
Generation Z Media Literacy Awareness of the Rainbow Symbol on Tik-tok as an LGBT Campaign

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Abstract

This research aims to find out in depth how Generation Z media literacy awareness of the LGBT campaign in the use of rainbow symbols in tiktok media.. The type of research used is qualitative, with data collection techniques of observation, interviews, and documentation. Data analysis used by researchers is using the method from Miles and Huberman, which includes the process of data reduction, data presentation, and drawing conclusions. The results of research on rainbow symbols in some content on Tik-tok are a campaign for LGBT actors in the world, including Indonesia. Although there are two possible uses of the rainbow symbol as something related to aesthetic elements. The results of the analysis of Z generation's media literacy awareness of LGBT campaigns in using the rainbow symbol on Tik-tok (Study on Islamic Communication and Broadcasting Students of UIN K.H. Abdurrahman Wahid Pekalongan) are still not met, namely there are four New Media Literacy frameworks, namely the consumption function includes consuming skills and understanding, critical consumption includes analysis, synthesis, and evaluation, participation functions include prosuming skills and distribution, as well as critical participation.

Keywords: *Media Literacy Awareness, Generation Z, LGBT Campaign, Rainbow Symbol, Tik-tok.*

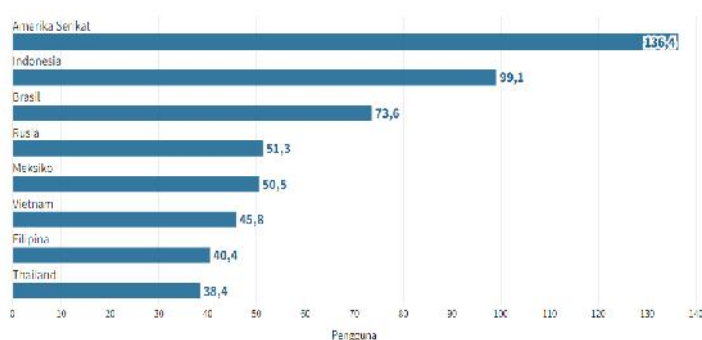
INTRODUCTION

The International Telecommunication Union (ITU) report stated that half the world's population or 3.9 billion internet users in 2018. In 2019, Indonesia itself had a total of 266.91 million people and the results of a survey conducted by the Indonesian Internet Service Providers Association (APJII) stated that In 2019 - 2020, it was found that more than 196.71 million people in Indonesia had accessed the Internet, including the use of social media, or approximately 73.7% (Afifah & Gunawan, 2022). Social media means online media whose users can easily share, participate and even create content for blogs, wikis, forums, social networks and other virtual worlds (Nynda Fatmawati Octarina, Sudiawati Sudiawati, 2022).

Tik-tok is one of the social media that has recently succeeded in creating a new color in the realm of communication, especially in the field of information and

entertainment. This can be seen in the type of display and features it contains. Such as features for making 15 second or 60 second videos, switching videos from one video round to the next video round, adding music, filters, stickers and so on. The total number of Tik-tok users is the second largest country using Tik-tok after the United States, where Indonesia has an average time on Tik-tok of 23.1 hours per month (*Pengguna Tiktok Indonesia Terbesar Kedua di Dunia*, n.d.). Apart from that, compared to Tik-tok, it took around six years for Instagram to reach the active users that Tik-tok has in less than three years globally and it took around four years for Facebook to get the number of Tik-tok users (Guo, 2022).

Picture 1.1 Graph of the Largest Tik-tok Active Users in the (April 2022)



Source: dataindonesia.id

The results of the previous data are proof that people in Indonesia have made Tik-tok one of their daily activities. The emergence of Tik-tok in Indonesia cannot be separated from its pros and cons and positive and negative impacts. It was proven that in 2018, Tik-Tok was blocked for one week by Kominfo because of negative content. The positive impact is that users can increase their users' creativity. The negative impact also goes hand in hand, unconsciously using Tik-tok, especially in Indonesia, is a lot of content or videos that are unnatural or can be said to be inconsistent with culture and even law in Indonesia (Feny Aprilia, 2018).

