

## The Role of Tik-Tok Platforms As an Intermediary for the Inculcation of Pancasila Values

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### ABSTRACT

Universitas Negeri Semarang has a community service program called the Unnes Giat program. Twelve students from the Unnes Giat 5 group conducted community service activities in Pabuaran Village, Bantarbolang District, Pemalang Regency, as a Pancasila-driven village. The younger generation needs to improve their understanding and love for Pancasila, the foundation of the Indonesian state. Following the development of social media technology, students have innovated in implementing the work program by utilizing the TikTok application. The purpose of this service is to increase public awareness of the values of Pancasila through a competition celebrating Indonesian Independence Day with a new and fun method. The implementation of community service as a whole uses a mixed method, namely demonstrations and lectures. The work program of instilling Pancasila values through the TikTok application was enthusiastically followed by the community.

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### INTRODUCTION

Universitas Negeri Semarang has a Real Work Lecture (KKN) program, namely Unnes Giat. The Unnes Giat program has reached Batch 5. Unnes Giat is a form of learning activity (BKP) Independent Learning Independent Campus (MBKM), which is a practice in schools developed and organized by the Institute for Research and Community Service (LPPM) of Semarang State University to provide opportunities for students to make a real contribution to the development of superior human resources by providing experience to students to carry out activities in the community as an implementation of MBKM.

The word "Giat" in this program is an acronym for a combination of words in English, namely, "growing," "impactful," "awareness," and "teamwork." The partner areas of Unnes Giat are located in Central Java. In order to build Indonesia from the village, Unnes Giat Batch 5 sent several students to Pabuaran Village to help with several activities in Pabuaran Village. The activities carried out are a form of student interaction with the community and the surrounding environment, departing from the perception that students feel the need to participate in the development process.

The Unnes Giat Batch 5 activity runs with encouragement for students to make more efforts to build villages by studying and working for a certain time, living and forming rural communities, and solving rural development problems to become more advanced. Thus, Unnes Giat Batch 5 is a process of student education to practice science, technology, and art directly in the community with the main goal of forming ready-to-use scholars as well as helping the process of building Indonesia.

The Unnes Giat program was carried out in Pabuaran Village, Bantarbolang District, Pemalang Regency. Pabuaran Village is divided into 3 hamlets, 3 RWs, and 6 RTs. The three hamlets include Alangsari Hamlet, Kauman Hamlet, and Arjamulya Hamlet. The residents of Pabuaran Village are mostly corn farmers, but not a few have migrated to the capital. People who live in Pabuaran Village, if it is not during the corn season, do not farm and are unemployed. With this community phenomenon, students empower the people of Pabuaran Village with several innovations.

Students who are members of the 5th batch of Unnes Giat in Pabuaran Village have compiled many work programs that are expected to be able to empower the local community. The work program includes village service, socialization of complementary foods, teaching guidance for children, training for art performances, joining learning at local schools, socializations, training for MSMEs, the use of corn husks as crafts, and the digitization of Pancasila.

The younger generation is faced with changing behaviors and values influenced by global digital culture. This raises the question of how Pancasila can remain relevant and be applied in everyday life, especially in facing the challenges of modernization (Ardiana Bulan Ramadhani et al., 2024). The younger generation needs to understand and implement the values of Pancasila as part of their lives. Their task is to maintain harmony and alignment with Indonesian national values. Pancasila can prevent young people from engaging in actions that deviate from established norms. Violations and crimes can be avoided when the younger generation is able to properly apply the values of Pancasila.

