



## THE ROLE OF SOCIAL MEDIA TIKTOK TO INTERACTION SOCIAL AND ETHICS IN GENERATION Z



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### Abstract

This study aims to examine the role of TikTok social media on the social interactions and ethics of Generation Z, a generation born between 1997 and 2012 and very familiar with digital technology. The study used a qualitative approach with data collection techniques in the form of interviews, observations, and documentation. The results of the study show that TikTok is not only used as a medium for entertainment, but also an important space in building social identity, expressing oneself, and expanding social networks for Generation Z. This platform facilitates faster and more visual communication and encourages the formation of interest-based communities that strengthen digital interactions. However, the use of TikTok also brings ethical challenges, such as the spread of inappropriate content, pressure to follow viral trends, and the potential for blurring local cultural values. Some respondents showed ethical awareness in filtering content and maintaining personal values, but uneven digital literacy can be an obstacle. TikTok plays a role as a means of social and cultural transformation for Generation Z, but its use needs to be directed so as not to damage the existing social order and ethical values. This study emphasizes the importance of collaboration between users, educators, and platform providers to create a healthy and responsible digital ecosystem..

## Introduction

Development digital technology has change how people interact and communicate. Generation Z which consists of of the people who were born from 1997 to 2012 was very rely on the internet, especially social media, and become one of the regulation main in build connection social. Generation Z may using social media during six until seven hours every day (Akbar & Ashar et al. 2024). In a number of decade Lastly, developments technology information and communication has change public in a way significant (Lubis & Nasution et al. 2023). One of the the most influential innovation is the emergence of social media (Nafsaka et al. 2023). Platforms like Facebook, X, Instagram, and TikTok has become part important from life daily millions of people around the world. Social media no only as tool communication, but also plays a role in to form dynamics social public contemporary in a way wide (Nur et al. 2024). The influence of social media to dynamics social public covers various aspect life. From the way we interact and communicate until how information disseminated and accepted, social media has change patterns traditional in a way significant. First communication hampered by limitations geographical now can done in count seconds, creating a better world connected in a way globally (Munzir et al. 2022).

Social media has to obtain significant position as one of the source main information for global society (Pertwi et al. 2020) . Social media Alone present in various form , text that can be used For convey and express opinion (Elshahed et al. 2020). Laughey & McQuail in (Mulawarman & Nurfitri et al. 2020) state under social media consisting of from two vocabulary , namely "media" and " social ". In general , media can interpreted as tools used communicate . While " social " is a word that originates from Language



English namely society. In simple social can interpreted as something about society and society. Opinion the in line with what is stated David in (Aprilia et al. 2020) social media that is an online media that can give convenience in interact social with use technology web –based that can change communication One direction communicator become an interactive dialogue without limit time.

Today 's social media has change existing paradigms and theories , uniting various level communication in One known container as Network social or social media. Changes This own significant impact to use of social media in society (Noorikhshan et al. 2020). Platforms such as Facebook, Twitter, Instagram, WhatsApp, and others become source main information latest for public (Setiadarma et al. 2024). Dynamics social in society, such as values social, norms social, pattern behavior organization, structure institution society, power and authority, interaction social, as well as elements others, all participate play a role in life connected society via social media this (Rustandi et al. 2020). Digital technology is increasingly embedded in life everyday, starting from education school until participation political even management health and finance. The emergence of digital technology and speed its development push innovation and application new that affects life we with different ways and often deep (Ajithkuma et al. 2021). Today's digital world this the more to penetrate education and skills, technology done with stages used in convey information education, knowledge, skills with a better way creative and also innovative. The use of technology this has give contribution for change learning and development skills be a lifelong process life (Sari et al. 2021).

Development social media users develop simultaneously with development digital technology. Social media used in a way wide for share information in a way instant and expansive without bound by limitations geographical or time. Social media no only become channel information additions, but also tools used by the organization for share knowledge and communication (Nurin Salma et al. 2021). Organization from various sectors, including government, company private, and institutions education, now integrate social media in business and learning processes they. Social media interactive has also been speed up growth participatory internet culture, where communities can formed through share content with individuals who have interest similar (Chattopadhyay, K., & Mohanty et al. 2022).