The reason is that in recent periods there has been a proliferation of Tik-tok videos and various campaigns from certain individuals and groups using symbols in the Tik-tok feature. Susa Susanne K. Langer said that one of the basic human needs is the need for symbolization or the need to use symbols (Wiryanto, 2004). FYP (For You Page) is a video recommendation on the homepage that is currently popular on Tik-tok. Apart from unnatural or swaying videos that are not in accordance with decency norms, LGBT or Lesbian, gay, bisexual and transgender campaigns are also one of the videos that often appear on FYP with rainbow emoticon symbols both in the video content and in the caption or account name. Its presence deliberately has meaning as well as a medium of interaction and confirmation of its existence, namely a person or several people showing an identity that tends to have a different sexual orientation.(Romadlon et al., 2022)

This phenomenon can be seen from several posts by one of the Tik-tok content creator accounts from Indonesia, Ragil Mahardika, who lives in Germany with her husband, providing several stories of her life with her husband. Apart from that, the appearance of LGBT campaign accounts showing the rainbow symbol can also be found, such as the @LGBTQ account with a number of followers of up to 1M and likes of up to 1.3M. Some of the content on fyp is like content about a snippet of a film episode on Netflix but campaigns for a rainbow flag or is pro-LGBT. Switching from a pro account, there is a female Muslim content creator in Indonesia, namely Gita Savitri, in one of her posts with the caption *“I stand in solidarity with my fellow women, trans women, non binary folks, LGBTQ fellans, people of colors, people with disabilities, across the nation. You are my inspiration to keep learning and fighting the good fight.”*

Some Indonesian people are pro with their emergence under the pretext of their human rights, where they are not discriminated against because they are minorities. These human rights then become a weapon for LGBT people in campaigning for who they are on social media, especially Tik-tok. Meanwhile, people who oppose it have reasons based on religion, namely that it is haram in Islam, because it causes various sexual disorders.

LGBT people have existed since the time of Prophet Luth, who were known as the people of Sodom. In Islam, the term gay or homosexual or Iwath means a man who has a relationship with men. Lesbian or musahaqqah is a relationship between women and women. This is clearly prohibited according to the word of Allah SWT in Surah Al-Araf verses 80-84:

وَلَوْطًا إِذْ قَالَ لِقَوْمِهِ أَتَأْتُونَ الْفَلْحِشَةَ مَا سَبَقَكُمْ بِهَا مِنْ أَحَدٍ مِنَ الْعَالَمِينَ

And Prophet Lut too (We sent him). Remember when he said to his people: "Should you do an abominable deed, which no one from the inhabitants of this world has ever done before you?"

إِنكُمْ لَتَأْتُونَ الرِّجَالَ شَهْوَةً مِنْ دُونِ النِّسَاءِ ۗ بَلْ أَنْتُمْ قَوْمٌ مُّسْرِفُونَ

"Indeed, you come to men to satisfy your lust by leaving women, in fact you are a people who go beyond the limits. (Departemen Agama RI, 2010)"

The terms lesbian and gay actually appeared and developed in the 11th century AD and these terms began to be recorded around the 1900s. Indonesia itself has an estimate from the Indonesian Ministry of Health of the Republic of Indonesia in 2012 that there were 1,095,970 which previously had a population of around 800 thousand people in 2009 and experienced an increase of 37%. Even though the population of sexual deviants has increased, their presence is controversial and a minority in Indonesia. However, as time goes by the number of people who start to think that this is a religion in Indonesia is

increasing, not to mention that they think that changes in themselves are merely social developments, even though they are not (Hazaea, 2021).

People who are not yet aware of and pay attention to LGBT issues can actually cause opportunities and opportunities for this deviation to become more widespread. The presence of new media needs to be balanced with awareness in filtering media content. The role of the term Media Literacy Awareness then becomes important in current media developments, such as Tik-tok. Some define Media Literacy as the ability to access, evaluate, analyze, create and act using all forms of communication, in line with the National Association for Media Literacy Education (NAMLE) definition (Aryanti, 2019).

