

Portrait of Language and Speech of Students in Elementary School Studied from The Use of Tiktok Social Media

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Keywords

TikTok

Language

Primary school

Abstract

This study aims to examine the impact of TikTok social media use on the language and speech actions of elementary school students. In the era of globalization, technological developments, especially social media, affect the way we communicate and interact, especially among children. The method used was qualitative descriptive analytics with the subjects of three students in class V-B, a homeroom teacher, and three parents of students at SDN 1 Kemantren, Malang Regency. Data were collected through interviews, observations, and documentation studies. The results of the study show that TikTok has a positive impact on enriching students' foreign language vocabulary, but also has a negative impact in the form of inappropriate language use and impolite speech. Supervision and coaching efforts from teachers and parents are needed so that students can use social media wisely. This research emphasizes the importance of collaboration between schools and families in accompanying children in the digital era.

1. Introduction

In today's era of globalization, technology is developing very rapidly. These advances touch every aspect of our lives, and profoundly affect the way we communicate and interact with each other. Nowadays, many social media platforms that facilitate communication have emerged in recent years. One of the platforms that allows users to work together in producing content is social media (Galuh, 2017). TikTok is one of the social media sites that people use a lot, especially children.

TikTok is an application that offers unique and attractive visual effects, making it easy for its users to create short videos with impressive results. Through TikTok, one can easily create an interesting work and share it with friends or other users (Ilahin, 2022). Additionally, users can engage directly with TikTok content through the use of the like button and comment feature. On the playstore, more than 100 million people have downloaded the app and it has a rating of 4.1/5.0 from 20 million reviews (accessed on February 27, 2025). The majority of TikTok users in Indonesia come from millennials, one of which is elementary school students (Bakistuta et al., 2023). As a generation growing up in the digital era, elementary school students are particularly vulnerable to the influence of social media, including in terms of language and speech actions.

Language is a means of communication to convey meaning and purpose to others (Mailani et al., 2022). Language is one of the important aspects in children's cognitive and social development. At primary school age, children are in an important phase of the formation of their language and communication skills. During this period, language development occurs very rapidly and has a significant impact on the growth and development of children in the future (Nurhasanah & Lestari, 2022). Therefore, every mistake, no matter how small, if not immediately handled or corrected, will affect the quality of human resources in the future. The use of social media such as TikTok, which often presents short, informal content, and many new terms that can affect the way children understand and use language. This raises concerns about potential negative impacts, such as decreased formal language skills or inappropriate use of vocabulary in certain contexts.

In addition, the act of speaking or the way a person uses language is also influenced by the content they consume on social media. Good speech, gentleness in communication, and a polite attitude can create a positive image for a person. On the other hand, the use of bad words can damage the other person's view of the individual (Bakistuta et al., 2023). TikTok social media, with its diverse

range of challenges, trends, and unique communication styles, often represents ways of speaking or expressing that may not fully align with the values of the language taught in school. This can create a gap between the language used in a formal context, and the language used in everyday interactions.

Previous research has examined the impact of TikTok use on elementary school students' language and speaking behavior. In particular, research conducted by (Anugrah et al., 2022) revealing that inappropriate exposure to TikTok videos can lead to deviant behavior. Interviews conducted by researchers show that the negative effects of TikTok as a social media platform outweigh the positive aspects. This behavior is shown to often have fights between students because students raise their middle fingers at other students which makes them upset while playing. In addition, research by (Bakistuta et al., 2023) Furthermore, research by Bakistuta et al. (2023) highlights that students often use disrespectful language, such as "you banyak, mang eak, you wonder," when communicating with older people, a trend attributed to their engagement with TikTok. The increasing sophistication of the TikTok app has removed restrictions for elementary school students, allowing them to access a wide range of content without prior filtering. Previous research has shown that TikTok can have negative effects on elementary school students. However, it's important to recognize that, if used responsibly, TikTok can also offer positive benefits. Therefore, it is important for teachers and parents to implement strategies to reduce the negative effects of social media such as TikTok.

