# USE AND LEVEL OF SATISFACTION OF STUDENTS OF THE FACULTY OF DAKWAH AND COMMUNICATIONS WITH TIKTOK AS A DIGITAL MEDIA IN OBTAINING RELIGIOUS INFORMATION

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**Abstract.** This study aims to determine use and level of satisfaction of students of the Faculty of Dakwah and Communications (FDK) with Tiktok as a digital media in obtaining religious information. This study uses a descriptive analysis method with a qualitative approach. The data used consists of primary sources (interviews) and secondary sources (literature). The results of the study show that the use of TikTok for KPI FDK students can provide benefits in fulfilling religious information, even though TikTok is not the main source of knowledge. TikTok's content is concise and entertaining, sometimes lacking in depth or accuracy. The TikTok algorithm can also limit perspective with a "bubble filter". It is important for TikTok users to remain critical in assessing information and verifying it through reliable sources..

**Keywords**: student satisfaction; tiktok, religious information

## I. INTRODUCTION

Currently, the use of digital media is increasing. This is factored in because of the times that facilitate every technology and the development of existing media. Technological developments affect various aspects in various fields, including information. This influence changes the delivery of knowledge from old media to new media. The term media has been known by the public for a long time **[1]**. As it is known, the old press used spoken and written media to convey information. However, with the existence of media technology, it is growing and continuing to develop to provide convenience in every job. Communities, workers, students, and students use technology to facilitate every job they do and use it as information technology **[2]**. Information technology is a general form that describes any technology that helps produce, manipulate, store, communicate, and convey information [3]. 1 Information and communication technology makes it easier for people to do daily activities, including shopping. Currently, many users use it as a search for the information they need. Digital media users are increasing daily; it can be said that digital media has become a companion and a necessity for everyone [4]. In 2021 the Asian region accounted for 56% of the human population using digital media **[5]**. With this large number, it can be concluded that Asia has more digital media users than other regions **[6]**. Meanwhile, out of the total human population in the world in 2022, there are 4.74 billion social media users active in using digital media **[7]**.

The growing number of media has caused some media parties to force users to use the media they create for personal gain. Whereas in the use of media that will be used, everyone is free to choose the media used as a source of information. Article 28E paragraph 3 of the 1945 Constitution explains that "everyone has the right to freedom of association, assembly, and expression." The article explains that everyone has the right to freedom, meaning that people can choose whatever they do, including the freedom to select information. Because the user's motives for someone are different and by their desires, such as entertainment or information needs, other people may not judge or demand to use specific applications for personal gain. Around the 90s, before being introduced to digital media, in seeking information, people usually used books, newspapers, and documents in physical form to add information. Especially for people who embrace Islam, when they want to add religious details, they need to go to spiritual assemblies such as tabligh akbar, isra' mi'raj, weekly recitation, or other religious activities to increase spiritual knowledge. However, as time passes, digital media is growing, making it easier for people to add information through the available media. One of them is TikTok digital media which is currently trending. For Muslims, digital media makes it very easy to obtain religious information because they no longer need to come to religious studies or tables to add spiritual details. Sitting at home and listening to lectures via their mobile phones is enough.

Various digital media can be used as information media, such as television, radio, newspapers, and other social media, as well as other digital platforms such as Facebook, Instagram, and Tiktok. Of course, in this digital era, seeking information through social media is very helpful in adding religious insight **[8]**. Therefore, Muslims must take advantage of opportunities like this to deepen their spiritual knowledge

through social media, especially Tiktok. Nurcholis Madjid said that internet use plays a significant role, so Muslims do not need to avoid the internet because if it is not used correctly, they will suffer losses. Because apart from being useful for da'wah, the internet also provides information and data, making it easier for people to work. From Nurcholis Madjid's statement, it can be ascertained that Muslims must use existing media, especially Internet media. Internet media is beneficial in terms of finding information relating to religion.

TikTok is currently a trend among digital media users. TikTok itself is an application that provides special effects to its users to be able to make short videos with a duration of up to 3 minutes to produce excellent and creative videos because it is supported by sophisticated features such as adding music, filters, and various other features that help in the completion of a video to make it look more attractive. This application provides diverse and exciting content depending on the content creators who provide themes such as preaching. Users usually display aesthetic videos or funny videos, including content that provides education about Islamic teachings. The Tiktok application can be used via cell phone, computer, or PC (Personal Computer). It is known that mobile phone users have reached 90% of users who access social media as a source of information, while around 92% of computer users obtain information through online media [9]. In 2023 Tiktok will be one of the world's most popular digital media platforms. Based on We Are Social data, Tiktok users are estimated to have increased by 18.8% from previous years. Indonesia has the second rank in the use of digital media Tiktok, namely as many as 109.90 million users, followed by other countries such as Brazil, Mexico, Russia, and Vietnam.

