

The Influence of Watching TikTok Content @buiramara on Knowledge and Motivation to Complete Final Projects Among Communication Science Students at UIN Sumatera Utara

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Abstract

This study aims to analyze the effect of watching TikTok @buiramira content on the knowledge and motivation to complete final projects among Communication Science students at UIN North Sumatra. A quantitative approach with a correlational method was employed, utilizing viewing theory (viewing intensity), knowledge theory (knowledge level), and motivation theory (student motivation after consuming TikTok @buiramira content). The population consists of Communication Science students in semesters 6-8, with purposive and accidental sampling techniques used to select the sample. A questionnaire was distributed to 100 respondents. Data analysis involved single table analysis, cross-tabulation, correlation tests, and hypothesis testing. Results indicate a significant influence of watching TikTok @buiramira content on knowledge, with a Sig value of $0.000 < 0.005$, and a moderate influence with a correlation value of 0.570. Similarly, there is a significant influence on motivation, with a Sig value of $0.000 < 0.005$, and a moderate influence with a value of 0.601. Combined, the influence on both knowledge and motivation is significant, with a Sig value of $0.000 < 0.005$ and a moderate influence with a value of 0.716, indicating a positive relationship approaching 1.

Keywords Watching Intensity, Knowledge Level, Motivation

INTRODUCTION

The development of technology is very rapid in today's era, especially in information and communication technology. Information and Communication Technology as part of science and technology, in general is all technology related to the retrieval, collection, processing, storage, distribution, and presentation of information. (Ariesto 2012:1). If seen at this time, the development of information technology, especially in Indonesia, is increasingly developing.

With the existence of information and communication technology, it can make it easier for everyone to learn and get the information they need from anywhere, anytime, and from anyone. Social media is currently part of information and communication technology, social media has quite an influence on human life such as in the world of entertainment, business, education, to the realm of politics. The development of information in the media is very rapid and social media has a wide scope in it. Social media is currently quite popular and used by people around the world and in Indonesia. Social media is an internet-based media. Based on the Report of the Indonesian Internet Service Providers Association (APJII), Indonesia's internet profile in 2023 was recorded at 78.19 percent or reaching 221,563,479 people from a total population of 275,773,901 people (APJII, 2024).

Social media makes the behavior patterns of each person experience a shift in culture, ethics and morals, everyone in Indonesia must use social media starting from young people and parents. Social media also has a significant impact on the survival of the current young



generation, this is because young people are very integrated with social media, using social media anywhere and anytime can be used as long as there is internet, especially in today's era internet access is widespread so social media is very easy to use via the smartphone used. The majority of young people or students who use social media in Indonesia, this generation is seen as a generation that is raised in a new cultural environment, namely a culture based on interactive digital media, has a solitary character (desocialization), communicates personally, and is computer literate (Supratman et al., 2017:51).

Such as the results of research on the use of social media by digital natives. Students spend 79% of their time accessing the internet every day, the results of this use are in three domains, namely the reasons for using social media, the purpose of using social media in everyday life, and self-evaluation of the use of social media. These three domains are comprehensively integrated by digital natives in processing information content, interpreting, and evaluating themselves as smart social media users. Data was taken from all first semester students of the Communication Science study program, Telkom University (Supratman et al., 2017: 47-60). Social media makes it easy for users to participate, share and create content and so on. Social media has many fans, one of the social media platforms that is currently in demand by young people or students is TikTok. Reported from Data Indonesia.id, in Indonesia TikTok is currently the social media application with the fifth largest user growth in the world in 2024 with 1.56 billion active users. The following is a table of the world's most popular social media in early 2024.

The world's most popular social media rankings in early 2024, Databoks source TikTok is a social networking application and music video platform where users can create, edit, and share short video clips complete with filters and accompanied by music as support. With this application, users can create unique short videos quickly and easily to share with friends and the world. However, as this application continues to develop, users can now also create videos with a longer duration of around 60 seconds or the equivalent of 1 minute (Winarso, 2021).