From the explanation above, the researchers were interested in making Islamic Communication and Broadcasting Students at UIN K.H. Abdurrahman Wahid Pekalongan as a research subject. This is in line with research that Islamic Communication and Broadcasting students at UIN K.H. Abdurrahman Wahid Pekalongan is generation Z, the majority of whom were born between 1995 – 2009 and are familiar with accessing the media. Not only that, KPI students are also identified with job prospects and courses related to content creators, whether from writing, film making, or video content in other media, apart from working as preachers in the current digital era, one of which is Tik-tok. Therefore, the author is interested in researching "Generation Z Media Literacy Awareness of the Rainbow Symbol on Tik-tok as an LGBT Campaign

RESEARCH METHODS

The type of research used is field research, which means research in the field with KPI students active on social media on Tik-tok or at the research location, namely the place or location used to prepare the report. This research is located at the Islamic Broadcasting and Communication Study Program at UIN KH Abdurrahman Wahid Pekalongan where the author wants to examine in more depth the media literacy awareness of Broadcasting and Islamic Communication study program students regarding the "rainbow" symbol on Tik-tok. This research approach uses qualitative research methods. This qualitative research method is research whose findings do not use statistical procedures or other calculations.

The types of data used in this research are primary and secondary data. Primary data is data obtained, namely interviews with KPI UIN student K.H Abdurrahman Wahid Pekalongan by researchers as a result of direct acquisition in the field. The first primary data was taken from statements by LGBT actors, namely five informants who were LGBT actors and to answer the first problem formulation. The next data collection was taken from five videos on Tik-tok with different sources and interests, this was used as data to answer the second problem formulation. Secondary data is data collected or obtained from existing sources (Olsson, 2008). This secondary data can be obtained from literature such

as journals, books, or other writings related to the research title.

1. Data Collection Techniques

a. Observastion

Observation is the main thing and supports qualitative research including interviews. Observation techniques are related to observing things around you and are related to the problem being studied. Observations do not require being limited to informants, but can be carried out on other objects such as nature, objects or other events (Olsson, 2008).The observations that the researcher will make are of course related to the simultaneous use of several pro-LGBT features and accounts on Tik-tok used by generation Z, namely, Islamic Communication and Broadcasting Students.

b. Interview

In this interview stage, the researcher intends to obtain the perceptions, attitudes and thought patterns of those being interviewed that are relevant to the problem being studied. Interviews were conducted with LGBT actors with a total of five informants and a total of 10 generation Z informants who used Tik-tok, namely KPI UIN student K.H Abdurrahman Wahid Pekalongan.

c. Dokumentation

Documentation is a data collection technique in the form of images or screenshots and is one way to search for data using a gradual system. Researchers will later collect documentation in the form of screenshots from videos posted on pro-LGBT accounts or posts, both FYP and pro-LGBT accounts with a large number of followers.

d. Data Analys Technique

Researchers took Miles and Huberman's theory, namely data collection which is closely related to data analysis.

RESULT AND DISCUSSION

1. Use of The Rainbow Symbol Tik-Tok as LGBT Campaigne

Based on these findings, researchers analyzed the rainbow symbol on Tik-tok as one of the symbolic communications that can be found in emoticons and is usually found in content, captions, hashtags, account names and in comments on content on Tik-tok. Findings from several literatures reveal that the rainbow symbol or rainbow flag has a history and connection with the existence of LGBT people, such as during the time of Prophet Luth (Pratiwi et al., 2022).

In contrast to the time of Prophet Lut, today their presence is easily recognized on various social media with one of the rainbow symbols or rainbow flags that they use when they are users on social media. This is relevant to the statements of most

informants, that social media is a forum for campaigning for their existence because it is much easier and more affordable to get an audience.

The findings from five LGBT informants also stated that they often encountered LGBT campaigns on various social media such as Facebook, YouTube, Instagram, dating apps, including Tik-tok. One of the informants also stated that there is a community in every region regarding LGBT people in Indonesia.

