



# Analysis of TikTok as a Research Tool in Indonesian Language and Literature Studies through Scite AI Technology

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## Abstract

This study aims to explore the use of TikTok as a medium in Indonesian language and literature research through a systematic literature review (SLR), utilizing Scite AI as an analytical tool. By analyzing various studies and academic works, this research identifies emerging trends, potential benefits, and the challenges associated with using TikTok for both language learning and literary analysis. The findings highlight TikTok's potential to be an innovative platform for enhancing language proficiency and fostering literary appreciation, offering a dynamic and interactive way for students and educators to engage with literature. However, several challenges remain, particularly regarding the validity of data obtained from TikTok content and the sustainability of long-term research efforts in this domain. These challenges include issues related to the rapid evolution of social media platforms and the reliability of user-generated content. The study concludes that, despite these challenges, TikTok has significant promise as an educational and literary tool, providing valuable insights into new ways of integrating media into language and literature studies. This research is expected to serve as a reference for scholars aiming to develop similar studies and explore the intersection of social media and academic research in the future.

**Keywords:** *TikTok, Indonesian language, Indonesian literature, literature review, Scite AI*

## Introduction

Social media has become an integral part of modern society, including in education and research. One rapidly growing platform is TikTok, a short video-based application that enables users to express their creativity. In the context of Indonesian language and literature, TikTok offers opportunities to reach a wider

audience and promote learning and appreciation of literature in innovative ways. Research shows that using social media in education can enhance student engagement and expand their social boundaries, contributing to better learning outcomes (Ubaedillah et al., 2021; Ferstephanie & Pratiwi, 2021).

While the use of TikTok in education has been widely explored, there remains a clear research gap regarding its specific application in **Indonesian language and literature studies**. Most existing studies focus on English language teaching, particularly vocabulary and speaking skills. Thus, there is a need to examine how TikTok can be harnessed in the context of **Bahasa Indonesia** and local literary content, considering the linguistic and cultural richness of Indonesia.

To address this gap, this study is guided by the following research questions:

1. To what extent has TikTok been used in research related to Indonesian language and literature?
2. What themes, contributions, and challenges emerge from these studies?
3. How can TikTok be integrated effectively as a learning medium in this field?

TikTok, with its short and engaging video format, can be an effective tool for improving students' speaking skills and vocabulary. The platform also introduces students to the diversity of Indonesian language and culture (Pereira, 2023; Nauvalia & Setiawan, 2022; Tan et al., 2022). Features like video duets, challenges, and hashtags allow students to collaborate and share ideas creatively. In practice, TikTok bridges the gap between theory and practice by providing context-based learning that is relevant and engaging.

Despite its growing popularity, research on TikTok's use in Indonesian language and literature education remains limited. Existing studies emphasize its pedagogical potential mainly in English language contexts (Tan et al., 2022; Susanto, 2024; Gunawan, 2023). However, similar strategies could be adapted to Indonesian language learning to explore grammar, pronunciation, literary expression, and even regional languages. TikTok's algorithm also allows targeted dissemination of content, which could amplify exposure to local literature and oral traditions.

Additionally, TikTok can serve as a platform to introduce regional languages and cultures in Indonesia. Short video content about local traditions, folklore, and the use of regional languages can enrich students' learning experiences (Nauvalia & Setiawan, 2022; Fata, 2023). Through TikTok, educators can design interactive learning activities that support cultural diversity while also promoting students' digital literacy.

This study employs the Systematic Literature Review (SLR) method, supported by Scite AI, an AI-powered citation analysis tool that assists in identifying high-quality and contextually relevant literature. Scite AI's smart

citation system enables researchers to see whether an article has been supported or contrasted by others, allowing for a more rigorous and transparent synthesis of existing research. By using Scite AI, this study aims to provide an evidence-based overview of how TikTok is being used in the domain of language and literature research, specifically in the Indonesian context.

The theoretical framework of this study draws from technology integration theories in language learning, such as the Technological Pedagogical Content Knowledge (TPACK) framework and multimodal learning theory, which emphasizes the use of various media formats to enhance comprehension and expression. These frameworks support the idea that incorporating digital tools like TikTok can enrich language instruction and literary exploration.

Previous research indicates that TikTok in education can increase student motivation and enhance their language skills (Ferstephanie & Pratiwi, 2021; Mei & Aziz, 2022). Well-designed short videos can capture students' attention and motivate them to actively participate in learning. For instance, language challenges on TikTok can train students to speak confidently in front of the camera, which is an essential aspect of developing speaking skills.

However, challenges must be addressed, such as accessibility and the potential distractions posed by non-educational content on the platform (Pereira, 2023; Mujayanah, 2023). Teachers and researchers need to develop strategies to filter relevant content and ensure that TikTok's use aligns with educational objectives. Moreover, ethical guidelines must be established for using this platform, particularly concerning student privacy and content copyright.

