



Analysis Of Tiktok Video Content In The Incident Of UNP Student Eviction By Residents: A Case Study Of Perceptions And Impacts

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Abstract. This study aims to analyze video content on TikTok related to incidents of KKN UNP students being expelled by residents and examine their perceptions and impacts in a social context. In this case study, an in-depth review of the video content made by UNP KKN students and residents involved in the incident was carried out. The research method used is video content analysis and a case study approach. Through an analysis of the messages and narration in the video content on TikTok regarding the expulsion incident, it is described and interpreted. The results of this study reveal that the messages in the video content play an important role in shaping the narrative and influencing the people's perspective on the event. This research also found the factors that influence the perception and impact of video content on TikTok as well as understanding of the role of social media in shaping public opinion and its effect on social dynamics, such as people's perception of the video content and its impact through public attitudes.

Keywords: Tiktok; Video content; KKN UNP students; Perception; Impact

1. Introduction

Social media has become a broad and influential platform in various aspects of human life, including education and interaction between students and the community. One popular social media platform is TikTok, which allows users to share short video content massively (O'Donnell et al., 2023). However, the use of social media can also lead to various issues, especially when shared content offends others or causes negative impacts. In this context, an incident occurred where several students of Padang State University (UNP) who were undergoing Community Service Program (KKN) in Bungus Teluk Kabung, Padang City, West Sumatera, were evicted by local residents. The incident stemmed from video content created by several UNP students, which then went viral on social media, particularly on TikTok. In the video, the students made playful remarks about the facilities at the KKN location.

The video content sparked negative perceptions and strong reactions from the local community (Ramadhani & Faridah, 2023). Residents felt offended by the remarks conveyed through the video, especially because the content directly criticized public facilities in the area (Harriger et al., 2023). These negative perceptions triggered anger and eviction actions against UNP KKN students. The eviction that occurred can have

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significant psychological impacts on UNP KKN students. The students may experience stress, depression, or discomfort due to being treated unfairly and evicted from the KKN site. This experience can affect the mental and emotional well-being of the students and raise doubts about the decision to participate in future KKN programs.

This incident also has implications for the image of Padang State University as an educational institution. The actions taken by a group of KKN students in creating and sharing unethical and derogatory video content may reflect the imprudence and lack of self-control of those students. This can create negative perceptions of the university and affect the institution's reputation in the long run (Sun et al., 2023). This incident also highlights the importance of social media ethics in the current digital era. Content shared through platforms like TikTok has the potential to spread quickly and reach a wide audience (Gilmore et al., 2023). Unwise or harmful content can cause social disharmony, affect the relationship between the community and students, and have negative impacts on the image of the region or institution involved (Berdida et al., 2023). This incident underscores the need for greater awareness and education regarding the use of social media, especially for students and individuals in educational environments (Weimann & Masri, 2023). Students need to gain a better understanding of the implications of their actions on social media and the importance of considering potential impacts before sharing content (Literat et al., 2023).

The eviction of UNP KKN students by residents in response to video content on TikTok emphasizes the importance of social media ethics and awareness of the impacts of unwise content. Negative perceptions from the community and psychological impacts on KKN students indicate the need for better approaches to social media use and more intensive education on responsible and ethical usage. This also reinforces the importance of building awareness and understanding of the implications of social media actions among students and individuals in educational environments.

2. Methods

This research employs a qualitative approach with a case study design. This approach allows researchers to gain in-depth understanding of the analysis of TikTok video content in the incident of UNP KKN students' eviction by residents, as well as to study the perceptions of the community and students regarding its impacts. Research data were collected through the identification and collection of videos related to the incident. These videos will be carefully analyzed to understand the context, content, and messages conveyed by UNP KKN students. Additionally, interviews were conducted with relevant respondents, such as students involved in creating video content, local residents, and stakeholders such as supervising lecturers and university authorities (Cheng & Li, 2023). These interviews aim to gather perceptions and views on the incident and to understand its impacts on the various parties involved (McCashin & Murphy, 2023). By utilizing this method, this research is expected to provide comprehensive insights into the analysis of TikTok video content and its impacts in the incident of UNP KKN students' eviction by residents.

These interviews serve to capture diverse perspectives, attitudes, and experiences related to the incident (Lorenzo-Luaces et al., 2023). By engaging with multiple stakeholders, researchers can gain a comprehensive understanding of the incident's impact on different individuals and groups involved (Farid, 2023a). Through this combined approach of video analysis and interviews, the research aims to provide a nuanced and multi-dimensional exploration of the incident (Farid, 2023b). It seeks to



uncover not only the surface-level content of the TikTok videos but also the underlying motivations, perceptions, and consequences associated with them. By delving deep into the case, the research aims to offer valuable insights that can inform future understanding, practices, and interventions related to social media use, community dynamics, and student-community interactions.

