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THE DEVELOPMENT OF SOCIAL MEDIA AMONG TEENAGERS WHICH POTENTIALLY VIOLATES THE LAW

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Abstract: Social media platform very a lot, writer interested research about TikTok as a platform that is quite trending with utilise take niche market, namely duration videos short, and Indonesia is ranked as the second most TikTok user in the world. Social media is quite influential in the social development of society, but the rules on each platform are often still normative and not applied regularly, such as the features for reporting violations of community rules. The positive side of social media is that it triggers people's creativity (especially teenagers), but it cannot be denied that there are also negative sides, ranging from consumerism to ethical degradation and can even develop into criminal acts, even though there are many positive legal instruments that regulate it, one of which is the information law and electronic transactions, and juvenile criminal justice system laws. In closing, the author believes that the government's role is not limited to creating regulations, but must actively monitor the development of social media in collaboration with electronic organizers so that the negative impact on the younger generation can be controlled.

Keywords: Law, Social Media, Platform, Teenagers, Social.

INTRODUCTION

Technology is created in essence to help / make things easier humans, then technology is developed to be more effective and efficient to meet expected needs, meanwhile old technology will be abandoned (Aida Dewi, et.al., 2023). Tiktok is a popular social media platform originating from China which was founded by Zhang Yiming who is also the founder of a technology-based company, namely ByteDance, in early September 2016; further explanation *ByteDance* is TikTok's parent company, currently around 60% of the company's shares are owned by global investors, for example: Carlyle, General Atlantic, and Susquehanna Int.I Group. The other 20% belongs to ByteDance employees spread across the world, including thousands in Southeast Asia, Australia, New Zealand, South Korea and Japan, while the company's founders only own 20% of the shares (TikTok, 2024). This platform is interesting because it is short, around 15 seconds, while other platforms are relatively long, and of course require long content.

Tiktok became one of the applications that was quite viral in Indonesia in 2018. Until October 2023, Indonesia was ranked 2nd as the most *Tiktok users* in the world, namely around 106.51 million Tiktok accounts and the largest number of users were those aged 18-24 years. which will reach 34.9% of total users in 2022 (Databooks.katadata.co.id, 2024). Based on this data, *Tiktok* is a platform that is quite popular among Indonesian people, especially among late teenagers.

In the current era of digitalization, it certainly has a big influence on teenagers' lives, because psychologically, teenagers develop a great sense of curiosity about everything. The use of *TikTok* is very easy to use and free to access and provides benefits, but on the other hand it can also have a negative impact if you don't use it wisely, even now there are still many teenagers who are still susceptible to being negatively impacted by the use of social media. This platform can of course

be used to spread positive things, but in Indonesia there seems to be a tendency for entertainment (funny things). The reality is that people (teenagers) who have minimal knowledge regarding laws and regulations result in them falling into the role of perpetrators or victims of social media. As an account owner or consumer of the TikTok platform, you also have the right to be protected from negative influences and have your privacy protected. Therefore, it is important for legal protection for teenagers to protect them from dangerous (harmful) content on social media.

METHODS OF RESEARCH

This research is normative research, which is research using secondary data, namely from library materials which include primary and secondary legal materials (Satrio Ageng Rihardi, Arnanda Yusliwidaka, 2022). This research method examines norms, legal rules, applicable laws and regulations from an applied perspective (Alifah Herawati, et.al, 2023). The social media used for normative studies is TikTok as social media which is quite trending nowadays, studied with the norms of business and criminal law.

MAIN PROBLEM

How is the development of social media among teenagers which has the potential to violate legal protection laws, and the urgency of the government's role.

RESEARCH RESULTS AND DISCUSSION

the TikTok Social Media Platform on Teenagers

Adolescence is divided into three, namely early adolescence 10-13 years, middle adolescence 13-17 years, and late adolescence 17-21 years. (Desmita R, 2009). Adolescence is also called a transition period from the previous period, namely childhood. These changes are drastic or continuous from the previous

period. Adolescence is a transition from one stage of development to the next and it must be experienced by everyone. Experiences that occur during childhood will influence development from adolescence to adulthood. When children enter adolescence, they must leave behind the things associated with childhood and adapt to new behaviors and attitudes according to their stage of development.

