The Intensity Of Using Tiktok Social Media And Self-Confidence In Early Adolescents

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ABSTRACT

This study aims to determine the relationship between the Intensity of Using TikTok Social Media with Self-Confidence in Early Adolescents. This study proposes a hypothesis that there is a negative relationship between the Intensity of Using TikTok Social Media and Self-Confidence in Early Adolescents. The subjects in this study totaled 211 people. Taking research subjects using purposive sampling technique, with the characteristics of early adolescent subjects aged 13-17 years TikTok users. Data collection techniques using scales. The scale in this study is the scale of intensity of use of TikTok social media and the self-confidence scale. The data analysis technique used is using product moment correlation. Based on the results of data analysis, the correlation coefficient (rxy) = -0.276 with p = 0.000 (p < 0.010) shows that the hypothesis proposed in this study is accepted, namely there is a negative correlation between the Intensity of Use of TikTok Social Media with Self-Confidence in Early Adolescents. The coefficient of determination (R²) is 0.076, so it can be said that the contribution of the intensity of using TikTok social media is 7.6% to self-confidence in early adolescents and the remaining 92.4% is influenced by other factors not investigated in this study.

Keywords: Intensity of TikTok Social Media Use, Self-Confidence, Early Adolescents

Introduction

Nowadays, various kinds of information from all over the world can be accessed instantly through technology (Syahputra & Rifandi, 2021). Technological advances basically aim to provide convenience and comfort for humans, as well as increase productivity through fast, accurate and precise operationalization (Sa'diyah, Naskiyah & Rosyadi, 2022). This technological advancement brings many benefits in social aspects, especially communication. Progress in communication is fast and easy, one of which is through social media (Andini, 2023).

One of them, the use of social media is increasing day by day. Kepios analysis results show that internet users in Indonesia increased by 10 million (+5.2%) between 2022 and 2023 (Data Reportal, 2023). Social media that is popular and has increased users among students and college students is TikTok. This is evidenced by data published by ByteDance showing that TikTok users in Indonesia increased by 18 million (+19.4%) between early 2022 and early 2023 (Data Reportal, 2023). Based on demographic data, TikTok social media users in Indonesia are dominated by teenagers, namely students and college students (Andini, 2023).

According to Syahputra and Rifandi (2021), early adolescence aged 13-17 years (Hurlock in Octavia, 2020) is a sensitive phase or negative phase, where a teenager is anti-social or what is commonly called anti-life, one of the symptoms of which is a lack of self-confidence. Syahputra and Rifandi (2021), Self-confidence can be defined as the belief that a person can build self-awareness, positive thinking, and independence through acceptance of reality.

Self-confidence is an individual's belief in his abilities, which allows him to do something without hesitation, freely do what he wants, be responsible for what is done, be able to respect others, know his strengths and weaknesses and be proactive to achieve something (Lauster, 1991). According to Lauster (1991) aspects of self-confidence include normal ambition, independence, optimism, feelings of security, tolerance and belief in oneself.

Some of the following research results show a low level of self-confidence in early adolescents. Research by Antu, Zees, and Musi (2023) on 84 students at MTs Negeri 02 Boalemo showed 12 respondents (14.3%) had a high level of self-confidence, 35 respondents (41.7%) had a medium level of self-confidence, and 37 respondents (44%) had a low level of self-confidence. The results of other research conducted by Nasrul and Rinaldi (2020), found that the level of self-confidence in students at SMAN 5 Pariaman showed a low level of self-confidence, as many as 57 people out of 79 subjects (72.15%). The results of research by Irawan and Dewi (2022) also found that the level of self-confidence possessed by high school students in East Lampung Regency is mostly in the low category. Based on some of the research results above, it can be concluded that early adolescents tend to have low self-confidence.

According to Putri, Ridha and Zikra (2016) in most cases adolescents who have low self-confidence tend not to believe in their abilities, are less able to establish good communication with their surroundings, are embarrassed to ask questions or voice opinions in class, are nervous if asked to come forward, like to be alone and have difficulty socializing with their friends. Whereas adolescents with high self-

confidence will be seen to interact easily with their environment, dare to argue without hesitation and respect the opinions of others, are able to act and think positively in decision making and can reach their maximum potential (Rais, 2022; Ramadhan, Rosdiana & Karima, 2022). In addition, adolescents with high self-confidence have good self-actualization, take advantage of their abilities, and can solve their problems by making decisions and finding their own solutions (Nasrul and Rinaldi, 2020).

