

CHAPTER I

INTRODUCTION

A. Background of The Study

Information technology in recent years has developed so rapidly. This condition identifies changes in interaction by using technology-based communication media. The Internet and web-based entertainment are one of the primary apparatuses in the appropriation of data today. Globally, it has changed the face of the media as a whole.

Social media is not only used as a tool for communicating and interacting, but also as a tool of self-expression (self-expression) and self-branding (Andreas et al, 2010). As a general rule, the function of virtual entertainment is to convey messages to many online entertainment clients themselves, to be more specific as news (data), pictures (photographs), and furthermore video joins. With the application on a cell phone or cell phone, it makes it more straightforward for individuals to get to web-based entertainment whenever and anyplace.

The presence of social media has brought its own influence on the activities carried out by society today. Alongside the times, social media should have the option to answer the requirements of the local area, especially among students. Social media is also expected to be able to change the way of view and behavior in communication between friends and must be able to improve the quality of life of students both in terms of behavior and quality of learning. With the headway of innovation today, there are numerous social media that can be utilized by people to be utilized as devices in discussing. However, in this study researchers will focus on one social media, namely TikTok social media or which can also be referred to as the TikTok application.

TikTok social media is a medium in the form of audio visuals. Because this media is a social media that can be seen and can also be heard. There are so many users of this social media, namely from among students. Learners are so happy to use TikTok social media because for them this social media can entertain them when they are bored. TikTok is an online entertainment application that can give extraordinary and intriguing embellishments that can be utilized by its clients. Particularly with the simple way it works, which is to make brief recordings by creating cool recordings and can be shown to companions or different clients. This brief video social application has a great deal of music support so clients can perform with dance, free-form, and substantially more that

should be possible to empower the imagination of its clients to become content makers. However, if the amount of duration used in the use of social media can cause students to experience insomnia which can result in decreased concentration, lack of interest, and motivation to learn, it can even be the cause of student delays in attending the teaching and learning process in school. This suggests that in addition to causing insomnia in learners, the intensity of social media use also results in students' learning discipline being disrupted.

It is almost certain that everyone who has a mobile phone, especially the smartphone category, at least has one of the many social media accounts that exist. This condition certainly helps change the way one communicates and behaves in this digital era, as well as the way of thinking and seeking and obtaining knowledge.

B. The Problem of Study

The impact of TikTok's Online App Use on Learning Interest Among High School Students.

1. What effect TikTok's Online App Use has on high school students' learning interests?
2. What are the positive and negative effects of using TikTok's online app on learning interest among high school students?

C. The Objectives of Study

Based on the problem of the study above, the objectives of the study as follows:

1. To find out the effect TikTok's online app use has on high school students' learning interest.
2. To figure out the positive and adverse consequences of utilizing TikTok's online application on secondary school understudies' learning interest.

D. The Limitation of Study

In this study, researchers limited this study to analyze what impacts were found and analyzed the positive and negative impacts of using the TikTok application on learning interests among students through a good description and explanation.

E. The Significant of Study

a. Theoretical Significance

Through this research, it is hoped that it can provide ideas and enrich the general treasury of knowledge related to TikTok Application Social Media.

b. Practically

1. For Students

In the consequences of this review, it is normal that understudies can know the impact of TikTok web-based entertainment on learning fixation and can comprehend the positive and adverse consequence of TikTok virtual entertainment on the understudy's own way of learning.

2. For Researchers

Researchers are expected to develop knowledge about TikTok social media and can add insight into the social media and it is hoped that researchers can find out and understand how much influence TikTok social media has on students learning interests.

3. For Academics

In addition to references for research that will be carried out next, as well as information about the Impact of Using The TikTok Online Application on Students' Learning Interests.