



## Islamic Ethics in Tiktok Dynamics: Critical Analysis in Medan Denai District

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### Abstract

*This research aims to analyze the perceptions and practices of TikTok users in Medan Denai District, North Sumatra, in relation to Islamic communication ethics. This research adopts a qualitative approach with a case study method, using in-depth interviews and participant observation. Through analysis of Islamic Mass Communication Ethics theory, this research explores how the young generation in Medan Denai District practices values such as honesty, accuracy of information, and responsibility in their interactions on TikTok. The research results show that the young generation in Medan Denai actively uses TikTok as a means of creative expression and social interaction. They demonstrate a high awareness of Islamic ethical principles, which is reflected in their habit of verifying information before sharing it and in providing honest and constructive comments. This study concludes that TikTok is not only an entertainment platform, but also plays an important role in the formation of ethical values and social interactions in local communities, providing valuable insights for the development of educational policies and communication practices in the digital era.*

## Introduction

New media technologies, especially social media platforms like TikTok, have significantly changed the way humans interact and search for information (Orlando & Fachira, 2023). These changes not only affect the field of communication, but also influence various aspects of life, marking a transition towards a society that is increasingly integrated with digital technology (Yang & Ha, 2021). With easy access and use of information and communication technology, individuals can connect with millions of devices throughout the world and interact via various social media platforms (Yaqi et al., 2021).

One platform that has emerged in recent years is TikTok. (Li et al., 2021) TikTok allows users, especially Generation Z, to share short videos creatively and has become one of the most popular apps in the world. Data from Apptopia shows that TikTok dominated global downloads in 2021 with 656 million downloads, making it the most downloaded platform after Instagram, Facebook, and WhatsApp (Unimed, 2023).

In Indonesia, TikTok is also experiencing a striking surge in popularity. According to We Are Social data in February 2022, TikTok is ranked fourth as the most used social media in Indonesia, with more than 63.1% of the population using this application (We Are Social, 2022). This phenomenon reflects the rapid adoption of technology among society, especially Generation Z who are the main users of TikTok.

TikTok is known for its short video feature that supports users' extensive creations. The platform has become a hub for creative content, ranging from light entertainment to serious discussions on social and political issues. However, despite its positive impact, TikTok also faces a number of challenges related to its ethical use and social impact (McCashin & Murphy, 2023).

Medan Denai District, located in Medan City, North Sumatra, is one area that shows a significant trend in the use of social media platforms, including TikTok. The latest statistical data shows that the majority of the population of Medan Denai District, the majority of which consists of the younger generation and young adults, actively uses the internet and social media. In recent years, TikTok usage in the region has seen a rapid increase, reflecting strong adaptation to digital trends among local communities.

The increase in TikTok use in Medan Denai District is reflected in statistical data which shows that the majority of residents actively access the social media platform regularly (Omar & Dequan, 2020). TikTok, with its creative features and varied content, has become a favorite among teenagers and young adults in the region. According to the latest data, in 2023, TikTok will account for more than 70% of the total social media users in Medan Denai District.

Statistics from TikTok users show that the platform has a significant level of engagement in the region (Henneman, 2020; Kennedy, 2020; Zaitun et al., 2021; Zulli & Zulli, 2022). A study conducted that same year found that each post received an average of more than 100 likes and shares, with many comments indicating active interaction between users and the content. This phenomenon confirms that TikTok is not only a popular platform, but also important in personal expression, entertainment and social interaction in the increasingly digitally connected Medan Denai community.

Overall, the phenomenon of using TikTok in Medan Denai District reflects the shift in digital culture that is currently taking place in this city. With a significant increase in usage and active engagement, TikTok has become an integral part of people's daily lives, providing a platform for creative expression and more dynamic communication in local contexts.

The importance of this research lies in a deep understanding of how TikTok and similar platforms change patterns of behavior and social interaction at the local level, as is happening in Medan Denai District, North Sumatra. Statistical data shows that TikTok usage in the region is increasing rapidly, reflecting strong adaptation to digital trends among local people (Zaim et al., 2021). The high level of engagement, with an average of more than 100 likes and shares per post, confirms that this platform is not just a medium of entertainment, but is also an important tool for self-expression and social interaction in the community (Islam et al., 2022).