An application can be successful if it meets all the needs of its users because user satisfaction is the most important thing to get a good image for the future. User satisfaction can be expressed as satisfaction and pleasure in using or consuming a product or service. As an organizer or manufacturer, you should pay attention to every detail provided to get users a positive response and satisfaction. Satisfying user needs is the desire of every company [10]. The media must carefully discover user needs and desires shifts to meet user satisfaction [11] as in using the Tiktok application. The Tiktok application can be used as an information-enhancing medium. As you know, the content provided by the Tiktok application is very diverse. They start from educational, health, economic, entertainment, and even religious content. The increasingly sophisticated technology nowadays makes it easier for everyone to find additional information according to their needs. In addition, information is also relatively easy to find using the available media, which makes it easier for users to find information, for example, TikTok media.

Aside from being a medium for entertainment, people also use TikTok as an educational medium that provides various kinds of information. The content provided by each Tiktok user offers not only general information but also religious information with various aspects both in terms of faith, worship, morals, and Ramallah, for example, regarding the obligation to pray, the virtue of fasting, the beauty of

sharing, and the most popular is content that provides Islamic words. Many people use TikTok digital media as a source of information, especially religious information. When viewed from the environmental phenomena that occur, many people choose Tiktok as their information medium as a source of spiritual information because this application provides interesting content in terms of appearance and is also easy to use as this media is also popular among teenagers. Examples of accounts often providing da'wah content are Husain Basyaiban, Agam Fachrul Samudra, Syam El Marusy, and many more. Still, they are the most famous for their Tiktok conveying Islamic teachings.

Content provided by other users can be used to add information, especially religious information. This makes it easier for users to find spiritual information that suits their needs. The ease of finding information and the completeness of the information provided by Tiktok media give users satisfaction. Tse and Wilton stated that customer satisfaction or dissatisfaction is the customer's response to the perceived disconfirmation evaluation between previous expectations and the product's actual performance after use [12]. The better an application, the better the user's assessment and satisfaction. It is the same with students of the Faculty of Dakwah and Communication, or what is commonly referred to as FDK. As a student engaged in communication and da'wah, you must use Tiktok to fulfill religious information to increase student understanding of Islamic values. Tiktok can be a suitable medium to help FDK students find spiritual information. Many FDK students use TikTok media as an information medium, but not a few FDK students use it as a medium of entertainment. As active users of Tiktok media to fulfill students' curiosity, many are satisfied using Tiktok. This can be factored in because the content provided by Tiktok users is interesting to look at because it allows for a good appearance at the same time as content that is packaged very attractively. In addition, the information supplied by Tiktok is very diverse; almost all information is displayed on Tiktok. That is why many FDK students use Tiktok to fulfill statements, especially in religious matters. From the explanation described above, the researcher is interested in discussing this in this study. Researchers want to know the use of student satisfaction at the State Islamic University of North Sumatra, especially students of the Faculty of Dakwah and Communication, in fulfilling religious information carried out through Tiktok media. This research is entitled Use and Level of Satisfaction of Students of the Faculty of Dakwah and Communications (FDK) with Tiktok as a digital media for obtaining religious information

## II. RESEARCH METHODS

This research is a descriptive analysis research with a qualitative approach. According to Creswell, qualitative research is research that refers to the natural phenomena of the object under study [13]. Sources of data in this study include primary data obtained directly and secondary data obtained indirectly through the relevant literature. According to Sukiati, data is a source that becomes the center of the data obtained,

both primary and secondary **[14]**. Data collection techniques in this study include interviews and documentation. In data analysis techniques, researchers perform data reduction, data presentation, and data verification.

