

A Multimodal Analysis of Low-Quality Content on TikTok and Its Impact on the Resilience of Children and Adolescents in Indonesia

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Abstract

The increasingly popular social media platform TikTok in several countries contains various types of content, ranging from educational to entertainment content. There is also low-quality content that can have a negative impact on TikTok users. This study aims to examine indicators of low-quality content, such as the TikTok trend Joget Tembak Dor Dor Dor, and describe its impact on the resilience of children and adolescents. This study uses descriptive analysis with multimodal theory. The data collection techniques used are observation and interviews. The results show that indicators of low-quality content are found in both verbal and written language and in the visualization of the content. This low-quality content can affect children's resilience, especially in facing academic problems and challenges. In conclusion, indicators of low-quality content can be identified through language and visual aspects. To minimize children's consumption of low-quality content, parents need to be involved in implementing the proposed solutions.

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1. INTRODUCTION

Social media is a double-edged sword, with both positive and negative impacts depending on how it's used. According to a study from the Journal of Child Development, using social media for more than three hours per day can lead to decreased academic performance and an increased risk of anxiety disorders in children and adolescents. A Hootsuite report on the most popular social media apps globally lists TikTok as the fifth most popular app as of April 2024, with over 1.5 billion active users.

As TikTok's use has grown, many users have fallen into the habit of consuming negative content. This can lead to brain dullness, also known as "dementia. *brain rot*". Term *brain rot*. In Indonesia, the term "brain rot" was born during Generation Z, between 1997 and 2012. The term developed on the TikTok app. In fact, according to observations involving 37,000 participants, it was concluded that "brain rot" would be the word of the year in 2024 (Oxford University, 2024). Brain rot is a phrase used to refer to "brain

dulling," or a decline in mental health and cognitive abilities due to social media content.

The type of low-quality content that can trigger *brain rotor* brain dullness in a person can be in the form of material (especially online content) that is considered trivial or unchallenging (Oxford University, 2024). In addition, a social media expert from the University of Muhammadiyah Sidoarjo (Umsida), Nur Maghfirah Aesthetika MmedKom, said that the type of short-duration content also has an impact on its users in real life. Short-duration content on social media can be easily skipped by users if the content is considered less interesting. The impact is that if users do not like something in real life, they tend to avoid it rather than complete it (Romadhona S., 2024)

According to Digital Citizenship Indonesia, children are the age group most vulnerable to the impacts of *brain rot* because their brains are in a developmental stage that optimally receives any information. This is also related to the term *brain rot*. This can lead to laziness, leading to neglect of their obligations as students. Furthermore, there's concern that children will develop selfish, apathetic, and individualistic personalities, leading to a disregard for their surroundings due to excessive internet access.

Meanwhile, as Indonesians living within the prevailing social and cultural systems, norms are essential. On social media, a person's behavior, speech, and attitudes, as defined by moral and decency norms, are often overlooked. Much of the content on social media deviates from established norms, such as content containing age-inappropriate pornography and sexual content, the use of offensive language in online communication, cyberbullying, and *body shaming*. Deviations from norms project a negative image of the content presented.

Content indicators: *brain rot*. This can be analyzed using multimodal theory by considering the language, images, and colors contained in the content. Multimodal analysis emphasizes that verbal and nonverbal communication media play an important role in conveying information. Multimodal analysis includes the analysis of all types of communication that have interactive texts and the integration of two or more semiotic sources or communication media to achieve the communicative function of the text (O'Halloran & Smith, 2011). Based on the results of this study, it can be concluded that content can influence the audience based on the multimodal elements of the content.

Based on research, if a child watches TikTok videos and sees negative information, then the negative information will be easily recorded in the memory of the child's brain, and it will be very difficult to erase the negative memory (Harahap et al., 2024). As in previous research in the form of a journal entitled "The Impact of the TikTok Application on Social Processes Among Teenagers in East Rabadompu Village, Raba District, Bima City", through a qualitative approach and phenomenological method, it was found that many teenage girls wearing revealing clothes used the TikTok application to dance with erotic and inappropriate movements. (Rosdiana & Nurnazmi, 2021).