With proper implementation, the values of Pancasila can play a key role in strengthening the character of the Indonesian nation, thereby building a quality national and state life (Ramadan, Putra, Alfath, & Pratama, 2024). The younger generation needs to be equipped with a critical understanding of how these values can be applied in a global context without losing their Indonesian identity. Thus, Pancasila education serves not only to shape positive individual character but also to create citizens ready to face global challenges while adhering to national values (Dahlia, 2024). The role of technology in addressing ethical dilemmas is significant: The sustainability of technology, particularly artificial intelligence and big data, faces ethical challenges. A strong value framework is needed, with Pancasila as a guideline to ensure technological development aligns with societal values (Syahputra et al., 2023). In the digital era, Pancasila evolved, giving everyone the opportunity to actively participate in the life of the nation and state. All Indonesians are expected to exercise caution in using existing digital media to maintain adherence to the five values of Pancasila, despite the difficulties in implementing Pancasila in this digital age (Annisa Humaira Putri et al., 2024).

Currently, the most popular social media platform is TikTok. One of the driving forces behind TikTok's success is its ability to reach a wide and large audience (Rosita & Evalina Darlin, 2024). TikTok allows users to create short videos with various effects and music, helping teens express themselves creatively. Furthermore, TikTok can boost teens' self-confidence by gaining support from their followers and becoming popular on the platform (Mona & Irman, 2024). The TikTok platform brings Pancasila to life through digitization. The digitalization strategy represents a progressive approach to addressing the advancements in information and communication technology. The development of information and communication technology has caused the digital or virtual world to become one of the domains that is often used by humans to interact, especially the millennial generation.

Pancasila is the foundation of the Indonesian state. It is the formulation and guideline for national life for all Indonesians. Therefore, it is crucial for the younger generation to understand the values contained within Pancasila and practice them in their daily lives. By utilizing the TikTok platform, it is hoped that learning Pancasila values will become more engaging and ingrained in the children's knowledge in Pabuaran Village.

The digitalization of Pancasila using TikTok was implemented as a competition to celebrate Indonesian Independence Day. The series of activities took place over

several days to determine a winner. The children's enthusiasm was overwhelming, making the digitalization of Pancasila using the TikTok app appropriate and beneficial.

## METHOD

The Pancasila digitization program utilizing the TikTok platform was implemented through several stages and methods. The activity employed a mixed method, namely demonstration and lecture methods, to provide initial knowledge to the youth of Pabuaran Village. The demonstration method is a teaching method carried out by providing examples or demonstrations of material for participants to follow, while the lecture method is a teaching method that delivers material verbally and is listened to by participants. Next, students developed an implementation schedule including the day, time, and activities related to the Pancasila values instillation program through the TikTok platform. The following table shows the program implementation schedule.

Table 1. Program Implementation Schedule

| No. | Program Implementation Schedule |          |                                       |
|-----|---------------------------------|----------|---------------------------------------|
|     | Date                            | Day      | Activity                              |
| 1   | July 31, 2023                   | Monday   | Giving directions of Creative Content |
| 2   | August 5, 2023                  | Saturday | Group division and assignments        |
| 3   | August 17, 2023                 | Thursday | Announcement of winners               |

Source: Unnes Active Group 5, Pabuaran Village

The program lasted several days, with varying agendas. It included group division, assignments, implementation, and competition concepts to boost the enthusiasm of the youth of Pabuaran Village.

## RESULT AND DISCUSSION

Pancasila is so desperately needed and needs to be re-instilled in the younger generation who are growing and who will lead Indonesia's development in the future. The era of globalization has brought about changes in the world's structure, which have a direct impact on various countries, including Indonesia (Muhammad, Ma'ruf, & Rahmat, 2024). The digital era opens up significant opportunities for the dissemination and strengthening of Pancasila values. Through various digital platforms, the government and the public can more easily access, promote, and implement Pancasila values. Digital campaigns, online education, and social media are crucial tools in spreading awareness about the importance of Pancasila in everyday life. Digitalization provides a golden opportunity to promote and internalize Pancasila values. Information and communication technology enables broader and faster dissemination of messages. Pancasila can be

integrated into digital content, educational applications, and social media platforms to reach various segments of society, especially the younger generation (Amren Samosir et al., 2024). Therefore, it is important to take actions to strengthen Pancasila in the lives of society, especially the current young generation.