TikTok users not only use it as a means of entertainment, but many also use it as a means of business, branding and education. The use of the TikTok application as an educational medium is not new, Anisa's research states that the digital media developed, namely TikTok videos, is worthy of being used as a digital media that can be chosen by students in Social Sciences (Rahmania et al., 2022:401). Reported from Business Of Apps, TikTok application users based on age who use TikTok are from 18-24 years old with a usage percentage of 30% in the world in 2023, the following is a table of the percentage of TikTok users in the world. Based on the results of research conducted by Rahmania and Damariswara (2022). Shows that UNP Kediri students use TikTok as an interactive learning medium. This was stated by D as one of the UNP Kediri students who explained that he used the TikTok application as a tool to obtain new learning materials, for example, tips and tricks for quickly solving problems.

This is certainly useful for his status as a student which will then help his education process. In addition, the use of the TikTok application is also used to disseminate educational content to other users. This was stated by Z as one of the UNP Kediri students who explained

that he used the TikTok application as a tool to disseminate the materials he got from campus to be distributed to many people through the TikTok platform (Rahmania et al., 2022:404). With the attractive features on TikTok, content creators find it easier to package learning or education to be more interesting and not boring so that people can enjoy the content and get an education too. Education on TikTok is not only informal education, there are also creators who discuss formal educational content such as education about final assignments. One of the accounts that provides education and information about final assignments is the TikTok account @buiramira. This account has more than 1.1 million followers and 25.7 million likes.

Dr. Ira Mirawati M.Si is a lecturer at the Faculty of Communication, Unpad and the only representative from the field of education who won the TikTok Award 2020 in the category of best of learning and education. The TikTok Award 2020 is the first award event created by TikTok Indonesia in 2020 (Arif, 2021). The account, Mrs. Ira, shares tips and tricks on how to complete a final assignment. Starting from telling how to complete a final assignment, to tips on creating a research title, creating a research proposal, perfecting the discussion and conclusion. And providing tips for answering questions when implementing a proposal seminar, results seminar and green table hearing.

To gain accurate knowledge in completing a final assignment, a credible and easy-to-understand source of information is needed. Watching TikTok content @buiramira is one way to gain knowledge and add references regarding the final assignment. @buiramira is a lecturer in Communication Science at Padjadjaran University, where the knowledge conveyed can be accounted for its truth. Final assignment as one of the scientific research works, is made by students at the college level as a requirement to obtain a bachelor's degree. The final assignment is a scientific work made by undergraduate students by discussing a specific problem topic based on a literature review.

In working on the final assignment, students are accompanied by two supervisors who are part of the college where the student is studying (Widiantoro et al., 2019:8). The final assignment is also a scientific work written by undergraduate students who discuss a specific topic or field based on the results of a literature review written by experts, field research results, or development results (experiments) (Huda Miftahul, 2011:111). Based on research conducted by Masari et al., it shows that TikTok content @buiramira is used as a medium to seek education regarding the final assignment, namely thesis, the results of this study indicate that the intensity of Communication Science students from the 2019 batch of Singaperbangsa University Karawang watching TikTok content @buiramira influences information search behavior by looking at the intensity, message content, attractiveness by 70.3%. This shows that the sub-variable is quite dominant in influencing the information seeking behavior of Communication Science students at Singaperbangsa University, Karawang (Masari et al., 2023:64-75).

Similarly, UIN North Sumatra communication science students in their final year use TikTok content @buiramira as a medium of knowledge regarding their final assignments. This is because when studying the research methodology course, UIN North Sumatra communication science students in their 2020 year were implementing hybrid learning



because at that time it was after the Covid-19 pandemic, so the learning that was carried out was not completely offline, students felt that this was not effective and the research methodology course given by lecturers on campus was not explained completely. During the lecture process, students were only asked to make presentations without any direction from the lecturer and without a question and answer process, so many students did not understand the materials presented during the course. In fact, this research methodology course is very much needed and is a guideline to guide students in compiling their final assignments.

The researcher also observed several students by giving several question indicators to students, namely the reasons why students follow the TikTok account @buiramira and also the obstacles in compiling final assignments, as well as the increase in students' knowledge regarding final assignments after watching TikTok content @buiramira and motivation after watching TikTok content @buiramira. Based on the indicators of obstacles in compiling the final assignment, students said that during compiling the final assignment there were obstacles, especially related to the selection of research methods, compiling the background, and systematic writing. The lack of explanation and guidance from the lecturer of the research methodology course was one of the main factors causing these obstacles. Students felt that they had a limited understanding of the research methods, theories used, and the right writing techniques to compile the final assignment. This condition was caused by the implementation of the research methodology course which was carried out in a hybrid system.