It is important to delve deeper into the impact of TikTok use on the language and speech patterns of elementary school students. This study differs from previous studies, which primarily examined the influence of TikTok on students' politeness and speech actions. Instead, the study sought to explore the positive and negative impacts of TikTok on their language development and communication skills. In addition, this study will consider the efforts made by parents and teachers to reduce the adverse impact of social media. Through a thorough analysis, this article aims to present a thorough understanding of how TikTok can affect the language and speech behavior of elementary school students. Ultimately, the goal is to raise awareness about the importance of monitoring social media use, especially for children who are still in critical stages of development.

2. Method

This research uses a qualitative analytical descriptive research method, which focuses on creating data in the form of words and images. The collected data will be systematically analyzed to provide verbal insight into the phenomenon being studied. This approach was chosen taking into account the carefully obtained data, as accurate information collection is essential to generate relevant findings about the phenomenon and its significance. It is expected that the analysis will uncover new information that contributes to the field of education.

Research requires a subject in order to be done. In qualitative research, this subject serves as the main source of data. The subjects in this study used 3 students in class V-B, homeroom teachers of class V-B, and 3 parents of students in class V-B SDN 1 Kemantren, Malang Regency. In this study, three data collection techniques will be applied, namely interviews, observations, and documentation studies. The first technique is an interview that will be conducted with the homeroom teacher of class V-B, three students from class V-B, as well as parents of students of class V-B. The data obtained from these interviews will be the main source in the research. The interviews were conducted using instruments that have been carefully designed to fit the research topic. Furthermore, the second data collection technique is observation which involves direct observation of student behavior in class, how to speak, speech actions, and student interactions when conducting interviews. The third data collection technique is documentation studies as a support for interviews and observations. The documentation study in this study is the TikTok accounts of the students who are the subjects in the study. The documentation study was carried out by viewing, observing, and assessing students' TikTok accounts. From the Tiktok account, students can see the content they like so that it can be used as supporting data.

Next, after data collection, what must be done is the data analysis stage. Data analysis is the process of compiling data that has been obtained (Nabilah & Suprayitno, 2022). There are three stages of data analysis techniques, namely data reduction, data presentation, and drawing conclusions. The first data analysis technique, namely data reduction, is the act of selecting data by

emphasizing the important parts and getting rid of the unimportant parts. The second data analysis technique is the presentation of data by describing the data to make it easier to understand the meaning. The third data analysis technique is drawing conclusions based on the data that has been collected.

3. Results and Discussion

Based on interviews conducted regarding the use of TikTok social media among teachers, students, and parents, the following results were obtained:

1. Results of interviews with teachers:

Mrs. P (homeroom teacher V-B) "I use TikTok social media, but I use it to find learning references. I also don't use the TikTok app every day."

2. Results of interviews with students:

FE students "Often use the TikTok application. After school, I immediately opened TikTok until the afternoon because it was a study at night. I see that TikTok is usually just for entertainment, sometimes I participate in Tiktok dances but not often."

HY students "Often use TikTok only on holidays, on weekdays it is only limited to 4-5 hours. Often see a *day in my life content* about the daily activities of TikTokers"

CE students "I rarely play TikTok, if I'm bored, just open TikTok. I see TikTok content for *games* only."

3. Results of interviews with parents:

Mother I "I have the TikTok app, but it is very rare to open the app"

Mrs. L "I don't have the TikTok application, but I know the TikTok application"

Mrs. S "I installed the TikTok application, if I open the application, it's just to find food recipes or entertainment"

Using the findings of the interview above, it can be concluded that teachers and parents rarely use TikTok, but students who use the app frequently.

The researcher also wanted to find out if there was negative content and how students responded to the content related to language and speech actions. The results of the interviews that have been conducted are as follows:

1. Student interview results:

FE students "If there is a negative one, usually the language used on TikTok is various. There are Indonesian, regional, or even foreign languages. If I find negative content, I just skip it. Then when speaking, there are still many who use dirty sentences, and there are also viral sentences like *catfish jellyfish*. If I have never talked to a teacher in TikTok language, if I have a friend, I have even often. If I go to my parents, maybe I have had a bad time speaking rudely."

