



The Impact of TikTok Social Media on Children's Language Politeness

(Media Sosial TikTok terhadap Kesantunan Berbahasa Anak)

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Abstract: TikTok has become popular among children and teenagers, but there are concerns over the use of inappropriate and disrespectful language on the platform. This research aims to explore the impact of using the TikTok application on children's level of language politeness and the efforts made by parents to instill language politeness in children. This research uses a qualitative approach with a case study type. The research sample consisted of children aged 6-12 years. Data was collected through interviews and questionnaires. Data was analyzed using an interactive model, which consists of three elements, namely data reduction, data presentation, and concluding/verification. The research results show that the use of TikTok has a potential impact on children's language politeness. As many as 84% of respondents have encountered impolite content on TikTok, but the majority of children (89.5%) still use polite language when commenting. In addition, around 52.6% of respondents thought that the language on TikTok did not influence everyday language. These findings show that children, despite being exposed to impolite content, are still able to maintain polite language when interacting on TikTok, and the impact on their daily language is relatively minimal. In conclusion, TikTok has the potential to influence children's language politeness, and the role of parents in supervising and educating children on this platform is very important.

Keywords **tiktok application, child politeness, social media**

Abstrak: TikTok telah menjadi populer di kalangan anak-anak dan remaja, namun terdapat kekhawatiran terhadap penggunaan bahasa yang tidak sopan dan kurang santun di platform tersebut. Penelitian ini bertujuan untuk mengeksplorasi dampak penggunaan aplikasi TikTok terhadap tingkat kesantunan berbahasa anak dan bagaimana upaya yang dilakukan orang tua dalam menanamkan kesantunan berbahasa kepada anak. Penelitian ini menggunakan pendekatan kualitatif dengan jenis studi kasus. Sampel penelitian terdiri dari anak-anak usia 6-12 tahun. Data dikumpulkan melalui wawancara dan angket. Data dianalisis dengan model interaktif, yang terdiri dari tiga unsur, yaitu reduksi data, penyajian data, dan penarikan kesimpulan/verifikasi. Hasil penelitian menunjukkan bahwa penggunaan TikTok memiliki potensi dampak pada kesantunan berbahasa anak-anak. Sebanyak 84% responden pernah menemukan konten yang tidak sopan di TikTok, namun sebagian besar anak-anak (89,5%) tetap menggunakan bahasa sopan saat berkomentar. Selain itu, sekitar 52,6% responden berpendapat bahwa bahasa di TikTok tidak memengaruhi bahasa sehari-hari. Temuan ini menunjukkan bahwa anak-anak, meskipun terpapar konten tidak sopan, masih mampu menjaga kesantunan berbahasa saat berinteraksi di TikTok, dan dampaknya terhadap bahasa sehari-hari mereka relatif minim. Kesimpulannya, TikTok berpotensi memengaruhi kesantunan berbahasa anak-anak, dan peran orang tua dalam mengawasi dan mendidik anak di platform ini sangat penting.

Kata Kunci **aplikasi tiktok, kesantunan berbahasa anak, media sosial**

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INTRODUCTION

In today's digital era, social media has become an integral part of everyday life, including children. TikTok, one of the most popular social media platforms for kids and teenagers, has gained immense popularity. Indonesia has more than 10 million active TikTok users, making it one of the

countries with the highest number of TikTok users in the world. Specifically, Indonesia has about 99.8 million TikTok users, which is the second-highest number of TikTok users in the world, after the United States (Datareportal, 2023). The majority of TikTok users in Indonesia are children and teenagers. According to a study conducted in Yogyakarta, Indonesia, TikTok is accepted by the teenage population in Southeast Asia and is currently booming among children, teenagers, and even adults. The majority of TikTok users in Indonesia are from the millennial generation or Generation Z who are of school age (Daryus et al., 2022).

The app can provide various benefits to users, especially children and teenagers, due to its simplicity and fun, as well as its ability to allow users to express their creativity in a new and exciting way. TikTok, as a short video-based social media platform, allows users to become *content creators*. The app's wide selection of music allows users to create videos with dance and freestyle performances, which in turn can stimulate and inspire their creativity. TikTok provides a platform for users to express themselves and develop their talents through innovative short videos (Bulele & Wibowo, 2020).