Although there are other possibilities, the use of the rainbow symbol can be divided into two categories, namely the rainbow symbol as an expression and the use of symbols for aesthetic elements or as a category of identity symbol for LGBT people in the world, including in Indonesia. The category as an aesthetic element in content on social media, especially Tik-tok, is if the content contains, for example, content regarding natural scenery or showing beauty. The second category, namely as a symbol of LGBT people and is used to campaign for themselves, such as showing their intimate side or relationship in the content.

The five informants also provided traits or characteristics that they believed were a way to identify an LGBT person or couple. Firstly, a person or couple with a lesbian perpetrator, most of them stated that a lesbian partner could be seen from their appearance and attitude. Generally, women who have a masculine appearance, such as a tomboy, are the easiest to recognize. This is also in accordance with several characteristics of lesbian actors, including butch/butchi, namely a woman with a tomboyish or masculine style, femme, namely a lesbian with a more feminine role or characteristics, andro or flexible, which can be dominantly masculine or feminine, finally no label or has no characteristics. –characteristic (Pratiwi et al., 2022). Not to mention if their attitude is more romantic, such as making physical contact, which tends to be like men to women. This also applies when they find social media, the way they create video content in it that looks intimate.

“...As for the characteristics of a lesbian, most feminine ones are quite difficult to see, yes, but you can see it from their movements. Then for the tomboyish/boyish, it can be seen from the way they dress and how they sit too. It can be seen from the way they treat the women they are with.(WRITTER, n.d.)”

However, not all tomboyish women are lesbians because there are many factors that make someone look and act tomboyish or masculine. One of them is developments related to fashion where the term androgyny or fashion appears which means women's freedom of movement in fashion or habits from childhood in an environment that forces them to get used to having a masculine character, such as being firm and strong. (Amriani et al., 2015) Second, the characteristics of a person or partner who is gay. No different from lesbians, gayness is also related to their

appearance and attitude. In appearance, it can be seen from men who look more feminine, although several informants also think that not all men who have a feminine appearance are gay, but according to them, most of them are true perpetrators. Then men who often use or post photos showing certain body parts tend to be sensual, like to take care of themselves such as going to the gym and so on. This is as stated by the AF informant, namely that bisexual perpetrators tend to be gay as follows:

"...gay people tend to display or post photos that are hot/showing off their bodies, for example bare chested and so on, on average they also like to take care of their bodies by going to the gym, taking care of their faces, and tend to be neater than straight men in general, because they really care about appearance..."

However, these characteristics do not mean that all men who like sports, such as fitness or the gym, or taking care of them are gay, because there are many other factors, such as maintaining health and appearing more attractive without any elements. sexual deviation.

Third, the characteristics of bisexual perpetrators, where bisexual perpetrators are perpetrators who have an attraction to both men and women. But one of them is their attitude or behavior. They can be attracted to men just as they are attracted to the opposite sex. One of the informants stated that there is a possibility that a man is classified as bisexual when they have a partner of the opposite sex but can still have romantic or intimate relationships with members of the same sex. An example of a bisexual perpetrator could be that they are not easily uncomfortable when they encounter physical contact from members of the same sex.

Fourth, regarding perpetrators of sexual deviation, namely transgender, namely deviation where they are not comfortable with what they have, such as gender and physical appearance. They think that they should not have been born into such creations (Khafsoh et al., 2022). Most of the informants stated that the easiest characteristics to identify were the voice, because according to them the voice was something that was difficult to change and could not even be changed. Although other informants stated that transgender people could be seen from their faces, the way they walked could also be a way of identifying whether they were transgender or not.