Furthermore, another study discussing the influence of TikTok on children is an article entitled "Analysis of TikTok Application Use in Early Childhood During the Pandemic." It concluded that 92% of respondents believed TikTok content hurt young children. Furthermore, 85% of respondents also stated that TikTok content did not provide benefits for early childhood development. This study revealed that the information in TikTok videos was very easy for children to understand. In fact, many of them experienced TikTok Syndrome due to excessive viewing of TikTok videos (Intania et al., 2022: 120).

Another negative impact of the TikTok app can be seen in the article titled "Analysis of the Impact of TikTok on Children's Moral Development in Deli Serdang Regency" by

Hafidzhoh et al. (2022: 182-184), which states that TikTok content influences children's emotions and behavior, making them more likely to imitate inappropriate movements and language. Furthermore, this negative content can impact children's motor and cognitive abilities.

Cognitive decline can impact children's resilience, or their ability to face and overcome challenges, difficulties, or emotional stress. The type and quality of content consumed significantly impact the development of children's resilience. Excessive exposure to overly emotional or non-educational content can make it difficult for children to manage their feelings and adapt to stress. Children and adolescents who are exposed to unrealistic content or content filled with violence and drama are at risk of developing unhealthy thought patterns, which can impair their ability to think critically and make informed decisions.

Based on the aforementioned research, it is important to better understand the indicators of low-quality content that can impact the resilience of children and adolescents. Exposure to low-quality content not only hinders children's opportunities to learn, develop, and improve their cognitive abilities but also risks diminishing their ability to face life's challenges. Conversely, if children are exposed to healthier, positive, and educational content, they can build greater resilience, which will help them cope with various difficulties more adaptively and constructively.

The purpose of this study is to delve deeper into how indicators of low-quality content, including short-form or repetitive content and less educational content, can lead to *brain rot* and influence cognitive abilities that impact the resilience of children and adolescents (aged 6-12 years). In addition, this research also aims to find solutions to reduce or avoid the impact of low-quality content or *brain rot*.

2. RESEARCH METHODS

This study uses a descriptive analysis method by analyzing TikTok trends that are qualified as low-quality content or bad content *brain rot*. Descriptive analysis is a statistical method used to analyze data by describing or depicting the collected data as it is, without the intention of drawing general conclusions or generalizations (Sugiyono, 2014: 21). The TikTok trend analysis uses multimodal theory, namely by analyzing spoken and written texts and images or visuals contained in TikTok trend videos. The research results are then described using content indicators, *brain rot*, and social norms that exist in Indonesia.

The multimodal theory developed by Kress & Van Leeuwen is a traditional discourse analysis approach that considers various aspects of communication in a text, such as images, written text, color *layout*, sound, and movement (Putra, 2024: 3116). The object of this research is the TikTok trend *Joget Tembak Dor Dor Dor*, which is widely watched and imitated by children and adolescents. The data source for this study was obtained by observing eight children aged 6-12 years and eight parents from three cities in Indonesia: Bekasi, Bandung, and West Lampung. Observations were conducted from January 20-25, 2024, by preparing approximately six questions used to stimulate children's interaction and determine how they use devices and the TikTok application. Furthermore, the researchers also prepared four statement indicators to measure the level of resilience of children affected by TikTok's trending content. *Joget Tembak Dor Dor Dor*. The research results will be presented using tables and charts, accompanied by explanations. Finally, the researchers will conclude the impact of low-quality content on the resilience of children and adolescents.