In the current era of digitalization, almost all teenagers have smartphones with the aim of following trends, in fact it has become a necessity in life to have a smartphone. One of the characteristics of a teenager is that they don't want to miss out on information and don't want to be isolated from the environment because they don't have a smartphone. Every smartphone must have an active e-mail address that is used to synchronize data to make it easier to use applications on the smartphone . The use of this technology must at least be used wisely and according to needs, otherwise it can have a negative impact, for example juvenile crime, in other words, is a criminal act, namely an unlawful act committed by someone against another person, resulting in losses suffered by them. Criminal acts can be committed by anyone regardless of age, from children, teenagers, to adults.

Social media is a means to socialize or interact with each other and is done online which allows people to interact with each other without being limited by space and time. Social media can also be private, for example a person's *TikTok account* can be interpreted as a description of that person's character in cyberspace which contains information about him, such as name, profile photo and identity and other privacy issues. Nowadays, social media has also become a place for people to express their feelings and express their emotions. Therefore, social media accounts can only be

accessed using passwords that only the account owner knows.

Social interaction is an important thing and plays a full role in life. As a social creature, a person cannot be separated from other people to communicate with each other with the aim of fulfilling their personal desires or needs. Communication can be done directly. namely face to face, which has now developed into indirect or what is called online via the internet network through certain platform intermediaries as a means of long distance communication in the form of voice, video or text. One of them is the use of the Tiktok platform among teenagers today, even though there are so many social media platforms that are tools for interpersonal and community communication, in fact the use of Tiktok is currently a very popular platform for teenagers to interact with each other easily. What is interesting, the author wrote, is the nature of teenagers who tend to be aggressive and this intersects with the nature of social media which tends to be aggressive (because there is no direct face-to-face contact).

Tiktok phenomenon amona teenagers is not something new to study, but the increasing number of interesting features on Tiktok accounts makes teenagers increasingly addicted to using this *platform*. The high intensity of *TikTok* use requires supervision, especially from parents. Pratiwi revealed the importance of parental supervision among teenagers. because currently parental supervision is still at a preventive level without studying in more depth the content of social media. (Pratiwi MR, Mukaromah, Herdiningsih W., 2018)

Tiktok social media platform is currently popular among the younger generation of teenagers. Tiktok was founded in China in 2012 and is currently one of the favorite social media platforms throughout the world because this platform makes it easy to access information and interesting features.

Tiktok account users can also share content with free themes through short videos as a form of user expression. Before being widely known by the world community, *Tiktok* was previously known as Douyin in its home country, where users only used this application to share short videos with a duration of 15 seconds to all other users.

The various features offered by *Tiktok* for teenagers include: (Tiktok.com, 2024)

a. Beautify Filters

beautify feature can make users' faces look much prettier or more handsome. This feature can make users who want to appear more confident in every video they make. This feature can adjust the color of the eyes, lips, face shape, and make the skin look smooth.

Sticker Filters and Video Effects h. Tiktok provides at least five effects that users can try, including visual effects, sticker effects, transition effects, split effects and also time. In the sticker effects, users can find various options such as hot, classic. selfie. hair, funny, interactive, heart, vlog, animal and glasses. This filer aims to make the videos you create seem more creative.

c. Voice Changer Filters

Users can change their voice in the videos they create by using the *Voice Changer feature*. With a variety of different sound options, users can add excitement and creativity to their videos easily, that is, users only need to record or choose from the *smartphone gallery* then select a voice effect.

d. Live Features

Not all users have permission to start videos directly on the *Tiktok platform*, because those who can do live on Tiktok only apply to users who have a minimum of 1000 *followers*. This feature can be a means to sell or offer any goods and attract account users to shop.

e. Bulk Delete Comments and Block Users feature

Tiktok also provides features that can enable creators to more easily minimize bullying However, not all parties support this feature. This is because many users assume that using this feature allows creators to change their persona, so that the content they upload appears to be well received. Users can use this feature by long-pressing a comment or tapping the pencil icon in the top left corner to open the options, then the creator can select 100 comments or certain accounts one by one to delete or block, then delete comments or block them. account could be easier.