This research is important for understanding the further impact of TikTok in shaping local and global digital culture, as well as its implications for social values, usage ethics, and the dynamics of social interaction (Aman, 2020; Apdillah et al., 2022; Miike, 2019; Musa et al., 2020). Thus, understanding this phenomenon in depth can provide valuable insights for the development of policy, education and communication practices in an increasingly connected and complex digital era.

## Methods

This research adopts a qualitative approach to investigate the perceptions and practices of TikTok users, especially in the local context of Medan Denai District, North Sumatra. A qualitative approach was chosen because it is able to provide in-depth insight into individual experiences and the complex social dynamics related to the use of social media (Busetto et al., 2020; Denzin & Lincoln, 2023). Through in-depth interview techniques and participant

observation, this research aims to explore the values, habits and views of TikTok users towards the platform.

Case studies are the main method used to deepen understanding of the local context in Medan Denai District. This approach allows researchers to examine in detail how TikTok users from various demographic and social backgrounds face the challenges of communication ethics, as described in Islamic Mass Communication Ethics. The case study collects rich and in-depth data about individuals' experiences using TikTok, as well as how they understand and apply Islamic communication ethics principles such as honesty, accuracy of information, responsible freedom of opinion, and constructive criticism.

Islamic Mass Communication Ethics Theory is the theoretical framework used in this research (Hasan, 2020; Uyuni & Adnan, 2020). This theoretical framework helps in analyzing and interpreting the collected data, with a focus on how Islamic values and principles influence TikTok user interactions in the local context. Thus, researchers can evaluate the extent to which TikTok users adhere to or violate the principles of Islamic communication ethics in the content they create and consume on the platform.

A qualitative approach using case studies and Islamic Mass Communication Ethics theory provides in-depth insight into the dynamics of TikTok use in Medan Denai District. It is hoped that this research will provide a better understanding of how social media influences communication values and practices in local communities, as well as its implications for digital culture and general social life.

## **Results and Discussion**

### **Portrait of Generation Z in Medan Maimun District and the Use of Tiktok**

The use of TikTok among Generation Z shows an interesting phenomenon in the way they interact with digital content (McCashin & Murphy, 2023). TikTok, with its short video features that are easy to consume and distribute, provides an ideal platform for a generation that loves creative expression and quickly sharing experiences. The use of this platform is not only as an entertainment tool, but also as a means to express identity, find peer communities, and develop skills in digital content production.

In the context of Medan Maimun District, the use of TikTok reflects rapid adaptation to global digital trends at the local level. Statistical data shows that most of the younger generation actively uses TikTok to consume a variety of content, from light entertainment to serious discussions about social and political issues. High engagement in the form of likes, shares, and comments shows that TikTok is not just a platform, but an interactive environment where ideas and opinions can be shared and exchanged quickly (Matondang & Rubino, 2023; Siti Rahmawati, 2024).

This phenomenon also reflects changes in the way the young generation in Medan Maimun views and utilizes technology to create value and meaning in their daily lives. As part of a large city with diverse social and cultural dynamics, using TikTok gives this generation a space to participate in an ever-evolving digital culture, creating a collective identity connected to other social media users, both locally and globally (Chaudhary et al., 2023; Junaidi, 2021; Kholil et al., 2021).

The importance of understanding the role of TikTok in the lives of generation Z in Medan Maimun District lies not only in analyzing usage trends and statistics, but also in its impact on social interactions, self-understanding, and participation in the digital public sphere. With an in-depth approach through case studies and theoretical understanding of Islamic mass communication ethics, this research is expected to provide a comprehensive picture of how

social media platforms such as TikTok shape and are influenced by the young generation in this region.