The Unnes Giat program is being implemented in Pabuaran Village, Bantarbolang District, Pemalang Regency. Pabuaran Village is divided into three hamlets, three neighborhood units (RW), and six neighborhood units (RT). These three hamlets are Alangsari, Kauman, and Arjamulya. Arjamulya, with an area of 15,040 km<sup>2</sup>, is the smallest of the three hamlets. Kauman is the largest, covering 15,949 km<sup>2</sup>. The majority of Pabuaran Village residents earn their living in the agricultural sector. Residents are primarily corn farmers, but many have migrated to the capital. Pabuaran villagers remain unemployed when the corn season is not in season. In response to this social phenomenon, students are empowering the Pabuaran Village community with several innovations.

The Community Service Lecture (KKN) program, implemented under the Unnes Giat program, has developed and successfully implemented numerous work programs, including the digitalization of Pancasila values learning through the social media platform TikTok.

TikTok has become a frequently used and popular app due to its diverse range of educational and inspirational content. TikTok is a social media platform with unique features, from responding to viral challenges to serving as a fun communication tool, including providing serious information (Putri Naning Rahmana, Dhea Amalia Putri N, 2022). TikTok is one of the fastest-growing social media platforms in the world. TikTok allows its users to create short 15-second videos with music, filters, and various other creative features. The TikTok app is also popular among various groups in Indonesia, including public figures. However, not many people know the origins of this addictive TikTok. Let's explore TikTok's development, from its inception to its current peak of popularity (Pardianti & S, 2022). The TikTok platform was chosen because it was deemed capable of attracting children, being contemporary, and being easy to use for the current generation. The implementation of Pancasila values instillation using the TikTok platform will be implemented from July 31, 2023, to August 17, 2023.



Figure 1. Map of Pabuaran Village, Bantarbolang District, Pemalang Regency

On Monday, July 31, 2023, the Unnes Giat team provided a socialization session on creative content. The implementation team first presented material about the TikTok platform, introduced how TikTok works, introduced how to register for the TikTok app, and taught how to insert videos and upload them to TikTok accounts. The team also taught residents how to create creative content using their mobile phones. The team provided knowledge on video recording techniques, cutting and splicing videos, and adding other editing tools such as text and images to enhance their videos and hone their creativity. On August 5, 2023, the team divided the youth of Pabuaran Village into several groups to create creative content about the values of Pancasila. The following table outlines the group assignments for creating a video about Pancasila values.

Table 2. Division of Aging Groups

| Group | Assignment Group Division |                                        |
|-------|---------------------------|----------------------------------------|
|       | Participant Name          | Assignment                             |
| 1     | Fadil, Rizki, Lutfi       | Making the first principle video       |
| 2     | Fauzan, Aji, Ale          | Making a video of the second principle |
| 3     | Syamsi, Lukman, Agung     | Making a video of the third principle  |
| 4     | Jhoni, Ferdian, Amin      | Making a video of the fourth principle |
| 5     | Zaki, Riki, Yadi          | Making a video of the fifth principle  |

Source: Unnes Active Group 5, Pabuaran Village

The youth in Pabuaran Village were divided into three groups, each of which was further divided into five groups. Each group was tasked with creating a video about the values of Pancasila, embodied in the first through fifth principles. Group 1 was tasked with creating a video about the first principle, group 2 was tasked with creating a video about the second principle, group 3 was tasked with creating a video about the values of Pancasila, embodied in the third principle, and group 4, consisting of Jhoni, Ferdian,

and Amin, was tasked with creating a video about the fourth principle. Group 5, consisting of Zaki, Riki, and Yadi, was tasked with creating a video about the values of Pancasila, specifically the fifth principle.

The TikTok app includes several features that support distance learning, including (Ardiyanti, Kustandi, Cahyadi, Elihami, & Pattiasina, 2021): 1) Voice Recording, which records audio through your device and then integrates it into your personal TikTok account. 2) Video Recording, which uses your device to record videos and then integrates them into your personal TikTok account. 3) Background Sound, which allows you to add background sounds that can be downloaded from the TikTok app's storage. 4) Edit, which enhances and edits previously created draft videos. 5) Share, which allows you to share created videos. 5) Duet, which allows you to collaborate with other TikTok users.