HY Student "So far, I have rarely found negative content, if I find it, I immediately *scroll* down. On average, I hear Indonesian, but the language is not standard. If there are a lot of dirty words, I usually read them in the comment column as well. I have never used dirty sentences because they are not good. So, what I use is everyday language as normal."

CE students "If there is negative content, there are quite a lot of them. The language used is just like everyday language. Some also have quite a lot of foreign languages. So, I usually know English

from TikTok as well. When I talk to teachers and parents, I never imitate the language on TikTok. Maybe if you're with friends, you often joke using Tiktok like *mang eakkkk*"

Using the findings of the interview above, it can be concluded that there is negative content on TikTok and various languages, such as Indonesian, regional languages, and foreign languages. In addition, there are also bad speech actions from content and comments on TikTok.

Even on TikTok, there must be an influence when using social media, both positive and negative. In this case, the researcher was interested in the opinions of educators and parents regarding the potential impact of TikTok social media on children's speech and language actions. Here are the findings from the interview:

1. Results of interviews with teachers:

Mrs. P (homeroom teacher V-B) "If the influence is there, there must be an influence. It all depends on the student. If what is seen is positive content, then in terms of language, he uses good and correct Indonesian or can even know some foreign language vocabulary. His speech also did not follow those on social media. However, if what is seen is negative content, then in terms of language, you can follow the content on TikTok. Likewise with his words. In fact, students in this class sometimes have also thrown sentences on TikTok such as "catfish jellyfish" during the learning process"

2. Results of interviews with parents:

Mrs. I: "Every social media, especially TikTok, must have a good or bad influence. All this time, my son has never used sentences from TikTok to me. All of that goes back to his son as well."

Mrs. L "It depends, there are positive sides and negative sides. If it's positive, it's usually if there's something you don't know, you can search on TikTok. Like learning a language, you can also do it through TikTok. If there are also a lot of negatives, sometimes my son knows dirty sentences from TikTok as well."

Mrs. S: "Now is the age of technology. So, there must be an influence from social media, including TikTok. In terms of language, children can know and learn about foreign languages from TikTok. But there are indeed some sentences that are not good from Tiktok content. There are so many people who create content using dirty sentences that children should not imitate."

Based on the results of interviews with teachers and parents, it can be concluded that TikTok has a great influence on students' language and speech actions. On the positive side, TikTok can be a medium to enrich students' language or vocabulary. However, there are also many negatives. There are still many TikTok content that uses bad speech and language so that many students like to say dirty, denounce friends, or even some also imitate words on TikTok that are not good, and are thrown at teachers and parents.

In addition to wanting to know the influence of language and speech actions from TikTok social media, the researcher also wanted to find out how teachers and parents tried to deal with difficulties related to the influence of TikTok social media on students' language and speech actions. The results of the interviews conducted are as follows:

1. Results of the interview with the teacher:

Mrs. P (homeroom teacher V-B) "Of course, first of all, I as a teacher must set a good example with children. The children imitate what he sees. In addition, I provide learning about language and good speech actions so that students know and can apply them. The implementation is also carried out not only in schools, but everywhere. In this case, the role of parents is also very important, because teachers cannot monitor children for 24 hours."

2. Results of interviews with parents:

Mrs. I: "For me, I limit the use of social media. In addition, I also monitor by connecting my google account. If my child says dirty or imitates a bad sentence from TikTok, I immediately reprimand him."

Mrs. L: "I have to give examples of good language and speech actions to the children first. I also have to supervise children in using social media. So, after the predetermined deadline, I checked the content of my child's social media."

Mrs. S "In this regard, I provide advice or education to children about the use of TikTok social media. I also limit my children in using social media, and if I get bad words from my child, I immediately give a reprimand."

Based on the insights gained from interviews with teachers and parents, significant efforts are needed to address the challenges posed by TikTok and its impact on students' language and speech behaviors. Efforts that can be made include providing examples of good language and speech actions to students, providing education on the use of TikTok social media so that it can be used wisely, and giving reprimands to students who use bad language and speech actions.

