Ichsana, 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.

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**Table 2.** Coefficients

**Coefficients<sup>a</sup>**

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.

### 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 (Lin et al., 2023). 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.

**Table 3.** Correlations

### 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.

### Coefficient of Determination Test

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

**Table 4.** Correlations

### 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%.

## T-Test (Hypothesis Test)

**Table 5.** Hypothesis Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
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  $H_0$  is rejected and  $H_1$  is accepted (Mustikasari & Yugopuspito, 2024). 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 results of the quantitative analysis, this study concludes that TikTok content from the account @buiramira has a positive and significant influence on the ease experienced by final-year students of the Communication Science Department at the State Islamic University of North Sumatra (UINSU) in completing their final projects. The findings show that motivational messages, learning strategies, and practical guidance delivered through TikTok contribute meaningfully to students'

academic comfort, as evidenced by the significant t-test results and a coefficient of determination indicating a moderate effect size. Although @buiramira's content explains a substantial portion of students' perceived ease, other factors outside this study also play an important role. Therefore, educational TikTok content can be considered an effective complementary medium in supporting students' academic processes, particularly in enhancing motivation, time management, and problem-solving abilities. These results reinforce the potential of social media as a constructive educational tool when utilized strategically and responsibly in higher education contexts.

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