In addition to having a positive impact, TikTok can also have a negative impact, this application also has videos that are not worth watching. Of course, this will negatively affect the development of children. In addition, the news about language crimes on TikTok, such as fake news, hate speech, and defamation, is massive and requires serious action to maintain decency and safety in communicating on the platform. To prevent this, the Indonesian government blocked the TikTok app on July 03, 2018. According to reports and complaints received by the Ministry of Communication and Information Technology (Kemeninfo), the TikTok video application received negative attention. As of July 3, 2018, there have been more than two thousand reports and complaints related to this application. Minister Rudiantara also mentioned that many contents are negative, especially for children. However, after going through various considerations and implementing new regulations, the TikTok application can be downloaded again starting August 2018. One of the regulations imposed is the user age limit, which is 11 years old (Aji & Setiyadi, 2020; Ardhiyanti & Indayani, 2022; Bohang, 2018).

The majority of TikTok app users are children under the age of 18, especially elementary school-aged children, with more than one-third of its 49 million daily users aged 14 or younger (Leskin, 2020). The presence of this application at such a young age can raise concerns about the mental development of the nation's future generation (Batoebarara, 2020). Content that is not appropriate for children, especially for children aged 5-10 years old whose thinking and stance are not yet stable, is indeed a concern on TikTok. The open access for children on this app raises the concerns of parents who feel their children are not ready to use social media (Bulele & Wibowo, 2020).

There are potential negatives of social media use in children, such as addiction, depression, and inappropriate behavior (Sudrajat, 2020). The following are some of the risks compiled from various sources are (1) increased irritability, anxiety, and lack of self-esteem, (2) too much digital media use can adversely affect children's performance at school, (3) increased risk of inappropriate digital behavior, such as only making friends online and accessing sites that parents do not allow, increases, and children have more opportunities to engage in online harassment, (4) cyberbullying and exposure to online predators, (5) exacerbation of narcissism, antisocial behavior, anxiety, and depression, (6) loss of important social cues that children typically learn through in-person communication, which can cause them to become more callous, anxious, and insecure, (7) lack of empathy and becoming poor verbal and nonverbal communicators, (8) health problems such as poor sleep, increased physiological arousal, decreased attention, hyperactivity, aggression, antisocial behavior, social isolation, and anxiety about adjustment (Bhargavi & Mok, 2023; Ehmke, 2023; Rosen, 2011; Simms, 2022).

The above impacts are due to the rapid development of technology but are not accompanied by an understanding of the appropriateness of technology use. The lack of practical guidelines for parents and educators in managing the use of technology effectively is also an important gap that needs to be addressed, and there is also no clear consensus on the extent to which the use of technology can affect children's language skills and language politeness. Therefore, this study goes

deeper and provides a more comprehensive understanding of the impact of technology on children's language politeness to fill this gap.

The rapid development of technology has a significant impact on children's language politeness. In this digital age, children are often exposed to various forms of electronic communication, such as text messages, online chats, social media, and video games. One of the concerns people have about the development of technology is that it can have an impact on language skills and language politeness. Concerns that the use of these applications may affect the way children speak and act verbally in their daily lives, including a lack of politeness in speaking and interacting with others, especially in terms of language skills and language politeness.

Politeness is positive norms and behaviors directed at interlocutors, both verbally and nonverbally, using indirect sentences or containing ambiguity. This concept is in line with the notion of politeness as manners and customs that are trusted by society to maintain harmony in interactions. (Andriyani, 2022). Language politeness is important for maintaining and protecting one's reputation. This is because most communication has the potential to threaten the self-esteem of both speakers and listeners (Pramujiono et al., 2019).

Based on the results of the study of the TikTok phenomenon, it can have a significant influence on children's language politeness. TikTok provides a wide platform for children to interact and express themselves. However, in this context, there are several factors to consider. First, much of the content on TikTok includes language and communication styles that do not necessarily promote language politeness. Children who are frequently exposed to such content may be influenced and imitate disrespectful or abusive language patterns. This could include the use of profanity, innuendo, or inappropriate language. Second, comments and interactions between TikTok users can also affect children's language politeness. Children may be tempted to follow the trend of disrespectful comments, insinuating, or even insulting others indirectly. This agrees with Adelia & Mayong, (2022) revealed that the influence of social media, especially TikTok, on the formation of students' language ethics is significant. Learners often adopt a new language or language that is popular on social media platforms, which can violate language politeness. Unfortunately, language politeness is often ignored. TikTok's presence in society can influence the thoughts and views of teenagers who are still in school. Therefore, it is important to question the unconscious use of language politeness on TikTok social media.

