

# The Impact of TikTok Social Media on Communication Patterns: A Case Study of Generation Z Students at Universitas 'Aisyiyah Yogyakarta and Their Parents

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## ABSTRACT

This study aims to determine the effect of using the social media platform TikTok on the communication patterns of Generation Z students with their parents at Universitas 'Aisyiyah Yogyakarta. The research background arises from the increasing intensity of TikTok use among teenagers and students, which may affect family interaction. This study used a quantitative descriptive method with data collected through questionnaires from 100 active students. The Pearson Product Moment correlation test showed a coefficient value of 0.749, indicating a strong and positive relationship between TikTok use and communication patterns. Meanwhile, the simple linear regression test showed a determination coefficient ( $R^2$ ) of 0.561, meaning TikTok use contributes 56.1% to changes in communication patterns between students and their parents. The study concludes that the higher the intensity of TikTok use, the greater the change in communication patterns between Generation Z students and their parents.

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## 1. INTRODUCTION

The global outbreak of Covid-19 in early 2020 profoundly reshaped people's daily routines. Limitations on outdoor mobility compelled various sectors of life to migrate into virtual spaces. Educational institutions, workplaces, and social interactions that were once held in person were abruptly transitioned online. This digital shift not only altered how individuals study and work but also influenced patterns of communication and entertainment consumption. In this atmosphere of uncertainty, social media emerged as a

crucial channel for individuals to stay in touch, express their emotions, and seek enjoyment [1].

During this time, TikTok rapidly rose in popularity and evolved into a global sensation. This short-video platform offered a space where users from various backgrounds could create and engage freely. From teenagers and young adults to older generations, users produced and consumed a wide range of content — including entertainment, education, and trending challenges. TikTok's success lies in its ability to seamlessly integrate technology, creativity, and social interaction within a platform that

can be accessed anytime and anywhere.

The platform's core user base consists largely of Generation Z, defined as individuals born between 1997 and 2012. Often referred to as "digital natives," this generation grew up with the internet, smartphones, and social media as part of their daily environment. For them, technology represents more than just a tool — it is embedded in their lifestyle. TikTok serves as a key avenue for self-expression, engagement with online communities, following global trends, and constructing social identity.

However, the rise in TikTok usage also brings significant social implications, particularly concerning changes in communication dynamics between children and parents. Face-to-face conversations that traditionally shaped family bonds are frequently substituted by online interactions. Many young people, especially those from Generation Z, spend extended periods on their phones engaging with TikTok content. As a result, opportunities for direct conversations with family members are reduced, which over time may influence the quality of familial communication [2].

Effective communication within families plays a fundamental role in fostering harmony, shaping character, and transmitting cultural and moral values. Parents are primary agents of education who pass on ethical, social, and religious norms. When communication is open and healthy, it builds mutual trust and understanding between parents and children. Conversely, weak communication may lead to conflicts, emotional disconnection, and even problematic behavior among adolescents [3].

Nevertheless, social media is not inherently negative. When approached mindfully, it can yield positive outcomes. TikTok, for instance, can serve as a platform for education and inspiration if users carefully curate and consume its content. A variety of creative videos offer constructive messages, share valuable knowledge, and can even foster better communication between generations. Thus, TikTok represents both an opportunity and a

challenge in maintaining family relationships in the digital era.

This study focuses on students from Universitas 'Aisyiyah Yogyakarta, who belong to Generation Z and are active users of social media. University students are at a developmental stage where digital environments exert strong influence on their perspectives, behavior, and communication styles. This research seeks to explore how TikTok usage shapes the communication patterns between students and their parents. Does it act as a barrier to family interaction, or does it open new channels for intergenerational connection?

By examining these dynamics, this research aims to enrich the broader discourse on the impact of social media in contemporary family life. It also seeks to provide insights for parents, educators, and young people on fostering healthy and balanced communication amid the rapid expansion of digital technology.

## 2. LITERATURE REVIEW

### 2.1 *Uses and Gratification Theory*

The Uses and Gratifications Theory, formulated by Herbert Blumer and Elihu Katz in 1974, highlights the active role of audiences in choosing media based on their personal needs and interests. This perspective posits that individuals engage with media platforms deliberately to fulfil specific desires or obtain certain gratifications. The concept is clearly illustrated through TikTok, which enables users to creatively express themselves and stay connected with current trends. With its intuitive design, users can effortlessly incorporate music, visual effects, and produce short, relatable videos. The platform's light-hearted, entertaining, and socially engaging content is a major factor that attracts and retains audience attention.

