

Influence of Da'wah Content on TikTok on the Strengthening of Adolescent Moral Values

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Abstract: This study aims to analyze the influence of da'wah content on TikTok on the strengthening of adolescent moral values. Using a quantitative approach, this study involved 31 adolescents in Kubang Agung Village as the sample. Data were collected through a questionnaire and analyzed using a simple regression test. The results show that da'wah content on TikTok has a significant influence on the strengthening of adolescent moral values, with a significance value of 0.001 ($p < 0.05$). The coefficient of determination (R^2) of 0.314 indicates that 31.4% of the variation in adolescent moral values can be explained by TikTok da'wah content, while the remaining 68.6% is influenced by other factors outside the study. Overall, this research concludes that TikTok can function as an effective da'wah medium, capable of conveying moral values creatively and in an easily accessible way for adolescents, provided it is used wisely and supported by a holistic moral education ecosystem.

Keywords: Da'wah Content; TikTok; Moral Values; Adolescents.

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Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh konten dakwah di TikTok terhadap penguatan nilai-nilai moral remaja. Dengan menggunakan pendekatan kuantitatif, studi ini melibatkan 31 remaja di Desa Kubang Agung sebagai sampel. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan uji regresi sederhana. Hasil penelitian menunjukkan bahwa konten dakwah di TikTok memiliki pengaruh yang signifikan terhadap penguatan nilai-nilai moral remaja, dengan nilai signifikansi sebesar 0,001 ($p < 0,05$). Koefisien determinasi (R^2) sebesar 0,314 mengindikasikan bahwa 31,4% variasi nilai moral remaja dapat dijelaskan oleh

konten dakwah di TikTok, sementara 68,6% sisanya dipengaruhi oleh faktor-faktor lain di luar penelitian. Secara keseluruhan, penelitian ini menyimpulkan bahwa TikTok dapat berfungsi sebagai media dakwah yang efektif, mampu menyampaikan nilai moral secara kreatif dan mudah diterima oleh remaja, asalkan dimanfaatkan secara bijak dan didukung oleh ekosistem pendidikan moral yang holistik.

Kata Kunci: *Konten Dakwah; TikTok; Nilai-Nilai Moral; Remaja.*

A. Introduction

In the current era, technology is experiencing rapid development and can be utilized by both organizations and individuals. Technology is defined as the "development and application of tools, machines, materials, and processes that help humans solve their problems" (Zulham, 2017). This aligns with the Indonesian dictionary (KBBI), which defines technology as a scientific method to achieve practical goals, applied science, and the entire set of means for providing the goods necessary for human life and comfort. Media plays a role in message delivery in at least four ways: effectiveness, efficiency, concreteness, and motivation (Habibi, 2018).

This technological advancement also allows people to connect with each other simultaneously. Technology has brought about changes in society, especially among adolescents, in how they interact and gather information anywhere and anytime. This applies to various aspects of life, including work, education, business, or simply communicating to strengthen relationships without direct, in-person meetings. Numerous developers are now creating innovative applications, with TikTok being one prominent example.

TikTok is a Chinese social media and music video platform launched in September 2016 (Susilowati, 2018). According to research, TikTok usage reached 113 million users as of April 2023, making Indonesia the country with the most TikTok users globally during that period (Riyanto, 2023). This application, which features short-form videos, has become a phenomenon in recent years, with millions of daily

active users. In 2018, the app faced public criticism and was temporarily blocked by the Indonesian Ministry of Communication and Informatics due to the negative influence of certain content, particularly a user named "Bowo" who was popular among adolescents (Albahroyni et al., 2023). However, the block only lasted one week. Following coordination between the Ministry and TikTok to address negative content and ensure compliance with Indonesian regulations through the establishment of a local monitoring team, the application was made accessible again. TikTok has since become a medium for creative expression, entertainment, and social interaction, regardless of a user's background. The content on TikTok is highly diverse, ranging from dance and comedy to educational and religious content, particularly Islamic religious content. The application is widely used by millennials, especially adolescents.

Adolescents are the generation that will shape the future of a civilization. The quality of a civilization can be seen in the quality of its youth. However, with the rapid development of technology, adolescents are prone to engaging in immoral behavior. This period is a phase of self-discovery, making them susceptible to negative technological influences that can lead to promiscuity, gambling, pornography, and other detrimental behaviors. Early adolescence spans from 13 to 16 years, while late adolescence starts from 17 to 18 years (Remaja, 2023). Adolescents are a popular subject for research due to their dynamic behavior. Significant changes between adolescents of the past and those of the present, including the emergence of the millennial generation, demonstrate the continuous evolution of their characteristics. The combination of childlike traits and the quest for identity in adolescents further enhances their appeal as research subjects.