The use of language in mass media and social media illustrates a downward trend in the use of the common Indonesian language. This can be seen from the presence of cases such as hate speech, intimidation, use of harsh words, neglect of the use of polite language, errors in word choice, and similar phenomena that are increasingly found in the content of mass media and social media today (Mulyadi, 2021). This raises concerns about the impact on the use of polite and respectful Indonesian language. Children and adolescents who are active users of social media such as TikTok, are at risk of being exposed to various forms of disrespectful speech, such as swearing, abusive words, sexual language, and so on.

A study on English used on social media among Indonesian netizens found that age, gender, and educational background influence language use. Younger netizens tend to use informal language or slang. Female netizens are more polite in their use of language than their male counterparts. In contrast, men tend to use language that seems blunt and without boundaries (Karimah, 2021). In addition, the results of research on the expression of emotions as a marker of impoliteness in Instagram comment sections in Indonesia found that the use of swear words on Instagram accounts is based on their form which consists of words, phrases, and clauses. Cuss word references that appear include characteristics/conditions, animals, objects, body parts, subtle creatures, and others (Suganda et al., 2022).

Based on the above problems, it is important to pay special attention to the impact of language use on social media. If left unaddressed, this has the potential to create an unhealthy communication culture that is not in line with the polite, friendly, and highly cultured character of the Indonesian nation. Therefore, it is necessary to address this issue to maintain the Eastern cultural values that are

our identity as a nation. Therefore, the necessary action is to promote awareness of the importance of using polite language, teach the values of communication ethics, and demonstrate a positive and constructive communication culture (Harahap, 2022). Using polite language, avoiding abusive content, and being tolerant of dissent are key principles in maintaining ethical communication on digital platforms. In an environment that often tends to be anonymous, polite language becomes even more important to maintain a healthy dialog and avoid unnecessary conflicts, while respecting the privacy rights and personal data security of other users.

Several studies have been conducted on the influence of social media on children's language development, such as research conducted by Goswami & Parekh (2023) revealed that prolonged screen time, including the use of social media, can harm various aspects of child development, such as attention, language, memory, and motor skill development. In addition, social media blogs can also be a useful tool to improve writing skills. A study on the effect of blogs on the development of writing skills found that blogs are a useful tool for improving students' writing ability, particularly in the secondary school environment (Perumal & I, 2022). These findings suggest that while social media can have both positive and negative impacts on children's language development, it can be a valuable tool when used in an educational context. Although there have been many studies that discuss the influence of social media on children's language development, there is a novelty and uniqueness of this research, namely this research is specifically about the influence of TikTok on children's language politeness. The impact of TikTok on children's language development is a topic that has not been widely researched. Although there are many studies on the influence of social media on language development in general, TikTok, as a relatively new platform, has not been specifically examined in several studies. This study also makes a new contribution to understanding TikTok's influence on children's language politeness by focusing on language use in TikTok videos, its influence on everyday speech, emotional experiences of language in TikTok videos, and strategies for coping with or avoiding inappropriate content. Therefore, this study aims to explore the impact of the TikTok app on children's language politeness, and how its use can influence children's ability to speak and interact politely with others. The results of this study will provide valuable insights for parents and educators in managing children's use of TikTok, including providing appropriate supervision and training children's language politeness in the digital world.

Based on the explanation above, this research is not a duplication of work related to TikTok media research on language politeness because it has different objectives from previous studies, namely investigating the impact of using TikTok on language politeness through questionnaires and interviews involving respondents from various age groups. With its unique approach and research methods, this study is expected to make a new contribution to understanding and uncovering information, findings, and insights that have not been covered in previous studies, thus bridging the existing knowledge gap.

METHOD

The research methodology used in this research is a qualitative approach with a case study research type. This research was conducted by taking research subjects of elementary school age group children with an age range of 6 to 12 years old (Idris et al., 2023). The children selected are children who actively use the TikTok application and are located in Telukjambe Timur District, Karawang Regency.

Data were collected through interviews and questionnaires. Interviews were conducted with parents and children to obtain information about the influence of social media on children in terms of language politeness. The following is a grid of interviews conducted with children and parents;

Table 1
Interview Grid for Children

No.	Indicator	Question Item
1	TikTok viewing preferences and experiences	1,2
2	Perception of language in TikTok videos	3,4
3	The influence of language in TikTok videos on everyday speech	5
4	Emotional experience of language in TikTok videos	6
5	Strategies for coping with or avoiding inappropriate content	7
6	Learning language politeness from parents or teachers	8

Table 2
Interview Grid for Parents

No.	Indicator	Question Item
1	Children's experiences and perceptions of TikTok use	1,2
2	Frequency and duration of TikTok use by children	3
3	The impact of TikTok on children's language	4,5,6,7
4	TikTok usage settings and restrictions	8,9
5	Views on TikTok use and advice for other parents	10,11,12

In addition to interviews, this study also used a questionnaire instrument which was used to collect data regarding children's perceptions of language politeness in the context of language use on Tiktok.

