

ABSTRAK

Linggar Amare. 2026. *Pendidikan Masyarakat Desa Bantengan dalam Penggunaan TikTok Shop*. Skripsi. Program Studi Pendidikan Pancasila dan Kewarganegaraan, Fakultas Keguruan dan Ilmu Pendidikan, Universitas PGRI Madiun. Pembimbing: (I) Drs. Budiyo, M.Si., (II) Dr. Yuni Harmawati, S.Pd., M.Pd.

Penelitian ini bertujuan untuk (1) mengetahui pemahaman masyarakat Desa Bantengan dalam penggunaan TikTok Shop, (2) menganalisis pendidikan masyarakat dalam penggunaan TikTok Shop di Desa Bantengan, dan (3) mengetahui kendala yang dihadapi masyarakat Desa Bantengan dalam penggunaan TikTok Shop. Penelitian ini dilatarbelakangi oleh pesatnya pertumbuhan TikTok Shop sebagai platform ekonomi digital yang menuntut masyarakat memiliki pemahaman yang memadai, khususnya dalam hal prosedur pengajuan retur dan pengembalian dana (*refund*). Penelitian ini menggunakan pendekatan kualitatif deskriptif yang dilaksanakan di Desa Bantengan, Kecamatan Wungu, Kabupaten Madiun. Informan dipilih menggunakan teknik *purposive sampling* dari delapan informan yang diwawancarai, tiga di antaranya dipaparkan secara mendalam sebagai representasi keseluruhan jawaban informan. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi, kemudian diuji keabsahannya menggunakan teknik triangulasi. Hasil penelitian menunjukkan bahwa sebelum pelaksanaan pendidikan masyarakat, masyarakat Desa Bantengan telah memiliki pemahaman dasar dalam menggunakan TikTok Shop seperti mencari produk, melakukan *checkout*, menentukan metode pembayaran, dan melacak pesanan, namun pemahaman mengenai prosedur pengajuan retur barang masih rendah. Pelaksanaan pendidikan masyarakat melalui penyampaian materi, demonstrasi, praktik langsung, dan evaluasi terbukti berhasil meningkatkan pemahaman masyarakat mengenai prosedur pengajuan retur hingga proses pengembalian dana. Kendala utama yang dihadapi selama pelaksanaan berasal dari faktor usia informan, di mana informan yang lebih lanjut usianya memerlukan waktu dan pendampingan lebih intensif; namun pada akhirnya seluruh informan mampu memahami prosedur retur dengan baik sehingga tujuan pendidikan masyarakat tercapai.

Kata Kunci : Pendidikan Masyarakat, TikTok Shop

ABSTRACT

Linggar Amare. 2026. Community Education for Bantengan Village Residents on the Use of TikTok Shop. Undergraduate Thesis. Pancasila and Civic Education Study Program, Faculty of Teacher Training and Education, Universitas PGRI Madiun. Supervisors: (I) Drs. Budiyono, M.Si., (II) Dr. Yuni Harmawati, S.Pd., M.Pd.

This study aims to (1) understand the level of knowledge among Bantengan Village residents regarding the use of TikTok Shop, (2) analyze the community education provided on TikTok Shop usage in Bantengan Village, and (3) identify the obstacles faced by residents in using TikTok Shop. The study is motivated by the rapid growth of TikTok Shop as a digital economic platform, which requires users to possess adequate understanding—particularly regarding procedures for requesting product returns and refunds. A descriptive qualitative approach was employed, with the study conducted in Bantengan Village, Wungu District, Madiun Regency. Informants were selected using purposive sampling; among the eight interviewed, three were highlighted in-depth as representative of the overall responses. Data were collected through interviews, observation, and documentation, and their validity was verified using triangulation techniques. The results indicate that prior to the community education program, residents already possessed basic knowledge of TikTok Shop functions—such as searching for products, checking out, selecting payment methods, and tracking orders—but their understanding of return procedures was limited. The implementation of community education—comprising material presentation, demonstrations, hands-on practice, and evaluation—successfully improved residents' understanding of the entire process, from requesting a return to receiving a refund. The primary obstacle encountered related to the informants' age; older participants required more time and intensive guidance. However, all informants ultimately gained a solid understanding of the return procedures, thereby achieving the objectives of the community education program.

Keywords: Community Education, TikTok Shop