### Islamic Mass Communication Ethics Regarding the Use of TikTok

#### *Fairness*

Based on interviews with Generation Z in Medan Denai, it appears that they consistently show awareness of the importance of honesty in sharing content and providing comments on TikTok. For example, Informant I revealed that he only provided comments based on facts that he considered useful in his life, such as the content of dhikr or prayer. A similar thing was seen in Informants III and IV, who emphasized that the content or comments they shared must come from personal experiences or real events in their daily lives.

Table 1. Responses to honesty

Informant	Approach To Honesty On TikTok
HE	Only provide comments based on facts, such as dhikr or prayer that can make your life easier. Don't comment if it can't be proven to be true.
A	Disseminate content according to the facts they see on TikTok, such as photos and videos of school activities.
S	Provide comments based on facts, especially in learning content such as general lessons (mathematics, English), and reveal that the content shared is everyday life that is in accordance with reality.
SNA	Make comments based on facts and like comments that represent him. Ensure the content shared is a real moment with friends or family.
ICE	Not actively commenting, just looking at other people's comments. Rarely shares his own content, preferring to simply browse content.
Z	Ensure that the content shared is from personal experiences such as traveling, school and other daily activities. Comments must be in accordance with the facts experienced.
FN	Rarely shares content, only uploads videos of his own face. Only upload good photos and delete bad ones.

The Islamic Mass Communication Ethics Theory emphasizes that honesty is one of the main principles in communication. This theory teaches that communicators must prioritize honesty, transparency, and not hide facts that should be conveyed. The suitability of this theory with the practices of Generation Z in Medan Denai shows that Islamic ethical values of honesty are still very relevant and applied in the context of social media such as TikTok. They are aware that the content they share or the comments they provide must be in accordance with the truth and not misleading.

Apart from that, in the local cultural context in Medan Denai, the value of honesty is also reflected in the practice of using social media. Generation Z chooses to share content that reflects their personal experiences in an honest and authentic way. This shows that honesty is not just a universal ethical norm, but also a cultural value applied in their digital interactions.

The interview results also illustrate that the use of TikTok by Generation Z in Medan Denai is not just for self-exposure or entertainment, but also as a forum for conveying values that are important to them, such as honesty. They choose to share content that they consider to be in accordance with facts and have positive value, such as content about daily activities or learning experiences.

Apart from individual aspects, the use of TikTok by Generation Z in Medan Denai also reflects adaptation to technology and changes in media consumption behavior. They actively follow digital trends but maintain integrity in how they interact with the platform. This shows that the value of honesty is not only maintained in traditional contexts, but is also adapted and applied in the increasingly rapidly developing digital environment.

Thus, from this analysis we can see that Generation Z in Medan Denai is not only a consumer of social media, but also an agent of change in maintaining ethical values, including honesty, in their use of TikTok. They consciously choose to contribute positively in this digital space by respecting the cultural and religious values they adhere to.

**Information Accuracy**

Generation Z in Medan Denai shows a variety of approaches to the accuracy of information on TikTok. Most informants, such as IA, A, and S, showed a skeptical and cautious attitude, carrying out additional checks such as looking for photo or video evidence before believing or providing comments. However, they sometimes feel guilty if they judge negatively without sufficient evidence. On the other hand, ES and Z show a more relaxed approach, waiting or just checking if the content is of personal interest. This factor reflects that daily busyness and personal interests can influence their caution in verifying information.

Lack of in-depth understanding of the information verification process before it is received is the main cause of the lack of accuracy in tabayyun. Generation Z is accustomed to instant information from social media, which can reduce their vigilance in checking the truth of information before believing it. The availability of large amounts of unverified information on social media also confuses them in sorting out true or false information.

