

## MORAL VALUES ANALYSIS IN TIKTOK CONTENT AND ITS IMPLICATIONS ON CHARACTER EDUCATION THROUGH LITERATURE LEARNING IN SCHOOL

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### Abstract

The aims of this study are: 1) to describe what moral values are contained in the story's tiktok content, 2) to describe the implications for character education through learning literature in schools. The method used is a qualitative method by using the observation technique to collect data and this analysis technique to analyze the data. The data source in this study is TikTok content, which amounts to 10 contents. The results of the study show that there are moral values contained in tiktok content including good and bad moral values. Good moral values include respecting parents, willing to help, helping mothers, a noble heart, religious tolerance, and loyalty to family. Bad moral values are arrogant and slanderous.

**Keywords** : *Revealing, Moral Values, Tiktok Content, Folklore*

### INTRODUCTION

Value is something that is considered good and useful for individuals and society. With the value of a person can have good and reasonable behavior. If behavior is considered good and reasonable, individuals and society will like and appreciate it because this is considered very useful for safety, comfort and security. More than that, we are considered to be human beings with dignity. According to Steemm in Eka Darma Putera (1987:65), value is something that gives meaning to life, which gives a reference, as a point of departure and purpose of life. Value is something that is upheld and can color and animate one's actions.

Markcan be classified into social values, moral values, intellectual values, aesthetic values, logical values, religious values and so on (Noho, Katuuk, Polii, 2021) Talking about moral values, these values are closely related to good and bad values. Morals are related to human behavior and the norms held by the society that underlies it. Morals are related to the rules of social life in various forms of habits such as traditions, habits, advice, orders, orders, prohibitions, and so on.

MediaSocial media is one of the media that can provide benefits in learning moral values for children, adolescents, and parents. Social media (social media) is a digital platform that equips its users to communicate with each other, share content in the form of writing, photos, videos, and is a media that provides facilities for carrying out social activities for each of its users. Social media is used as a means to socialize with one another and is sung online which allows humans to interact with each other without being limited by space and time.

WrongOne popular social media content is TikTok. Tiktok is an application that allows users to share music videos of short duration. In addition to the tiktok name, douyin can also be used because it refers to short vibrato videos. Currently, mothers, young people and children prefer to open tiktok content on social media because tiktok content does not only contain aspects of entertainment but also contains useful messages such as food recipes, religious advice, advice from successful people and so on. . According to researchers, tiktok can also be used for learning literature at school. For example, the

teacher can prepare a short video, which contains a story generator whose theme is don't underestimate other people. The teacher can prepare a video of a young man, sitting in front of the car being called, the owner of the Xenia car came and approached him. Then the car owner accused him of wanting to steal his car. Suddenly, an Alfart car belonging to a young man suspected of stealing Xenia's car arrives. The owner of the Xenia car was shocked because it turned out that the young man sitting in front of his car was a boss. The moral value contained in the tiktok content is that the best human being is a human being who respects other human beings. Don't underestimate it because it could be that being underestimated is better than being underestimated. The moral value contained in the tiktok content is that the best human being is a human being who respects other human beings. Don't underestimate it because it could be that being underestimated is better than being underestimated. The moral value contained in the tiktok content is that the best human being is a human being who respects other human beings. Don't underestimate it because it could be that being underestimated is better than being underestimated.

Education is useful for assisting students in making decisions and solving problems more effectively (Makauntung, Paath, Meruntu, 2021). The ability to solve this problem is part of the moral values taught through character education. The reflection of individual attitudes with various characters can be seen through the characters in the film/video (Ratu, Katuuk, Polii, 2020). Moral values in tiktok video content can have implications for the formation of student character through character education. Daniel Goleman in Adisusilo (2013: 79) states that character education is value education which includes basic values with nine points, namely respect, courage, responsibility, taste, justice, honesty, a sense of nationality, self-discipline, caring and perseverance.