2. Media Literacy Awareness Generasi Z towards LGBT Campaign in the Use of The Rainbow Symbol on Tik-Tok (Study of Islamic Communication and Broadcasting Students at UIN K.H.Abdurrahman Wahid Pekalongan)

1. Functional consuming literacy

a. Consuming skill

Based on the findings from interviews with all ten informants, there was

the same answer, namely that they have the Tik-tok application and they use Tik-tok to watch various content. Two of the ten informants are quite active users, namely creators, namely informants L and AZ, but they still tend to be passive users or spectators. The other eight informants are passive users on Tik-tok. This is relevant to the concept of the NML framework as a consuming skill, namely that they already have the ability to consume and access some content on Tik-tok.

b. Understanding

Understanding is a function of the NML framework concept where the informant has the ability to understand content on Tik-tok, especially content with the rainbow symbol in the form of text or video in it. The ten informants stated that most of them had 'ever' encountered content with the rainbow symbol either in the caption, the content or in the comments contained therein. Most informants understood that the rainbow symbol in content found on Tik-tok was synonymous with LGBT issues. Another finding from the results of one of the informants, namely an interview with NS, gave the answer that he did not know whether the rainbow symbol issue was related to LGBT issues or not.

2. Critical Consumption

a. Analysis

This analysis is a function where media users have the ability to interpret the message content of a content, namely the content with the rainbow symbol that they have encountered on the Tik-tok fyp. The ten informants regarding the rainbow symbol in several fyp content on Tik-tok. All informants gave the same answer to the problem of finding content with a rainbow symbol appearing on their FYP, that they had found content, both in terms of account names, content content, captions, hashtags or comments with rainbow symbols.

The difference in answers from 3 informants who explained whether the rainbow symbol could be said to be pro-LGBT or not could be seen first from its content.

In the submission of 3 informants, it was concluded that the rainbow symbol in content on Tik-tok is not a pro-LGBT symbol without first looking at the contents of the content or the content creator's account, because the rainbow symbol can be an emoticon or symbol of beauty or an expression of happiness or so on without the intention of campaigning for LGBT . Meanwhile, seven other informants, such as informant SH, provided an understanding that the rainbow symbol on Tik-tok was a form of a pro-LGBT symbol.

Then another answer where F gave a statement summarizing what he

often encountered, that the rainbow symbol was indeed relevant to the use of pro-LGBT people.

Direct interviews with two other informants and gave the same answers. They have an understanding that the rainbow symbol in fyp content on Tik-tok is a pro LGBT symbol from most of the content they encounter. They concluded the same after seeing the content.

This informant had answers and statements that were more different than the others. Researchers found answers from the results of interviews with 1 informant who were very different in their answers which were conducted on Friday, March 17 2023 at 11.30 WIB. The following are the results of the recording:

"... regarding FYP content with a rainbow symbol, I rarely come across it, even though I rarely find it, I have come across content with a rainbow symbol and usually I just skip it, I don't watch it at all and I don't know if the rainbow symbol is pro or not regarding LGBT issues."

This informant's statement shows that he did not really know whether the rainbow symbol used in some content on Tik-tok was for an LGBT campaign or not. This can be observed in the sentence *"I don't know if the rainbow symbol is pro or not regarding LGBT issues."*

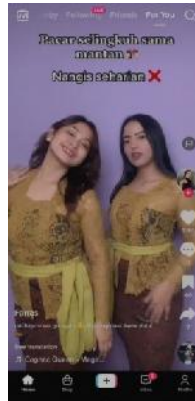
3. synthesis

This synthesis is an ability where the informant will later provide a view of the media message or the content on Tik-tok. Researchers provided five contents with different message content, two of the five contents were pro-LGBT content.

1) First content

This first content is content with messages discussing lesbian issues as well as the rainbow symbol and the LGBT hashtag in the content caption. Apart from that, researchers have made observations on the @Farras account and there is other supporting data as a pro LGBT account, especially lesbian and bisexual. It can be seen from some of the content he creates that it cannot be separated from the rainbow symbol, LGBT hashtags, and the contents of the content both in text, symbols, and showing intimate relationships with members of the same sex. Not only that, the @Farras account has also received several comments and followers who have the rainbow symbol, including several lesbian or LGBT actors. The following is data on considerations for selecting the @Farras account on Tik-tok and being considered a pro and LGBT actor, namely lesbian and bisexual.