3. Results and Discussion

TikTok has become an immensely popular platform among teenagers and internet users in general (Morales et al., 2022). Many TikTok users also utilize the platform to convey social messages, educational content, or upload content related to specific issues (Ng & Indran, 2022). In the context of the incident involving the eviction of UNP KKN students by residents, the content of TikTok videos includes criticisms of the KKN facility and experiences with local residents. The findings of this research reveal several insights regarding the analysis of TikTok video content in the incident of UNP KKN students' eviction by residents, as well as the perceptions and impacts arising from the event. Below are the results and discussions of these findings:

3.1. Content of TikTok Videos

Analysis of TikTok video content uploaded by several UNP KKN students indicates criticisms of the facilities at the KKN location, such as issues with water scarcity, inadequate bathing facilities, and rental costs. The video content demonstrates carelessness in delivering messages, with the use of language that is both impolite and controversial. This can lead to negative reactions from the local community and trigger eviction actions. In these videos, the students express dissatisfaction with water scarcity, problems with inadequate bathing facilities, and rental costs. These criticisms reflect discontent with the conditions at the KKN location and may be attempts to express discomfort through social media.

The video content exhibits carelessness in delivering messages, especially regarding the language used (Meade et al., 2022). Impolite and controversial language can provoke negative reactions from the local community (Minadeo & Pope, 2022). Criticisms that are too direct and not well-considered can escalate conflicts and increase tension between KKN students and local residents. Therefore, it is important for TikTok users to consider the context and impact of the content they share, especially if it relates to sensitive issues like the condition of public facilities.

Analysis of TikTok video content uploaded by UNP KKN students demonstrates the potential impacts of such content. The criticisms contained in the videos can trigger eviction actions against KKN students by local residents. Videos that go viral on social media platforms like TikTok have the potential to reach a wide audience rapidly, influencing public perceptions and attitudes. The impact of this video content is not limited to the eviction incident; it may also reflect negative perceptions of KKN students in general. Content that is insensitive and unbalanced can harm the reputation of KKN students and the associated university. This can affect the cooperation between the university and the local community and create obstacles in the implementation of future KKN programs. This analysis highlights the importance of awareness and responsibility among social media users, particularly concerning the content they share (Vassey et al., 2022). TikTok content has the potential to influence public opinion and trigger significant events. Therefore, it is crucial for TikTok users to consider the social impact, local context, and ethics when creating and sharing content on the platform.



3.2. Community Perceptions

In interviews with local residents, it was revealed that the videos sparked anger and dissatisfaction towards UNP KKN students. The community felt insulted and believed that the video content tarnished the reputation of the area (de Guzman et al., 2022). In a sensitive social and cultural context, such actions were deemed inappropriate and disruptive to the order and harmony of the KKN location's living environment. Within the community, there are social and cultural norms that shape expected behavioral standards for individuals in that environment (Liang et al., 2022). Video content that insults or criticizes public facilities, as in this case, may be considered a violation of these norms (Purushothaman et al., 2022). Impolite and controversial expressions in the video content's messaging style may also be viewed as inappropriate behaviour (Basch et al., 2022). Community members disturbed by the video content have negative perceptions of UNP KKN students and may feel threatened in their daily lives. These perceptions are influenced by the sensitive social and cultural context of the students' living environment (Foster & Baker, 2022). The use of social media such as TikTok has the potential to influence broad community perceptions and attitudes, especially when the content achieves high popularity (Nabila Maghfira & Pratiwi, 2022).

In this case, the video content has gone viral on social media, so its impacts are not only felt by the individuals involved but also by the community as a whole (Olvera et al., 2021). This reflects the importance of understanding local context and cultural sensitivity when using social media (Southwick et al., 2021). Actions deemed inappropriate and disruptive to the living environment can damage the relationship between KKN students and the local community and affect social harmony in the area. When responding to content on TikTok or other social media platforms, it is important for users to consider cultural values, ethics, and social norms prevailing in their living environment. Awareness of social impact and empathy for community perceptions can help prevent conflicts or harmful actions. Better education and understanding of social media usage are also needed, both for KKN students and the general public, to avoid content that triggers negative reactions and disrupts social harmony.

3.3. UNP KKN Students' Perceptions

Interviews with UNP KKN students involved in creating the video content revealed that their initial intention was simply to joke and entertain. However, the students were unaware of the negative impact that the content could have (Yachao Li et al., 2021). Some students admitted that the video was not wise to be shared on social media and acknowledged the importance of considering the implications of each uploaded content (Yi Li et al., 2020). Some students saw it as a form of expression or jest not intended to be abused. Some students argued that the content was intended only for entertainment and not to hurt feelings or disturb the local community. However, some students were aware of the negative impact of the content and regretted their actions. Student perceptions were influenced by understanding of social and cultural values and the responsibility as KKN students.

The interviews with UNP KKN students involved in creating the video content provide valuable insights into their intentions, awareness, and reflections regarding the incident. Initially, the students' intention was to create content that would entertain and perhaps generate some humor. They perceived their actions as light-hearted jesting without intending any harm or offense. However, it becomes apparent that the students were not fully aware of the potential negative consequences of their actions. They did not anticipate the extent to which the video content could be perceived negatively by the local



community or how it could escalate into a significant incident. This lack of awareness highlights a gap in understanding the broader implications of their online behavior and the impact it can have on others.