Human activity in today's world is inseparable from social media. The use of social media (social media) is an attraction because it displays top and up to date content. With social media, humans do not have to be in the same place to get to know each other and interact, however, humans can make friends with various kinds of people from within and outside the country. With the increasing function of social media, this activity has become a routine and even the obligation of the community to use it. Using social media seems to have become a human obligation because there are many benefits that can help in living in society. The benefit is that it can eliminate the distance that exists between people, and can even communicate so that they can maintain togetherness and social harmony.

Onin essence, technological advances have contributed to the existence of social media in the internet world. Social media began to grow rapidly because of the support from the progress of the internet and it was equipped with all the facilities and conveniences that benefit its users. The influence of the internet in the realm of social media also supports the ease of sharing information and types of data making it easier to share knowledge, as well as the latest news and connect with the general public around the world.

The presence of tiktok, which quickly spreads its influence to billions of people, is able to conjure up every individual to do scenes that are often far from normative values. We see the social phenomenon of tiktok, which often produces inappropriate videos, which are mostly done by women, even involving small children.

The character or character of a child is important to form because the results of research at Harvard University found that a person's success is only determined by 20% of hard skills (technical abilities) and the remaining 80% is determined by soft skills (character). Thus, character education in children is very important to improve (Asmani, 2012). The values of character education are useful for every individual and society, so as to create a good life order (Suwarsono, Pangemanan, Meruntu, 2020).

Videos that Spreading on the internet, it is also inevitable that pornographic content, which was previously rejected by society, is now starting to appear, even if only in an abstract way. This means that

tiktok can also be used as a means of satisfying human desires, because indeed content that satisfies desires is content that people want to find, and under certain conditions cannot be controlled so that it damages people's morale. Negative content can reduce the values held by many people, especially young people.

This proves that with its ease of use and various functions, the tiktok application can be applied to learning activities. Interactive learning media or media can show what has not been provided by educators and the learning process becomes more efficient and effective.

Tiktok will have a positive impact on youth if (1) it trains the ability to create interesting content, (2) increases the confidence of its users, and (3) improves the ability to speak and express opinions.

Based on the views above, the researchers focused their research on the analysis of moral values in tiktok content and their implications for character education through learning literature in schools.

## RESEARCH METHODS

The method used in this research is descriptive method. The descriptive method is a research procedure that presents or describes research activities carried out on certain objects in a clear and systematic manner (Sukardi, 2016: 14). Because this research deals with descriptions in the form of written words, this research can also be called using a qualitative descriptive method. According to Moleong (2001: 3), a qualitative description method is a research procedure that presents descriptive data in the form of written words, people, and observed behavior. This type of research was chosen because it can reveal and describe an event that occurred so that it can be known how the facts actually happened. The research data is utterances that contain moral values. The data source for this research is the moral values in Tik-Tok content. This research was conducted online. The collection of research data was carried out using documentation techniques. Data analysis was performed using content analysis techniques.

The steps to analyze the data are:

1. Read stories in tiktok content.
2. Describe the findings of moral values in tiktok content
3. Read books that are relevant to this research
4. Draw conclusions.

## RESULTS AND DISCUSSION

### A. Research result

Analysis of moral values in tiktok content is as follows:

- 1) Not respecting parents



#### PUTRA MAHKOTAA TIKTOK ACCOUNT REVIEW

"What are you doing? Why can't you respect your parents?"

"I just told this old man that I didn't like the food he was given."

"But he is your parent, you shouldn't say rude things like that. remember, without parents you would not exist."



In the comments on the tiktok content above, it is clear that every child towards his parents is not very commendable. A child, whatever the form of his parents should be respected. Poor, homeless, and so on must be respected, it is the parents who have carried us for nine months, raised us to adulthood, sent us to school so that we can distinguish between good and bad things. However, if we behave badly towards our parents, this is what we must stay away from. For example in the example above, the child does not like the food that the parents choose for him, which of course according to the child is considered bad, if we want to refuse it, do it in a polite way. For example by saying, "Mom, I'm still full", or "Madam, save the food first because I'm still not feeling well", or "Thank you, Mom, save the food first".