Picture 1.2 Content 1 of the account @Farras (Lesbian/Biseksual)

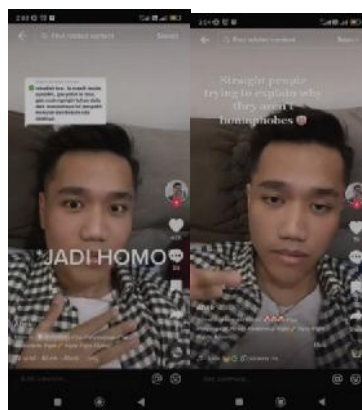


Source: <https://vt.tiktok.com/ZS8XgmAqB/>
(accessed on 12 Maret 2023, at 18.54 WIB)

2) Second content

The second content provided to the ten informants from KPI study program students was content containing discussions about gays and captions with rainbow symbols and the LGBT hashtags that they used. Researchers randomly selected content with account names that appeared on the Tik-tok homepage. Apart from that, the content, captions and comments on some of the content are the answer that the account is both a pro and an LGBT actor, namely gay. The following is data from observations from researchers on the account @abebnsrlim.

Picture 1.3 Content 2 from account @abebnsrlim (gay)



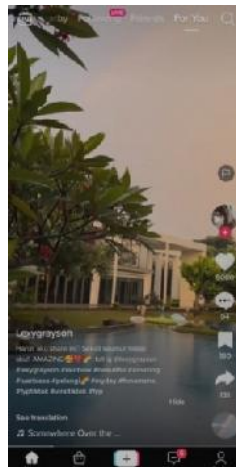
Source: <https://vt.tiktok.com/ZS8XgB9yB/>
(Accessed on 12 Maret 2023, at 02.02 WIB)

3) Third content

This third content is content that uses the rainbow symbol in the caption. However, this content does not lead to LGBT issues, either pros or cons. This

has been observed by researchers, namely that the profile and profile page of the @pigletzz2020 account owner mostly contains content about views, food, animals or the account owner's daily activities. Apart from that, researchers also made observations in the comments column on the account and found no discussion about LGBT in the content.

Picture 1.4 Content 3 from @pigletzz2020 (Scenery content)



Source: <https://vt.tiktok.com/ZS8XsK1a3/>
(Accessed on 15 Maret 2023, at 11.23 WIB)

4) Fourth content

The fourth content provided to the ten KPI student informants was content that did not discuss LGBT at all. This content was chosen by researchers because the colorful symbols using love emoticons provide a visualization of the color 'rainbow' and the caption contains the hashtag rainbow. However, these accounts and content are not content discussing LGBT, only content with account owners who are ordinary Tik-tok users and have normal lives. This is the result of the researcher's analysis by observing the profile on the @nuranuensy account.

Picture 1.5 Content 4 from the @nuranuensy account (entertainment content)



Source: <https://vt.tiktok.com/ZS8XsK1a3/>
(Accessed on 15 Maret 2023, at 11.50 WIB)

5) Fifth content

This fifth content is content that has content and captions with a rainbow symbol. This fifth content is the researcher's content and contains memories with colleagues. The use of the rainbow symbol is only an aesthetic element in the content created.

Picture 1.6 Content 5 from the @NN.Lorax account (Neutral content)



Sumber: <https://vt.tiktok.com/ZS8XsvK7n/>
(Accessed on 14 Maret 2023, at 18.57 WIB)

4. Evaluation

This evaluation function is a function where ten informants from KPI students will show their ability to criticize content by posting different message contents and accounts. Five pieces of content were provided by researchers with the criteria that there were elements of the rainbow symbol, including account names, comments, content, captions and hashtags. As for the findings The explanation from the interviews shows that only 3 informants evaluated the content.

5. Participatio functional

a. *Prosuming Skill*

This prosuming skill is related to how informants function as Tik-tok users who create content. Usually referred to as content creators, informants can have two possibilities for creating content in this research. They could create pro-LGBT or contra-LGBT content using the rainbow symbol.

The results of the ten informants, according to the results of interviews conducted both virtually and in person, turned out that the majority answered that they had never created content on purpose regarding the pros or cons of LGBT.

