The Influence of Social Media (Tiktok) on Public Speaking Mastery of Students of the Communication Science Department Hang Tuah University Pekanbaru

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ABSTRACT

Social media is a new trend that can provide extensive knowledge to every user. One example is the TikTok application. This application can provide various education for its users, such as mastery of public speaking. This research is experimental research using a One Group Pretest Posttest Design. Where this research aims to see the influence of the TikTok application on the mastery of public speaking of 11 students majoring in Hang Tuah University, Pekanbaru, who are the subjects of this research. The data analysis technique uses the Wilcoxon test with the help of the SPSS for Windows version 22.00 program. The instrument used is an observation sheet that refers to public speaking indicators, namely pronunciation and intonation, voice volume, fluency, relationship and accuracy of content to topic, gestures, and mimicry. The results of the Wilcoxon test showed that Zscore = 4.370> 0.135 and Asymp. Sig (2 tailed) is 0.000> 0.05 so Ha is accepted and Ho is rejected. Based on these statistical tests, it can be concluded that there is an influence of TikTok social media on the public speaking mastery of students at the Communication Science Department, Hang Tuah University, Pekanbaru. This is also supported by the increase that occurred in the pre-test and post-test results, which were initially 46.91 in the Fair category to 76.63 in the Good category.

Keyword: TikTok Social Media, Mastery of Public Speaking

INTRODUCTION

Social media is a digital platform that provides many benefits for human life, one of which is providing facilities for carrying out social activities such as sharing information or creating content in the form of writing, photos, or videos. On the other hand, social media can also have a negative influence on human life. However, if the use of social media is done positively, social media will have a positive influence on human life itself. And conversely, if social media is used to look for negative things, it will have a bad influence on a person. media relationsas part of external public relations activities is a step to foster good relations between companies or institutions and their publics (Asdo, 2023).

Social media eliminates human boundaries today for socializing, both space, distance, and time. Through this social media, people can communicate anywhere and anytime as long as they have good network access, this means that distance and time are no longer obstacles in communicating and socializing between one person and another. Basically, the impact of social media depends on the user, whether social media is used for positive or negative things.

If social media is used for positive things, there are many benefits that can be felt in our daily lives, both in the business world as marketing goods and services offered to consumers, building relationships and connections, and expanding friendships. In the world of education, there is also a lot of knowledge that we can share with others so that anyone can learn anywhere and anytime. However, if users cannot use social media for positive things, it can become addictive and have a negative effect on the user's life. One example of the effects of social media addiction is difficulty interacting with the real world, autism, and so on. Smart people can use social media to make their lives easier, making it easier for them to study, look for work, send assignments, look for information, shop, etc.

Social media adds a new dictionary to our vocabulary, namely that apart from knowing the real world, we also now know the "virtual world". A free world without boundaries containing people from the real world. Everyone can be anything and anyone in cyberspace. A person's life can be very different between the real world and the virtual world, this can be seen especially in social networks. Currently, there are various social media applications that have emerged, such as Facebook, Yo.uTube, Instagram, and TikTok. All these applications can be accessed 24 hours provided that users must use a stable internet network. In the digital era, the roles and functions of media institutions are increasingly complex due to digital technology that expands the reach and accessibility of information (Imam, 2023). The mass media makes it easy for Public Relations practitioners to providing information and reporting to a wide audience with the ability of the media to become a source of news for the community, which, when examined further, is another objective of building good relations with the media, which has been used by many companies to build a good reputation (Fitri, 2023).

According to (Arum Wahyuni Purbohastuti, 2017) social media has a role in building a great power in forming behavioral patterns from various aspects of human life. Of course, social media has a huge function in the growth of human life. This opinion explains that social media and human life have a close relationship with each other. (Arum Wahyuni Purbohastuti, 2017) also states that the functions of social media are: first, social media functions as media designed to expand human social interaction using the internet and web technology, second, social media transforms communication practices, third, social media supports democratic knowledge and information. Based on this function, it illustrates that social media makes humans dependent on technology.