Social media is part big from culture humans, from facebook to instagram, social media already become habits used in life everyday. Increasingly very clear if people live with mobile phone in hand. However, in August 2018, the face of social media changed forever when company by tedance Ltd. Developed a social media platform that previously named Musicaly. Through same company this, was born TikTok. Platform TikTok present For rival company such as Netflix, Youtube, Snapchat, and Facebook (Gulhan et al. 2021) can interesting interest children until adults.

They can create video from various genres, imitating innovative movements , sounds and videos as well as creative others . Users free stylish and show off expression interesting use effect change color hair , 3D stickers and various music genres (Andini et al. 2022). Social media platforms such as Facebook, Twitter, Instagram, Whatsapps , and others become source information main for public in to obtain information latest (Mahyuddin et al. 2020). Dynamics social in public can occurs in values social, norms social, patterns behavior organization, arrangement institution society, power and authority, interaction social, and so on part in life public the (Rusdi et al. 2020). Social media of course play role important in distribution information and formation opinion public. Thanks speed and reach, news and information can spread wide in time short, often more fast than traditional media (Wibowo et al. 2023).

Use internet access with easy through telephone mobile along living in the era of globalization in Gen Z produces dependent generation with the internet. Impact from convenience in accessing the internet creates the internet as source reference main in look for a information. Along with improvement global connectivity, shift generation can play more roles important in determine behavior than difference socio – economic. People young has become strong influence for people from all age and income, as well as on the way those people consume and relate with they (Warda et al. 2020).

TikTok, or Douyin in China, is service Network social sharing using long videos short as a medium for capture and serve creativity, knowledge and moments another owned by ByteDance, a company internet technology based in Beijing and created in 2012 by Zhang Yiming. (Manalu, RS, Napitupulu et al. 2024). Early start TikTok started from 2016 with Name Douyin and new sailing in China until launched in 2017 with Name TikTok For throughout the world (Suraiyah et al. 2024). Before fully operating, TikTok join with Musical.ly, a lip sync app, as application in its entirety. TikTok favored by Gen Z because characteristics TikTok that hasn't been Once owned by social media others. As if with use TikTok, Gen Z can disclose identity or teak himself each (Sinaga & Mailin et al. 2023).

TikTok is a application Network social focused on creating and sharing files in short video form. Application TikTok issued in 2016 by the company Bytedance, China. Social mediaTikTok own characteristics typical with serve or produce a short video with duration 15 – 60 seconds (Erlianti et al. 2020). Social media with characteristics short video special This equipped with feature diverse music, so that its users can display various type dance, style free, and still Lots movement or other forms of video. Features another characteristic that social media has Tik – Tok is own unique and interesting special effect features, so that users can with easy make a short video with cool results. The videos created can also be shared to friends and other users (Irwanto, & Hariatiningsih et al. 2020). TikTok make it easier short video making with interesting visual touch, which can be shared with audience Wide. Popularity TikTok in Indonesia soars since 2020, triggered by the policy restrictions social consequence COVID – 19 pandemic. Situation This push audience For dig means recreation replacement through service virtual. As of November 2022, more from 30 million users in Indonesia, dominated Generation Z aged 15 – 20 years, active on TikTok (Yudha, Hasanah, & Fitri et al. 2023).

The social impact of using cyberspace is very diverse, including both constructive and destructive impacts. For example, the positive benefits include ease of making friends, promotional media, means of communication with relations, and alternatives for finding information, both in the form of current news and technology education. Conversely, the negative impacts include decreased social interaction in the surrounding environment, impaired concentration in learning, deviant behavior, and the spread of fake news (Akbar & Ashar et al. 2024). Indonesia ranks second as the largest user of TikTok in the world. The phenomenon shows that many people are influenced by content on TikTok, from imitating lifestyles to following viral trends, such as dances with movements that are considered inappropriate and tend to be erotic. Furthermore, people's mindsets have also changed, using TikTok not just for entertainment, but also as a source of income. (Aurelia et al. 2023).