When these obstacles occurred, students started looking for information about the materials needed to compile the final assignment. One way is to watch TikTok content @buiramira, which really helps students overcome these obstacles by providing clear and easy-to-understand explanations about research methods, compiling the background, systematic writing, and other things related to the final assignment. Based on the indicator of the reasons students follow the TikTok account @buiramira, UIN North Sumatra students answered that the reason students follow the TikTok account @buiramira is because they feel they do not get enough understanding regarding the research methodology course and the TikTok account @buiramira can provide information and explanations regarding the final assignment. Starting from research methodology, providing tips on questions during seminars. TikTok content @buiramira also helps students understand ethics and how to communicate well with supervisors, so that students can get more effective guidance in the process of compiling their final assignments.

Based on the knowledge indicator, UIN Sumatera Utara communication science students feel that after seeing @buiramira's TikTok content regarding their final assignment. @buiramira's TikTok content provides additional knowledge that may not be obtained from lecturers during their studies at the UIN Sumatera Utara Communication Science Department, this content is also very helpful in understanding topics such as research methods, writing mechanisms, informing how to find references, and tips on questions that will be asked during the trial. Knowledge is everything that humans know, knowledge always consists of elements that know and that are known and awareness of what they want to know through their senses, namely the sense of hearing, sense of smell, sense of sight,

sense of smell, and sense of touch (Notoatmodjo, 2014:80). When students have gained knowledge through the learning process, it cannot be separated from learning motivation. Motivation comes from the Latin word. mover means encouragement or driving force. (Fillmore H. Standford 2017:93) said that "motivation as an energizing condition of the organism that services to direct that organism toward the goal of a certain class" (motivation as a condition that moves humans towards a certain goal). The word motivation comes from the word "motif" which is interpreted as an effort that drives someone to do something.

Based on the motivation indicator, UIN North Sumatra students feel that after watching @buiramira's content, students feel motivated to work on their final assignments. Students also become braver and ready to meet their supervisors, because they have more knowledge about final assignments. Motives can be said to be the driving force to carry out certain activities in order to achieve goals. Starting from the word motive, motivation can be interpreted as a driving force that has become active (Sondang, 2012:142). When knowledge and motivation are already within the student, it is possible that the final assignment as a requirement to obtain a Bachelor's degree can be obtained by the student.

After the researcher conducted observations with students of communication science at UIN North Sumatra, the researcher also conducted observations with the lecturers and the head of the department of communication science at UIN North Sumatra, the purpose of the observation was to validate the answers from the students that the researcher observed, whether the answers were correct or not. From the results of observations with lecturers and the head of the department of Communication Science at UIN North Sumatra by asking several questions. What are the responses and solutions from the lecturers and the head of the department regarding the students' answers regarding the lack of materials during the research methodology course where during the course students were only asked to present without any discussion and the materials given were not all distributed.

The response from the lecturer when the researcher conducted the observation was "if indeed students feel a lack of material, especially in the research methodology course, where I gave the course to my assistant, because I as the dean am very busy taking care of faculty activities. I actually didn't know that this was happening. Hopefully in the future, students with the will to learn and seek knowledge from anywhere, especially from the TikTok content @buiramira, this is a good step for students so that they don't feel confused about writing their final assignments and this problem is input for me to choose an assistant who is in accordance with the course that I teach and can be responsible for what is entrusted to me". The response from the head of the Communication Science Department of UIN North Sumatra when the researcher conducted the observation "this problem is an evaluation for the communication science department in the future to choose competent lecturers to bring courses that can be taught well and have a sense of responsibility and we as the department will continue to remind lecturers to be able to carry out the courses that are taught seriously".

Based on the problems above, the researcher wants to see the TikTok content @buiramira as one of the media of knowledge utilized by communication science students of UIN Sumatera Utara to gain knowledge and provide encouragement or motivation to



students. If the influence of the TikTok content @buiramira is proven to be significant, then universities and educators can utilize the TikTok social media platform more to help students in pursuing academic achievement, especially in completing their final assignments. In addition, this study can also provide valuable insights into whether social media can be an effective tool in higher education. so the author is interested in conducting a study entitled "The Effect of Watching TikTok Content @buiramira on Knowledge and Motivation to Complete Final Assignments in Communication Science Students of UIN Sumatera Utara".