As time goes by, digital technology has a variety of social media and of course, each has its own advantages and disadvantages. One of these social media is the TikTok application. (Syaibani & Zainiyati, 2022) TikTok is an application that can help someone express themselves on social media. Apart from that, TikTok is also often used as a medium to convey and transfer information to other people. This application can display various aspects of life, be it education, cooking tutorials, entertainment, and many other aspects that can be displayed by TikTok users. The many types of information that can be obtained in the TikTok application, will provide education in developing a person's potential, such as training someone to be able to speak in front of a large audience or what is usually called public speaking.

This TikTok application has become a new trend that is in great demand by various groups, especially teenagers. According to (Altania & Sungkono, 2021) TikTok is a video platform that people often use to record their videos on their cellphones with a fairly short duration of 15 seconds to 1 minute and this platform is also an application that is currently trending. One thing you can do with the TikTok application is create creative content, one of which is knowledge and education-based. According to (Aji, Nugroho Wisnu; and Setiyadi, 2020) the TikTok application is a social network and music video platform from China which was launched in early September 2016. This application also collaborates with the Indonesian Teachers Association (IGI) and the Indonesian Digital School Network (JSDI) to provide and produce educational content. The things that must be understood to provide education through the TikTok application are as follows:

1. The content must be concise, provide an effective explanation, and not be long-winded, then the content and explanation are presented clearly.
2. The content is packaged attractively, this means that by providing good visuals/images and audio, the content will avoid being monotonous.
3. Easy to understand, use straightforward and clear language so that it is easy for other people to understand.
4. Showing scientific knowledge, content is considered more accurate if it has the results of research data or expert analysis in its field so that the content can be said to be valid.

Figure 1: Tiktok Application Logo

The features contained in the TikTok application include the following:

1. Voice Recording has the function to record sound via a device, and then integrate it into the user's TikTok account.
2. Video Recording has a function for recording videos using a device, and then integrating it into the user's TikTok application.
3. Backsound or background sound has the function of adding background sound which can be downloaded from the TikTok application storage media.
4. Edit has a function to edit or correct the video draft that has been created.

5. Share has a function to share videos that have been completed.
6. Duet has a function to collaborate with other TikTok application users.

There is a lot of education contained in the Tiktok application, so this application is certainly one of the applications recommended for users such as students, teachers, lecturers, and other professionals to use Tiktok as a forum for developing the potential that exists within a person, such as Public Speaking skills that are already available. mentioned earlier.

According to (Asiyah, 2021), a rhetorician interpreted that public speaking was the same as the art of speaking that existed before Christ. The art of speaking is also defined as a skill. Currently, public speaking is not only for elites or high-ranking state officials, but anyone who wants progress in their life must have this skill. Basically, humans have been equipped with complete verbal communication tools by God, and humans can practice their speaking skills so that they can easily build relationships with each other. Public Speaking has also become a communication discipline, and currently, special classes such as public speaking workshops havebeen opened for various professions and groups (Nugrahani et al., 2012).

There are several public speaking competencies that must be known, namely, first, conveying information or messages, which means that the speaker must pay attention to basic public speaking techniques which consist of vocal and verbal, second, the information or message conveyed must be short, concise and easy to understand by the listener, third, recipient of information or audience, which means the speaker must analyze the audience at least psychologically and demographically, fourth, the media used in conveying information or messages must be easy to use and easy to understand by listeners, such as video, audio, images and others, fifth, feedback or bait back and forth between the speaker and the audience, this is an indicator of the success of conveying information so as to avoid public speaking activities that are watched (Anna, 2022). Indicators of public speaking are linguistic and non-linguistic factors whose indicator aspects can be taken, namely pronunciation and intonation, voice volume, fluency, relationship and accuracy of content to the topic, gestures, and expressions (Wulandari, 2022).

The achievement of these competencies and indicators can be studied by each individual by attending various trainings on public speaking, but you can also learn independently through various social media such as TikTok which was explained previously. Initially, the Tiktok application only contained dancing content accompanied by computer music, but now there are many content creators who present or share educational content in the field of public speaking, such as the TikTok account @cepatpede. The owner of the @cepatpede account, whose real name is M. Syafiul Muktapa, often shares videos about public speaking.

Therefore, this TikTok account is very relevant for students who are learning about public speaking skills. Based on this, this research tries to see the influence of the TikTok application on students' mastery of public speaking in the Department of Communication Sciences, Hang Tuah University, Pekanbaru.