#### 2) **Religious tolerance**

Review TiktokSaimonabidin

"Let's all eat on wheels together."

"Please sir, you lead the prayer before we eat."

"Forgive me if I myself pray with my beliefs, because I am Christian."

"It doesn't matter, all religions are the same, it's just that the way of praying is different. We must respect each other's tolerance and maintain differences without division conflicts."

In the tiktok context above, it appears that someone invited one of those present to pray without having the person's religion/belief. Then all those present answered that there was no problem because all religions are the same, only in a different way. This can be interpreted that differences in religion/belief are not a problem. One's religion/belief is not a measure for maintaining and fostering religious tolerance for every member of the community, because it maintains differences without conflict rather than similarities accompanied by conflict. If every ummah respects every difference, there will be no conflict. Life will be harmonious and peaceful.

#### 3) **Willing to Help**

#### 4) Callmerich'sTiktok Review

"what are you doing here?"



"I'm scavenging used bottles to eat uncle."

"may I borrow the money you got? because my money suddenly disappeared on the street, while I was very hungry."

"Hmm, okay, uncle, I'm sorry for uncle, he seems very thirsty, I'll give you my money."

"Thank You. Here is 1 million for you, I hope you can use it and it will be useful."

"but om in a lot, thank you uncle. omg very good."



In the story of the tiktok content above, a child is depicted whose job is to scavenge used bottles, a lost child is visited by someone to borrow money from someone because he is thirsty. Regardless of the reward, the little boy willingly lent the money. The child's sincerity was immediately rewarded with kindness. He received one million rupiah from the person he helped. This can be interpreted that everything we do, such as helping people without expecting anything in return from the people we help, will surely be rewarded by God, maybe from the people who help or through intermediaries of other people. So life must be sincere. Sincerely accepting trials, sincere in giving, sincere in working, sincere in fighting for the rights of others.

##### 5) **Willing to help**

"Mom what are you doing here?"

"I'm resting because I'm tired sir, I was lazy because."

"Ma'am, how much money do you get?"

"25000"

"Can I borrow it first ma'am? to buy food and drink because I'm hungry to walk one day."

"Okay sir, please speak, the father is very tired."

"Mom, did you give money to that person?"

"Yes sir, because he said he was hungry and thirsty."

"Because you have been kind enough to help, I will give you 1 million, ma'am."

"Thank you sir"

In the tiktok content speech (4) it is illustrated the sincerity of a mother whose job as a scavenger helps someone who needs help. However, in this story it is illustrated that someone who asked for help still has feelings because they still ask scavengers about their financial situation. Perhaps the best thing a borrower can do is ask for help, even if it's only ten thousand rupiahs, because the scavenger only has twenty-five thousand rupiahs. If sincere under any circumstances someone can do things like the above if someone really needs help.

This can be interpreted that helping with full sincerity without counting is a very noble deed. Of course the story above can inspire us that even a poor person can give all of what he has at that time let alone other people. Let's share with people who need as sincere as we are.

#### **6) Loyalty to family**

"Why are you here?"

"I'm sleeping here tonight sir, because I have no sustenance."

"Where does the money belong, sir?"

"I gave money to my father earlier, he asked for it because I haven't eaten for days."

"Because you have done good, I will give you 1 million here, sir."

"This money is to pay compensation earlier."

"Thank you very much sir, you are very noble."

In the story of the content of tiktok (5) it is described that a father does not come home and has to sleep on the side of the road because he is afraid that he will not bring good fortune to his house. You really understand your responsibility towards your family. Even though he should give priority to someone who is starving, he must choose to help someone who is starving because he considers it based on the urgency of something. Maybe for this father, he has to choose to help people who are starving because the family is at home, even though today he doesn't eat, he is not at risk like the father he is helping.

"How many crackers have you finished today, Grandpa?"

"still 20,000 son."

"Has grandpa eaten?"