Development TikTok No only as a medium of entertainment , but also as means interaction intense social and space expression self for generation Z. Through creative and interactive video content , users can communicate , share experience , and form identity social in cyberspace . However, the use of TikTok also brings impact to ethics social its users , especially in context norms and behaviors that develop in the digital environment (Veronika et al. 2022) . The phenomenon This interesting For investigated Because interaction social and ethical is aspect important in life Generation Z who grew

up in the digital era. Generation Z as user main TikTok make application This No only as a medium of entertainment , but also as means interaction social and formation identity social. Through TikTok, they can express self, interact with Friend peers, and follow the growing digital trends and culture. However, the use of TikTok also brings impact to ethics social, good positive and also negative, such as formation identity a better self adult, openness self, and potential misuse of social media that can bother activity daily.

Generation Z is group demographics that replace Generation Millennials and before Generation Alpha. They born in the span 1997 to with 2012. Generation Z is known as generation that grows and develops in an era of ever – changing technology develop, so that technology and social media become part important from life they. Generation Z has different characteristics from generation previously, such as millennials, with trend For more sensitive to issues social and environmental. They also often considered have a weak mentality or spoiled because sensitive with changes, but matter this no means they more prone to to problem mental health than other generations (Erlianti et al. 2020).

Generation Z has a number of characteristics, namely: 1. tendency to technology and social media. This is caused by them living in an era of technology that has develop rapidly, and they tend using social media in a way active (Zis, Effendi, & Roem i et al. 2021). 2. FOMO (Fear of Missing Out) ie Afraid left behind existing trends. This is No only applicable For existing trends but also afraid left behind by the achievements of others. So that matter This cause height stress levels by generation Z (Adriansyah et al. 2021). 3. Skills social and patterns think open: Generation Z tends to be own skills different social and patterns think open, but also possible difficulty in manage pressure and express dissatisfaction they with different ways , including with (Ichsani et al. 2022).

In context interaction social, TikTok provide room for Generation Z for communicate and participate in a vast digital community. While that, aspect ethics become important For under review remembering social media can influence norms and values social adopted by users, especially generation young people who are in stage formation character and social identity.

## Method

Approach study qualitative used in study this. Without make generalization whatever, researcher collect, classify, investigate, and draw conclusion through data analysis in type study this research qualitative is every research that tries understand interpretations made by people or group to a problem social or humanity. Used For ensure underlying causes and mechanisms a phenomenon social. Report comprehensive written from study This own a number of part main, including introduction, review literature and theory, section method, part results, review literature, and sections conclusion (Murdiyanto et al. 2020; Asmita & Masril, 2022).

Study this lots using qualitative data. Some approach used by researchers for collect data for investigation this. In investigation qualitative, where the data is method main for verify findings investigation, use strategy data collection is the most important thing. Data obtained researcher through use a number of devices, including question interview, sheet observations, and documents. The following techniques used in study this for obtaining data (Fiantika et al. 2022).

Methodology descriptive, especially in procedure research that requires data collection and compilation, will used For review the data that has been received and collected. Analysis will done based on relevant ideas with the problem being studied, and the results will served as findings research. After the author reviewing the collected data, stage furthermore from effort study is data analysis, according to (Adlin et al. 2022; Asmita

& Fitriani, 2023). Analysis Contents used in study this for analyze the data. The researchers use analysis matrix, which includes three series activity in a way simultaneously data reduction, data presentation, and withdrawal conclusion and verification for data analysis.

## Results and Discussions

### Results

Application tiktok is place leading for short videos through mobile phone someone whose goal is that is For inspiring creativity and giving joy and with the existence of social media tiktok can entertain somebody when bored , can relieve fatigue , and can laugh happy. Tiktok No only make a long video short, users tiktok can also see or watch videos or user generated content others. Many of user tiktok even copy content or video from user other For Then made Then uploaded on his account . The videos can made by various circles age. No only adults, even child the school also participated imitate and create the video Alone (Angel Fiallos et al. 2021).