f. Auto Captions Filter

For users who have difficulty hearing, this feature is provided to make it easier for everyone so they can easily access or enjoy the videos they make. This feature allows *TikTok* content creators to include *subtitles* generated automatically by the *platform*; This is very easy to use, users click on the *caption feature* on the *editing page* before uploading a video, then the words spoken by the creator in the content will be transcribed

automatically. After that, you can view and edit *the subtitles* that have been created so that the text is as desired.

g. Filters on Videos

Tiktok users can use the filter features on videos. Users can add filters to videos to change and adjust color *tones* and hues according to the object of your video.

h. Music Features

Tiktok is a music video platform, where one of the main features on Tiktok is the music addition feature. Users can add various types of music to suit the video content they want to create. Tiktok account users also don't need to worry about using the music freely, because all the music that is available in the application has received permission from the owner, so it will not be subject to copyright.

' *TikTok* can influence thought patterns and behavior. *Tiktok* displays various videos with interesting music accompanied by sentences that invite curiosity and entertain its users. Apart from that, *Tiktok* provides various types of videos, ranging from funny ones, the latest news, to some content that sometimes violates legal norms or human values.

Based on the explanation of *the Tiktok platform* above, it can be concluded that several positive and negative impacts *of Tiktok* on teenagers include:

a. *TikTok* can express their creativity through short videos.

TikTok users, especially teenagers, can create unique and interesting content ranging from dancing, singing, acting, or showing other talents freely with

the aim of providing opportunities for teenagers to hone and explore their talents. There are features for liking, commenting and sharing videos, and they feel appreciated for continuing to express themselves, come up with creative ideas and create interesting content. Apart from that, additional features in the form of gifts are given by the audience when users are live on TikTok by showing their talents, aivina teenagers additional income. The more gifts you give, the more rupiah income you get.

b. Building a TikTok Community

Apart from making creative videos. through TikTok teenagers can interact with other people with the same interests and talents. This interaction creates a community for them communicates online and through the comments feature. Online community culture actually makes teenagers feel welcome in establishing social relationships and supporting each other in developing their talents.

c. Tiktok Source of Inspiration

Through *TikTok* they can find free information according to their wishes, for example political news, lifestyle, music, *fashion*, education, finance, physical and mental health, *science*, and much more information, both past and newest. This can inspire them to gain new insights and come up with new ideas and create them.

d. *TikTok* is Beneficial for Mental Health

Tiktok can be a source of mental health for teenagers. because psychological conditions during adolescence are very fluctuating or turbulent, so if they are accepted and appreciated when socializing online they feel happy. Most teenagers who use the Tiktok application aim to eliminate boredom from their social environment in the real world, so they try to entertain themselves by interacting in cyberspace.

The negative impacts for teenagers in using *TikTok* include:

a. Mental Health Effects

TikTok's excessive use of negative and unrealistic information (hoaxes) has a negative effect on teenagers' mental health. They can compare their physique with others and feel depressed if their physique is far from perfect. Apart from that, the lack of followers, likes, comments, even gifts they get, they feel underappreciated and not recognized for the talents they are exploring. The impact is that they will close themselves off more from the social world, both real and virtual. They don't care about their surroundings. because they spend most of their time playing with smartphones or gadgets. This can result in being less empathetic in the real world. Another thing is that there are no rules for spelling and grammar on social networking platforms, making it even more difficult to differentiate between communicating social on

networks and in the real world. (Desti Arini, 2020). Of course we understand that this causes a degradation of manners and so on.

b. Impact of Social Change

Teenagers spend more time on social media, especially social media Tiktok . They can spend hours a day watching videos. This has an impact on social change in teenagers due to addiction to TikTok video content and the like . Many Indonesian imitate teenagers Western styles, both in terms of language and clothing, and dance with inappropriate movements just to follow a trend and gain social recognition. This has an impact on reducing cultural values among Indonesian teenagers.