Da'wah, or Islamic proselytization, is one way to prevent the decline of moral values among adolescents. Da'wah is an effort by Muslims to convey the teachings or messages of Islam (Azimalia et al., 2024). It is an activity that invites, urges, and calls people to have faith and obey Allah in accordance with Islamic creed, sharia, and morality (Dalimunthe, 2023). With technological advancements, da'wah is no longer confined to traditional pulpits but can also be conducted through social media.

Preachers are now utilizing the TikTok application as a means to deliver their sermons, aiming to reach a millennial audience. By leveraging social media platforms for da'wah, millennial adolescents no longer view it as an old-fashioned or unappealing medium but rather as an interesting subject to learn from (Musthofa, 2016).

Kubang Agung Village, located in Depati Tujuh sub-district, Kerinci Regency, is a rural area where initial observations showed a decline in moral values among many adolescents, such as addiction to online gambling and gaming. Based on this background, the researchers are interested in examining whether there is an influence of watching da'wah videos on TikTok on the moral values of adolescents in Kubang Agung village.

Numerous studies have explored the use of the TikTok application as a medium for religious content. For instance, Lutfiana Allisa and Agus Triyono (2023) studied the influence of da'wah on TikTok on the religiousness of adolescents. Luluk Makrifatul Madhani et al. (2021) investigated the impact of TikTok use on Islamic behavior. Anatasya Zalfa et al. (2022) examined the impact of da'wah content on TikTok on the religious development of university students. Riska Marini (2019) researched the influence of TikTok on students' academic achievement. Finally, Alfin Khosyatillah (2018) wrote about the impact of the TikTok social media platform on religious behavior.

Based on the existing literature, no study has specifically focused on the influence of da'wah content on TikTok on the strengthening of adolescent moral values. Therefore, this research aims to address this gap and complement previous studies.

B. Research Methods

This study employed a quantitative approach, as this method is essential for focusing the research findings. A method refers to the scientific procedures, steps, or stages carried out in a study to achieve a specific objective and obtain valid data regarding the established goals (Sugiyono, 2016).

The population for this study consisted of adolescents in Kubang Agung village who have a TikTok account and have watched da'wah content on the platform. A

population is defined as the broad category of objects and subjects selected by a researcher for a study from which conclusions are drawn (Sugiyono, 2018).

The research sample consists of individuals or respondents who serve as a source of data or information for the research. For this study, the researcher selected a sample of 31 adolescents aged 13-18.

This study utilized simple regression analysis to examine the relationship between the independent variable (X) and the dependent variable (Y). This analysis was performed using the statistical software SPSS, with a significance level of 0.05. The data source for this research was primary data, collected indirectly through a questionnaire or survey. This questionnaire contained a series of questions that respondents were required to answer (Sutopo, 2006).

C. Results and Discussion

Based on the analysis of the research data, it was found that the majority of respondents, 13 people (42%), frequently watched or accessed da'wah content on the TikTok application. This indicates that the presence of diverse, creative, and youth-friendly da'wah content makes it more easily accepted by adolescents in Kubang Agung Village compared to conventional da'wah methods. The act of watching or viewing TikTok da'wah content falls into a very high category. This can be seen in the following table.

Table 1. Frequency Distribution of TikTok Da'wah Content

Category	Interval	Frequency	%
Very High	22-25	13	42
High	18-21	10	31
Moderate	12-17	7	23
Low	10-12	1	3
Very Low	5-9	0	0

Da'wah through social media holds a unique appeal for the millennial generation due to its alignment with their characteristics, which tend to be visual, fast, and interactive (Habibi, 2018). Meanwhile, only 3% of respondents rated da'wah content as

being in the low category, and none were in the very low category. This demonstrates that da'wah content on TikTok is relatively well-received as an alternative form of entertainment and a medium for religious learning amid the rapid flow of digital information.

Furthermore, based on the analysis of adolescent moral values data, it was found that 18 people (58%) were in the high category. This can be seen in the following table.

Table 2. Frequency Distribution of Adolescent Moral Values

Category	Interval	Frequency	%
Very High	32-35	0	0
High	26-31	18	58
Moderate	20-25	11	35
Low	14-19	2	6
Very Low	7-13	0	0

This condition indicates that the majority of adolescents in Kubang Agung Village exhibit a relatively good level of morality, although they have not fully reached the "very high" category. The absence of respondents in the "very low" category confirms that the moral condition of adolescents is still well-preserved and has not experienced a significant decline, despite facing challenges from environmental factors and exposure to negative digital content.

This finding is in line with the theory of moral development, which explains that adolescent moral values are influenced by environmental interactions, religious education, and the examples set by the figures they follow. In the context of this study, da'wah content on TikTok can serve as a digital role model that guides adolescents in shaping positive behavior. In other words, TikTok is not merely a form of entertainment but also holds great potential as a means of moral education (Lickhona, 2012).

