

TikTok as a Media for Student Expression: Review of its Use and Impact

Mia Audina Sudrajat¹, Arini Safitri², Desi Erawati³
^{1,2,3} Institut Agama Islam Negeri, Palangka Raya, Indonesia

¹ *miaaudinasudrajat@gmail.com*

² *ariniarien21@gmail.com*

³ *erawati1377@gmail.com*

Abstract

This study examines the phenomenon of TikTok usage among university students in the rapidly evolving digital era. Using a descriptive qualitative method and literature review, this research analyzes the impact of TikTok on students' academic and social lives. The findings show that TikTok has positive effects in encouraging creativity and providing a platform for expression but also brings negative impacts such as addiction, decreased productivity, sleep disturbances, and reduced direct social interaction. TikTok also triggers consumerist behavior and the spread of hoaxes and has the potential to become a medium for bullying. This phenomenon reflects changes in students' social behavior, making them more digitally present but less socially engaged in the real world, illustrating how social media alters their interaction dynamics and daily lives. In conclusion, TikTok usage needs to be managed wisely to maximize its benefits while minimizing the associated risks.

Keywords: Phenomenon, TikTok, Student

Introduction

In the rapidly developing digital era, social media applications have become an integral part of our daily lives. One of the social media applications that has given rise to a global phenomenon and has achieved extraordinary popularity, especially among teenagers, namely students, is TikTok. TikTok is a video sharing application founded by Chinese company ByteDance in 2016. This application allows users to create and share short videos with a duration of 60 seconds. TikTok has gained phenomenal popularity throughout the world and attracted the attention of millions of users from various ages, backgrounds and cultures (Rosiana dkk. 2023).

The TikTok application provides various unique and interesting special effects (Icha dan Kurniadi 2022). This feature can be used by all TikTok users very easily when making short videos (Ghosh dan Ghosh t.t.). The TikTok application allows users to create, share and explore creative videos in various formats, from dances to short stories. This application has achieved

more than one billion downloads worldwide and influences the younger generation to interact with digital content. Even though the TikTok application offers many advantages, this application also has many disadvantages for students (Anon 2019). Reporting from We Are Social, Indonesia ranks second out of the eight countries with the most TikTok users in the world after the United States with 109.9 million users with an average internet access time of 7 hours 42 minutes per day. With details, the average video streaming is 2 hours 53 minutes, social media is 3 hours 18 minutes, listening to music is 1 hour 37 minutes, and playing games is 1 hour 15 minutes (Mahardika, Ma'una, dan Islamiyah 2021).

The growth in TikTok's popularity among students can be attributed to several factors, including ease of access, interactive features, and the application's ability to connect its users with a wide audience (Zulfan dan Hum 2018). TikTok allows users to convey their ideas and talents visually, which is often more engaging than other forms of communication. This makes TikTok an effective tool for personal branding and networking in the digital era. However, behind these benefits, concerns arise regarding excessive use of time and potential interference with students' academic concentration and productivity.

As the use of TikTok increases, research regarding the impact of its use becomes very relevant. Several studies show that excessive use of social media can have a negative impact on mental health, such as increasing levels of anxiety and depression (Watie 2016). In addition, the social pressure to produce interesting content and gain recognition from other users can cause additional stress for students (Handoyo t.t.). Therefore, it is important to explore how TikTok affects college students' psychological well-being as well as their social dynamics.

Method

The method used in this research is literature study research. Literature study in this research is a series of activities relating to library data collection methods, reading and note-taking. This research with literature studies has the same preparation as other research, but the sources and methods for collecting data are by taking data from the library, reading, taking notes, and processing research materials from research articles about the variables in this research. This literature study research analyzes it carefully and in depth in order to obtain objective results about providing in-depth information regarding the phenomenon of using TikTok among students (Putri, Bramasta, dan Hawanti 2020)