6. *Distribution*

This distribution is a function of the NML framework where informants as users carry out the action of sharing information, namely the information here is content pro and con LGBT. Do they provide something stating that they like or dislike the content and give an assessment.

Researchers then obtained findings from the results of interviews both virtually and in person by the ten informants. That all ten informants never shared information about LGBT content, both pros and cons, either individually with individuals, individuals with groups. Individual to community.

7. Critical participation

This critical participation is a function that involves participation but critically and interactively. Such as using the comments column which they can use to provide a view or assessment, even provide criticism or so on on content, here the content in question is content with the rainbow symbol on Tik-tok's fyp, especially pro-LGBT content.

a) Don't watch and skip

Results of the interview with NS on Friday, March 17 2023 at 11.30 WIB.

"... regarding FYP content with a rainbow symbol, I rarely come across it, even though I rarely find it, I have come across content with a rainbow symbol and usually I just skip it, I don't watch it at all and I don't know if the rainbow symbol is pro or not regarding LGBT issues."

b) View, watch and skip

Several informants took the action of 'skip' as their method when faced with pro-LGBT FYP content on Tik-tok. Even though they had watched it first, in the end they just gave the action of 'skip' without any other action. This answer was stated by 8 informants.

c) Melihat, menonton dan melakukan report

Interview with informant F via WhatsApp chat, on March 16 2023, at 11.28 WIB.

"In general, the rainbow symbol that I sometimes see on fyp is more directed at LGBT, it gives the impression that they are creating a movement on this issue. So I made a report when I came across the fyp"

a. View, watch and toleration

In an interview via WhatsApp chat with the IR informant, the researcher gave options regarding what action he would take. The options are as follows:

- 1) Just *Scroll*
- 2) Watch until finish about content pro LGBT.
- 3) Watch and do checking content with profile account.
- 4) Watch and Menonton and considers this content as knowledge, so that it tolerates and makes it normal for pro-LGBT content.
- 5) She than gave a choice to the fourth options, namely she watching and considering thats content as like knowledge, tolerate, and normalizing existance pro LGBT content on her Tik-tok (WRITTER, n.d.).

CONCLUSION

Use Rainbow Symbol on Tik-Tok as LGBT Campaign, the results of research conducted by researchers regarding Media Literacy Awareness Generation Z towards the LGBT Campaign in the Use of the Rainbow Symbol on Tik-Tok (Study of Islamic Communication and Broadcasting Students at UIN K.H. Abdurrahman Wahid Pekalongan) have conclusions in accordance with the statements of five LGBT perpetrator informants, of which the fifth These informants happened to be taken randomly in several cities on the island of Java. They were chosen as informants by researchers, where all the informants happened to be LGBT actors who were secretive about their identity as part of LGBT. They stated that the rainbow symbol is one of the symbols campaigned by most LGBT actors on social media, including on Tik-tok. According to them, apart from the rainbow symbol in captions, comments, account names, hashtags, it can also be seen from the way they create video content on Tik-tok.

Media Literacy Awareness Generasi Z toward LGBT Campaign of The Rainbow Symbol on Tik-Tok (Study of Islamic Communication and Broadcasting Students at UIN K.H.Abdurrahman Wahid Pekalongan). The results of research by researchers regarding Generation Z's Media Literacy Awareness towards the LGBT Campaign in the Use of the Rainbow Symbol on Tik-Tok (Study of Communication and Islamic Broadcasting Students at UIN K.H. Abdurrahman Wahid Pekalongan) concluded that of the ten informants found by the researchers were generation Z with age 18 years old – 22 years old majoring in Communication and Islamic Broadcasting. Three 8th semester students, one 6th semester student, one 4th semester student, and five 2nd semester students were taken randomly. They have not fully complied with the NML (New Media Literacy) Framework Concept. This was found according to the results of interviews that had been conducted where there was an evaluation concept, only three informants were in accordance with or carried out this concept. The concepts of Prosuming Skill, Distribution and Critical Participation do not exist, which means they are not carried out by the informant.

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