3. RESULTS AND DISCUSSION

Trend TikTok Shooting Dance, Bang Bang. It has now become a center of attention for both children and adults. The song, popularized by Susilawati, has racked up 2.5 million views on TikTok, with 59,000 likes and 2.5 thousand comments. Additionally, the song was officially released through the TA PRO Music & Publishing YouTube channel with 6.5 million views, 36 thousand likes, and 2.2 thousand comments. Reported by Kompas.com, the TikTok trend *Shooting Dance, Bang Bang*, was even watched by President Joko Widodo, musicians, and content creators. The song "Waktu Ku Kecil" was originally composed by Knalpot Band, a group of young rock music fans. Susilawati then performed the song again in a different version at a celebration with other female guests.

3.1 Multimodal Analysis of TikTok Trends *Joget Tembak Dor Dor Dor*

a. Language Analysis

Here are some song lyrics in spoken form that are used in TikTok trending videos.

Joget Tembak Dor Dor Dor:

*Waktu ku kecil
 Aku gak tau
 yang mungil-mungil
 Kusentil-sentil
 Kukira pentil
 Gak taunya itu pensil
 Waktu ku tolol
 Aku gak tau
 yang nongol-nongol
 Kusenggol-senggol
 Kukira botol
 Gak taunya pestol
 Tembak tembak
 Dor Dor Dor*

Researchers used morphology to analyze the language contained in the lyrics of the song "Waktu Ku Kecil." In linguistic studies, Chaer (2015: 3) defines morphology as the study of word forms and formation. From a morphological perspective, the song's lyrics use non-standard words, such as the word "tidak," which should be spelled "tidak." Researchers also analyzed the formation of each word to form a sentence that conveys the meaning of the song "Waktu Ku Kecil."

Based on the analysis, 10 words were found to have undergone morphological processes. Six of these words experienced full reduplication, or repetition of the entire base form without any variation. The other four words underwent contraction or shortening and are informal or non-standard forms often used in casual conversation. In addition to morphological processes, researchers also found six first-person pronouns. The suffix -nya is also attached to words, creating informal forms.

Table 1. Results of morphological process analysis

| Say | Reduplicati on | Contracti on | Quantity |
|-----------|-------------------|-----------------|----------|
| Tiny-tiny | √ | | 1 |

| | | | |
|----------------|---|---|---|
| Flick-flick | √ | | 1 |
| Nodding | √ | | 1 |
| Nudge-nudge | √ | | 1 |
| Shootout | √ | | 1 |
| Pain pain pain | √ | | 1 |
| Don't know | | √ | 4 |

Songs are an indirect means of communication, conveying messages implicitly within the lyrics. Analyzing the meaning of a song requires semantics. Semantics is a branch of linguistics that studies the explicit and implicit meanings of words and sentences. Using semantics to analyze songs involves analyzing the interpretation of the meaning or significance contained within the song.

The song "My Little Time" contains a connotative meaning. Kridalaksana (1993) explains that the connotative meaning (*connotative meaning*) is the same as connotation, namely the aspect of the meaning of a word or group of words that is based on feelings or thoughts that arise or are caused in the speaker (writer) and listener (reader). In the excerpt from the song "My Little Time," which is used as a *soundtrack to the train Joget Tembak Dor Dor Dor*, there are several words that have connotative meaning.

Table 2. Comparison of denotative and connotative meanings

| Say | Denotative Meaning | Connotative Meaning |
|--------|--|---|
| Valve | 1. Nipples 2. Small bumps 3. Very young fruit | The word "pentil" in the song has connotations of the nipples on women's breasts, the pronunciation of which is taboo or negative in society. |
| Stupid | Very stupid; ignorant | The word "tolol" doesn't actually have a negative connotation. However, in the context of the song, it's used to refer to the first-person pronoun, or oneself, which is a self-deprecating insult. |
| Pistol | Non-standard form of pistol (Short and small handheld firearm) | The word "pestol" or "pistol" in the song refers to male genitalia, as seen from the previous series of lyrics that imply the characteristics of this. |

Based on the analysis, it can be concluded that the song does not meet the criteria for a song that is suitable for children and teenagers to listen to because several words in the lyrics refer to pornographic elements. Quoting from the page *Indonesian figures*, based on an interview with renowned children's songwriter Abdullah Totong Mahmud, also known as AT Mahmud, regarding the characteristics of a good children's song. According to him, a good children's song can develop a child's imagination and thinking skills, channel their emotions, and develop social and cultural skills (using good and correct language).

b. Motion Analysis




Movement is a change in position performed by each person (Kiram, 1992: 1-4).