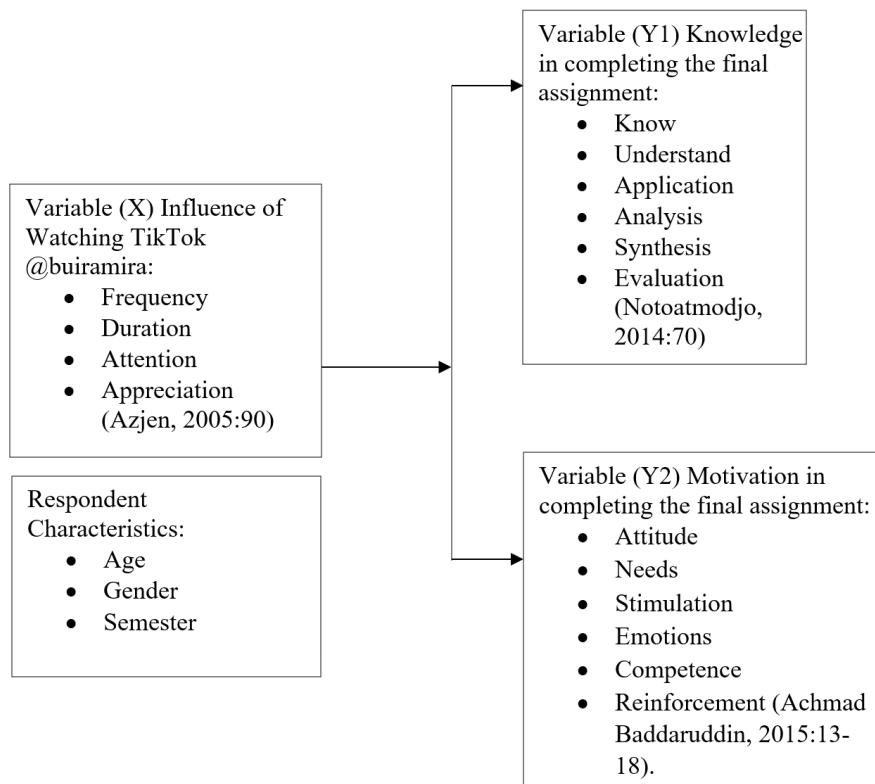
METHOD

Research Paradigm

The positivistic paradigm describes the phenomena that occur in unlimited life and to simplify the social symptoms that occur, statistics are needed as a basis for concluding data obtained in the field when the research is taking place. The positivistic paradigm states that the criteria for truth in research are in the aspects of validity, reliability, and objectivity. In terms of internal validity, it is closely related to the tools or instruments used by researchers to collect data and study social symptoms (John W, 2017:10). This study uses a positivistic paradigm for Tools as a basis for determining research activities from overall results or generalizing from external aspects when researching the consistency of research instruments carried out during the research process.

Conceptual Framework

Based on the theoretical basis presented, the theoretical framework will look like this:



Researcher Source (2024)



Research Methods

Research methods are a scientific way that aims to obtain data with certain goals and uses. When viewed from the philosophical basis, data, and analysis, research methods can be grouped into three, namely quantitative research methods, qualitative research methods, and combination research methods (Sugiyono 2019:17). Researchers use quantitative research methods to provide researchers with an overview of how research is carried out, so that problems can be solved and find or test relationships between variables, correlation is a study that involves collecting data to determine whether or not there is a relationship and how strong the degree of relationship is between two or more variables.

Research Variables

Research variables are attributes or characteristics or values of people, objects or activities that have certain variations determined by researchers to be studied and conclusions drawn (Trijono, 2015:30). In this study there are two variables, namely one independent variable (X), which is a variable that affects other variables also called predictor variables, and a dependent variable (Y), which is a variable that is influenced. In accordance with the problem, this study involves two variables, namely Interest in Watching as a predictor of the independent variable (X1), while Knowledge (Y1) and Motivation (Y2) as dependent variables.

Independent Variables

The Independent Variable (X) in this study is the interest in watching. The operational definition of interest in watching is a desire that can arise in a person to watch something. The main concept used in this study about watching TikTok @buiramira is frequency, duration, attention and appreciation as operational variables (Frisnawati 2012:15-16).