RESEARCH METHODOLOGY

This research uses experimental research to look for the effect of treatment on other aspects under controlled conditions. This experimental method is a research used to see and find the effect of certain treatments on the impacts that arise in controlled situations (Jaedun, 2011). The design in this research uses a pre-experimental design type, One Group Pretest Posttest Design. This research design was carried out by measuring initial conditions and continuing with treatment so that a final measurement was carried out to determine whether there was an effect or no effect at all. The design of this research is as follows:

Table 1:

One Group Pretest-Posttest Research Design

Pre-test	Treatment	Post-test
O_1	X	O_2

In this research, treatment was given to second-semester students in the Department of Communication Sciences, Hang Tuah University, Pekanbaru. This is also the sample and subject in this research which consists of 11 people. The research instrument was carried out using an observation sheet to measure the level of student mastery of public speaking, both in the pre-test and post-test. The observation sheet in this study consists of 15 statements obtained from public speaking indicators.

Table 2. Instrument Grid

Variable	Indicator	Statement Number
Public Speaking Skills Source: (Wulandari, 2022)	Pronunciation and intonation	1,2,3
	Sound volume	4,5,6,7
	Speaking Fluency	8,9
	Relationship and accuracy of content to topic	10,11,12
	Gestures and expressions	13,14,15

Data analysis in this research uses non-parametric statistics. This test serves to see the difference in pre-test scores before being treated with the TikTok application and post-test scores after students used the TikTok application as a form of treatment given in this research. In this study, the non-parametric Wilcoxon statistical test was used with the help of SPSS version 22.00 for Windows to analyze the research data that has been found.

RESULTS AND DISCUSSION

The public speaking instrument in the form of an observation sheet used in this research was first tested for validity and reliability so that the instrument used was valid and suitable for use. The conclusion from the instrument is valid and worthy of being tested on students, this is proven by the results of rcount being greater than rtable = 0.208. Meanwhile, the reliability results show a coefficient of 0.7, meaning it can be accepted and used, with the conclusion that the instrument used is very reliable.

Description of Student Public Speaking Mastery Results

The findings of the research carried out were based on the results of the pre-test and post-test with the same research subjects, namely students majoring in communication science, semester 2, Hang Tuah University, Pekanbaru. At the pre-test stage, it was found that students had not used the TikTok application as a learning forum for mastering Public Speaking. Initially, the TikTok application was only an entertainment medium for students. This means that a student's level of public speaking mastery is truly measured by the student's natural or natural conditions. At this stage, the researcher observed the initial conditions of students' public speaking mastery level and obtained the following results:

Table 3. Level of Students' Public Speaking Ability in the Pre-test

| Indicator *of Public Speaking*	Data Acquisition
Pronunciation and intonation	42,60
Sound volume	50,51
Speaking Fluency	43,07
Relationship and accuracy of content to topic	52,86
Gestures and expressions	45,52
Total	**46,91**
Category	**Sufficient**

From the results of Table 3, the indicators for the pronunciation and intonation aspects were 42.60 in the sufficient category, the volume aspect the number was 50.51 in the sufficient category, the fluency of speaking aspect the number was 43.07 in the sufficient category, aspects of relationship and content accuracy. with the topic, the score was 52.86 in the sufficient category, and the aspect of facial movements obtained a score of 45.52 in the sufficient category. So the overall public speaking ability of students majoring in Communication Science at Hang Tuah University Pekanbaru at the pre-test stage was 46.91 with the Sufficient Category.

At this pre-test stage, the level of students' public speaking skills is still in the sufficient category, and not yet in the good category, so students are given treatment by learning public speaking techniques through the TikTok application, by determining the account that the students will follow. Some of these accounts are **@Bebe| Abang Public Speaking, @riko abualfatih, @Uta | Public Speaking Tips, @Vina Muliana @DAFFA SPEAKS @Sara Neyrhiza** and several other Tik Tok accounts. Some of the accounts that students follow to learn public speaking are:

Table 4. TikTok content shared with students

Account Name	Account View
**@Bebe	Abang Public Speaking,** the content in the following video tells about the characteristics of not being confident when public speaking	