Movement has a specific meaning depending on the context of the movement itself. In a video clip, movement is a visual element that can be analyzed to determine the meaning or message within the video clip.

Tembak Dor Dor Doris is one of the entertainment content available on TikTok. This can be seen on a TikTok account named @musdalifahbasrii. On her account, she parodied the video by pretending to be one of the mothers in the video and dancing along. Besides the account @musdalifahbasrii, many others also participated as *content creator* others, who parodied the video. It can be seen from the statement that the movement in the trend *Joget Tembak Dor Dor Dor* is intended as entertainment.

In addition, the movements in the video clip are trending. *Joget Tembak Dor Dor Dor* also aims to clarify the meaning of the song that became the *soundtrack* of the trend. TikTok trending video clips, *Joget Tembak Dor Dor Dor*. They display movements that match the song's lyrics, such as flicking and shooting. The appropriateness of these movements can be seen in a still from a video uploaded by a TikTok user named @liriiklagu1, who is following the trend.

Table 3. Data on the compatibility of lyrics and images in object videos

| Song lyrics | Movement | The suitability of song lyrics with movements |
|---------------|---|--|
| I do not know |  <p data-bbox="568 1126 834 1196">Figure 1: Gesture of ignorance</p> | The movement in the accompanying video clip shows a hand on the head, a gesture of confusion, thought, or incomprehension. This movement corresponds to the lyrics being sung. |
| Nodding |  <p data-bbox="549 1462 853 1532">Figure 2: Upward hand gesture</p> | The gesture of the hand raised and pointing upwards in the video clip on the side aims to clarify the word "nongol-nongol" which is being sung. |
| Pistol |  <p data-bbox="549 1803 853 1872">Figure 3: Hand gesture resembling a pistol</p> | The gesture in the lyrics of "pistol" depicts a shooting motion, which is synonymous with the word "pistol." However, the gesture is directed downward, which has a different connotation. |

| | | |
|--------------------|--|---|
| <p>Nudge-nudge</p> |  <p>Figure 4: Hand nudging gesture</p> | <p>In accordance with the lyrics being sung, the mothers in the video clip on the side show gestures like nudging with their hands.</p> |
| <p>Shootout</p> |  <p>Figure 5: Shooting hand gesture</p> | <p>The gesture for the lyric piece “shoot-shoot” shows a hand movement pointing upwards as if shooting.</p> |

Train *Joget Tembak Dor Dor* is dominated by hip and hand movements that sway to the rhythm of the song. Some music videos even combine these movements with revealing clothing. Children who watch these trending videos too often will instinctively imitate the songs or movements in the videos because they feel like they're being watched *Fomo (Fear of Missing Out)*.

3.2 The Influence of TikTok Trends on Children and Adolescents' Resilience

Resilience is the human ability to face and respond positively to stress, developing the ability to cope with future difficulties. Resilience is not only essential for adults; it must also be cultivated from childhood to ensure their resilience in facing difficult times. In a previous study on the importance of resilience in early childhood, entitled "*Resilience in Early Childhood*," Lubis & Dewi (2021) stated that from an early age, children also need to develop their resilience skills, for example, through the ability to recognize emotional patterns, control behavior, and simple self-control. (Lubis & Dewi, 2021).

Based on previous research on the influence of TikTok trends on the resilience of children and adolescents, researchers conducted observations to further understand the influence of TikTok trends on children and adolescents in Indonesia.