Dependent Variable

The dependent variable (Y1) in this study is knowledge. The operational definition of knowledge is something that can be known by asking someone to express what is known in the form of an answer. The answer is a reaction to the stimulus given either in the form of direct or written questions. The main concept used in this study is taken from (Notoatmodjo, 2014:70). That what is covered in the level of knowledge is knowing, understanding, application, analysis, synthesis and evaluation as its operational variables.

Dependent Variable

The dependent variable (Y2) in this study is motivation. The operational definition of motivation is the drive that someone has to do something, while motive is a need, wish, desire or impulse. The main concept used in this study is taken from (Achmad Badaruddin, 2015:13-18). That the factors influencing motivation are attitude, need, stimulation, emotion, competence and reinforcement as operational variables.



Scale

Scale is a rule for assigning numbers to items in a measurement (Sugiyono, 2017:30). The measurement scale used in this study is the Likert scale, which is a measurement scale that allows respondents to rank how strongly they agree or disagree with the questions asked in the questionnaire. The answer choices in the questionnaire consist of 4 answers, namely: "Strongly Disagree", "Disagree", "Agree", and "Strongly Agree". The Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about existing phenomena (Sugiyono 2019:33).

Population and Sample

Population is a generalization consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and to draw conclusions (Sugiyono 2019:60). Population is the number of objects or subjects studied which includes all the characteristics or properties possessed by the object or subject. The population in this study were all active students in the Communication Science Department of UIN North Sumatra and used the TikTok application. According to M Yoserizal Saragih, who is the Deputy Dean III of the Faculty of Social Sciences, UIN North Sumatra, the total number of students from levels I, II, III, IV was 480 people. (Yoserizal, 2023). And researchers only want to study students from levels III and IV. There are 240 people. The reason researchers took 2 levels of students was because levels III and IV had started to think, search, and create what final assignments were suitable to be used as research to complete their undergraduate studies.

Sample

Sample is a part of a population that has similar characteristics to the population (Sugiyono 2019:146). From a population of 240 people to obtain the number of research samples, here the author uses the Slovin formula explained by (Sugiyono 2019:65). The Slovin formula in question is:

Based on the formula above, to determine the number of samples from the entire population data is as follows:

$$n = \frac{n}{1+N(e)^2} = \frac{240}{1+240(0,1)^2} = \frac{240}{2,40} = 100$$

So, the number of samples in this study is 100 students starting from semesters VI and VIII.

Sampling Technique

In this study, the sampling technique used is purposive sampling or purposeful sampling which is part of the nonprobability sampling technique. According to Arikunto in his book, purposive sampling is carried out by taking subjects not based on strata, random or area but based on a specific purpose.

1. Purposive Sampling

Purposive sampling is a sampling technique with certain considerations. (Sugiyono, 2019:68). The considerations in question are sample selection based on the following criteria:

- a. Followers of TikTok Content @buiramia and have watched the content
- b. Active students in semesters 6 and 8
- c. Students who are preparing their final assignments or looking for information about their final assignments.

The next step in selecting samples uses the Accidental Sampling technique

2. Accidental Sampling

Accidental Sampling according to Sugiyono (2019:73) is a sampling technique based on coincidence. Coincidence here means meeting with the researcher by chance. The selected sample can be used as a data source and matches the criteria. In this study, students who are willing to take the time to fill out the questionnaire that fits the criteria can be used as samples. If the desired number of samples has been met, sampling is stopped.

Data Collection Techniques

Some data collection techniques that the author used in this study are: The data sources for this study were obtained from primary data and secondary data.

Instrument Suitability Test

Before the questionnaire is distributed in its entirety, an instrument suitability test will first be conducted by conducting validity and reliability tests so that the questionnaire is suitable for use in research and to measure the extent to which the questionnaire can be used as a measuring tool that represents the dependent variable and independent variable in a study.

Data Analysis Techniques

Single Table Analysis

Single table analysis is an analysis carried out by dividing research variables into categories based on frequency. A single table is the initial step in analyzing and consists of two columns, namely a column of frequencies and a presentation column for each category (Widiawati, 2020:105). In conducting a single table analysis, researchers analyze by dividing the researcher's variables into categories based on frequency.