Social media is experiencing rapid growth, driven by technological advancements. As social networks become increasingly important in our society, social networks are increasingly showing a significant presence in various fields, including education. One of the platforms that is very popular and has left its mark in this realm is TikTok, which is now used by teachers and students (Risnawati et al., 2022). Almost the average student has played Tiktok social media. According to Panji (Afriluyanto, 2018) There are three motivations for children in using social media, namely to find information, interact with friends, and as entertainment. However, many students who use TikTok's social media aren't just for entertainment. Some of them also use this platform as a means to learn, both in gaining new knowledge and to learn strategies in playing games, especially among male students (Madhani et al., 2021).

There is a wide variety of content on TikTok social media that can be seen by various audiences. Students tend to prefer to watch viral content on TikTok social media if they choose content that is watched frequently. Among the many types of content that students often watch, a number of videos are presented with abusive language and speech actions to attract more viewers. In research (Bakistuta et al., 2023) stated that gamers' content on TikTok is one of the content that often uses profanity. However, there is also content that uses foreign languages so that it can be a medium for students to enrich foreign language vocabulary. In this case, of course, TikTok social media not only has a negative influence, but also has a positive influence.

Every use of social media has its own impact. Based on the results of interviews conducted by researchers, it can be concluded that TikTok social media tends to have a more dominant negative impact compared to its positive impact. Here are some of the ways TikTok social media influences language and speech:

1. Positive impact

The positive influence of TikTok on students is evident from the use of various foreign language phrases. This happens because they often watch content *A Day in My Life* that use multiple languages. As a result, students have developed an understanding of several foreign language sentences, especially in English, which they have learned on their own through TikTok videos. In research (Nurhasanah & Lestari, 2022) states that video content that uses a foreign language such as *A Day in My Life* can help students to enrich foreign language vocabulary. Through visual impressions, students are more likely to remember vocabulary than just reading books or dictionaries. In addition, TikTok social media can also help students in expressing their opinions with a good and correct sentence order during discussion sessions in the classroom. Indirectly, the content can train students to increase confidence in speaking. In this case, TikTok social media is used by students as motivation in learning.

2. Negative impact

The negative impact seen from TikTok social media is the use of student language that is not appropriate in place. For example, in schools that are supposed to use formal language, students use non-formal language and often use poorly viral sentences such as "catfish jellyfish" during the learning process. In addition, students' speech actions that are not good when talking to their friends and teachers become disrespectful and often underestimated. There are also students who use profanity when playing with their friends, causing a dispute. As in the study (Kusuma Wati, 2022) various kinds of foul language on TikTok are classified into five types, namely states, animal names, astral beings, objects and parts of human body organs. The students also admitted that based on the TikTok content they saw, they also participated in imitating the profanity and participated in the spread of the offensive language. This uncontrolled use of language reflects students' lack of awareness of language etiquette in public spaces.

The job of an educator is to teach and guide students in speaking and speaking the right language. Teachers' efforts to address the influence of TikTok social media on students' language and speech include the following:

1. Reprimand and advise students who use bad language and speech

One of the efforts made by teachers in dealing with students who speak using inappropriate words is to provide guidance, set a good example, habituate positive behavior, and implement a system of punishment and rewards (Utomo et al., 2020). When teachers see students joking with their peers using inappropriate language, they immediately address the behavior and provide guidance. This advice is intended to help students appreciate the importance of speaking respectfully, not only to their peers but also to older people. This perspective is in line with the belief that effective communication fosters a positive environment. This is in line with (Setiardi, 2017) stating that it is important for teachers to use a personal approach when advising students who exhibit deviant behavior. By speaking from the heart, educators can create an atmosphere where students feel valued and understood. This relationship makes it easier for students to receive guidance and support.

2. Give a stern warning to students

To form good character and language habits, teachers need to give strict warnings to students. This warning was given based on an agreement that has been made jointly between teachers and students, namely not to use abusive words both in the school environment and at home. If any student does not comply with the agreement, he will be punished as a form of consequence, such as cleaning the classroom, bathroom, or getting additional assignments. This firm warning is expected to foster a deterrent effect so that students are more careful in speaking and not repeating the same violations.