Theoretical Review

This research has several similarities with research by Malimbe, A., Waani, F., & Suwu, E. A. (2021) entitled "The Impact of Using the Online Application TikTok (Douyin) on Interest in Learning Among Sociology Students, Faculty of Social and Political Sciences, Sam Ratulangi University, Manado". found that the negative impacts of using TikTok by students include often

losing track of time, becoming addicted, not paying attention to health and many more. TikTok users also often use it in the wrong way or have crossed the line so that a negative video appears and accidentally people who see the video see what they shouldn't see. Furthermore, from research by Parhan, M., Khaerunnisa, A., Umar, M. S., & Hanifa, S. (2022) entitled "The Influence of Using the TikTok Application as a Da'wah Media among UPI Muslim Students" that the respondents on average are familiar with the TikTok application and also used the TikTok application as entertainment for the respondents and also saw the da'wah messages conveyed through TikTok. The da'wah content creator who is often fyp on TikTok by respondents is Ustad Hanan Attaki, this may be because Ustad Hanan Attaki is one of the Ustads who is loved by young people because he looks cool and uses social media as a means of preaching. However, of course conveying da'wah through the TikTok application has advantages and disadvantages in conveying this da'wah, but with these shortcomings the respondents also gave several suggestions, including making it more interesting by using the latest content transitions/designs, paying attention to the video packaging so that it remains in line with Islamic law, using trusted sources to avoid misconceptions. And, further research by Rahmayani, M., Ramdhani, M., & Lubis, F. O. (2021) entitled "The influence of using the TikTok application on students' addictive behavior" found that intensity and attractiveness had a significant effect on students' addictive behavior, whereas The content of using the TikTok application does not have a significant effect on students' addictive behavior

Pembahasan

Tiktok Appication

According to Wisnu Nugroho in his journal, he defines the TikTok application as a Chinese-born social network and music video platform created by ByteDance in September 2016 (Aji 2018). Currently, TikTok has become a global phenomenon, including in Indonesia (Susilowati, 2018). In 2020, the social media that experienced rapid development until it became popular culture in Indonesia was the TikTok application. In fact, the TikTok application is not a new social media in Indonesia, because in recent years, from 2018 to 2019, TikTok has started to become known to the Indonesian public, but at that time TikTok was considered a video-based digital application that produced output that was sometimes negative. The peak of this was when TikTok was blocked by the Ministry of Communication and Information, on the grounds that TikTok produced negative content, especially for children.

TikTok's popularity in Indonesia reflects the rapid adaptation to new technology and digital trends among society, especially the younger generation. The main factors supporting the growth of TikTok users in Indonesia are increasingly widespread and affordable internet access, as well as high smartphone penetration. Based on data, Indonesia is ranked fourth as the country with the largest number of TikTok users in the world. This shows that TikTok has succeeded in penetrating the social media market in Indonesia which was previously dominated by platforms such as Instagram and Facebook (Putri, Nurwati, dan S. 2016).

The content produced by TikTok users in Indonesia is very diverse, covering various topics ranging from entertainment, education, to social campaigns. This phenomenon reflects the creativity and cultural diversity that exists in Indonesia (Aprilizdiyar, Pitaloka, dan Dewi

2022). Many local content creators have gained popularity and widespread recognition through TikTok, thanks to the creators' ability to produce interesting and viral videos. Some creators have even achieved commercial success by becoming influencers who receive endorsements from various well-known brands.

Apart from being an entertainment platform, TikTok is also starting to be used as an effective marketing tool by various companies in Indonesia. With its large user base and high engagement rate, TikTok offers companies the opportunity to reach potential consumers in a more direct and personal way. Various creative marketing and advertising campaigns have been launched through TikTok, often involving collaborations with popular influencers. This approach has proven effective in increasing brand visibility and encouraging engagement from users (Deriyanto dan Qorib 2018).

The development of TikTok in Indonesia also faces several challenges. One of these challenges is the issue of user data privacy and security. The Indonesian government has taken steps to monitor and regulate the use of TikTok to ensure that the platform is not misused to spread inappropriate or misleading content (Ayun 2015). Additionally, there are concerns about the social and psychological impact of TikTok use, especially among teenagers, who may spend a lot of time in front of screens and are exposed to content that is not always positive.

The Phenomenon of Using TikTok Among Students

Changes in students' social behavior in using social media in their daily lives. Students cannot escape social media which changes their social behavior (Malimbe, Waani, dan Suwu 2021). This change in students' social behavior is because they have used social media, which influences their social behavior. It cannot be denied that social media has a big influence on a person's life. Someone who started out small can become big on social media, and vice versa, for society, especially teenagers, who consider social media like a world that they can control and feel comfortable living in.