Table 4. Results of observations on the frequency of TikTok use in children

| Child Observation Indicators | Child 1 | Child 2 | Child 3 | Child 4 | Child 5 | Child 6 | Child 7 | Child 8 |
|--|---------|---------|---------|---------|---------|---------|---------|---------|
| Watching TikTok for more than 2 hours | × | √ | √ | × | √ | √ | × | √ |
| Follow and create trending TikTok videos | √ | √ | √ | × | √ | √ | √ | √ |

| | | | | | | | | |
|--|---|---|---|---|---|---|---|---|
| Get to know the TikTok trend of Dancing Shooting Dor Dor Dor | √ | √ | × | × | √ | √ | √ | √ |
|--|---|---|---|---|---|---|---|---|

Based on these observations, it can be concluded that 5 out of 8 children watch TikTok for more than 2 hours. This indicates a lack of discipline in children's device use. The lack of discipline or time limits on TikTok viewing allows children to easily access TikTok content and trends. This statement is supported by interviews, which show that 7 out of 8 children have made trending TikTok videos. Furthermore, they can access content that should not be viewed by minors, such as *Joget Tembak Dor Dor Dor*, as evidenced by the interview results, which showed that 6 out of 8 children were aware of the trend.

Table 5: Observation results of the impact of TikTok trends on children's resilience

| Resilience Indicators | Child 1 | Child 2 | Child 3 | Child 4 | Child 5 | Child 6 | Child 7 | Child 8 |
|---|---------|---------|---------|---------|---------|---------|---------|---------|
| Resilience in facing the social environment | × | √ | √ | √ | √ | √ | √ | √ |
| Resilience in facing academic challenges | √ | √ | × | × | × | × | × | × |
| Resilience in regulating emotions | × | √ | × | × | √ | × | √ | × |
| Resilience in facing problems | × | × | × | × | √ | × | × | × |

From the results of the child interviews based on four resilience indicators, it can be seen that 7 out of 8 children have resilience skills in facing the social environment, as evidenced by their involvement in activities in the community with children of the same age. However, their ability to face academic challenges is relatively low because 6 out of 8 children find it difficult to study due to distractions from the TikTok application, which causes a lack of focus. TikTok also affects their ability to regulate emotions, as evidenced by 5 out of 8 children preferring to open the TikTok application to calm themselves and feel better when feeling sad or down. Finally, children's resilience in facing problems is very low because 7 out of 8 children do not rely on their own abilities to solve problems, but depend on the internet, especially the TikTok application, to find solutions to their problems.

Table 6. Initiator questions regarding the use of the TikTok application

| Parental Observation Indicators | Mo the r 1 | Mo the r 2 | Mo the r 3 | Mo the r 4 | Mo the r 5 | Mo the r 6 | Mo the r 7 | Mo the r 8 |
|--|------------|------------|------------|------------|------------|------------|------------|------------|
| Using TikTok for more than 2 hours | √ | √ | √ | √ | √ | √ | √ | × |
| Knowing and creating certain TikTok trends | √ | √ | √ | √ | √ | √ | √ | √ |

| | | | | | | | | |
|-------------------|---|---|---|---|---|---|---|---|
| Good adaptability | √ | √ | × | × | × | √ | √ | × |
|-------------------|---|---|---|---|---|---|---|---|

Based on observations from a parent's perspective, it can be concluded that the influence of TikTok content on children is quite significant. This is evident in the data above, where 7 out of 8 parents stated that their children watch TikTok for more than 2 hours. Furthermore, 8 out of 8 parents confirmed their children's interest in learning about and following TikTok trends. Therefore, a sense of dependency indirectly develops, which can impact children's ability to adapt to their surroundings. This statement is supported by data showing that 4 out of 4 parents confirmed this influence.