"not yet want,"

"if not why did grandpa give this money to that person"

"poor child that has no parents"

"Grandfather's heart is very noble, I give this gift to Grandpa, okay, because it has helped"

The speech in the tiktok content (6) above illustrates that a grandfather selling crackers only had money for his food needs that day. However, the grandfather was willing to give his food money to orphans.

This can be interpreted that someone who has a noble heart cannot be measured by how much or how much wealth that person has. Precisely the essence of a person's nobility is measured when the person is in a state of deprivation, but can still help orphans.

Nowadays it is very difficult to find someone who has a noble heart. Therefore, this tiktok broadcast can provide valuable knowledge for children and the younger generation so that they can follow the example of what selling these crackers is doing. At home they can practice it with family members, for example sharing with relatives when they receive food or anything that can be shared.

7) **Helping mother**

TIKTOK REVIEW STEVEN STENLY



"Why are you selling until late at night like this?"

"I need money to pay the boarding house."

"How many have you sold today?"

"There are already a lot, because of that we need a lot of energy to sell."

"Here is money for you, you are a good boy for helping your mother."

The story in the tiktok content (7) above illustrates the sacrifice of a child who sells late at night just to help his mother pay the boarding house. Currently, it is still found that children work to help their parents. However, there are not a few children who work only for their own use. Apart from that, if a child is already working, this can mean that they have insufficient income to meet their needs. If this is done by a child, it means that the child has good morals to be emulated by children of his age. The child will be aware of the circumstances of his family. If he is in the 'have' family, the child will realize that there are people who already have or need more and this can foster a sense of affection, caring,

8) **Do not be arrogant**

An Alvard car owner taking shelter under a tree. Under that tree is Xenia's car. Alvard's car owner leaned against Xenia's car because he had to wait for someone. The owner of the Xenia car came. Hey mas, is there no other place to lean on? Oh sorry sis, I'm waiting for someone ". Reply sir. Why are you still standing there?" I want to go now "thank you sis". The owner of Alvard immediately went to his car and immediately went past grandpa's car which was jammed due to disturbances, sis asked for help from a passing car. Mas again stopped the car and opened the car window. Ma'am was surprised and blushed because the one in the car turned out to be the man she had driven out.

The speech on tiktok (8) above illustrates that we as humans must be humble. speak polite words, the arrogance that we have actually only makes us ashamed of ourselves, because above us there are still those who exceed us. Let alone the car we have, having a jet plane alone cannot make us arrogant. Above all there is an essential owner, namely God.

9) **Always include the name of God**

"How are you going?"

"certainly dong"

"Jon, we've gathered and just waiting for you"

"Sorry, I'm sick,

That's why I'm not going with you."

The story of the tiktok content above illustrates how humans can only guess. Jon told his friends that he had definitely left. Jon forgot that the only thing that is certain in this world is God and not humans.

The moral value contained in this tiktok is, in saying, we all usually include the name of God, because it is God who arranges, permits, accompanies every human movement. More specifically, each student will further increase their faith in God which is manifested through the words hopefully, praise God, God bless.

#### 10) **slander**

"Yesterday's performance was mediocre",

"now already using branded goods"

"Boss Korean mistress"

"That's why his appearance changed"

The story in the tiktok content above contains bad moral values because one of the story characters slandered his neighbor who said that the woman was a mistress. This can be interpreted that one's life is not always static at one point in life it will change from poor to rich, from scavengers to famous singers, from meatball sellers to entrepreneurs.

### **B. Discussion**

#### **1. Implications of the Moral Values of Tiktok Content in Character Formation**

As explained above, the moral values contained in tiktok content include good and bad moral values. Good moral values include respecting parents, willing to help, helping mothers, noble heart, loyalty to family, religious tolerance, while bad moral values are arrogant, like to slander. In the context of forming student character, these moral values can be used as a reference for students in behaving so that they grow into mature, moral human beings.