Table 2. Response to information verification

<b>Informant</b>	<b>Approach To Tabayyun</b>	<b>How To Do Tabayyun</b>	<b>Influencing Factors</b>
HE	Don't check right away, sometimes I'm curious if it keeps appearing on fyp. Check the truth by looking for photo, video or other evidence. Feel guilty if you believe the wrong news.	Look for photo, video or other evidence after repeatedly appearing on fyp.	Lack of dexterity in verifying information without strong evidence. May be influenced by popularity or frequency of appearance on fyp.
A	Check occasionally depending on how exciting the news is. Examine content in more depth by searching for additional information such as IG or TikTok.	Look for additional information such as IG or TikTok to verify content.	Interested in interesting content and less selective in verifying the truth of information. Often feel guilty if you judge someone negatively without good reason.
S	Don't check, unless content continues to appear on fyp. Depends on the judgment of the person delivering the content.	Depends on the judgment of the person delivering the content.	Influenced by personal assessment of the person delivering the content. Feeling guilty if you believe information that turns out to be wrong.

SNA	Sometimes checks depend on personal invitation or interest. Don't believe in overly sensational content.	Depends on invitation or personal interest. Don't believe in overly sensational content.	Influenced by personal preferences for the type of content and the social influence of other people's judgments.
ICE	Don't check it immediately, unless the content attracts attention on FYP. Look for confirmation from comments, usernames, or other additional information.	Look for confirmation from comments, usernames, or other additional information.	Be attracted to interesting content on fyp and less selective in verifying information before believing it.
Z	Don't check immediately, wait a few days or look at the person first on TikTok and other social media before trusting the information.	See the person first on TikTok and other social media.	Lack of dexterity in verifying information without strong evidence, relying on personal judgment of the person conveying the content.
FN	Don't check directly, just check if the news is very popular. View other accounts and other news as verification.	View other accounts and other news as verification.	Less selective in verifying the truth of information, influenced by the popularity of news and content.
A-Z	Depends on free time. Carry out checks and reviews using various platforms and look for supporting photo or video evidence.	Carry out checks and reviews using various platforms and look for supporting photo or video evidence.	Influenced by free time and the tendency to check the veracity of information more thoroughly.

Islamic communication theory emphasizes the principle of honesty (shidq) and the prohibition against lies as core values in communication. This principle requires that each individual ensure the correctness of information before distributing it, in order to maintain integrity and fairness in communication. In a digital context like TikTok, where information can spread quickly and widely, it is important for Generation Z to apply these principles through the practice of tabayyun.

Tabayyun, or prior verification of information, is a method recommended in Islam to ensure the veracity of information before sharing it with others. By carrying out tabayyun effectively, Generation Z can avoid the spread of fake news that could harm certain individuals or groups. This not only practices the values of honesty and fairness in communication, but also strengthens the basis of trust between individuals in their digital communities.

The adoption of tabayyun by Generation Z has also had a positive impact in building more honest and ethical communication on TikTok. They can become agents of positive change by modeling practices that are in accordance with the religious and moral values they adhere to. By prioritizing truth and avoiding the spread of unverified information, they not only protect

themselves from error and slander, but also help build a digital environment that is safer and more responsive to the need for truthful and useful information.

The application of tabayyun in interactions on social media such as TikTok is a concrete manifestation of the implementation of the principle of honesty in Islamic communication. Generation Z as active users of social media can play a role in promoting these values by being role models in the way they share information, ensuring that only correct and verified information is shared, and encouraging awareness of the importance of honesty in digital communication.

***Free and Responsible***

In the context of TikTok, generation Z is exploring free space for expression, as illustrated by interviews with informants such as IA and Z who feel that TikTok provides the freedom to share content and provide comments. However, they also recognize the importance of complying with platform rules and understanding existing limitations. This shows that even though they feel free, generation Z is aware of their responsibility in complying with applicable norms.

When talking about being responsible for the comments and content they share, generation Z also shows a responsive and conscious attitude, as shown by informants such as A and ES. They are ready to take responsibility for the impact of their words and actions on the platform. This reflects their understanding of the moral and ethical consequences of interactions on social media, which may affect other people directly or indirectly.