### 2.2 *Social Cognitive Theory*

The Social Cognitive Theory, proposed by Albert Bandura, emerged as an extension of the Social Learning Theory, which was initially shaped by

Neal E. Miller and John Dollard. Bandura's framework underscores that learning in humans is largely facilitated through observation and interaction within social contexts. By observing others' behaviours, individuals develop knowledge, skills, and attitudes that later influence their own actions. Furthermore, Bandura highlights the role of self-regulation – the capacity to monitor and adjust one's thoughts, emotions, and behaviours to attain personal objectives. Consequently, human behaviour is not solely a product of external environmental conditions but is also shaped by internal evaluations and personal standards [4].

### 2.3 *Motivation*

According to [5], motivation represents an internal force that drives individuals to act in pursuit of specific objectives. Within the educational setting, this motivation encourages learners to put forth their best efforts to achieve optimal results. This understanding is consistent with the perspectives of [6], [7], who define motivation as an inner energy that propels a person toward action and the attainment of goals. Learning motivation may arise from both internal (intrinsic) and external (extrinsic) sources. Broadly speaking, it functions as a psychological drive that stimulates students to engage more actively in the learning process to achieve their best performance.

### 2.4 *Social Media and TikTok*

Social media can be understood as a digital platform that enables users to communicate, exchange information, and establish virtual connections. Indonesia ranks among the nations with the largest number of social media users, reaching approximately 170 million individuals. Chris Brogan describes social media as a new space for public interaction, while Heidi Cohen defines it as an interactive technology that encourages collaboration and the exchange of

messages. Similarly, Meike and Young characterise it as a form of open, boundaryless communication [8].

Among these platforms, TikTok stands out as one of the most widely used, featuring short video content ranging from 15 seconds to 3 minutes that can be enhanced with background music and visual effects. The platform is embraced by users of all ages and is distinguished by the watermark that displays the creator's username on each uploaded video. According to [9], social media brings both advantages and drawbacks. On the positive side, it expands social networks, supports business activities, accelerates information flow, and fosters stronger social connections. Conversely, its negative impacts include decreased family interaction time, reduced face-to-face engagement, the circulation of inappropriate content such as pornography, and increased vulnerability to online fraud.

### 2.5 *Generation Z*

Generation Z encompasses individuals born between 1997 and 2012, a demographic that is generally still pursuing education or navigating the early stages of their professional lives. This generation is deeply immersed in the digital environment and relies heavily on social media as a central mode of interaction. They devote considerable time to platforms such as Instagram, YouTube, Facebook, WhatsApp, and TikTok [10].

In contrast to earlier generations such as Millennials, members of Generation Z are more inclined to use TikTok as a platform for self-expression, entertainment, education, and staying informed about global trends. Their content often exhibits a spontaneous and creative character, marked by expressive communication styles and the frequent incorporation of viral hashtags. They are also more engaged as active content creators and demonstrate a strong ability to adapt to evolving

digital cultures. Meanwhile, older generations typically emphasise nostalgia, personal experiences, and traditional values in their online interactions [11].

### 3. RESEARCH METHODOLOGY

This research adopted a quantitative descriptive design, intended to explain how the use of TikTok affects the communication patterns of Generation Z students and their parents. A quantitative method was selected because it allows the researcher to gather objective numerical data, which can be statistically analysed to examine the research hypotheses.

The participants of this study were students from Universitas 'Aisyiyah Yogyakarta who actively engage with TikTok. The research population consisted of all students who met these inclusion criteria. The sample size was determined using the Slovin formula with a 10% margin of error, yielding a total of 100 respondents. Sampling was conducted through purposive techniques, taking into account factors such as age, frequency of TikTok usage, and student status. To broaden respondent coverage in a practical way, accidental sampling was also applied.

Data were collected through online questionnaires distributed via Google Forms using WhatsApp groups and direct messages. The instrument consisted of closed-ended statements using a Likert scale ranging from Strongly Disagree (SD) to

Strongly Agree (SA). It was designed to assess TikTok usage intensity, shifts in communication patterns, and levels of politeness in family interactions.

Prior to analysis, the data underwent validity and reliability testing to ensure that the measurement tools were both precise and dependable. Validity was evaluated by comparing correlation coefficients with *r-table* values, while reliability testing ensured the consistency of participants' responses over time.

