

ABSTRAK

Salsabila Marista Septina Fauziah.221371509.Hubungan Intensitas Penggunaan TikTok Dengan Sikap *Iffah* Mahasiswi Berasrama Sekolah Tinggi Ilmu Tarbiyah Madani Yogyakarta Tahun Akademik 2025/2026

Perkembangan media sosial, khususnya TikTok, telah menjadi bagian dari kehidupan mahasiswi dan berpotensi memengaruhi sikap, perilaku, serta nilai moral penggunaannya. Salah satu nilai moral yang penting dijaga oleh mahasiswi muslimah adalah sikap *iffah*, yaitu kemampuan menjaga kehormatan diri, kesopanan, serta adab dalam berperilaku di ruang nyata maupun digital. Tingginya penggunaan TikTok di kalangan mahasiswi berasrama Sekolah Tinggi Ilmu Tarbiyah Madani (STITMA) Yogyakarta mendorong dilakukannya penelitian ini.

Penelitian ini bertujuan untuk mengetahui ada tidaknya hubungan antara intensitas penggunaan TikTok dengan sikap *iffah* mahasiswi berasrama STITMA Yogyakarta Tahun Akademik 2025/2026 serta mengetahui tingkat hubungan tersebut. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian korelasional. Populasi penelitian berjumlah 223 mahasiswi berasrama, dengan sampel 135 responden dari semester II, IV, dan VI yang diambil menggunakan teknik *Stratified Random Sampling*. Instrumen penelitian berupa angket skala likert telah diuji validitas dan reliabilitasnya. Teknik analisis data meliputi uji validitas, uji reliabilitas, uji normalitas, uji linearitas, dan uji korelasi *Pearson Product Moment*.

Hasil penelitian menunjukkan nilai *Pearson Correlation* sebesar $r = 0,076$ dengan nilai signifikansi (*Sig. 2-tailed*) sebesar $0,380 > 0,05$ sehingga H_0 diterima dan H_a ditolak. Hal ini menunjukkan bahwa tidak terdapat hubungan yang signifikan antara intensitas penggunaan TikTok dengan sikap *iffah* mahasiswi berasrama STITMA Yogyakarta, dengan tingkat hubungan berada pada kategori sangat lemah. Keterbatasan penelitian ini terletak pada subjek yang hanya mencakup mahasiswi berasrama STITMA Yogyakarta, fokus pada platform TikTok, serta data yang bergantung pada persepsi responden melalui angket.

Kata Kunci: Media Sosial, Sikap *Iffah*, Mahasiswi Berasrama

ABSTRACT

Salsabila Marista Septina Fauziyah.221371509.The Correlation between the Intensity of TikTok Usage and the Iffah Attitude of Female Dormitory Students at Sekolah Tinggi Ilmu Tarbiyah Madani Yogyakarta in the Academic Year 2025/2026

The development of social media, especially TikTok, has become part of female students' daily lives and has the potential to influence users' attitudes, behaviors, and moral values. One of the important moral values that should be maintained by Muslim female students is the attitude of iffah, namely the ability to preserve self-honor, modesty, and proper manners in behaving both in real life and digital spaces. The high level of TikTok usage among female dormitory students at STITMA Yogyakarta encouraged this research to be conducted.

This study aims to determine whether there is a correlation between the intensity of TikTok usage and the iffah attitude of female dormitory students at STITMA Yogyakarta in the Academic Year 2025/2026, as well as to identify the strength of the correlation. This research employed a quantitative approach with a correlational research design. The population of this study consisted of 223 female dormitory students, with a sample of 135 respondents from the second, fourth, and sixth semesters selected through the Stratified Random Sampling technique. The research instrument was a Likert scale questionnaire which had been tested for validity and reliability. The data analysis techniques included validity test, reliability test, normality test, linearity test, and Pearson Product Moment correlation test.

The results showed that the Pearson Correlation value was $r = 0.076$ with a significance value (Sig. 2-tailed) of $0.380 > 0.05$, indicating that H_0 was accepted and H_a was rejected. This means that there is no significant correlation between the intensity of TikTok usage and the iffah attitude of female dormitory students at STITMA Yogyakarta, with the level of correlation categorized as very weak. The limitations of this study lie in the subject being limited only to female dormitory students at STITMA Yogyakarta, the focus solely on the TikTok platform, and the data relying on respondents' perceptions through questionnaires.

Keywords: *Social Media, Iffah Attitude, Students Dormitory*