@riko abualfatih, this video discusses tips or 3 keys to public speaking	
**@Uta	Public Speaking Tips,** the content discussed in this video discusses controlling body movements when doing public speaking	
@DAFFA SPEAKS, the content discussed in the video discusses tips and tricks for doing public speaking	

@Vina Muliana, the content discussed in the video discusses simple tricks and not stuttering when doing public speaking	
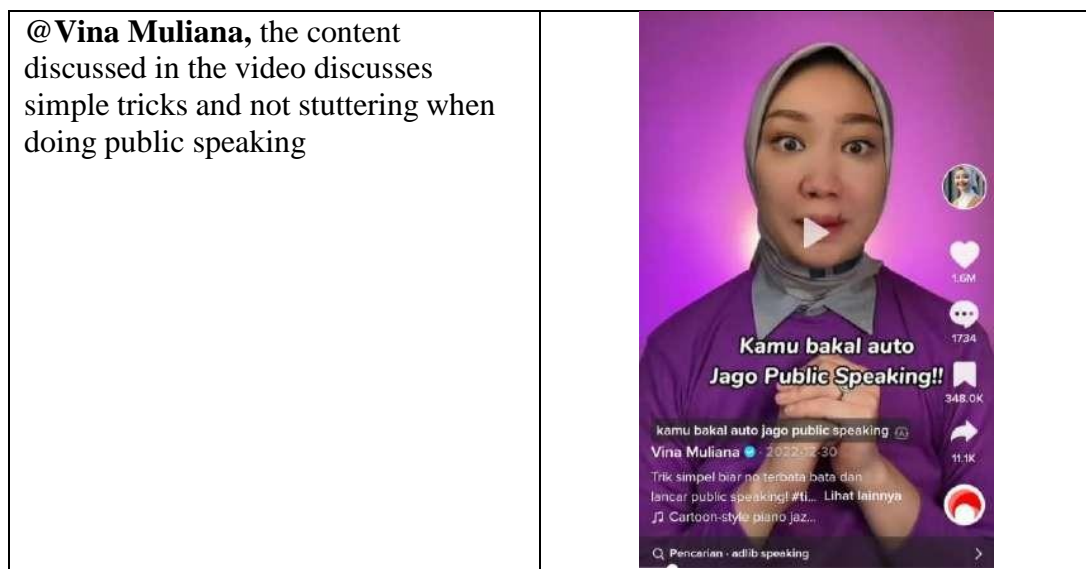
After the students were treated with the TikTok application, the students were again observed for their level of mastery of public speaking. The level of student mastery of public speaking at the post-test stage is as follows:

Table 5. Level of Students' Public Speaking Skills in the Post-Test

Indicator *of Public Speaking*	Data Acquisition
Pronunciation and intonation	67,71
Sound volume	83,31
Speaking Fluency	86,12
Relationship and accuracy of content to topic	71,45
Gestures and expressions	74,53
Total	**76,63**
Category	**Good**

From the results of Table 3, the indicators in the pronunciation and intonation aspects were obtained at 67.71 in the Good category, in the aspect of voice volume the number was 83.31 in the Very Good category, in the aspect of speaking fluency the number was 86.12 in the Very Good category, the relationship aspect and the accuracy of the content with the topic was obtained at 71.45 in the Good category, the aspect of facial movements was obtained at 74.53 in the Good category. So the overall public speaking ability of students majoring in Communication Science at Hang Tuah University Pekanbaru at the post-test stage was 76.63 in the Good Category. For more details on the data obtained from the pre-test and post-test, you can see the following recapitulation table:

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Table 6. Recapitulation of Students' Public Speaking Ability Levels

Indicator *of Public Speaking*	*Pre-Test*	*Post-Test*
Pronunciation and intonation	42,60	67,71
Sound volume	50,51	83,31
Speaking Fluency	43,07	86,12
Relationship and accuracy of content to topic	52,86	71,45
Gestures and expressions	45,52	74,53
Total	**46,91**	**76,63**
Category	**Sufficient**	**Good**

From the results of the recapitulation of the two data (pre-test and post-test), a statistical test was carried out, where the research results showed that the TikTok application had an effect on the public speaking mastery of students majoring in Communication Science Hang Tuah Pekanbaru. This is proven by the results of the Wilcoxon Test which shows that Zscore = 4.370> 0.135 and Asymp. Sig (2-tailed) is 0.000> 0.05 then Ha is accepted. Based on these statistical tests, it can be concluded that there is an influence of TikTok social media on the public speaking mastery of students at the Communication Science Department, Hang Tuah University, Pekanbaru.This is also supported by the increase that occurred in the pre-test and post-test results, which wereinitially 46.91 in the Fair category to 76.63 in the Good category.