According to Max Weber (2019), social behavior is an individual's action that has meaning or significance for the subject for himself and is directed towards the actions of other people. Actions can be repeated intentionally as a result of situational influences in the form of passive consent in certain situations. In their daily lives, students have a lot of behavior that occurs based on the influence of social media, where they act as if social media is the real world for them. Teenage behavior directed more towards students can make them stay away from the student environment that is truly real in their lives. On the other hand, they can be more present and active on social media, creating a more fun or interesting world for themselves without paying attention to other people and the environment around them (Prahesti 2021).

Students using social media drastically change their daily behavior. Changes in student behavior in using social media can occur because today's students are more interested in things that are instant or easier. Changes in student behavior or actions caused by using social media include the following:

First, less socializing. Students who use the TikTok application tend to lock themselves in their rooms and almost never socialize with their peers because they prefer to stay online at home. Social media is rapidly changing the behavior of teenagers, where previously they often played with their peers or what was usually called hanging out (Rahma dkk. 2023). The existence of social media makes it very easy for students to play at home. Because leaving the house is no longer important because you can notify friends via messages sent via social media chat. Apart from that, students choose not to socialize because everything they want is fulfilled on social media, such as going out to meet friends who are far away or relatives from different villages or different islands, they no longer need to spend energy and money to meet them. The culture of hanging out or hanging out with friends is rarely found or the habits or behavior of hanging out that students usually do is slowly turning into chatting on social media. Of course, this has an impact on the value of friendship whose quality decreases emotionally, not meeting face to face but via cellphone. Friendships are starting to break down due to social media (Adawiyah 2020).

Second, exist more with the times. Students have become more present with the times since they know and use social media. According to Zukifli, as one of the informants in this research, students who are behind the times will now be made fun of by their friends. Before the era of social media, it was an unimportant thing, but now we have entered an era of technology that requires students to exist with the times. According to Max (2019), social behavior can be formed in various ways, including adoption, deterrence and trauma. So that many students have adopted social behavior from social media or adopted these behaviors on social media so that they continue to exist within them. Existence becomes a source of ridicule for less existing friends, namely students who do not use social media or who do not have social media accounts. They inevitably have to use social media as a platform to exist because their environment demands them to use social media. Indirectly, people who don't have a social media account will be encouraged to create a social media account so that they don't get bullied by their peers or are made fun of as not existing enough, therefore they use social media to become existing and not be as outdated as before. when you haven't used social media and are indifferent about technology, now you have become present or narcissistic on social media (Umanailo 2019).

Third, Addiction. The beginning of students becoming addicted to social media is excessive curiosity. Because when they are curious or curious about social media, students try to use or apply social media. At first they just tried it and the longer they used social media, the more they understood about interesting social media applications, from there the students' curiosity became a feeling of interest and turned into addiction (Wilius, 2018). The feeling of addiction to using social media makes students use social media all the time and repeat it every day. The feeling of comfort in using social media makes them feel at home using it. Students accidentally enter the world of social media and at first they don't know anything about what happens in cyberspace, turning into addiction and dependency.

Fourth, increasing consumer culture. The increasing consumer culture has become a pattern of student behavior that is formed in using social media because teenagers now easily buy anything or use anything even though they don't need it or they just want it. This behavior pattern occurs because students can easily buy or wear anything they don't need because of instant access to social media, they can get anything, the important thing is to have money. Students are forming consumerist cultural behavior which is greatly increasing because even if they are far away, they can easily buy food and drinks without having to wait long. You can use an application or even use a subscription courier. Students spend their money wastefully buying things they don't really need but just want. One of the factors that attracts interest in shopping or using consumer culture frequently is getting or buying goods easily and instantly on social media (Setianawati 2023). There are many items that display attractive images on social media so that students are easily tempted and order whatever they see even though they don't need the item. In fact, students prefer online shopping rather than direct shopping. The less often they leave the house, the more unnecessary things they buy, so they don't use the things they buy. This is what triggers an increase in students' consumerist culture, where they behave wastefully by buying what they want, not what they need (Carolin dkk. 2023).

Fifth, reduced rest time. Lack of rest is a pattern of student behavior that results from using social media. Basically, teenagers have a lot of time to rest and often choose to rest at any time. But since using social media, teenagers no longer prioritize rest or their time to rest has decreased. Because they only care about social media all the time and all the time without paying attention to the impact of their behavior patterns. Break time is reduced to a new pattern of behavior that students do repeatedly as a result of using social media. As one additional informant said as a parent, children who use social media get less rest (Perwirawati 2023).