Cross Table Analysis

Cross table analysis is a technique used to analyze and determine which variables have a relationship with other variables, so that it can be known whether the variables have positive and negative values (Widiawati, 2020:108). The tests contained in this study are variable X and variables Y1 and Y2 where variable X is watching TikTok content @buiramira and variable Y1 is knowledge and Y2 is motivation to complete final assignments for Communication Science students at UIN North Sumatra.



Hypothesis Testing

Hypothesis testing is one of the functions to simplify data so that it is easy to read and present, also used to test hypotheses. Relationship analysis is an analysis that uses inferential statistical tests with the aim of seeing the degree of relationship between two variables. The strength of the relationship shows the degree of this relationship called the association coefficient (correlation).

In this study, the variables measured are on an ordinal scale. In accordance with the applicable guidelines for using statistical tests, ordinal-scale hypothesis testing can be done with the "Spearmann's Rho Rank Order Correlations" statistical test with the help of SPSS version 26.

Correlation Coefficient

The Correlation Coefficient is intended to measure the closeness of the relationship between two variables symbolized by r with a value range of -1 to + 1. If the r value is positive, it means that the influential nature between the two variables is linear (Benu & Benu, 2019:90).

Correlation Analysis

The correlation coefficient analysis is intended to see the influence of the measurement results of the variables studied, to determine the degree of influence between variables X, Y1 and Y2. To regulate the strength of the degree of influence, the following relation coefficient value is used (Sugiyono, 2019:188).

RESULTS AND DISCUSSION

The Influence of Watching TikTok Content @buiramira on Knowledge of Completing Final Assignments for Communication Science Students at UIN North Sumatra Based on the results of a single table on the variable of watching TikTok content @buiramira consisting of four indicators, namely frequency, duration, attention, appreciation, with eight question items and on the knowledge variable consisting of six indicators, namely knowing, understanding applications, analysis, synthesis and evaluation with twelve question items, the findings of this study indicate that there is an influence of watching TikTok content @buiramira on the knowledge of completing final assignments in communication science students at UIN North Sumatra with the results of the hypothesis of variables X and Y1 producing $Sig = 0.000$ then the hypothesis Ha1 is accepted ($0.000 < 0.05$). It can be concluded that there is an influence of watching TikTok content @buiramira on the knowledge of completing final assignments.

The cross-tabulation results show that students are very interested and like the content and they also apply the materials to their final assignments, this shows that the content greatly increases their knowledge as evidenced by 100 samples of UIN North Sumatra communication science students, 87 people or 87% agree with the TikTok content @buiramira they feel their knowledge has increased and can apply the materials they get in depth to their final assignment writings. Knowledge is the result of knowing and this happens

after someone senses a particular object (Notoatmodjo, 2014: 80). In measuring the level of knowledge of each person in the form of a questionnaire or interview by looking at indicators, namely knowing, understanding, application, synthesis and evaluation (Notoatmodjo, 2014: 86). Theory of Knowledge is useful for knowing the level of knowledge of UIN North Sumatra communication science students about their final assignments.

The Uses and Gratification theory is useful to help understand the reasons why communication science students are interested in watching content from the TikTok account @buiramira. Maybe because they are looking for information, entertainment and so on. The Uses and Gratification theory explains when and how users as media consumers become more active or less active in using the media. as well as the effects or consequences of using the selected media (Humaizi, 2018: 8). The Uses and Gratification theory is very helpful for researchers to be able to identify whether TikTok content @buiramira can provide additional knowledge to students related to topics that are relevant to completing the final assignment. Based on the results of the correlation analysis, the value of the influence of the variable watching TikTok content @buiramira on the variable knowledge of completing the final assignment was 0.570 and from the results of the correlation coefficient analysis approaching 1 which can be interpreted as having a close and positive influence between the variable (X) watching TikTok content @buiramira on the variable (Y1) knowledge of completing the final assignment has. The results of the Determination Coefficient (KD) on the X variable on the Y1 variable were 32%. So it can be concluded that the strength of the influence of the variable watching TikTok content @buiramira on the variable of knowledge of completing the final assignment is 32% then 68% other factors that were not measured in this study.