Application tiktok own various level various uses in accordance with habit each its users (Annur et al. 2023). Usage rate application this measure how much intensive and indepth somebody involved in activities involving tiktok, which can rated from duration time spent as well as frequency repetition activity the in one day. This is reflect how much big attachment user to applications and the content available therein (Badriya et al. 2020).

Use tiktok could also mean witness various type content contained in the application tiktok, then comment on content user others, even can communicate fellow user tiktok (Charlis et al. 2022). It's easy in make music video content alone create users tiktok can produce content the video alone based on the ideas that have been they make. Besides make interesting content, such as dance videos, lipsync, and various type entertainment others , users can also participate in various challenges held by other users (Devi et al. 2022 ). With so, tiktok become a platform that enables every individual For express self and interact with community in a way more wide.

According to Mulyana, use application TikTok influenced by two factors, namely internal factors and external factors external. Internal factors include feelings, attitudes, characteristics individual, prejudice, expectation, attention, learning process, condition physical, values, interests, and motivation. While that, factor external covering background behind family, information obtained, knowledge and needs in the environment around, and intensity, size, resistance, and level of familiarity or foreignness to a object (Nurudin et al. 2020).

TikTok is one of the most popular social media platforms popular among generation young moment This. Application This allow its users For create, share, and watch short videos with various theme, start from entertainment, education, to viral trends. Based on results interview with a number of users, TikTok used almost every day, especially moment time free time or as entertainment after doing activities. One of Respondent stated, "I usually open TikTok several times a day, especially moment currently Relax or rest,"which indicates how application This has become part from routine daily.

Motivation main use TikTok is For entertainment, search information, and follow trend. Many users feel that TikTok give an exciting and entertaining experience, as well as become source inspiration and materials chat with friend. This is reinforced by the statement, "I use TikTok Because exciting and entertaining. Sometimes also for search info, see trend new, or just Look things funny." Besides that, TikTok also influences interaction social its users. Some Respondent confess that application This Can make they more believe self and open, even though sometimes also reduces time quality together



family. As expressed, "Sometimes I So not enough chat direct Because focus on HP, But sometimes i do too so have the material chat from TikTok videos".

From the side ethics and norms, TikTok give room freedom express more wide compared to interactions in the real world. However, this this also raises challenge alone, such as emergence content that is not in accordance with mark social or ethics. As acknowledged by one of source, "On TikTok, people are more free talk What aja. But in the real world We must more be careful and polite." Users are also aware importance guard ethics in media social, with method filtering content to be uploaded and thought before share something. "I try still polite and thoughtful Formerly before posting. Not all matter must shared," he said a respondents.

Besides impact positive like add friends, improve trust yourself, and expand insight, usage TikTok also has side negative, such as addiction, comparing self with others, and potential influenced by unforeseen trends in accordance mark personal. Therefore that, a lot Respondent suggest that the generation young use TikTok in a way wise, choose useful content, as well as still notice ethics and values culture. Role family and environment are also considered important in guide use of social media, as conveyed, "Family must give directions and discussion open about what is and is not appropriate on social media".

TikTok No only become a medium of entertainment and expression yourself, but also brings influence big to pattern interaction social, formation identity, and understanding ethics among generation young. Statements results interview the strengthen that use TikTok must balanced with awareness ethics and guidance from environment around for the benefits can felt optimally without ignore values positive.

Generation Z Hadion et al. interpreting Gen Z as fluent generation in utilise technology, communicating and interacting with using social media intense and multitasking but own weakness in interact verbally, individualistic egocentric (Fadhlizha et al. 2020). His birth together creation technology and this make it flexible, techno savy and like with culture instant. Sensitivity about essence personal Because in a way consistent share his life on social applications (Lintang et al. 2020). Ahmad Sudrajat affirm, behavior and personality Generation Z is different with generation previously. Among characteristic features general Generation Z is :

Generation Z is They called as the "Digital Generation" because skill and familiarity they with various computer programs or laptop and technology information. They have access fast and easy to various information Good For need education and also daily. They more Like interact with people from circles different and talk in term longer time . For example just interact with Friend same age through social media platforms such as Facebook, Instagram, WhatsApp, Twitter, and others. They can with free express his thoughts and feelings through this media . In addition that, Generation Z is very care to environment and tends to accept diversity culture.