Table 3
Questionnaire Grid

No.	Indicator	Question Item
1	frequency and preference of TikTok usage	1,2
2	Language experience and perception in TikTok	3,4,5
3	The influence of TikTok language on everyday language	6,7,8
4	Effect of content containing positive messages and censorship on polite language	9,10

The data analysis method used is an interactive model, which consists of data reduction, data presentation, and conclusion drawing/verification stages. The series of data analysis steps can be seen in the following diagram.

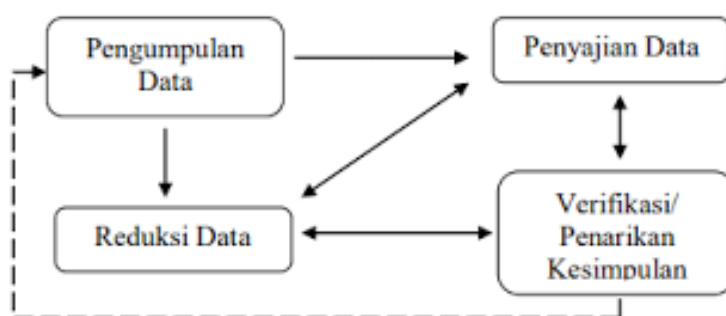


Figure 1 Components in Data Analysis (Interactive Model)
(Sugiyono, 2014)

Based on the data analysis component of the research applies a qualitative approach with an interactive analysis model that includes the stages of data reduction, data presentation, and conclusion drawing/verification (Hsieh & Shannon, 2005). In the first step, data collected from interviews and questionnaires will be sorted, and then reduced by selecting data relevant to the research objectives to be analyzed, coded, and grouped according to relevant themes and aspects. Furthermore, researchers

use theories of child language development and social media theory as a basis for understanding the data findings. Through graphs, tables, and verbal explanations, the researcher presented the data in a clear and understandable form. Furthermore, the researcher analyzes the data to find patterns and themes related to the understanding of children's language politeness in the context of TikTok use. Conclusions will be drawn based on these findings, and the research results will be verified by referring to relevant theories.

RESULTS AND DISCUSSION

In this section, we will discuss the results of research related to two important aspects in the context of using social media, especially TikTok, by children. First, researchers will discuss the impact of content in TikTok social media on the development of children's language politeness and secondly discuss the efforts made by parents to instill language politeness in children in this digital era.

The Impact of Tik-Tok Social Media Content on Children's Language Politeness

Children's use of TikTok raises questions and concerns for parents. In this regard, parents need to consider the positive and negative impacts that may occur when children use TikTok and take appropriate steps to supervise and educate them in using this app wisely.

The impact of TikTok on children's language politeness can be seen in the content that children see. Judging from the type of content preferred, children prefer comedy content with a percentage of 52.6%. This shows that children tend to seek entertainment and excitement by using TikTok. Gaming content also has several fans, although the percentage is lower at 10.5%. This shows children's interest in following the trend and development of popular games on TikTok. Meanwhile, music and dance content is also gaining attention, with 15.8% of children liking it. This shows their interest in art, self-expression, and music.

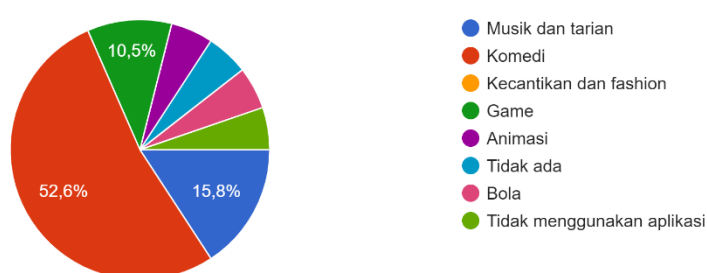


Figure 3. Types of Content Preferred by Children

Based on the data above, comedy content is the most popular content among children. This content can be a source of entertainment content for children. However, it is important to consider the potential risks and challenges associated with its use, especially for children. One concern raised by users is the presence of inappropriate language, slang, and profanity in some of TikTok's comedy content (Erol, 2022). This can be a problem for children who enjoy watching TikTok videos, as they may be exposed to content that is not appropriate for their age group. The use of such language in comedy content may also contribute to more general concerns about the platform's impact on children's language development and behavior.