Thus, it is crucial to further explore how TikTok can be effectively utilized in Indonesian language and literature research. This endeavor requires collaboration between educators, researchers, and app developers to create a supportive learning ecosystem. Further studies are needed to evaluate the long-term impact of TikTok on language learning, including how the platform shapes students' perceptions of Indonesian culture and literature.

Through this study, innovative strategies are expected to be developed to integrate TikTok into language and literature learning. By creatively utilizing TikTok's features, educators can create engaging and relevant learning experiences for students in the digital era. TikTok can transcend its role as a mere entertainment medium to become a powerful tool for developing language skills and broadening students' cultural perspectives.

In conclusion, TikTok holds great potential to support Indonesian language and literature learning in creative and interactive ways. However, its use requires careful planning and in-depth study to ensure that the platform truly provides educational benefits. With the right approach, TikTok can become an integral part of 21st-century learning innovations.

## Method

This study employs the Systematic Literature Review (SLR) method to investigate the use of TikTok in Indonesian language and literature research. The SLR approach was chosen to ensure a structured, transparent, and replicable process in identifying, evaluating, and synthesizing relevant scholarly literature. This method is particularly suitable for mapping research trends, contributions, and challenges in a relatively new area of study. The literature search was conducted using Scite AI (<https://scite.ai/>), a citation analysis platform that indexes peer-reviewed literature and provides smart citation insights, which indicate whether articles support, mention, or contrast each other.

The search was carried out in May 2025 and focused on articles published between 2019 and 2025. The search strings used included combinations of keywords such as “TikTok” and “Indonesian language,” “TikTok” and “Indonesian literature,” “TikTok in language education” and “Indonesia,” as well as “short video learning” and “Bahasa Indonesia.” The search was limited to peer-reviewed journals, conference proceedings, and book chapters indexed within the Scite AI database, which aggregates content from reputable academic publishers including Elsevier, Springer, and Taylor & Francis.

To ensure the relevance and quality of the reviewed studies, the researcher applied specific inclusion and exclusion criteria. The inclusion criteria consisted of studies published between January 2019 and May 2025, written in either English or Bahasa Indonesia, explicitly discussing TikTok as a pedagogical tool in language or literature education, related to Indonesian language or literary content, and employing a clear research methodology. Exclusion criteria included articles that focused solely on general social media use without specific reference to TikTok, non-empirical publications such as opinion pieces or editorials, studies outside the education or language domain, and any duplicate or inaccessible sources. From an initial total of 78 articles retrieved, 21 articles met the criteria and were selected for further analysis.

From each of the 21 selected articles, data were extracted systematically using a structured coding form. Information collected included the title and authors, year of publication, research focus (language, literature, or both), educational level targeted (e.g., secondary school or higher education), research method (qualitative, quantitative, or mixed-method), key findings, references to TikTok features (e.g., hashtags, duets, challenges), the impact of TikTok on student engagement and learning outcomes, and any challenges or limitations noted by the authors. The data extraction process was conducted by the lead researcher and verified by a second reviewer to ensure reliability. Inter-coder reliability was tested using a pilot sample of five randomly selected articles, yielding over 90% agreement across coding categories.

For the analysis, the study applied a thematic synthesis approach. After the initial coding, findings were grouped into broader categories, including pedagogical benefits (such as improvement in speaking skills and digital literacy), content themes (including literature appreciation and regional cultural promotion), TikTok's technological affordances (such as short-form storytelling and interactive collaboration), and barriers (such as distraction, access inequality, and ethical concerns). This analysis was framed within the TPACK (Technological Pedagogical Content Knowledge) framework and multimodal learning theory, both of which support the integration of technology and multimedia elements in effective teaching practices.

Scite AI played a crucial role in this research beyond being a literature search engine. Its smart citation functionality was used to trace how each selected article was cited in subsequent studies. Scite classifies citations as supporting, mentioning, or contrasting, which allowed the researcher to map scholarly conversations more precisely. This tool helped identify influential studies that received strong supporting citations, detect areas of scholarly debate, and visualize citation networks. The resulting citation maps offered a deeper understanding of how research on TikTok in language education has evolved, and where gaps remain, especially regarding the integration of TikTok in Indonesian language and literature education.

Overall, this methodological process provides a comprehensive and evidence-based foundation for evaluating the academic potential of TikTok in the context of Indonesian language and literature. Through a combination of rigorous selection, systematic analysis, and the use of AI-powered tools like Scite, this study offers new insights and directions for future research on digital media in education.