Currently, many teenagers they prefer admit that communicate via social media, especially Tiktok This because social media is more efficient and does not require face-to-face contact. These new habits indirectly change their communication and social interaction styles. Apart from that, changes in language styles have also changed, although Indonesian is still used every day, the use of foreign languages on social media cannot be avoided. According to teenagers, using English makes them look cool. Social media also creates unique languages, such as Alay with expressions such as civuz which means serious, bingitz which means really, and so on.

c. Excessive Consumptive Encouragement

Consumptive according to O'Guinn and Faber as a chronic habit buying things repeatedly and excessively. This is characterized by a feeling of excitement/excitement,

encouragement or excessive (uncontrolled) behavior in shopping, which then leads to detrimental consequences. Research in the social media domain shows that compulsive buying is significantly influenced by intense platform use (Alfonso Pellegrino, et.al. 2022).

Tiktok also provides a lot of "toxic" content which is of great interest to teenagers. "Poison" is content content where influencers Tiktok recommends goods that it thinks are good and cheap so that it attracts the attention of teenagers and they are easily tempted by these products, then this urge turns into consumptive behavior and becomes a habit of buying goods online even though the goods are just to satisfy pleasure, not based on because of the needs of the remasa itself. Additionally, there is an affiliate program where users can use this feature to market various products through content. Features that make it easier for teenagers to shop online include virtual payments and various types of shipping expeditions.

Tiktok social media is able to provide facilities and ease in accessing the platform with the aim of opening insight and expanding relationships or the social

world online. This certainly makes teenagers interested in having registering for a *Tiktok account*, because they can make friends with anyone from various places without having to meet them in person, through their Tiktok account. This phenomenon also deserves attention, because many cyber crimes occur among teenagers. For example, there is a murder case which results in teenagers becoming victims of the case. Apart from that, there are cases of kidnapping. sexual harassment. defamation and other crimes due to getting to know people through social media (Hermawan, 2024). This often happens because teenagers use TikTok without any personal privacy restrictions, so they become targets that are very easily accessible to cybercriminals based on certain motives.

2. Legal Protection for the Use of Social Media *Platforms Tiktok* for Teenagers

Social media is often misused to upload/distribute content that violates ethics, so that in the end it has the potential to violate the law, while those are vulnerable to becomina perpetrators are teenage social media users. Adolescents 'aggressive behavior that results in crimes when using social media will be subject to criminal sanctions. On the TikTok platform, for example, someone can commit a criminal act because they are influenced provoked by the video content, causing disputes that lead to fights, abuse, and even murder. However, it is not certain that the video is true or is still a hoax. This very easily affects emotions among teenagers who are still relatively unstable.

According to the law, if the perpetrator is a minor or teenager, he can be subject to a crime, but the provision of criminal sanctions is not the same as the others, because the perpetrator of a juvenile crime is still a minor, so what applies is the Children's Law in the Criminal Code. Teenagers are a qualification for children,

so criminal acts are considered *juvenile delinquency*, so they are regulated using Law no. 11 of 2012 concerning the Juvenile Criminal Justice System; Article 20 of the SPPA Law states: (Moeljatno, 2009).

"In the event that a criminal act is committed by a child before the age of 18 and is submitted to a court hearing after the child in question has passed the age limit of 18 years, but has not yet reached the age of 21 years, the child is still submitted to a iuvenile court."

The importance of teenagers understanding the rules for using social media. When social media is used for negative things, it will become bad and even cause problems that result in harm to other people. This often happens to teenagers who are involved in bullying cases on Tiktok social media. If this continues to be ignored, it will become a bad habit and deviant behavior for teenagers and the dangers posed by social media are very high. Therefore, every platform is required to have a filter so that using social media directly does not change the user's behavior into negative behavior, even to the point of committing a criminal act.

Most teenagers are only obsessed with increasing *followers*, *likes*, *comments* and gifts from their audience, where the more these features increase, the more monetization of their accounts increase. As a result, the content they present has minimal explanation or minimal context, so that the audience can interpret the content as free. This is because they do not understand the negative impact of the content. Please be aware that the content can also trigger criminal actions or thoughts, even though it is not clear in its presentation. Each viewer's thoughts are of course different, which will different give rise to interpretations.

TikTok has content recommendation system rules that users can choose from to protect privacy. Apart from that, there is

a Report feature which functions for users to report if there is content that violates the community guidelines or TikTok rules, then the amount of prohibited content will not appear on the For Your Page (FYP) page. The Tiktok guide in question is: (Tiktok.com, 2024)

- Removing content that violates regulations from the *TikTok* platform.
- Implement age restrictions for adult content so that it can only be viewed by adults (18 years and over).
- c. Maintain appropriate standards for For You content to help ensure that the content promoted by our recommendation system is appropriate for a general audience.
- d. Empowering our community by providing information, support and resources.