In the questionnaire results and interviews with children and parents, it was found that there is disrespectful content on TikTok. Based on the questionnaire, 84.2% of respondents stated that they had found content containing disrespectful elements on TikTok. It can be concluded that TikTok has a significant impact on children's language politeness. In addition, in interviews with children, some of them revealed the existence of content with rude or disrespectful language on the platform. This suggests that children who use TikTok are vulnerable to being exposed to content that violates language politeness norms, which may affect their language behavior in everyday life.

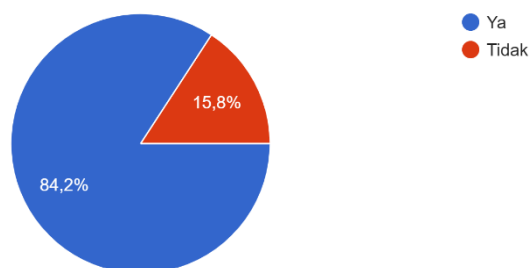


Figure 4. Content that Contains Disrespectful Elements on TikTok

Based on the data above, TikTok has a significant impact on children's language politeness, as seen from the disrespectful content accessed by children. The questionnaire and interview results show that most respondents experienced exposure to content that violates the norms of language politeness on the platform. In addition, TikTok also harms mental health, especially in children and adolescents. A study in Italy found that TikTok addiction became one of the main triggers of suicide among adolescents during the COVID-19 pandemic (Pruccoli et al., 2022). Therefore, parents and caregivers need to monitor the content that children access and provide education on the wise use of social media to maintain language politeness and children's mental health.

The disrespectful content accessed by children shows that this platform influences their language behavior in everyday life. In addition, the findings of the use of disrespectful language in comments on TikTok emphasize the importance of more intensive supervision and education regarding the use of this social media. Based on the analysis, there are interesting findings related to the use of disrespectful language in comments on TikTok. In the survey, 89.5% of children used polite language when commenting, while only 10.5% of children reported using disrespectful language. These results show the majority of children can use polite language in their interactions on TikTok. The following are the results of the data on the use of polite and impolite language in commenting;

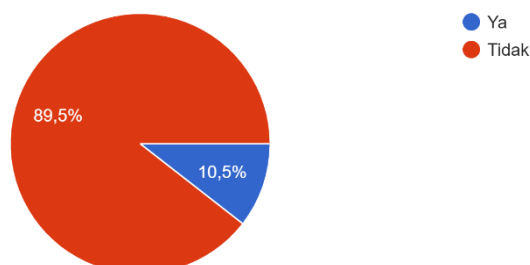


Figure 5. Use of Disrespectful Language when Writing Comments On TikTok

The results above show that the majority of children who use TikTok can use polite language in their interactions. However, the percentage of 10.5% of children who still use disrespectful language indicates that there is a small percentage of users who do not pay attention to language politeness. This shows that some individuals still use disrespectful language in their comments on TikTok. Examples of comments that children have written on the TikTok platform such as "CEBELAPA IMUTA CI AKU", and "Unyu banget", with comments like that, children tend to use slang and improper spelling. In addition, children have also commented with the names "Gw, I, W and Lo", "naon anjir" and many others. These words also sound disrespectful and are not good to use in everyday life. Therefore, it is important to continue to supervise and provide intensive education regarding the use of social media to children, so that they can continue to practice language politeness in their daily lives, as well as encourage a safe and positive environment for social media users, including those who are marginalized or vulnerable to negative experiences such as trauma, racism,

and bullying in online spaces. In line with the results of research conducted by Mordecai (2023), there are negative effects of social media on mental health, especially related to trauma, racism, and bullying, which can affect children's language politeness. Children who are exposed to content containing racial aggression, trauma, or bullying in online spaces can feel a significant psychological impact. This can affect their language behavior in everyday life.

Based on the questionnaire results and interviews with children and parents, it was found that some children have encountered content containing abusive or disrespectful language on TikTok. This reflects a violation of the principles of civility, where platform users can easily make inappropriate comments or use incivility in their interactions. Karmila et al., (2023) revealed that commenters often do not consider the content when leaving their comments, leading to the use of inappropriate language and violating the principle of politeness. Language politeness is an aspect of communication ethics that concerns the use of kind and polite words, plays a role in shaping a positive image, and is related to language ethics. While TikTok gives users the freedom to express their opinions, it can also lead to disrespectful behavior. Users can make rude and obscene comments that they would not make in face-to-face communication, as well as use indirect incivility to criticize or satirize others. However, both content creators and users can also violate cooperative and civility principles by making irrelevant comments. Therefore, users need to adopt strategies that maximize politeness and minimize incivility.