The results of the Determination Coefficient are in line with previous research conducted by Amilia Naflia Vidyana (2022) which concluded that there is a strong influence between the Effectiveness of TikTok Content @buiramira on Students' Final Assignment Knowledge by getting an influence figure of 63.7%. The factors that influence effectiveness are curiosity, novelty of content, entertaining, and uniqueness of content based on follower needs. When looking at the continuous line, the two variables are classified as the depth of the effective and very effective categories, it shows that TikTok Content @buiramira greatly influences students' final assignment knowledge. And when viewed from the calculation of the coefficient of determination, it is known that the influence of TikTok content @buiramira is 63.7% on students' final assignment knowledge. From all the calculation results, it can be concluded that TikTok content @buiramira greatly influences students' final assignment knowledge.

The results of the study are in line with the results of Amilia Naflia Vidyana's study (2022) the findings showed that 36% had no effect and no effect between the @buiramira Tiktok content on students' final assignment knowledge due to, among other things, no curiosity to see the content, feeling that there was no novelty in the content, no attraction in the content either for entertainment and no unique content. The results of the study showed that 68% had no effect between variable X and variable Y1 because there were other factors that were not measured in this study.



The Influence of Watching TikTok Content @buiramira on Motivation to Complete Final Assignments for Communication Science Students at UIN North Sumatra

Based on the results of the single table analysis on the variable of watching TikTok content @buiramira consisting of four indicators, namely frequency, duration, attention, appreciation, with eight question items and on the motivation variable consisting of six indicators, namely attitude, needs, stimulation, emotions, competence and reinforcement, with twelve question items, the findings of this study indicate that there is an influence of watching TikTok content @buiramira on the knowledge of completing final assignments in communication science students of UIN North Sumatra with the results of the hypothesis of variables X and Y2 producing $Sig = 0.000$ then the hypothesis Ha2 is accepted ($0.000 < 0.05$). It can be concluded that there is an influence of watching TikTok content @buiramira on the knowledge of completing final assignments.

The results of the cross table show that students can understand the content delivered by @buiramira and they feel encouraged to complete their final assignments, this shows that the content can increase student motivation as evidenced by 100 samples of communication science students of UIN North Sumatra, 94 people or 94% agree with the existence of TikTok content @buiramira they feel motivated to complete their final assignments properly and correctly so that they can graduate on time. Motivation is the drive that someone has to do something according to their needs and desires (Usman, 2013:27). In learning motivation, students have factors that they have when learning, including attitudes, needs, stimuli, emotions, competence, and reinforcement (Achamad Baddaruddin, 2015:13-18). Motivation theory is useful for knowing the motivation of communication science students at UIN North Sumatra regarding their final assignments.

The Uses and Gratification theory explains when and how users as media consumers become more active or less active in using the media. as well as the effects or consequences of using the chosen media (Humaizi, 2018:8). The Uses and Gratification theory is useful for testing whether watching the content affects students' motivation in completing their final assignments. There may be a positive effect if the content provides additional inspiration or motivation for students to complete their assignments, or vice versa, if the content becomes a distraction that reduces their motivation. Based on the results of the correlation analysis, the value of the influence of the variable watching TikTok content @buiramira on the motivation variable to complete the final assignment was 0.601 and the results of the correlation coefficient analysis approached 1 which can be interpreted as having a close and positive influence between the variable (X) watching TikTok content @buiramira on the variable (Y2) motivation to complete the final assignment. The results of the Determination Coefficient (KD) on the X variable on the Y2 variable were 36%. So it can be concluded that the strength of the influence of the variable watching TikTok content @buiramira on the motivation variable to complete the final assignment was 36% then 64% other factors not measured in this study.

The results of the Determination Coefficient are in line with previous research conducted by Desy Anggraini (2023). The findings of this study indicate that the use of TikTok can have an impact on the achievement motivation of students at SMK Al Khairiyah

Bahari Jakarta with an influence figure of 63%. The results of the study show that TikTok can play an important role in increasing students' learning motivation. This platform provides a fun and easy way to consume content, and its short format makes it perfect for busy students. By watching educational TikTok, students can get quick and easy-to-digest pieces of information that can help them in their studies, some factors that can influence TikTok's role in increasing students' learning motivation are creativity, educational content and social interaction. There is evidence that TikTok can play a positive role in increasing students' learning motivation, especially in terms of providing entertainment and different learning experiences.

The results of the study are in line with the results of Desy Anggraini's study (2023) findings showed that 37% had no effect and impact on the achievement motivation of Al Khairiyah Vocational School students because, among other things, there were no usage limits to supervise students to watch TikTok, monitor what content was viewed, there was no education to choose content that was beneficial for their children's education. The results of the study showed that 54% had no effect between variable X and variable Y2 because there were other factors that were not measured in this study.