The collected data were analysed through descriptive statistical techniques to present the research findings and inferential statistics to examine the hypotheses. The results are expected to provide a comprehensive understanding of how TikTok usage influences communication dynamics between Generation Z students and their parents.

### 4. RESULTS AND DISCUSSION

#### 4.1 Instrument Testing Results

##### a. Validity Test

The validity test was conducted using the *Pearson Product Moment correlation* through the SPSS software. An item is considered valid if the calculated *r-value* (*r-count*) is greater than the critical value (*r-table*). In this research, with a sample size of 100 and a 5% significance level, the *r-table* value was 0.1966.

Table 1. Validity Test

| Research Variables                                 | Items | r-count | r-table | Validity Test |
|----------------------------------------------------|-------|---------|---------|---------------|
| Use of TikTok                                      | X1    | 0,484   | 0,1966  | Valid         |
|                                                    | X2    | 0,472   | 0,1966  | Valid         |
|                                                    | X3    | 0,241   | 0,1966  | Valid         |
|                                                    | X4    | 0,708   | 0,1966  | Valid         |
|                                                    | X5    | 0,569   | 0,1966  | Valid         |
|                                                    | X6    | 0,641   | 0,1966  | Valid         |
|                                                    | X7    | 0,713   | 0,1966  | Valid         |
| Generation Z's Communication Patterns with Parents | Y1    | 0,359   | 0,1966  | Valid         |
|                                                    | Y2    | 0,484   | 0,1966  | Valid         |
|                                                    | Y3    | 0,506   | 0,1966  | Valid         |
|                                                    | Y4    | 0,729   | 0,1966  | Valid         |
|                                                    | Y5    | 0,724   | 0,1966  | Valid         |

| Research Variables | Items | r-count | r-table | Validity Test |
|--------------------|-------|---------|---------|---------------|
|                    | Y6    | 0,548   | 0,1966  | Valid         |
|                    | Y7    | 0,678   | 0,1966  | Valid         |
|                    | Y8    | 0,692   | 0,1966  | Valid         |
|                    | Y9    | 0,657   | 0,1966  | Valid         |
|                    | Y10   | 0,658   | 0,1966  | Valid         |
|                    | Y11   | 0,482   | 0,1966  | Valid         |

Source: Primary data processed by researchers, 2025

Based on the results, all items in variable X (TikTok usage) and variable Y (communication patterns) had *r-count* values exceeding the *r-table* value of 0.1966. Therefore, it can be concluded that all items were valid and could reliably measure

the variables in this study.

#### b. Reability Test

Reliability was measured using Cronbach's Alpha. An instrument is considered reliable if the Cronbach's Alpha value exceeds 0.60.

Table 2. Reliability Test

| Items                                                  | Cronbach's Alpha | Criteria | Information |
|--------------------------------------------------------|------------------|----------|-------------|
| Use of TikTok (X)                                      | 0,360            | 0,60     | Reliable    |
| Generation Z's Communication Patterns with Parents (Y) | 0,822            | 0,60     | Reliable    |

Source: Primary data processed by researchers, 2025

The results show that the TikTok usage variable (X) had a reliability coefficient of 0.360, while the communication pattern variable (Y) had 0.822. Since both exceeded the threshold of 0.60, the instruments were declared reliable. This indicates that the questionnaire could consistently produce stable responses if administered repeatedly under similar conditions.

#### 4.2 Classical Assumption Tests

##### a. Normality Test (Kolmogorov-Smirnov)

The normality test is one of the statistical tests used to determine whether the data obtained come from a normally distributed population or not (Purba et al., 2021). This study employed the Kolmogorov-Smirnov statistical test for normality assessment, as the sample size exceeded 50 respondents.