Table 3. Responses to Freedom and Responsibility

<b>Informant</b>	<b>Opinions Regarding Freedom (Freedom)</b>	<b>Opinion Regarding Responsibility</b>
HE	Feel free to do whatever you want on TikTok, but still comply with the rules on the platform.	Be ready to take responsibility for your actions and comments, with the belief that karma will determine the outcome of what you have done.
A	Use freedom for positive things, not negative things.	Be responsible for the feelings of other people who may be offended or angry by the comments made.
S	Realizing that many people leave comments without paying attention to other people's feelings on TikTok.	Ready to take responsibility if you really make a mistake in the comments or content shared.
SNA	Considered his comments as private, considering the large number of TikTok users.	Have a commitment to be responsible for all actions taken on the platform.
ICE	Choose to skip content that is considered damaging, but still feel free to express yourself.	Willing to be responsible for comments that are not careless, showing awareness of the impact of what they convey.
Z	Feel free to do whatever is in accordance with TikTok rules, prioritizing an understanding of freedom that is in accordance with applicable norms.	Accepting all the consequences of what happened, shows readiness to take responsibility for their actions and words on TikTok.
FN	Acknowledging that TikTok is not completely free anymore, with a	Expressing readiness to bear the consequences of what they say or

	feature that filters out sensitive sentences.	do, showing an attitude that is ready to take responsibility for all actions.
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Factors that support this free and responsible attitude include easy access to technology which gives them greater space to interact and share content. TikTok as a platform that facilitates direct interaction between users also makes generation Z more aware of the responses and reactions to the content or comments they share. Awareness of the social impact of what they convey makes them more careful and careful in expressing themselves on social media.

Theoretically, communication principles in Islam emphasize the importance of honesty, responsibility and ethical considerations in communication. In this context, freedom of expression must be balanced with awareness of moral responsibility for words and actions. Islam teaches that each individual must be responsible for the impact of their communications on others, thereby ensuring that the freedom they have does not offend or harm others.

Thus, in practice, generation Z on TikTok can apply these values by maintaining ethics and being responsible for the content and comments they share. They can be agents of positive change in creating a more dignified and ethical communication environment, in accordance with the values taught in Islam and other universal values.

### Constructive Criticism

Constructive criticism plays an important role in building a healthy digital community on TikTok. Generation Z tends to provide support or positive comments on content that they consider good or useful. However, more structured responses were often lacking, with most simply providing support in the form of emoticons or likes without providing substantial comments. The importance of politeness in giving criticism is also emphasized, avoiding the potential to hurt other people's feelings. Meanwhile, generation Z also shows awareness of the social impact of their comments, especially in the context of sensitive or controversial content. Therefore, education is key in encouraging the practice of constructive criticism on social media, to ensure that the TikTok community can develop positively and build an inclusive and beneficial environment for all its users.

Table 4. Responses to Constructive Criticism

Informant	Approaches To Constructive Criticism	Response To Criticism
HE	Comments are supportive in ways such as "hitching a ride part 2" or emoticons.	Doesn't provide in-depth descriptions, more likely to follow along.
A	Comments are supportive but only in the form of emoticons.	Support in comments is limited to emoticons.
S	Judge comments based on content quality, support if the content is good, avoid if it is sensitive.	Prefer not to comment if the content is sensitive.
SNA	Provide support and aspirations for content that is considered good, emphasizing the importance of commenting well.	Aims to avoid bad judgment from other people.
ICE	Support by giving likes to comments that match your views.	Using likes as a form of support for comments.
Z	Provide supportive comments for good or interesting content, providing motivation.	Often give likes if the content is not interesting.
A-Z	Emphasizes the importance of being polite in comments, conveying constructive criticism.	Ensure that comments do not offend others.



Generation Z in interviews showed a variety of approaches to constructive criticism on TikTok. IA informants were more likely to use emoticons or follow other people's comments casually without providing in-depth descriptions, reflecting a more informal and focused approach to social interactions on the platform. Meanwhile, Informant A showed a tendency to provide support in the form of emoticons, showing a preference for concise visual responses to content they liked.

On the other hand, Informant S stands out with a more selective approach in providing constructive criticism. They judge comments based on the quality of the content posted, providing support to content they deem good, while avoiding commenting on content they deem sensitive. This approach shows a high awareness of the impact their comments have on other users' experiences on the social platform.