The Influence of Watching TikTok Content @buiramira on Knowledge and Motivation to Complete Final Assignments for Communication Science Students at UIN North Sumatra

Based on the results of the single table analysis on the variable of watching TikTok content @buiramira which consists of four indicators, namely frequency, duration, attention, appreciation, with eight question items and on the knowledge variable consisting of six indicators, namely knowing, understanding, application, analysis, synthesis, evaluation. On the motivation variable consisting of six indicators, namely attitude, needs, stimulation, emotion, competence and reinforcement, with twelve question items, the findings of this study indicate that there is an influence of watching TikTok content @buiramira on the knowledge of completing final assignments in communication science students at UIN North Sumatra with the results of the hypothesis of variables X with Y1 and Y2 producing $\text{Sig} = 0.000$ then the hypothesis H_a3 is accepted ($0.000 < 0.05$).

It can be concluded that there is an influence of watching TikTok content @buiramira on knowledge and motivation to complete final assignments. The results of the cross-tabulation findings show that UIN Sumatera Utara communication science students are interested and like the TikTok content @buiramira, with a sense of interest comes curiosity, this curiosity is included in the knowledge level indicator, knowledge arises from the learning process, learning carried out by students by viewing TikTok content @buiramira, when the materials obtained in the content can be used as knowledge, then students can understand how to make final assignments correctly and feel motivated to complete the lecture period on time.

Based on the results of the correlation analysis of the table above, the value of the influence of the variable watching TikTok content @buiramira on the variables of knowledge and motivation to complete the final assignment is 0.716 and the results of the



correlation coefficient value are close to 1, so it can be interpreted that it has a close and positive influence between the variable (X) watching TikTok content @buiramira on the variable (Y1) knowledge and variable (Y2) motivation to complete the final assignment.

The results of the Determination Coefficient (KD) on variable X against variable Y1 and variable Y2 are 51%. So it can be concluded that the strength of the influence of the variable watching TikTok content @buiramira on the variable of knowledge and the variable of motivation to complete the final assignment is 51% then 49% other factors that were not measured in this study. The results of the Determination Coefficient are in line with previous studies conducted by Amalia Naflia Vidyana (2022) and Desy Anggraini (2023). In Amalia Naflia Vidyana's study, there was a strong influence between the Effectiveness of TikTok Content @buiramira on Students' Final Assignment Knowledge with an influence of 63.7%. Then in Dest Anggraini's study, that the use of TikTok can have an impact on the achievement motivation of students at SMK Al Khairiyah Bahari Jakarta with an influence figure of 63%.

CONCLUSION

Based on the results of the research and discussion that have been described, there are several things that can be concluded from this study. Data processing and data analysis carried out in the study indicate that the hypothesis in the study produces an accepted hypothesis, meaning:

1. Watching TikTok Content @buiramira (X) has an effect on Knowledge of Completing Final Assignments in Communication Science Students of UIN North Sumatra (Y1). This is evidenced by the discovery of the findings of the Ha1 hypothesis where the Sig value = $0.000 < 0.005$, then the Ha1 hypothesis is accepted ($0.000 < 0.05$). The effect of variable X on Y1 has an effect of 32% with a value of 0.570 and has a close and positive effect with a value approaching 1.
2. Watching TikTok Content @buiramira (X) has an effect on Motivation to Complete Final Assignments in Communication Science Students of UIN North Sumatra (Y2). This is proven by the discovery of the results of the Ha1 hypothesis where the Sig value = $0.000 < 0.005$, so the Ha2 hypothesis is accepted ($0.000 < 0.05$). The influence of variable X on Y2 has an influence of 36% with a value of 0.601 and has a close and positive influence with a value approaching 1.
3. Watching TikTok Content @buiramira (X) has a simultaneous and significant influence on Knowledge (Y1) and Motivation (Y2) to Complete the Final Assignment of Communication Science Students at UIN North Sumatra. This is proven by the discovery of the results of the Ha3 hypothesis where the Sig value = $0.000 < 0.005$, so the Ha3 hypothesis is accepted ($0.000 < 0.05$). The influence of variable X on Y2 has an influence of 51% with a value of 0.716 and has a close and positive influence with a value approaching 1.

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