CONCLUSION

Current advances have given rise to many types of social media, one of which is the TikTok application. The TikTok application is a new trend that is in great demand by various groups, especially teenagers, through which users can gain knowledge and education. This application can provide various new knowledge themes such as beauty, cooking, travel, education, health, and so on. One of the knowledge that can be obtained through the TikTok application is about mastering public speaking. Public speaking is a skill that is really needed nowadays, so every individual must have this skill to face developments in this era. Therefore, this research tries to see the influence of the TikTok application on students' mastery of public speaking in the Department of Communication Science, Hang Tuah University, Pekanbaru, where the results of the Wilcoxon Test showed that Zscore = 4.370> 0.135 and Asymp. Sig (2-tailed) is 0.000> 0.05 then Ha is accepted. Based on these statistical tests, it can be concluded that there is an influence of TikTok social media on the mastery of public speaking of students at the Communication Science Department, Hang Tuah University, Pekanbaru. This is also supported by the increase that occurred in the pre-test and post-test results, which were initially 46.91 to 76.63.

The results of this research show that TikTok social media has an influence on improving students' public speaking, so this is a recommendation for students to be able to use social media wisely and be useful for developing their future potential. Hopefully, this research provides an illustration that social media, especially TikTok, is very useful for students and the general public so that every user can use this TikTok application for something useful and not just for entertainment, because in essence the usefulness of something depends on each user, and it is hoped that this article can provide insight and an invitation to be wiser in using TikTok social media, and don't misuse this application for negative things. because considering the effect of current developments is very large on students.

Tik Tok is a social networking application and music video platform from China which was launched in September 2016. This application is used by its users to create their own short music

videos. Based on research data from Fatimah Kartini Bohang (2018), Tik Tok is the most downloaded application, namely 45.8 million times. Judging from the 625 million active users of Tik Tok, Tik Tok is a means of providing fast and interesting information at this time (Suswinda, 2019). This application gives users access to participate, share and create their own interesting content.

Reporting from Beautynesia, there are 5 types of Tik Tok content, namely (1) Entertainment content, (2) Educational content, (3) Cooking content, (4) Haul content, (5) Tutorial content. Currently the Tik Tok application is not only an entertainment medium but can also be used as an educational medium, one of which is education regarding the preparation of final assignments/thesis at undergraduate level. There are many content creators who present knowledge content regarding final assignment writing.

Social media that only has negative impact because they are seen as just watching useless videos so you can make people use the application it makes you lose track of time. However, along. As time goes by the Tiktok application too have a positive impact on learning and education.

According to Juwariyah, Noodiana, and Wahyuning (2021) Tiktok application launched and developed by a Chinese company, ByteDance in 2016. According to Hanim (2021) TikTok is the fastest app developed and ranked seventh the most downloaded apps in last decade and is one of the applications most famous in the world, this application has hundreds of millions of clients, many users from they are children and high school students. The Tiktok application can be used as media learning English is listening skill, visible that learning media is needed is audio visual to help listening learning and according to features offered, the Tik Tok application can accommodate the character's audio-visual needs.

Social media is used by various institutions to interact with the public, without exception government agencies. The use of social media can support the success of policies and programs implemented by the government through two-way communication direction. Where the government doesn't just deliver information to the public but also get feedback back and can interact directly.

Various features and access experiences information via Tiktok, currently social media Tiktok has become a social media that is popular among people generation Z and millennials, namely around 850 million active users throughout the world where some some of them come from Indonesia, with kissaran time spent accessing the application for at least 52 minutes per day. Characteristic from social media Tiktok is the For You feature Page, through this feature TikTok users will presented with a variety of content in accordance with currently viewed video preferences

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