The questionnaire results show that there are different opinions regarding the influence of language on TikTok on everyday language. In the questionnaire, 52.6% of respondents thought that the language on the TikTok platform did not affect their daily language, but 31.6% thought that the use of language on TikTok increased the use of impolite language in daily life, while 15.8% thought the opposite.

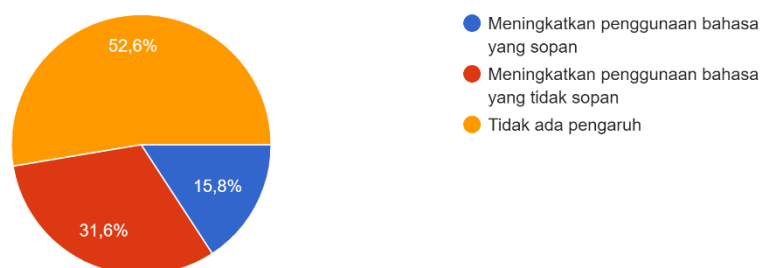


Figure 6. Influence of TikTok Language Used in Daily Life

Based on the data above, it shows that for most respondents, the use of language on TikTok does not affect or is not very significant in changing their daily language use. However, there are 31.6% of respondents think otherwise, namely that the use of language on TikTok increases the use of disrespectful language in everyday life. This indicates that for some respondents, exposure to disrespectful language in TikTok content can affect the way they speak in their daily lives. Meanwhile, 15.8% of respondents had a different opinion, which may indicate that other factors influence their daily language use. This analysis highlights the need for awareness of the influence of language on TikTok and the importance of adopting a polite attitude in language use, especially for young users who can be more susceptible to such influence. Meanwhile, based on research conducted by (Zhao, 2022) found that TikTok has a significant impact on the language use of Chinese children aged 9-12 years. The study analyzed the language use of 30 children who frequently used TikTok and 30 children who did not use TikTok. The results showed that children who frequently used TikTok used more slang, internet language, and emojis in their writing compared to those who did not use TikTok. They also tended to use more informal language and abbreviations, and their writing was less structured and organized. The study suggests that TikTok may harm children's language development, as it encourages the use of informal language and may lead to a lack of attention to grammar and spelling.

Some respondents and children interviewed stated that the use of language on TikTok tends to increase the use of disrespectful language in daily life. They observed that children are influenced

by the language on the platform, including slang or bad language. However, some respondents and parents observed that their children continued to use polite language despite being exposed to language on TikTok. Approaches and influences on everyday language can vary between individuals and depend on the awareness, values, and supervision applied in the environment around them. This agrees with Wang (2020) who has highlighted that users prone to TikTok addiction are those who experience social anxiety and social isolation and rely on the app as a source of entertainment. This suggests that the use of language on TikTok has the potential to influence users' behavior in adopting disrespectful language in everyday life. However, it is also important to note that excessive use of short video apps such as TikTok can negatively impact users' overall well-being, both in online and offline environments.

Based on the data above, the content in the TikTok application can affect children's language use. Nabilah & Suprayitno (2022) revealed that Children of elementary school age have a high risk of being exposed to negative content on social media, including on the TikTok application. They do not yet have a mature ability to filter good and bad content. In addition, high curiosity in children of this age can make them vulnerable to unwanted influences.

There are several reasons why elementary school-aged children are at high risk of exposure to negative content on social media, including the TikTok app, namely (1) inappropriate content: TikTok has toxic content that can negatively impact children, including offensive language and actions, even after filtering the content, (2) commercial elements: TikTok has commercial elements that offer reward points if children invite their friends to download the app. These points can be redeemed for coupons from various brands, which may encourage children to use the app more frequently, (3) Peer pressure: Children may feel encouraged to participate in social media challenges that are harmful, connect them to bullies or predators, or encourage layer time addiction, (4) lack of maturity: Children at this age do not yet have mature skills in filtering good and bad content. In addition, the high curiosity of children of this age can make them vulnerable to unwanted influences (Bhargavi & Schiff, 2023; Brown, 2022; Cohen, 2021; Jaehnig, 2022). Therefore, parents and educators need to provide proper supervision and assistance in the use of social media and help them understand the difference between good and bad content.

According to research studies, TikTok affects children's language politeness. Excessive use of the TikTok app can harm student character and the use of slang. The TikTok app affects the way children use familiar words. TikTok's influence on children's language differs from other media because it is primarily a matter of exposure, and resonates more with us when we hear people in person. TikTok also connects us with people we have never been in contact with before, which can lead to changes in language use (García & Penn, 2021; Nurviantika & Umam, 2023; Paramitha & Wardana, 2022).