Apart from the content recommendation system rules, *Tiktok* also has special rules or policies for teenagers when using the platform. Policy the among others:

a. Commitment Policy *TikTok* in Indonesia

TikTok own commitment full For confirm the platform can give safe and positive experience _ for user aged account _ under 18 years old or in matter This TikTok call it teenager or generation young. Regulation the confirm that user account TikTok must 14 years old to above , if 14 years old down , then TikTok No give access or No allow For can own account .

As for the rules limitation other age based law local in certain regions, for example in the United States there is experience *TikTok* special for user under 13 years of age and provides experience more limited designed _ with protection safety additions and Policies Privacy special. Therefore _ That

if party *TikTok* find user below _ minimum age at the time register *TikTok* , then party *TikTok* will block account the . On the other hand there are exception if owner account feel blocking his account is error party *TikTok* , then user account the can appeal _ to in accordance applicable provision .

b. Teenage Account Use Security Policy

In Indonesia, internet use and social media activity is very high, because Indonesia is the most populous country in Asia. Indonesia Warna takes advantage of social media opportunities, especially Tik-Tok popular which is among Generation Z, where each age range shows special needs and desires that are satisfied through the use of Tik-Tok (Eryc, 2022).

Every member of the Tiktok community is allowed to report users who are believed to be under the minimum age, whether the account is registered within *Tiktok* or online. Teenage safety is *Tiktok's* priority, this has an appeal that Tiktok does not allow content that could pose risk а exploitation or harm to the development the of young well as their generation, as psychological and physical condition, such as video content that contains sexual abuse of children, abuse of teenagers, bullying, dangerous activities and challenges, exposure to explicit adult themes, and consumption of alcohol, tobacco. drugs substances regulated by law.

Tiktok is aware that if there is exploitation of teenagers on this platform, Tiktok will block that account and other accounts belonging to that party. This is done to provide developmentally

appropriate experiences for young people and help ensure a safe space for self-exploration.

In reality, the TikTok community guide as a social media policy still has many Therefore, it is weaknesses. important to have legal protection for teenagers as consumers of **Tiktok** platform content with the aim minimizing teenagers accessing content that has negative elements that can cause provocation. emotions. bullying, deviant pornography, behavior inappropriate opinions. according societal norms. Apart from that, it also helps teenagers enjoy TikTok video content that suits their needs and interests

The results of research conducted by Mochammad Ferdion Firdaus, Rumainur, Arrisman, Fitra Deni, stated that there is an urgency for legal protection for Generation Z who are currently teenagers as consumers of *Tiktok content*, including: (Mochammad Ferdion Firdaus, 2023).

- a. Tiktok has a system that can still be considered vulnerable in especially filtering content. among teenagers. The *TikTok* system is different from other social media because it uses Artificial Intelligence technology which is able to make a user's content go viral. (Firamadhina FIR, Krisnani H, 2020). This is because of these settings, the information presented on the user's screen (For Your Page/ FYP) is very random and does not even match needs. In addition, the use of hashtags as a form of tagging created by users that allows cross-referencing of content that shares a subject or theme cannot be filtered and many hashtags with offensive elements can be freely accessed by users.
- b. *Tiktok* has rules that still open up opportunities for teenage account users to access negative

content. TikTok has special rules for users under 16 years of age. such as limiting the direct message feature. limiting sharing downloading videos. and enforcing private accounts and automatic limitina comment columns for users aged 14-15 as well as limiting vears. information notifications after 21.00. This rule is only applied if the registration date of birth is filled in honestly by the user, but this rule can still easily be filled in by dishonest personal data being filled in. This shows that the importance of self-control among users is due to the democracy feature by Tiktok.