Furthermore, from a character education perspective, moral values are more easily internalized when conveyed through media that is close to the reality of students' lives (Koesoema, 2019). TikTok, which is integral to the daily lives of adolescents, makes da'wah on this platform relevant and contextual. Character education must address

cognitive, affective, and psychomotor aspects—something that can be achieved with a creative, social media-based da'wah approach (Zubaedi, 2015).

A simple regression test was then conducted on the variables of TikTok da'wah content and adolescent moral values. The results of the analysis show a significance level of 0.001, which is much smaller than the required significance level of 0.05. This can be seen in the following table.

Table 3. Results of the Significance Test (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	115.263	1	115.263	13.260	.001
	Residual	252.092	29	8.693		
	Total	367.355	30			
a. Dependent Variable: Adolescent Moral Values						

Furthermore, the coefficient of determination (R-squared) value of 0.314 indicates that 31.4% of the variation in adolescent moral values is influenced by TikTok da'wah content. This can be seen in the following table.

Table 4. Simple Regression Analysis Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.560	.314	.290	2.948
b. Predictors: (Constant), TikTok Da'wah Content				

Based on these results, it can be concluded that there is a significant correlation between TikTok da'wah content and adolescent moral values.

Furthermore, the coefficient of determination (R^2) value of 0.314 indicates that TikTok da'wah content accounts for 31.4% of the variation in adolescent moral values. This means that approximately one-third of adolescent moral development is influenced by exposure to TikTok da'wah content, while the remaining 68.6% is influenced by other factors outside the scope of this study, such as the role of family, formal education, social environment, and peer influence.

These findings strengthen previous research by Lutfiana & Triyono (2023), who found that da'wah via TikTok can increase the religiousness of adolescents. Similarly, a study by Anatasya Zalfa et al. (2022) showed that da'wah content on TikTok influences the religious development of university students. Thus, this study expands on earlier findings by affirming that da'wah content not only increases religiousness but also contributes significantly to the strengthening of adolescent moral values.

From a practical perspective, these research findings have significant implications. First, for preachers, it is crucial to present da'wah content that is short, concise, and creative, in line with the characteristics of adolescent digital communication. Second, for schools and Islamic Religious Education (PAI) teachers, da'wah content on TikTok can be used as a supplementary medium for teaching moral values in the classroom. Third, for parents, guidance in the use of social media is key to helping adolescents choose content that supports their moral development. Fourth, for the government and related institutions, it is necessary to strengthen digital literacy programs so that adolescents are able to discern beneficial information and avoid negative content that can damage morality.

D. Conclusion

Based on the research findings, it can be concluded that da'wah content on TikTok has a significant influence on the strengthening of moral values among adolescents in Kubang Agung Village. This is evidenced by the simple regression analysis, which showed a significance level of 0.001, well below the established threshold of 0.05. Additionally, the coefficient of determination (R-squared) value of 0.314 indicates that 31.4% of the variation in adolescent moral values is influenced by the existence and intensity of exposure to da'wah content on TikTok. This finding suggests that social media, particularly TikTok, serves not only as a means of entertainment but also as a relevant and communicative da'wah medium capable of effectively reaching adolescents.

Da'wah content that is packaged creatively, attractively, and tailored to the psychological characteristics and needs of adolescents has been proven to be a powerful tool for value transformation. Adolescence is a crucial period for the

formation of self-identity and a complete personality. During this phase, adolescents are highly susceptible to social environmental influences, including the digital content they consume daily. By leveraging the visual, narrative, and emotional approaches characteristic of social media, da'wah content can reach and shape the moral awareness of adolescents in a more contextual and accessible form.

However, while the influence of da'wah content on TikTok on adolescent moral values is significant, it should be noted that there are still 68.6% of other factors outside the scope of this research that also play a role in shaping adolescent morality. These factors may include the role of family, social environment, formal religious education, and peer interactions. Therefore, the use of social media as a da'wah medium should not stand alone but must be supported by a holistic and synergistic moral education ecosystem.

As a recommendation, preachers and content creators are expected to continuously improve the quality of da'wah messages delivered via TikTok, while adhering to the principles of wise, inspiring, and insightful da'wah. The government and educational institutions can also play a role in providing digital literacy training to adolescents so they are able to critically filter content and benefit from positive content. Further research is also recommended to explore other factors that may influence adolescent morality, including the type of da'wah content, frequency of access, viewing motivation, and social interactions that arise from social media use.

In conclusion, TikTok, as a modern da'wah medium, has great potential in shaping the character of the younger generation, provided it is used wisely and supported by various parties who are concerned with the moral development of adolescents in this digital era.

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