The content produced by children on TikTok is often inappropriate for their age stage of development. The content tends to focus on love topics that should not be appropriate for their age. In addition, they also often create content related to make-up and dance tutorials. As elementary-aged children, they should prioritize entertainment activities that involve interacting with friends and family, exploring their surroundings, and pursuing their curiosity toward things that are beneficial and support their development (Common Sense Media, 2022; Nabilah & Suprayitno, 2022).

While watching TikTok, children also have no difficulty distinguishing polite and impolite language on TikTok. In the questionnaire, 73.3% of children admitted that they had no difficulty distinguishing between polite and impolite language, while 26.3% of respondents admitted that they had difficulty distinguishing between polite and impolite language on TikTok. In the questionnaire, 52.6% of respondents thought that content containing positive messages could increase the use of polite language on TikTok.

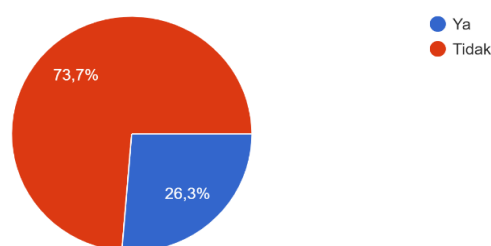


Figure 7. Children's Difficulty in Distinguishing Polite and Impolite Language on TikTok

Overall, the data from the questionnaires, interviews with children, and interviews with parents show a tendency that there is disrespectful content on TikTok and some children use disrespectful language in using the app. Although some children and parents see a negative influence of the language on TikTok in their daily language, others do not feel this influence or see a positive influence in the use of polite language. The difficulty in distinguishing between polite and impolite language on TikTok is also a concern.

The use of TikTok social media has had an impact on the character of children's manners, both positive and negative impacts. Based on several studies, the positive impact of TikTok is that children can hone their creativity through this application. They can make creative videos, watch other people's creative works, and use this app as entertainment when they feel bored. In addition, direct interaction with other users through comments and like buttons also allows children to interact socially in a digital context (Hendri & Bayu Firdaus, 2021; Nabilah & Suprayitno, 2022; Valiana et al., 2020). In addition, other studies have revealed that TikTok in America TikTok is used as therapy. The "TikTok therapy" trend is emerging, where American teens are using the app as a source of information and advice for their mental health. According to recent reports, some American teens are using TikTok as a source of mental health information and advice, a phenomenon known as "TikTok therapy". However, this trend poses some risks, as it is difficult to know whether users are qualified licensed professionals. In addition, some teens may choose to trust TikTok rather than a therapist, which could be problematic. While TikTok can provide great information and resources, it should not be considered a substitute for in-person therapy. Parents should be aware of the potential dangers of TikTok for children and adolescents, such as exposure to age-inappropriate content and the risk of disrupting their mental health (Breen, 2021; Children's health, 2023; Miodus & Jimenez, 2021).

The negative impact of using TikTok on children's language politeness. When children are infatuated with the TikTok app, they tend to ignore or delay commands and calls from others. They may also ignore others who try to talk to them while they are focused on the TikTok content that interests them. This happens because the content they access on TikTok catches their attention and matches their interests and tastes. Thus, although TikTok can be an educational and entertainment tool that relieves stress, on the other hand, excessive use can make children indifferent to their surroundings and pay less attention to language politeness (Children's health, 2023; Griffin, 2022; Kasetyaningsih & Hartono, 2017; Paramitha & Wardana, 2022).

Research shows that using the TikTok app can influence the way children use familiar words by introducing slang or disrespectful language. Slang has an inconsistent nature. This language variety is used by its speakers as a momentary language that only applies in a certain period, and then the language or term is no longer used or followed by the current trend. Slang has significant differences with good and correct Indonesian. This variety tends to be more relaxed, less formal, or rigid. The inconsistency can be seen in the use of different vocabulary, sentence structure, and intonation. (Iswatiningsih et al., 2021). This means that children may be influenced by unfavorable content on TikTok and may adopt the language in their daily conversations. In addition, the negative influence of social media, including TikTok, can also have an impact on children's politeness values. Disrespectful or inappropriate content on TikTok can undermine children's understanding and practice of language politeness (Mustadi & Amelia, 2023; Nurviantika & Umam, 2023).