## III. RESULTS AND DISCUSSION

TikTok is a popular social media platform, especially among the younger generation, including university students. However, remember that TikTok is primarily an entertainment platform and not a primary source for fulfilling information or knowledge. Among students of the Islamic Communication and Broadcasting Study Program (KPI) of the Faculty of Dakwah and Communication (FDK), TikTok can have several services related to fulfilling information. However, there are other purposes besides this. Some students may use it to access campus-related content, news, or academic topics delivered in short video formats. However, several considerations need to be considered in this matter. First, TikTok is a platform better suited for entertainment, trending, and lifestyle content than for academic information or very in-depth content. TikTok videos are usually short, around 15 to 60 seconds, which may need to be more to understand a topic thoroughly. Apart from that, TikTok is also known for its algorithm, which is based on user preferences. This algorithm tends to display content that users have frequently accessed or liked in the past, which can create "filter bubbles" where users only see content aligned with their views or interests. This can limit a user's exposure to multiple viewpoints or different information. When using TikTok for information fulfillment, students must remain critical of the content they consume. They should verify the information they encounter with more reliable and verified sources.

Using TikTok can provide significant benefits in fulfilling religious information for KPI FDK students. TikTok can spread religious, educational content, provide motivation and inspiration, engage in religious communities, and express creativity in exciting forms. TikTok users can also feel satisfaction through easy accessibility, attractive learning styles, and the variety of content offered by other users. However, remember that TikTok remains a social media platform with entertainment and viral characteristics, so it is essential to maintain criticism and selectivity in consuming religious content on the forum. With regards to user satisfaction, this will vary from individual to individual. Some students may feel entertained and get information or insight from TikTok content. However, other platforms such as campus websites, scientific journals, or other trusted sources may be more suitable for academic or in-depth information needs. Finally, while TikTok can be a fun pastime, students must balance time spent on the platform with more productive academic pursuits and self-development. Based on the results of interviews with several students of the Faculty of Dakwah and Communication (FDK) regarding the use and satisfaction of TikTok users in fulfilling information, there are similarities and differences in their experiences and views. Dwifa Ramadani Ginting, a semester IV student, uses TikTok as a

source of religious knowledge, such as lectures and stories of youth migration. He considers using TikTok entirely satisfactory, with accurate and verifiable content. Siti Asyara, a semester IV student, spends around 5 hours daily on TikTok looking for trending religious information, such as youth problems and advice on morals to parents. He prefers TikTok over YouTube because of the shorter duration and exciting content. Siti is satisfied with using TikTok because it contains valuable information and is easy to use.

Fatimah Zahra, a semester VI student, uses TikTok to entertain herself and look for religious information that appears on TikTok's For You Page (FYP). He acknowledges TikTok's speed and ease of use in providing information but is also aware of content that needs to be clarified or verified. Fahru Rozi, a semester VIII student, considers TikTok a source of information that teenagers widely use. He searched for religious information using specific hashtags and realized that not all information on TikTok is always accurate, but it can be trusted if a source is attached. Fahru saves valuable information and applies it in everyday life. Tazkia Ramadani, a semester VIII student, uses TikTok daily for entertainment and sometimes looks for the information she wants. He also recognizes that not all of the information on TikTok is accurate, but if a source is included, he is more likely to believe it. Tazkia also applies religious information obtained from TikTok in daily life. FDK students generally agree that TikTok is an entertainment medium providing spiritual information. They realize that not all information on TikTok is always accurate, but if a source comes with it, they tend to believe it. The use of TikTok in fulfilling knowledge among FDK students is considered entirely satisfactory, with lots of useful and easy-to-use content. Based on the results of interviews with students of the Faculty of Dakwah and Communication (FDK) regarding the use and satisfaction of TikTok users in fulfilling information, it can be concluded that TikTok is a popular media among FDK students for entertainment as well as obtaining religious information. Students realize that not all information on TikTok is always accurate, but if a source comes with it, they tend to believe it. Even though there are differences in the intensity of use and focus of information seeking, FDK students expressed their satisfaction with using TikTok. They think that TikTok provides valuable, easy-to-use content and can be applied in everyday life. Short content duration is also advantageous for TikTok compared to other platforms like YouTube. The use of TikTok in fulfilling information among FDK students is considered entirely satisfactory. However, it is crucial to remain critical in assessing the accuracy of the information provided and verifying through other sources if necessary.

## IV. CONCLUSION

Using TikTok can provide significant benefits in fulfilling religious information for KPI FDK students. However, TikTok is primarily an entertainment platform and not a primary source for the fulfillment of information or knowledge. TikTok content is usually brief and entertaining in nature, so the information conveyed may only sometimes

be in-depth or accurate. Additionally, TikTok's algorithms can create "filter bubbles" where users only see content that is in line with their interests, which can limit diverse perspectives. Nonetheless, TikTok users can feel entertained and get information or insight from their content. Still, remaining critical in assessing the accuracy of the information and verifying through trusted sources is essential

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