3. Be a good role model in language and speech

One of the effective approaches in shaping polite student behavior and speech actions is to provide good examples by teachers to students. Teachers who are models and role models are one of the basic qualities that must be a principle in teaching and learning (Fahrudin & Sari, 2020). Teachers as exemplary figures who are observed and imitated by students every day, both in attitude, deeds, and speech, must be able to be a good example. When teachers always use polite, polite, and appropriate language in various situations, students will get used to imitating this way of speaking. The example of a teacher is one of the integral parts that cannot be separated from what is in the teacher. This example is not only shown during the learning process in the classroom, but also in daily interactions in the school environment, such as when talking outside the classroom or when reprimanding students who commit violations. Instilling the values of politeness through this real example has proven to be more effective than just through lectures or advice. As conveyed by (Utomo et al., 2020), teachers who are able to be role models will make it easier for students to distinguish appropriate and inappropriate behavior, especially in the use of language and speech actions in the educational environment.

In addition to teachers, parents as figures responsible for children's growth and development, are also expected to actively help children in overcoming the negative impact of TikTok social media which affects children's language and speech actions (Pradita et al., 2024). Some of the efforts that parents can make are as follows:

1. Provide learning about language etiquette at home

Parents play an important role in the home because children spend most of their time in the family environment, especially when the children are young or of elementary school age (Febrianingrum et al., 2024). In this case, one of the roles of parents is to guide children to understand good and correct language etiquette, especially in the use of polite language on social media and daily life. One of the things parents can do is to openly explain the importance of using appropriate language based on the circumstances. Parents also teach children to use polite language when communicating with friends, family, and older people. For example, parents can teach their children to be wiser in responding to words that seem rude or disrespectful that are often encountered in TikTok content. In addition, parents can also set an example when speaking and acting with good words at home.

2. Implement restrictions on social media use

Parents also need to set limits on the use of social media, including TikTok, to ensure that children are not exposed to content that does not conform to the norm or is dangerous. These restrictions can be in the form of supervision of the time children spend on social media, as well as the type of content consumed. According to (Hidayatuladkia et al., 2021) This is similar to research that shows that children aged 6 to 18 years should use gadgets for no more than two hours a day because improper use of gadgets can cause children to lose motivation to learn or play too many games with their peers. Parents can direct their children to watch positive and educational content, as well as teach them how to choose content that supports good language development. Thus, children will be better awake from the bad influence of social media that can affect their way of speaking and speaking.

3. Build open communication

The role of parents in learning activities using gadgets is very important, namely parents help in providing explanations and guiding children when they are learning (Haryadi & Selviani, 2021). In this case, open communication between parents and children is essential to prevent the negative impact of TikTok's social media. Parents need to create a comfortable atmosphere so that children feel free to talk about what they see and experience in cyberspace. With intensive dialogue, parents can provide more understanding of the impact of abusive language or disrespectful behavior that they may encounter or apply after watching content on TikTok. Parents who listen well will also find it easier to give more constructive advice or direction.

Based on these findings, the authors emphasize the importance of collaboration between teachers and parents in supervising children's social media use. Additionally, schools can incorporate digital literacy and language ethics into their educational activities, which serve as a long-term strategy to prevent problems related to language abuse and inappropriate speech.

Declaration of Conflicting Interests

This study revealed that TikTok has a significant influence on the language and speech patterns of elementary school students. While these platforms offer opportunities to enrich vocabulary and facilitate foreign language learning, the negative impact is very concerning. Students often imitate popular phrases that violate communication norms, leading to the use of inappropriate language and rude expressions, which can adversely affect their interactions in formal environments such as schools. To overcome these challenges, the involvement of teachers and parents is essential. Educators must lead by example and instill an understanding of the ethics of language, while parents need to manage social media use and maintain open lines of communication with their children. By

implementing effective supervision and guidance, students can navigate social media responsibly, allowing them to tap into the positive aspects of TikTok without succumbing to its negative influences. The study underscores the need for collaboration between schools and families to support the growth of students' language and behavior in today's digital age.

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