Based on the above, as parents and educators, it is important to provide appropriate restrictions and supervision on children's use of TikTok. This is so that they can develop language politeness and still pay attention to social interactions in the real world. In addition, it is also important to teach children about ethics and manners in communicating on social media, including the use of polite language that does not harm others. With the right approach, using TikTok can be an exciting tool while supporting children's language development.

Efforts Made by Parents in Instilling Language Politeness to Children

Parents have a crucial role in shaping children's behavior and habits, including in the use of social media applications such as TikTok. In this context, efforts to instill language politeness in children are important. Data and interviews show that parents make various creative and effective efforts in teaching children about the importance of using polite language in using TikTok. Based on interview data with parents, there are several efforts made by parents in instilling the character of politeness in children related to the use of the TikTok application. Some of these efforts include:

Efforts to provide restrictions on the use of the TikTok app. Some parents install timer apps or family apps to limit phone usage time and inappropriate content. Some research results revealed that parents' efforts to use privacy settings on TikTok and create a special account by installing TikTok's *Family Pairing* feature. This feature allows parents and teens to set their safety settings according to their needs when using the TikTok app because it is designed to give parents control to protect their children and ensure a safe TikTok usage experience. With this feature, parents can set multiple safety settings, such as disabling the direct message feature or restricting the account to only receive direct messages (DMs) from friends who have been added. This helps protect children from unwanted or unsafe contacts on the platform (Cohen, 2020; Cornell, 2020; Kotenko, 2022; Perez, 2020; Picaro, 2023).

Providing understanding and selecting good content: Parents try to provide understanding to children about good language and polite behavior in communicating through TikTok. Parents try to advise children so that they can choose useful content and not imitate bad behavior from TikTok. They also educate children about the use of good language when communicating through the application. They search for and teach good and educational content that can be viewed by children. However, parents should be aware that excessive use of the TikTok app can harm student character, and the use of slang from the TikTok app affects the way children use familiar words (Nurvientika & Umam, 2023; Paramitha & Wardana, 2022).

Supervise the use of TikTok: Many parents realize the importance of adult supervision when it comes to their children's use of the TikTok app. With this supervision, they can ensure their children are not exposed to age-inappropriate content. As previous research has found, parental supervision of children using social media is very important. Without adequate supervision, children can be exposed to inappropriate or age-inappropriate content. In addition, lack of supervision can also lead to children's dependence on gadgets, which negatively impacts their time control and neglects other responsibilities such as schoolwork, social interactions, and more beneficial activities. Therefore, parents need to closely supervise their children's social media use and ensure that gadget use is done responsibly and balanced with more productive activities (Adisaputra et al., 2020).

Several steps can be taken to overcome the negative impact of social media on children, and the choice of these steps will depend on the situation, conditions, and environment of the child. In addition to supervision, other steps that can be taken are setting a good example, familiarizing, and instilling good manners in children (Putra & Irwansyah, 2020). Sittercity (2018) recommends teaching children to use polite language, follow rules, and thank others for their hospitality. In addition, a recent study published in *Frontiers* found that the concept of politeness is present in children's linguistic competence at age six, but the assignment of polite expressions to appropriate speech acts is less clear.

Parents can help children understand the proper use of polite expressions by providing guidance and feedback. Overall, parents can instill the character of language politeness in children by modeling polite behavior, providing consistent feedback, and teaching them to use polite language

and manners (Al-Abbas, 2023). Give consistent feedback, parents should give feedback to their children when they use impolite language or manners. This feedback should be consistent and delivered calmly and constructively, teach them to use polite language and manners, parents can teach their children to use polite language and manners by explaining why they are important and how they can be used in different situations.

Overall, teaching children about language politeness on TikTok involves sustained and consistent efforts from parents. Instilling the character of polite language in children is a process that takes time and patience. By consistently modeling polite behavior, providing feedback, and teaching children how to use polite language and manners, parents can help their children develop this important skill. By building understanding, providing appropriate supervision, setting examples, and continuously communicating with children about the importance of polite language, parents can help children develop positive behaviors and habits in the use of language on social media.

CONCLUSION

Based on the data obtained, it can be concluded that the use of TikTok has a potential impact on children's language politeness. While most children continue to use polite language when commenting on TikTok (89.5%), the fact that more than 84% of respondents have encountered disrespectful content on the platform indicates exposure to inappropriate language. In addition, around 31.6% of respondents thought that using language on TikTok could increase the use of disrespectful language in their daily lives, while only 15.8% saw an increase in polite language. Therefore, TikTok has the potential to influence children's understanding and use of language, with the risk of using disrespectful language that needs to be watched and addressed.

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