Member Generation Z is accustomed to do multitasking. They can reading, speaking, watching and listening music in a way together. They expect all something completed with fast and not like the long process or boring. Attributes This have two opposite characteristics. Because of this This can give benefit for Generation Z and beyond, things this is in one side can viewed as good thing. On the contrary, the thing This viewed negative Because can impact negative on Generation Z and their environment (Junaidi et al. 2023).

Generation Z, often abbreviated as Gen Z, is group individual born between 1997 to 2012. They are also known with designation Zoomers, which reflects connection close they with technology and internet. Generation This grow in the middle development technology is fast, so they own more access big to information and digital tools compared generation previously. Gen Z is known with a number of characteristics unique. They

often considered as a creative generation, but also sensitive and easy give up, so that sometimes nicknamed as strawberry generation. They own ability high adaptability to technology and often using social media as means For express self and interact with other people.

Generation Z has significant influence in various aspect life, including culture, economy, and politics. They tend more care to issues social and environmental, as well as more open to diversity. This is make they become agent important changes in modern society.

## Discussion

The Role of Social Media Tiktok To Interaction Social and Ethics in Generation Z Respondents is student active using TikTok in a way routine, with frequency daily about 3–4 hours. Application This used especially For entertainment, information, and follow trend latest. Respondents mention that TikTok be one of source main in Get updated news , style life and entertainment light. Social media TikTok own a very important role significant to interaction social and ethical issues in Generation Z, as reinforced by various statement results interview with users from circles generation Based on that. results interview, majority Respondent confess that use TikTok has bring change in method they interact, good in a way direct and also No directly. One of the Respondent state that, "I have more Lots material chat with friends, but if No controlled Can reduce time quality with family. "This is show that TikTok can enrich Topic discussion and expand network friendship, but also has the potential reduce intensity interaction look at face.

Besides that, TikTok also influences method Generation Z views ethics in interact. Many respondents realized existence difference between ethics in cyberspace and the real world. A Respondent said, "On TikTok, people are more free talk What aja. But in the real world We must more be careful and polite." Statement This confirm that freedom express yourself on TikTok often not balanced with consideration ethics as it applies in the environment social real. In fact, some Respondent confess often find content that is not in accordance norm or ethics, such as utterance hatred, show off riches excessive, or behavior No polite, and they choose For ignore or report content the.

Pressure social For follow trend is also becoming a real phenomenon among Generation Z users TikTok . One of the Respondent express, " Sometimes yes , let it be No it is said out of date,"at the time asked whether feel stressed For follow trend. However, they also started Study For more selective in choose trends to follow, and try to maintain values personal as well as culture local. TikTok is also recognized give room for generation young For express self, building trust yourself, and share experience personal, as expressed by respondents who felt more believe self after get response positive from user other.

From the side supervision, role family and environment around also very emphasized by the respondents. They agreed that family and friends play a role important in guide use TikTok to stay positive and negative deviate from values ethics. One of Respondent suggest, "Use TikTok as a positive media, choose useful content, and don't forget limitation ethics." In general overall, results interview This strengthen that TikTok play a role double: in one side can increase creativity, expanding network social, and building trust self; but on the other hand it also gives rise to challenge new related ethics, pressure social, and potential addiction. Therefore that, is needed awareness, control yourself, and role active family and environment For ensure use TikTok give positive impact for interaction social and ethical Generation Z.