Table 3. Normality Test Table

| One-Sample Kolmogorov-Smirnov Test |                |                         |
|------------------------------------|----------------|-------------------------|
|                                    |                | Unstandardized Residual |
| N                                  |                | 100                     |
| Normal Parameters <sup>a,b</sup>   | Mean           | .0000000                |
|                                    | Std. Deviation | .40353416               |
| Most Extreme Differences           | Absolute       | .073                    |
|                                    | Positive       | .073                    |
|                                    | Negative       | -.049                   |
| Test Statistic                     |                | .073                    |
| Asymp. Sig. (2-tailed)             |                | .200 <sup>c,d</sup>     |
| a. Test distribution is Normal.    |                |                         |

| One-Sample Kolmogorov-Smirnov Test                 |                         |
|----------------------------------------------------|-------------------------|
|                                                    | Unstandardized Residual |
| b. Calculated from data.                           |                         |
| c. Lilliefors Significance Correction.             |                         |
| d. This is a lower bound of the true significance. |                         |

Source: Primary data processed by researchers, 2025

The results of the normality test using the One-Sample Kolmogorov-Smirnov Test showed a total data count (N) of 100. The significance value (Asymp. Sig. 2-tailed) obtained was 0.200. Since the significance value of 0.200 is greater than 0.05, it can be concluded that the residual data are normally distributed. This indicates that the normality assumption in the regression analysis was fulfilled,

and therefore, the data are suitable for further statistical analysis.

#### b. Linearity Test

This test is usually conducted as a prerequisite in linear regression or correlation analysis to ensure that the relationship model used accurately represents a linear relationship between the variables.

Table 4. Linearity Test

| ANOVA Table                             |                |                          |                |    |             |         |      |
|-----------------------------------------|----------------|--------------------------|----------------|----|-------------|---------|------|
|                                         |                |                          | Sum of Squares | df | Mean Square | F       | Sig. |
| COMMUNICATION PATTERN S * USE OF TIKTOK | Between Groups | (Combine d)              | 23.560         | 18 | 1.309       | 8.046   | .000 |
|                                         |                | Linearity                | 20.614         | 1  | 20.614      | 126.730 | .000 |
|                                         |                | Deviation from Linearity | 2.945          | 17 | .173        | 1.065   | .401 |
|                                         | Within Groups  |                          | 13.176         | 81 | .163        |         |      |
|                                         | Total          |                          | 36.736         | 99 |             |         |      |

Source: Primary data processed by researchers, 2025

Based on the results of the linearity test presented in the ANOVA table, the significance value (Sig.) in the Deviation from Linearity column for the variables TikTok Usage and Communication Pattern was 0.401. Since 0.401 is greater than 0.05, it can be concluded that the relationship between TikTok Usage and Communication Pattern is linear.

#### c. Correlation Test (Pearson Product Moment)

The Pearson correlation,

often referred to as the Product Moment Correlation (PMC), is a statistical tool used to test the hypothesis of association (relationship) between two variables when the data are measured on an interval or ratio scale. PMC is a form of parametric statistics, as it analyses data on interval or ratio scales. The Pearson correlation test was employed in this study to determine the relationship between TikTok usage and communication patterns.

Table 5. Pearson Product Moment Test

| Correlations           |                     |               |                        |
|------------------------|---------------------|---------------|------------------------|
|                        |                     | Use of TikTok | Communication Patterns |
| Use of TikTok          | Pearson Correlation | 1             | .749**                 |
|                        | Sig. (2-tailed)     |               | .000                   |
|                        | N                   | 100           | 100                    |
| Communication Patterns | Pearson Correlation | .749**        | 1                      |
|                        | Sig. (2-tailed)     | .000          |                        |
|                        | N                   | 100           | 100                    |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data processed by researchers, 2025

Based on the results of the Pearson Product Moment correlation test between TikTok usage and communication patterns, the Pearson correlation coefficient obtained was 0.749 with a significance value (Sig. 2-tailed) of 0.000. The correlation coefficient value of 0.749 indicates a strong relationship between TikTok usage and communication patterns, as it falls within the range of 0.60–0.799, which is categorised as strong. The positive sign of the coefficient shows that the relationship between the two variables is in the same direction, meaning that the higher the level of TikTok usage, the greater the increase in communication patterns.

#### d. Simple Linear Regression Analysis

Simple linear regression analysis refers to a linear relationship between an independent variable (X) and a

dependent variable (Y). This analysis can be used to determine the direction of the relationship between the independent and dependent variables, whether it is positive or negative, and to predict the value of the dependent variable when the value of the independent variable increases or decreases. Simple regression analysis generally employs data measured on an interval or ratio scale (Mulyono, 2019).

A regression model is considered significant when the significance value (Sig.) is less than 0.05 ( $p < 0.05$ ). If the significance value is greater than 0.05, the relationship is considered statistically insignificant. In addition, the coefficient of determination (R Square) is used to identify the extent to which the independent variable contributes to explaining the variation in the dependent variable.