## **Result**

### **Study on the Impact of TikTok as a Medium for Indonesian Language and Literature Research**

This study investigates the impact of TikTok as a medium for Indonesian language and literature research, focusing on its effectiveness in enhancing language learning and literary appreciation among the younger generation. The research employed a Systematic Literature Review (SLR) method, reviewing 21 peer-reviewed studies published between 2019 and 2025. These studies were selected based on relevance to the topic, clarity of research methods, and focus on Indonesian language or literature. Methodologies used in the reviewed studies included qualitative (12), quantitative (6), and mixed-method approaches (3). The analysis was supported by Scite AI, which was used to map citation relationships and identify supporting, mentioning, and contrasting arguments across the literature.

## 1. TikTok as a Language Learning Medium

A central finding of the reviewed literature is TikTok's effectiveness in developing students' language skills. For instance, Davis et al. (2021) and Smith & Jones (2020) show that TikTok's short-form video structure promotes concise communication, which aids in improving speaking and writing skills. These videos foster informal learning environments that enhance learner engagement. In one study by Nurhadi & Lestari (2023), high school students who participated in TikTok-based language tasks demonstrated increased confidence in speaking Indonesian. Similarly, Santoso (2022) found that vocabulary acquisition improved among students who regularly engaged with Indonesian educational content on TikTok.

## 2. Literary Appreciation through TikTok

The second theme focuses on how TikTok contributes to the revitalization of literature among youth. Brown & Taylor (2022) and Wulandari (2023) emphasize the growing trend of TikTok users creating and sharing content related to literary works, such as poetry recitations, dramatizations of folktales, and book reviews. For example, Wulandari (2023) documents how a TikTok series adapting "Malin Kundang" into modern visual storytelling attracted over 100,000 views and sparked online discussions about moral values in literature. These findings suggest TikTok is instrumental in making literature more accessible and engaging to younger audiences.

Table 1. Summary of Reviewed Studies on TikTok in Indonesian Language and Literature Research

Aspect	Number of Studies	Key Findings	Example Studies
<b>Language Skill Development</b>	12	Improved speaking, vocabulary, and writing skills; TikTok fosters concise communication and learner engagement.	Davis et al. (2021), Smith & Jones (2020), Nurhadi & Lestari (2023), Santoso (2022)
<b>Literary Promotion and Engagement</b>	7	Increased youth interest in literature via creative adaptations, poetry, folktales, and book discussions.	Brown & Taylor (2022), Wulandari (2023)
<b>Challenges in Data Validity &amp; Accessibility</b>	8	Issues with content reliability, privacy	Johnson & Lee (2023), Prasetyo

		settings, and regional content restrictions.	(2024), Rahayu (2023)
Use of AI and Technology in Research	5	Scite AI helped map citation networks, identify trends, and validate arguments across studies.	

3. Challenges in Data Validity and Accessibility

Several studies highlight significant obstacles in using TikTok as a research medium. Johnson & Lee (2023) and Prasetyo (2024) note the difficulty in validating user-generated content due to its variable quality and lack of standardized formats. Accessibility issues, such as geo-restrictions and account privacy settings, were reported in 8 of the 21 studies, limiting the generalizability of findings. In particular, Rahayu (2023) encountered problems accessing culturally relevant videos from regional creators due to location-based content limitations. These challenges complicate data collection and analysis, necessitating adaptive research methods.

4. Role of AI in Enhancing Research Validity

Scite AI was employed to visualize and validate citation patterns within the literature. The platform’s features enabled researchers to distinguish between supportive, neutral, and opposing citations, which clarified the scholarly consensus on various subtopics. For instance, visual citation mapping showed a cluster of studies—such as Davis et al. (2021), Susanto (2024), and Mei & Aziz (2022)—that mutually reinforce findings about TikTok’s pedagogical benefits. Scite AI also identified citation gaps in the literature concerning TikTok's role in promoting regional languages, suggesting areas for future exploration. Visual outputs from Scite AI (see Figure 1 and Figure 2) further illustrated the interconnectivity among studies, highlighting key contributors and underexplored topics.

5. Summary of Findings

From the 21 studies analyzed:

- 1) **12 studies** focused on language skill development (speaking, vocabulary, writing).
- 2) **7 studies** addressed literary promotion and engagement.
- 3) **8 studies** raised concerns about data validity and access.
- 4) **5 studies** incorporated AI or technological tools in their methodology.

This SLR concludes that TikTok holds significant potential in supporting Indonesian language education and literary appreciation among youth. While there are valid concerns regarding content validity and data accessibility, the integration

of AI tools such as Scite AI strengthens research rigor and clarity. TikTok's dynamic environment provides a fertile ground for language learning and literature engagement, provided that methodological safeguards are in place. Future research should continue exploring these potentials, particularly in underrepresented areas like regional language content and longitudinal impacts of digital media in education.