In general, generation Z shows variation in their approach to providing constructive criticism and responding to criticism from others on social media platforms like TikTok. As can be seen from the interviews, some individuals such as Informant IA tend to use more casual comments with emoticons or follow the flow of other people's comments without providing in-depth analysis. This approach reflects a more informal culture of social interaction in the digital world, where expression through emoticons and following trending comments is an integral part of their online interactions.

Meanwhile, there is also generation Z who shows awareness of the importance of providing support and maintaining ethics in online communication, as shown by Informant S and SNA. They not only assess the quality of content before providing support, but also pay attention to the social impact of their comments. This approach reflects a drive to build positive and supportive online communities that align with social values and ethics in communication.

In the context of Islamic communication theory, constructive criticism also has strong relevance. Islamic teachings emphasize the importance of effective communication, which is based on the principles of mutual respect and common goals to build goodness. Constructive criticism in Islam is not just about providing input, but must also be delivered in a manner that is polite, tactful, and beneficial for the development of the individual or society. This is in line with the concept of *amar ma'ruf nahi munkar* in Islam, which encourages its followers to encourage goodness and prevent evil in ways that are full of wisdom and benefit.

### **Islamic Ethics in Tiktok Dynamics: Critical Analysis in Medan Denai District**

Based on the context of Islamic ethics on the TikTok platform, there are several important aspects that can be analyzed based on the theories and principles of Islamic communication ethics (Andhita et al., 2021; Stiawan & Suryani, n.d.). The principle of honesty is very relevant here, because Islam emphasizes the importance of honesty in communicating and responding to existing content. TikTok users in Medan Denai District must consider this value of honesty so that the information conveyed is not misleading.

Accuracy of information is also important in Islamic ethics (Matondang et al., 2024). Disseminating accurate information is the obligation of every Muslim, including in the context of content or comments on TikTok. Users need to ensure that what they share or the responses they provide are based on clear facts. Responsible freedom of opinion is an important concept in Islamic communication ethics. Although Islam provides freedom to express opinions, this must be done responsibly. TikTok users in Medan Denai District must consider the impact of their comments or opinions so as not to violate Islamic ethical values, such as slander or hurting other people. Constructive criticism is also integral to Islamic communication ethics, where

criticism must be constructive and not derogatory. TikTok users can provide useful input using polite language and respecting others.

Courtesy and respect for others are also important in Islamic ethics. Islam teaches to be polite in communicating, both in words and behavior. TikTok users in Medan Denai District are expected to maintain this ethic in online interactions to create a friendly environment.

The use of technology by paying attention to moral and spiritual values in Islam is important to consider. TikTok users in Medan Denai District must choose content wisely and consider the impact on themselves and society.

The ethical practice of Islamic communication on TikTok in Medan Denai District involves the application of principles such as honesty, accuracy of information, responsible freedom of opinion, constructive criticism, courtesy and moral considerations in using technology. This not only reflects Islamic values, but also supports the building of positive and beneficial online communities for all users.

## Conclusion

This research concludes that the application of Islamic ethics in the use of TikTok in Medan Denai District shows several crucial findings. Principles such as honesty, accuracy of information, and the use of technology with due regard for Islamic moral and spiritual values are very important. TikTok users need to better consider the impact of each content shared and responses given to ensure compliance with Islamic ethical values. Additionally, constructive criticism and respect for others should also be emphasized to create a positive and supportive online environment.

The implications of this research indicate the need to develop better practices in integrating Islamic values on TikTok. Recommendations include more intensive education regarding digital communication ethics based on religious values, both at the individual and community level. Local policies could consider strengthening regulations related to social media use to better respect Islamic ethical values, while public education could focus on a deeper understanding of the moral implications of online activities.

This research highlights the importance of building awareness and practices in accordance with Islamic ethics in digital interactions. By integrating these values more strongly in the use of TikTok and other social media, it is hoped that an online environment that is more dignified, supportive and promotes good values can be created in Medan Denai District society as a whole.

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