- c. The TikTok platform is currently not teenager friendly. As a result of the rules from Tiktok which are not yet completely firm, this social media platform is still not really friendly to teenagers, let alone children.
- Tiktok does not vet have content complaint adequate services for teenagers. Notification of the results of follow-up reports is often not conveyed back to users, so that most teenagers don't care or are only limited to making reports and they don't get to the stage of knowing the final decision from the report they made.
- TikTok designs e. responsive consumer protection policies. This relies on the activeness of platform users to report content that does not comply with the quidelines. This means that account users do not feel disadvantaged by the content, so users will not report it even if it violates community guidelines. In Tiktok removed 2021. 61.9 million video content that violated regulations. However, this number is less than 1% of the

total videos uploaded. There is still great potential for negative content to threaten teenagers.

Not all of the *Tiktok platform rules* are weak, but at least these rules must be immediately refined, so that account users, especially teenagers, feel safe and comfortable in using *Tiktok*, and in accordance with societal norms. This can also minimize the number of deviant behaviors carried out by teenagers today.

There are regulations in Article 29 Paragraph 3 of Law No.11 of 2008 in conjunction with Law no. 1 of 2024 concerning Information and Electronic Transactions that every individual is prohibited from intentionally and without right distributing and/or transmitting and/or making accessible Electronic Information and/or Electronic Documents which contain insulting and/or defamatory content. With these regulations, the aim of using social media is also to fully fulfill human rights. The TikTok platform can at least take several steps to reduce human rights violations. for example by developing and enforcing community guidelines that can outline what is meant by speech that encourages provocation, hatred, harassment in the form of video content. Fulfillment of human rights can be carried out with legal protection. Insults or defamation also develop along with the acceleration of technological developments, especially in the field of social media, for example: a person falls into a river when showing a funny incident, then uploading it on social media is considered positive (funny), on the other hand, it can also be that person. feel his reputation has been defamed. In fact, the meaning of "insult" varies greatly depending on the trends of the times, popular opinion, the prevailing moral and social climate, and the many perspectives that shape society. (Asmak UI Hosnah, et.al., 2023).

Sociology of law studies human behavior and society very closely so that law is useful for society (Hartanto, 2023). Sociology of Law can be used to study that social interactions are influenced by social media, and giving rise to new forms of legal acts, specifically in the Law on Information and Electronic Transactions. Information and communication technology is increasingly developing, making the world borderless, resulting in social dynamics in society. There is a new form of legal action in the ITE Law, namely distributing and/or transmitting and/or making accessible electronic information and/or electronic documents that violate decency and contain the content of gambling, insulting, defaming, or leading to pornography. There are also new legal acts in the ITE Law, namely content that is funny and violates ethics, but some of it does not violate the law and some of it is breaking interpreted as the law. Therefore, someone will be punished if they are proven to have sent electronic information and/or electronic documents that violate the law (Rizana, et.al, 2021). So far, broadcasting via social media has been more subject to regulations in the Information and Electronic Transactions (ITE) Law for systematic lex specialis reasons alone (Handayani A, Putra YA, 2021).

The results of research conducted by Handayani and Putra stated that until now there has been no legal product that regulates legal protection mechanisms for children and teenagers from dangerous content on electronic media. For social media users, whether they have an account or are viewers of content through other people's accounts, they are users of social media platforms, so children and teenagers are also consumers and need their rights protected (Febrian E, 2020).

CONCLUSION

Social media platforms in general, and in this research taking the example of Tiktok, have prioritized teenagers in developing creativity through uploaded short video content and providing convenience in using *the platform*. There are several steps taken by *TikTok* to protect its users. Features are available, including

limiting access to certain product features; create content levels that sort content by theme; limit with privacy settings; regulates that content created by users under 16 years of age does not qualify for the For Your Page (FYP) category. TikTok provides various features that accommodate the role of the community in reporting inappropriate content/violating community rules, but on the other hand, the community (users), who are teenagers, do not all understand the benefits of using these features. The role of the state needs to be increased to sort/filter various content on social media: Legal inappropriate protection against broadcasts is urgent because teenagers are naturally aggressive, so ethical education needs to be improved so that it does not develop into wrong actions or breaking the law.

Organizers of electronic services on social media platforms should have awareness and understanding that they must always control uploaded content and its impacts, bearing in mind that social problems and legal protection are shared obligations, not limited to profit orientation. Government as holder power perhaps can use the apparatus in educate organizer service electronic nor society, because behavior community and protection law be very dynamic with culture new dependence on internet technology and its development

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