## Discussion

### The Role of TikTok in Language Learning and Literary Appreciation: A Thematic Analysis

#### 1. TikTok as a Multimodal Language Learning Platform

The rise of TikTok as a digital learning tool has introduced new pedagogical opportunities, especially in language acquisition. Its short-form video format combines visual, auditory, and textual inputs—an integration consistent with **multimodal learning theory** (Moreno & Mayer, 2007), which posits that learners acquire and retain information more effectively when it is presented in multiple modalities. Research affirms that multimedia-rich content enhances learners' speaking, listening, and writing skills by increasing engagement and accessibility (Jimola, 2023; Tan et al., 2022; Susanto, 2024).

Moreover, TikTok's algorithm personalizes content based on user interaction, fostering individualized learning experiences. This personalization reflects constructivist learning theory, where learners build knowledge based on prior interests and experiences (Vygotsky, 1978). As Tan et al. (2022) and Fauziah (2023) demonstrate, this tailored delivery mechanism increases motivation and engagement.

#### 2. Creativity and Active Learning Through Content Creation

TikTok not only supports content consumption but also encourages learners to become creators. Producing videos—whether through caption writing, dialogue reenactment, or narrative improvisation—requires active language use. According to Asio et al. (2023) and Aisyiah (2023), this participatory culture cultivates a deeper, experiential engagement with the target language.

This aligns with experiential learning theory (Kolb, 1984), which emphasizes the importance of learning through doing. TikTok transforms passive learners into active participants, promoting experimentation and authentic use of language in informal, low-pressure contexts. Zhen et al. (2021) further highlight how this dynamic interaction fosters language fluency and user confidence.

#### 3. Promoting Literary Appreciation Among Youth

Beyond language learning, TikTok has emerged as a medium for promoting literary appreciation. Its capacity to simplify complex literary texts into short,



creative interpretations—such as poetry recitations, modern adaptations of folklore, or dramatized excerpts—makes literature more accessible to younger audiences (Susanto, 2024; Aisyiah, 2023; Batubara, 2023).

This phenomenon resonates with reader-response theory (Rosenblatt, 1978), which asserts that literature's meaning is constructed through readers' personal experiences. By engaging with literature on TikTok, users bring their own interpretations, often reshaping classical texts to reflect contemporary issues. Furthermore, Fauziah (2023) and Sururin et al. (2021) argue that TikTok democratizes literary access, reaching marginalized groups that traditional educational settings might overlook.

#### **4. Research and Methodological Challenges**

Despite its educational potential, TikTok presents unique challenges as a research tool. First, the platform is saturated with user-generated content of uneven quality, making it difficult to assess the academic validity of individual videos (Batubara, 2023; Haerazi et al., 2020; Ika, 2024). Second, privacy settings and regional restrictions hinder the comprehensiveness of data collection (Çalışkan, 2019; Poramathikul et al., 2020).

This study attempted to mitigate these issues by employing AI tools, such as Scite AI, to identify reliable academic sources, filter irrelevant content, and detect citation patterns (Lailiyah & Setiyaningsih, 2020; Aisyiah, 2023). However, methodological limitations remain. The use of algorithmic tools may introduce bias in data selection, and reliance on published sources may neglect grassroots content with educational value. These constraints suggest the need for more nuanced, mixed-methods approaches in future research.

#### **5. Practical Implications for Educators and Researchers**

Educators can harness TikTok's format to design engaging language exercises, such as having students create vocabulary skits, recite poems, or summarize short stories in video form. Integrating TikTok assignments into curricula supports 21st-century skill development, particularly creativity, digital literacy, and self-expression.

For researchers, TikTok offers a real-time archive of language practices, digital discourse, and cultural narratives. Scholars interested in media linguistics, sociolinguistics, or digital literature can analyze TikTok as a corpus for observing how language evolves in informal, youth-driven digital spaces.

## 6. Future Research Directions

To deepen understanding, future studies should explore:

- 1) Comparative analyses between TikTok and other platforms (e.g., YouTube Shorts, Instagram Reels) in language education.
- 2) Longitudinal studies on how TikTok content influences language proficiency over time.
- 3) Ethnographic research on user communities that produce educational or literary content.
- 4) Theoretical extensions that link TikTok practices to critical digital pedagogy **and** participatory culture theory (Jenkins, 2009).

Further, research can examine how TikTok is used in non-Western or rural educational contexts, addressing gaps in global digital learning equity.

## Conclusion

TikTok has transformed language learning and literary engagement by providing a multimodal, interactive, and democratized learning environment. Grounded in established educational theories, it promotes creativity, fosters personalized learning, and breaks down barriers to literary access. However, challenges in research validity and content reliability remain. Integrating AI tools offers promising solutions, though future work must account for potential biases. As TikTok and similar platforms evolve, educators and scholars must continue examining their impact to unlock new possibilities in digital pedagogy and media literacy.

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