In Triyanti's research (2022), in the TikTok application there is a trend that is of interest to users, namely a trend that displays content containing information about a product, such as unboxing or interesting reviews so that it attracts the audience's interest in shopping online. This can certainly have an impact on the level of consumerism of social media users. Many students in this study have adopted a consumer lifestyle and are tempted by the TikTok application (Gratia dkk. 2022).

Lilis Setianawati's research (2023) also found that the negative impact of using the TikTok application is firstly, dependency and addiction. Second, decreased productivity. Third, sleep disorders. Fourth, consume negative content. Fifth, decrease in direct social interaction. Sixth, conflict with parents. And seventh, mental health problems. 55% of respondents spend more than 1 hour every day on TikTok, which has a negative impact on their free time. 40% admit that using TikTok interferes with their productivity in work or academic assignments. 62% report that they feel more connected with friends through interactions on TikTok, such as collaborating on challenges or lipsyncs. However, 28% feel that these applications reduce the time they spend with their family.

In research by Ni Putu Utari Oktarini et al (2022), the negative impacts of using the TikTok application are: First, sexual harassment. Second, syndrome. Third, Hoax. Fourth, hate

speech. Fifth, bullying as can be seen in the comments column commenting on someone's physical appearance. 50% of respondents stated that they felt inspired to pursue a new hobby or interest after viewing relevant TikTok content. However, 38% felt that these apps encouraged feelings of social comparison and unrealistic beauty standards.

Therefore, there is a need for student awareness in using the TikTok application so that it does not have a negative impact and cause changes in deviant behavior. If the TikTok application is used in a controlled manner, it can be used for positive things that can benefit students. The positive impacts of using the TikTok application include: First, it encourages generation Z's creativity in creating work. Second, as a place of expression. Third, as a forum for education. And Fourth, Entertainment. And fifth, as a place to do business (Oktarini dkk. 2022).

Bahri A et al's research findings show that TikTok can package English language learning in an interesting way. It was found that there are four types of subjects in the TikTok application that are often created, namely vocabulary, grammar, pronunciation, and common mistakes. After research, it can be concluded that TikTok users prefer grammar category videos. Several factors make TikTok attractive as an English language learning medium, namely short videos, clear and non-monotonous delivery of material, plus attractive writing effects and emoji features that can have a positive impact on the user's learning process (Bahri dkk. 2022).

The same thing was also found in Luluk Makrifatul Madhani's research (2021) regarding the positive side of the TikTok application, from entertainment to increasing creativity for its users and this was expressed by Nur Aini, a student who is active in the HMI organization: "This application has a positive content, such as being based on entertainment and creativity." Then the positive aspect is that it trains children to be brave and responsible in public." Another participant also revealed that he follows several preaching influencer accounts on TikTok, as stated by James: "I follow them, and there are a lot of them. What I remember is Husein Basyaiban, Habib Husein Ja'far, Taqy Malik, Ustadz Syam and many more" There are also those who only watch it often because it appears on the home page. As stated by Alwi Abul Aziz, a student who is active in the PMII organization: "What often appears on TikTok and I automatically see are lectures from Cak Nun, Habib Umar, Ustadz Abdul Somad, Ustadz Adi Hidayat, Sheikh Ali Jaber, Gus Mus, etc." From this data, it can be said that preaching content is also very popular on TikTok. Not only content from Asatidz such as Habib Husein Ja'far, Ustadz Syam, Ustadz Abdul Somad, Ustadz Adi Hidayat, Sheikh Ali Jaber, there is also content from young preaching influencers on TikTok who are very popular such as Husein Basyaiban, Nadabadra, Imeh Al Hardana, Taqy Malik, and others. In conclusion, positive content can also have a positive impact on users (Madhani, Bella Sari, dan Shaleh 2021).

Conclusion

The use of TikTok among students shows a complex phenomenon with various positive and negative impacts. From the positive side, TikTok encourages creativity, provides a platform for expression, is a medium for education, and provides entertainment, especially during the

pandemic. TikTok is also effective in teaching English in an engaging and interactive way. On the other hand, research reveals significant negative impacts such as addiction, decreased productivity, sleep disturbances, and decreased direct social interactions. TikTok can also trigger consumer behavior, spread hoaxes, and become a medium for bullying. Therefore, ways and solutions are needed to reduce or limit students from playing the TikTok application. Anything in excess is not good, the same goes for using social media, whether TikTok or other social media accounts.

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