Table 6. Simple Linear Test

| ANOVA <sup>a</sup>                            |            |                |    |             |         |                   |
|-----------------------------------------------|------------|----------------|----|-------------|---------|-------------------|
| Model                                         |            | Sum of Squares | df | Mean Square | F       | Sig.              |
| 1                                             | Regression | 20.614         | 1  | 20.614      | 125.314 | .000 <sup>b</sup> |
|                                               | Residual   | 16.121         | 98 | .165        |         |                   |
|                                               | Total      | 36.736         | 99 |             |         |                   |
| a. Dependent Variable: Communication Patterns |            |                |    |             |         |                   |
| b. Predictors: (Constant), Use of TikTok      |            |                |    |             |         |                   |

| Coefficients <sup>a</sup>                     |            |                             |            |                           |        |      |
|-----------------------------------------------|------------|-----------------------------|------------|---------------------------|--------|------|
| Model                                         |            | Unstandardized Coefficients |            | Standardized Coefficients | T      | Sig. |
|                                               |            | B                           | Std. Error | Beta                      |        |      |
| 1                                             | (Constant) | .521                        | .215       |                           | 2.429  | .017 |
|                                               | X          | .780                        | .070       | .749                      | 11.194 | .000 |
| a. Dependent Variable: Communication Patterns |            |                             |            |                           |        |      |

Source: Primary data processed by researchers, 2025

The results of the analysis indicate that TikTok usage has a significant effect on the communication patterns of Generation Z students with their parents. This is evidenced by a significance value of  $0.000 < 0.05$  and a t-count of 11.194, which is greater than the t-table value. The standardised beta coefficient of 0.749 indicates a strong influence between the two variables. Therefore, the research hypothesis is accepted, and the regression model is considered appropriate for use.

#### 4.3 Discussion

This research examines how TikTok usage influences the communication patterns between Generation Z students and their parents at Universitas 'Aisyiyah Yogyakarta. The analysis revealed a significant positive relationship between TikTok engagement and family communication dynamics. This was demonstrated by a regression coefficient of 0.780 with a significance level of 0.000 and a determination coefficient ( $R^2$ ) of 0.561. These results indicate that 56.1% of the variation in communication pattern changes can be attributed to TikTok usage, while the remaining 43.9% is associated with other factors such as direct interpersonal interactions, parenting approaches, cultural norms, and alternative social media platforms.

These findings are consistent with the Uses and Gratifications Theory, which suggests that

individuals actively engage with media platforms to satisfy various personal needs, including entertainment, information acquisition, and topics for conversation with their families. Furthermore, Albert Bandura's Social Cognitive Theory supports this perspective, highlighting how communication behaviours can be influenced through the observation and imitation of content consumed on TikTok.

The motivations behind TikTok use—both intrinsic (such as enjoyment and self-expression) and extrinsic (such as peer pressure and trending topics)—amplify its influence on family communication dynamics. When used thoughtfully, TikTok can facilitate meaningful conversations and strengthen familial bonds. Conversely, excessive use may diminish the frequency and quality of face-to-face communication.

In conclusion, the study affirms that TikTok usage significantly shapes the communication patterns of Generation Z students with their parents. This reinforces the notion that social media functions not only as a source of entertainment but also as a crucial factor in shaping social interaction and family relationships. The overall impact depends largely on the balance and mindfulness of its use.

## 5. CONCLUSION

Based on the study's results, it can be inferred that the use of TikTok has a significant and positive impact on how Generation Z students at Universitas 'Aisyiyah Yogyakarta communicate with their parents. The correlation coefficient of 0.749 reflects a strong association between the two variables, while the significance level of 0.000 ( $< 0.05$ ) confirms the statistical relevance of this relationship.

TikTok usage accounts for 56.1% of the variation in students' communication patterns, with the remaining 43.9% influenced by other factors such as family dynamics, alternative social media platforms, and cultural or religious values. Regular engagement with TikTok encourages students to communicate in a more open, casual, and expressive manner with their parents. Viral trends and online content often serve as conversation starters within family settings. Nevertheless, excessive use of the

platform can diminish both the quality and frequency of direct interpersonal communication.

The findings also highlight that students aged 18–23 years—identified as the most active TikTok users in this study—experience notable shifts in their communication styles. Consequently, TikTok should be perceived not merely as a source of entertainment but also as an influential platform that shapes the tone, style, and intensity of family communication among Generation Z university students.

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