The role of social media TikTok to interaction social Generation Z is very significant and multifaceted, encompassing aspect expression self, formation identity social, as well as change behavior social and values culture. Here explanation Role TikTok in Interaction Social Generation Z. TikTok give room for Generation Z for express self in a way free through creative short video content. They using this platform For show creativity, following trends, and build connection social that strengthens identity and sense of togetherness. Participation in viral trend becomes form participation important social for they. TikTok play a role in formation identity social Generation Z with allow they interpret and define repeat values culture traditional. Interactions on this platform create norm social newer one fluid, inclusive, and respectful diversity. Generation Z also uses TikTok For celebrate and strengthen culture local at a time adopt global trends, so that bridge culture local and globalization. TikTok push style more visual, fast and informal communication. Features like comments, duets, and the use of viral audio enrich interaction social and forming habit communication new and distinctive for Generation Z, well in the digital world as well life real.

TikTok No only place share videos, but also space formation strong online community. Generation Z finds support emotional and validation through interaction with people who have interests and experiences similar, creating a sense of togetherness and space safe For share story personal. The role of social media TikTok to interaction social Generation Z is very significant and can observed from various side, as reinforced by the statement results interview with a number of user TikTok from Gen Z circles . From the results interview , majority Respondent confess that TikTok be one of means main For entertainment , search information , and follow trend latest. One of the Respondent stated, "I usually open TikTok several times a day , especially moment currently Relax or rest . TikTok exciting and entertaining , sometimes also for search info, see trend new , or just Look things funny." This is show that TikTok has become part from routine Gen Z daily.

More far, TikTok also influences how Gen Z interacts with environment social. Some Respondent disclose that they become more material chat with Friend because of the videos that are going viral on TikTok, even someone admitted to weave friendship new through column comment or message directly in the application said. One of the Respondent said, "I met a new person past comments and DM, then carry on chat on social media" However, on the other hand, other, there are also impacts negative feelings, such as decrease time quality with family Because too fun play TikTok . "Sometimes I So not enough chat direct Because focus on HP," said one respondents.

Besides that, TikTok also provides influence to trust self and expression Gen Z themselves. Many feel more brave show and share experience personal after active on TikTok, especially If get response positive from user other. "I became more brave show and tell about self alone. Can show another side of me that people may not know know," said one source. However, the pressure social For follow trends also often appear, so that a number of Respondent feel must selective in choose trends to follow to stay in accordance with values and ethics personal.

From the side ethics, respondents realize existence difference between ethics in cyberspace and the real world. They confess must more critical and selective in respond to various existing content, as well as still guard polite polite moment make or share content. "I try still polite and thoughtful Formerly before posting. Not all matter must shared, " said one Respondents. Role family and environment are also considered important in guide use TikTok to stay positive and negative deviate from values social.

Based on results interview said, can concluded that TikTok own role double in life Gen Z social: in one side expand network friendship, improve trust yourself, and enrich material discussion; but on the other hand it also has the potential cause addiction, reduce



interaction directly, and cause pressure social and challenges ethics. Therefore that, is needed attitude wise and supervision from environment around so that utilization TikTok can give impact positive for interaction social Generation Z.

The role of social media TikTok to ethics in Generation Z is very real and complex, as reinforced by various statement results interview following this. Based on respondents' experiences, TikTok become room very expression wide, where Generation Z can show teak self, share experience, up to build trust self. One of Respondent stated, "I became more brave show and tell about self alone. Can show another side of me that people may not know. "This is show that TikTok capable give room for generation young For express self in a way more open.

However, on the other hand others, freedom expressing yourself on TikTok also brings challenge alone to ethics. Many respondents confess that they often find content that is not in accordance with norm or ethics society. A Respondent said, " Sometimes I Look content that seems normal just on TikTok, but actually it's not polite if in the real world. "This is show that limit between ethics in cyberspace and the real world Can become blurry, so Generation Z must more critical and selective in respond to various trend or existing content.

Pressure social For follow trend is also one of the factors that influence behavior ethical Generation Z on TikTok. Some Respondent confess feel stressed For follow trend so as not to considered outdated, though trend the Not yet Of course in accordance with mark personal they. "Sometimes yes, let it be No it is said " out of touch,"said one respondents. However, they also learned For filter and only follow the trend that is considered positive and appropriate with principle self.