Table 7. Leading questions about resilience

| Resilience Indicators | Mo the r 1 | Mo the r 2 | Mo the r 3 | Mo the r 4 | Mo the r 5 | Mo the r 6 | Mo the r 7 | Mo the r 8 |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Children's resilience in facing the social environment | √ | √ | √ | √ | √ | √ | √ | √ |
| Children's resilience in facing academic challenges | × | √ | × | × | × | × | √ | × |
| Children's resilience in regulating emotions | √ | √ | × | × | √ | √ | √ | × |
| Children's resilience in facing problems | √ | √ | × | × | √ | √ | √ | √ |

Meanwhile, based on the results of interviews with parents using resilience indicators, it can be seen that 8 out of 8 parents feel that TikTok does not have a negative impact on their children's resilience in facing the social environment, as evidenced by their children's involvement in community activities. However, 6 out of 8 parents feel that TikTok negatively affects their children's resilience in facing academic challenges, as seen from the children's frequent distractions while studying and losing their focus. However, in contrast to the results of interviews with children regarding resilience in regulating emotions, 5 out of 8 parents believe that their children prefer other activities to channel their emotions when they are upset or sad. In addition, 6 out of 8 parents believe that their children are not dependent on TikTok and have the ability to solve their problems. However, children admit that they cannot rely on their own abilities to solve problems, but depend on the internet, especially the TikTok application.

Based on the results of data collection from parents and children regarding low-quality content and its impact on children's resilience, it can be concluded that the use of the TikTok application does not negatively affect children's resilience in facing social environments. However, it negatively affects children's resilience in facing academic challenges and regulating emotions. Furthermore, two different perspectives were found on the use of the TikTok application and its impact on children's resilience in facing problems. Parents feel that children have the ability to solve their own problems, but some of the children feel they are dependent on the TikTok application and do not fully use their abilities and creativity.

In an effort to address the negative impact of low-quality TikTok content on children's resilience, both researchers and parents have offered solutions. To minimize low-quality content on TikTok, parents can participate in managing their *page* (fyp) on TikTok. *Your page* is the main page that appears when users open TikTok. Generally,

your page contains a collection of recommended videos based on user behavior in the application.

By setting preferences for the content that appears on *your page*, children are less likely to see low-quality content. Parents can also access more positive TikTok content, including educational content. This way, children can apply their creativity to beneficial activities.

According to Indriani (in Febrianti & Kurniawan, 2025), the ideal time for use *smartphone* for ages 3-5 is one hour per day. For ages 6-18, it's two hours per day. Excessive smartphone use can trigger social media addiction in children. Limiting smartphone use for children can reduce negative influences, including those stemming from TikTok content.

Meanwhile, based on interviews, parents offered various solutions to address the unavoidable growth of TikTok content. Five out of eight parents stated that they need to constantly supervise and guide their children while playing TikTok. *Due to the unavoidable advancement of technology, we as parents should supervise our children's cell phone use, especially regarding the content they watch. This is especially true in today's world, with content like dancing, which is easily imitated by children,"* said RJ, one of the parents.

Another solution parents have implemented to address the negative impact of TikTok content, particularly on children's resilience, is to reduce TikTok usage. In fact, two out of eight parents interviewed chose to delete the TikTok app from their children's phones. Furthermore, some parents focus on monitoring their children's social interactions to prevent them from engaging in activities that deviate from established norms. Other parents tend to be understanding and assertive when their children spend too much time on their phones.

4. CONCLUSION

Based on the results of research that has been conducted on multimodal analysis of low-quality content on the resilience of children and adolescents, it can be concluded that the indicators of low-quality content objects, namely TikTok trending content and *Joget Tembak Dor Dor*, are evident in the language used in the song lyrics and the visualization of the content. Based on observations by researchers in three different regions in Indonesia, 6 out of 8 children have difficulty focusing or are easily distracted while studying at school. Furthermore, 7 out of 8 children admitted to relying more often on TikTok to solve problems than using their own abilities. This disruption suggests that addiction to low-quality content can negatively impact children's resilience in facing academic problems and challenges. To address this negative phenomenon, researchers have found solutions, some of which are summarized from parent interviews, including managing preferences for content that appears on their devices, *for your page*(fyp) TikTok for children, limiting the use of gadgets, especially the use of the TikTok application, and encouraging children to do more outdoor activities with friends or family.

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