All participants responded enthusiastically and attempted to complete the assignment within the allotted time. Each child explored creating creative videos about Pancasila values, using their own ideas and creativity, using limited resources. Over the course of a week, they created videos to be uploaded to their respective TikTok accounts. While participants were busy creating their assigned videos, the team prepared prizes for the best video content. This was also expected to spark the enthusiasm of the youth of Pabuaran Village to learn, apply the values of Pancasila in their lives, and be creative.

The competition coincided with the commemoration of the 78th anniversary of the Republic of Indonesia's independence. This was certainly an appropriate moment, given the theme and objectives of the competition. The competition concept was chosen because it was considered more engaging and would increase the enthusiasm of the youth, fostering a competitive spirit between groups to demonstrate who was the best and most creative. It also taught the meaning of fighting spirit, namely striving to produce the best in order to win. However, the program also needed to emphasize the meaning of family, cooperation, and open-mindedness.

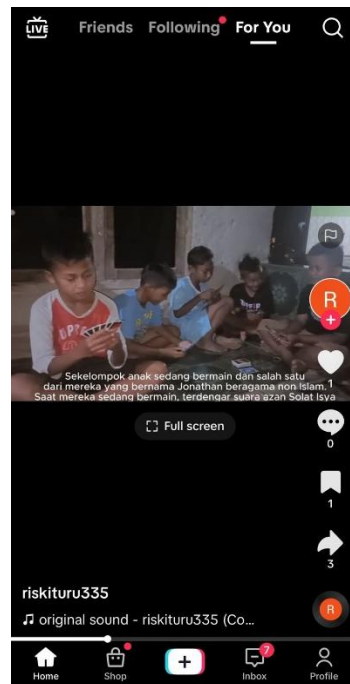


Figure 2. TikTok Creative Content Competition Video

Judging from screenshots from the TikTok app, the videos created by the participants were dramas visualizing the values of Pancasila, supplemented with text explaining the visualized story and the principles contained in Pancasila. Participants also added images such as flags and symbols of Pancasila. On August 17, 2023, the team announced the winners of the TikTok creative content competition. Based on the uploaded content, two winners were selected in this category. The creative content competition was won by group 4, consisting of Jhoni, Ferdian, and Amin. The next winner was group 1, consisting of Fadil, Rizki, and Lutfi. Each winning group received a prize to be shared among the group members.



Figure 3. 2nd Place Participants in the TikTok Creative Content Competition



Figure 4. TikTok Creative Content Contest Winners

The creative content competition was a success, not only in the creative videos produced but also in the knowledge gained by the youth of Pabuaran Village. They were able to understand the values contained within each principle, and residents became more technologically savvy and wiser in their social media use, utilizing social media platforms, including TikTok, to share useful knowledge and information.

Overall, the work programs implemented in Pabuaran Village were successfully implemented and received a positive response from the local community. The programs were designed to empower the Pabuaran Village community, enabling them to become more technologically literate and less reliant on farming and creativity. Community service in Pabuaran Village, as in other villages, would not be possible without synergy, good relationships, and mutual support among the implementing groups, village officials, and local residents.

Instilling Pancasila values in the millennial generation will make them increasingly intelligent, tolerant, cohesive, and possessed of strong religious literacy. Pancasila will also become the identity of the millennial generation. However, there are specific strategies for instilling Pancasila values in the younger generation. The government also needs to prepare contemporary strategies for practicing Pancasila values among the younger generation. Utilizing existing social media platforms and information technology is an effective method (Sutisna, Sucherman, Suandi, Sukatmi, & Kumalasari, 2022).

Utilizing the TikTok app to strengthen Pancasila values among today's younger generation is crucial. Any concrete actions we take will continue to contribute to the continuity of the Indonesian nation and strengthen its national identity. The team must consistently carry out its activities to ensure continuous success.

## CONCLUSION

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## SUGGESTION

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