Impact positive TikTok to life social and ethical Generation Z is also recognized, such as add friends, expand insight, and improve trust yourself. However, the impact negative like addiction, lack of time For family, and trend compare self with other people too Can ignored. For guard balance between freedom expression and ethics, the respondents emphasize importance think before post something and always filtering content to be shared. "I try to still polite and thoughtful Formerly before posting. Not all matter must shared, "said one respondents. Besides that, role family and environment around called very important in guide use of social media, in particular TikTok. Family and friends can give advice and become place discussion so that Generation Z remains wise in use TikTok and not fall into behavior that violates ethics. "Family must give directions and discussion open about what is appropriate and what is not on social media,"said one respondents.

From various statement the can concluded that TikTok play a role big in to form pattern thoughts and behavior ethics Generation Z. Social media This can become means positive If used with wise, but also potential cause problem ethics If No There is control and guidance from environment around. Therefore that, awareness self, digital literacy, and support family and environment very needed for Generation Z to be able to utilise TikTok in a way positive without ignore values ethics.

The role of social media TikTok to ethics in Generation Z is very complex and multifaceted. TikTok give room for Generation Z for express self in a way creative and constructive identity dynamic social through the video content they create and share. This platform push creativity and freedom express themselves, which allows Gen Z to display diversity and inclusivity in interaction their digital social.

However, freedom it also gives rise to challenge ethical, especially related with pressure social For follow trend so as not to considered missed, which can to blur limit between authenticity self and conformity to digital norms. This is cause dilemma in guard integrity personal and moral values in the middle current fast content changing and diverse. Besides that, the use of TikTok also influences mark culture local, where the

content culture traditional often packed re – adjust to fit with the global market, so that sometimes reduce essence authenticity. Shift This demands Gen Z to balancing between value culture local and adopt more global values inclusive and individualistic. From the side digital ethics, important for Generation Z for understand and apply principles ethics in use TikTok, like guard data privacy, avoiding distribution content No appropriate, and honor norms and values that apply in society. Awareness This must supported by collaboration between users, parents, educators, and the platform yourself for TikTok can become positive and constructive environment for Gen Z. With thus, TikTok No only be a medium of entertainment, but also a tool transformation social and cultural roles in to form behavior social and ethical generation young in the digital age TikTok own significant influence to ethics generation Z, good from side positive and also negative. This platform allow generation Z for express self in a way creative, constructive community, and strengthen values social like diversity and inclusivity. Through content educational and inspiring, TikTok can also increase awareness social and encouraging action real, for example in issue environment and social, which shows potential positive in to form behavior constructive social.

However, on the other hand others, use TikTok also brings challenge ethical. Content that is not proper like harassment, violence and discrimination often appear, which can influence decline moral values and norms social among generation young. Pressure For follow the trend and phenomenon of "fear of missing out" (FOMO) can cause change poor behavior ethical, such as lazy attitude, style life consumptive, and reduction authenticity personal. Besides that, interaction more social Lots happen virtually on TikTok can to blur limit between the digital world and reality , influencing quality connection social and ethical communication Generation Z.

In general culture, TikTok also changes values traditional with introduce global trends that sometimes shift culture local. Although this platform provide room For display culture local, content the often packed re – adjust to fit with the global market so that essence original culture Can reduced. TikTok facilitate generation Z in to form identity more social dynamic and global, but matter this also raises challenge in guard balance between freedom expression and preservation values culture original.

## Conclusion

The Social media TikTok play role important in to form interaction social and ethical GenerationZ. As the dominant platform among child young, TikTok provide room for expression self, formation identity social, and development creativity. TikTok strengthen connectivity digital social with provide community based on interest, expand network social, and make it easier fast and visual communication. However, behind benefit said, TikTok also raises challenge ethics, such as pressure social For follow trend , decline quality real world interactions, as well as content that can weaken mark culture and norms social. Generation Z is faced with a dilemma between freedom express and be responsible answer ethical. Awareness digital literacy and value filters become important For prevent social media abuse. With wise management, TikTok can become tool positive in transformation social, education, and formation character generation young. Therefore that, collaboration between users, educators, parents, and platforms are very needed For create a healthy and constructive digital environment.

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