Some students, upon reflection, admitted that sharing the video on social media was not a wise decision. They recognized the importance of considering the implications of their content before uploading it online. This acknowledgment demonstrates a growing awareness of their responsibility as social media users and the potential consequences of their actions. Others defended their actions, viewing the content as harmless entertainment and emphasizing that their intention was not to offend or disturb the local community. However, this perspective may overlook the impact that their content could have on others, especially in a sensitive social and cultural context.

Interestingly, some students expressed regret for their actions after realizing the negative impact of the content. This indicates a willingness to learn from their mistakes and suggests a potential for personal growth and development in terms of social awareness and responsibility. Overall, the perceptions of UNP KKN students regarding the incident are influenced by their understanding of social and cultural values, as well as their sense of responsibility as participants in the KKN program. This experience serves as a learning opportunity for them to consider the ethical implications of their online behavior and to strive for more conscientious and responsible engagement with social media in the future.

3.4. Impact on Students and the KKN Process

This incident has significant impacts on UNP KKN students. Most of the students involved in the video content were withdrawn from the KKN location to ensure their safety. This affects the smooth implementation of KKN and the achievement of planned learning objectives. Additionally, students also experience psychological pressure and stigma as a result of this incident. Students who experience eviction may suffer from stress, anxiety, and depression due to the traumatic experience. They may also feel ashamed and burdened by the stigma directed at them by the wider community.

The psychological pressure experienced by students can significantly affect their mental health. They may experience a loss of confidence, feelings of isolation, and difficulty adapting to new situations after the eviction. Additionally, the stigma attached to students can also affect their social relationships with peers, family, and the wider community. Students may feel ostracized, judged, or perceived as irresponsible or unwise individuals.

It is important for the university and relevant parties to provide psychological and social support to students affected by this incident. Through adequate counseling and mentoring services, students can be given space to express their feelings and emotions, receive guidance in coping with psychological pressure, and overcome the stigma they face. Furthermore, efforts to educate the public about the importance of respect, empathy, and understanding for individuals involved in this incident are also needed. This can help reduce stigma and promote inclusion and recovery for affected students. In coping with psychological pressure and stigma, it is important for students to seek support from positive social environments, including friends, family, and supervising lecturers. Students also need to remember that there are resources and assistance available to help them recover and cope with the impacts they have experienced.

The impact of TikTok video content on UNP KKN students and the KKN process can be quite significant. Firstly, students face eviction from the KKN location by local residents as a direct result of the uploaded content. This eviction has a negative impact on students'



learning experiences, damages motivation, and causes stress and discomfort. Students also suffer financial losses due to having to seek alternative accommodation or facing unexpected additional costs.

Furthermore, the impact can also extend to the overall KKN process. This incident may tarnish the reputation of UNP KKN and potentially reduce cooperation between the university and the local community in the future. The university should take appropriate actions to address this issue and maintain good relations with the local community. In addition to practical impacts, psychological impacts may also be felt by students. Students feel ashamed, guilty, or disappointed in themselves for this incident. This can affect their mental health and overall well-being. The impact of TikTok video content in the incident of UNP KKN students' eviction by residents has serious consequences for students and the KKN process. It is important for the university and students to learn from this incident and take appropriate steps to prevent similar incidents from recurring in the future. The discussion of the research findings highlights the importance of awareness and responsible use of social media, especially in sensitive contexts. UNP KKN students need to be equipped with a better understanding of social media ethics and the importance of considering the implications of uploaded content. Additionally, there is a need to strengthen the relationship between KKN students, the local community, and relevant parties to minimize conflicts and ensure the successful implementation of KKN.

4. Conclusions

TikTok has become a popular platform used to convey social messages and content related to specific issues. However, the video content uploaded by UNP KKN students on TikTok contains criticisms of the facilities at the KKN location with language that is less polite and controversial. This can trigger eviction actions against KKN students by local residents and create negative perceptions of KKN students in general. Overly frontal criticisms that are not considered can also lead to conflicts and increase tensions between KKN students and the local community. Video content that goes viral on social media has the potential to significantly influence public perceptions and attitudes. Content that insults or criticizes public facilities is considered to violate social and cultural norms. The impact of such video content not only affects the reputation of KKN students and the associated university but also creates obstacles in the implementation of future KKN programs.

It is important for the university and relevant parties to provide psychological and social support to students affected by this incident. Students also need to seek support from positive social environments and utilize available resources to recover and cope with the impacts experienced. This incident has significant impacts on UNP KKN students, including psychological pressure, stigma, and eviction from the KKN location. Therefore, a better understanding of social media ethics and the importance of considering the implications of uploaded content is needed. Furthermore, there is a need to improve the relationship between KKN students, the local community, and relevant parties. Students and the university need to learn from this incident and take appropriate steps to prevent similar incidents from recurring in the future. This includes a better understanding of social media ethics and the importance of considering the implications of uploaded content, as well as the expansion of relationships between KKN students, the local community, and relevant parties.



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