The character itself can be interpreted as a character or habit. In addition, psychologists argue that character is a framework that is believed and habituated so that it shapes one's actions. Therefore, if we know a person's character, then we can also recognize the attitude that person will take in certain situations and conditions. Morals or character is a thought process that makes the thinker already know that the things he thinks about are things that must be done without thinking about anything else because they are ingrained in the mind. This is also known as a habit.

Character according to KBBI means psychological traits, morals, or character. Character can be interpreted as character, namely behavior or actions that are always done or habits (Dictionary, 2016). This character is expressed in the form of ways of thinking and behaving that are characteristic of each individual to live and work together, both within the family, community, nation and state. Pritchard in Musaffak (2012: 56) defines character as something related to the living habits of individuals who are sedentary and tend to be positive. Character as morals can be positive or negative.

From the sources obtained, we can put forward various indicators to achieve successful character education. However, there are 13 general characteristics that apply in the world, namely characters that can be trusted, integrity, responsible, caring, diligent, orderly, forgiving, obedient, friendly, careful, cooperative, honest, and respect for others. All of these so-called character types are interconnected and cannot be separated from one another. Because an honest person must be trusted, a friendly person must be able to cooperate, and a person with integrity must be responsible.



Character development can experience development through trust or faith from adherents such as love, joy, peace, patience, generosity, kindness, loyalty, humility, gentleness, and self-mastery. With the characters stated above, it can be obtained the character of an individual who is patient, generous, loving, loyal, kind, gentle, and self-controlled.

The implications of the results of the Tiktok content analysis for the formation of student character are:

1. Students are taught to always share with others;
2. Students are taught to always be sincere, to share with less fortunate people;
3. Students avoid being arrogant because living in this world there is nothing to be proud of;
4. Students are taught not to slander based on wrong reasoning;
5. Students are taught to be loyal to their families;
6. Students are taught to live in tolerance with other people, especially people who have different beliefs from us;
7. Students are taught to have a noble heart.

## **2. Character Formation Through Literature Learning**

Education that leads to character, one of which is through the teaching of literature. One important aspect in learning literature is the selection of teaching materials. In selecting teaching materials, teachers can complement them with examples that teachers can use in learning literature. In tiktok content, moral values are reflected which are the mandate in literary works. This message is reflected through the story characters in the tiktok content, which in literature are also acted out by the story characters through characterizations.

Thus it can be said that character education can be carried out using a cultural basis as a means of forming values that contain goodness through the educational process. From these thoughts, the development of culture-based character education is very strategic for the sustainability and excellence of the nation both in the present and in the future. This development must be carried out through careful planning, an appropriate approach to learning methods and effective learning.

In character education, according to Lickona in Cahyani (2010) there are three components of good character that must be emphasized, namely (1) knowledge about morals or moral knowing, (2) feelings about morals or moral feeling, and (3) moral actions or moral action. This is necessary so that students are able to understand, feel, and practice the values of virtue.

In more detail, RatnaMegawangi (2004), suggests that character education, especially for children, is taught nine noble characters, namely (1) love of God and truth, (2) responsibility, discipline, and independence, (3) trust, (4) respect and courtesy, (5) affection, caring, and cooperation, (6) confident, creative, and never give up, (7) fairness and leadership, (8) kind and humble, (9) tolerance and love peace.

## **CONCLUSION**

1. The moral values contained in tiktok content include good and bad moral values. Good moral values include respecting parents, willing to help, helping mothers, a noble heart, tolerance of religious life, loyalty to family, while bad moral values are arrogant, like to slander.
2. The implications of the results of the Tiktok content analysis for the formation of student character are:
  - Students are taught to always share with others;
  - Students are taught to always be sincere, to share with less fortunate people;
  - Students avoid being arrogant because living in this world there is nothing to be proud of;

- Students are taught not to slander based on wrong reasoning;
- Students are taught to be loyal to their families;
- Students are taught to live in tolerance with other people, especially people who have different beliefs from us;
- Students are taught to have a noble heart.

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