According to Ghufron and Suminta (2007), there are several factors that influence self-confidence, including: self-concept, self-esteem, experience, and education. Meanwhile, the results of research by Ranjani and Fauzi (2018); and Suryadi et al., (2023) show that the use of social media is one of the factors that influence self-confidence. This is evidenced by research conducted by Oktaviani et al. (2023) showing that the intensity of social media use has an influence on the level of self-confidence in female students. Another study from Suryadi et al., (2023) said that there is a fairly strong correlation between the intensity of social media use and self-confidence with a negative relationship direction (Suryadi et al., 2023).

Based on several factors that influence self-confidence, researchers use the factor of intensity of social media use as a factor that influences this study. This is because in general, teenagers spend a lot of time just playing on social media (Daulay, Sahroni, Fajariyah, & Alvi, 2023). In addition, the use of social media can cause serious problems if there is no supervision from the family and certain parties. In line with that, Syahputra and Rifandi (2021), revealed that today's teenagers seem to be very dependent or addicted to social media. Meanwhile, social media users of all ages do not rule out the possibility of easy access to content that contains negative elements in it (Adawiyah, 2020). In addition, social media tends to emphasize attractiveness and beauty through ideal body types: sexy, fair-skinned, tall, muscular, busty, and dashing like an idol (Fitri, Zola & Ifdil, 2018). Therefore, the use of social media can affect adolescents' self-confidence and also cause many problems in adolescents (Syahputra & Rifandi, 2021).

According to Ajzen (2005), the intensity of social media use is the effort a person makes in carrying out activities on certain social media. According to Ajzen, (2005), there are four aspects that influence the intensity of social media use: attention, appreciation, duration, and frequency. The use of social media with high intensity tends to make individuals compare themselves with others, causing feelings of jealousy and envy (Suryadi, Manangkot, Kamayani and Yanti, 2023). Not only that, nowadays many teenagers are more confident when talking through social media than talking directly to their interlocutors. This shows that there is a tendency

to change human attitudes from having conversations with other people directly to using social media, one of which is TikTok as a medium for communicating and complaining (Hartono, Febriananda, Achmada, & Winata, 2022).

Suryadi et al. (2023) revealed that the more often individuals access excessive social media, it will reduce self-love, feel less satisfied with what they have, which causes individuals to be shy and insecure in social life (Daulay, Sahroni, Fajariah, and Alvi, 2023). According to Farida and Abdillah (2021) these feelings are caused by often seeing posts or photos of other people who have ideal body shapes, academic or non-academic achievements, harmonious family life, traveling, traveling to places that are hits or trends on social media (Fitri et al, 2018). Based on the above background, the problem formulation in this study is whether there is a relationship between the intensity of using tiktok social media and self-confidence in early adolescents?

Methods

This research method uses quantitative methods that are useful for investigating certain populations or samples. The subjects in this study were selected by purposive sampling. In this technique, sampling is carried out by considering and paying attention to certain characteristics (Sugiyono, 2017). This technique is used so that researchers can get a sample that matches the characteristics of the required subject. The characteristics of the subjects in this study are early adolescents aged 13-17 years who use TikTok social media.

The data collection technique uses a Likert scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono, 2017). This study uses a self-confidence scale and a TikTok social media usage intensity scale.

The self-confidence scale used in this study was measured using Ardari's (2016) scale, which was modified by the researcher. This scale consists of 33 items, with 21 favorable items and 12 unfavorable items that refer to the theory of aspects from Lauster (1991), namely normal ambition, independence, optimism, feelings of security, tolerance, and belief in oneself. The self-confidence scale has an alpha (α) of 0.911. The TikTok social media usage intensity scale was measured using the TikTok social media usage intensity questionnaire from Mutib (2023) which was modified by the researcher. This scale consists of 17 favorable items and 2 unfavorable items, with a total of 19 items. This scale is measured using aspects from Ajzen (2005), namely attention, appreciation, frequency and duration. TikTok social media usage intensity scale alpha reliability coefficient (α) of 0.892.

In this study, the data analysis method to test the hypothesis will involve the use of the Product Moment correlation statistical test conducted using the IBM SPSS Statistics (Statistical Program for Social Science) version 26 program.

Results

Based on the data obtained, the subjects in this study amounted to 211 early adolescents.

Table 1. Age of Subjects

Age	N	Percentage
13	47	22,3 %
14	40	19 %
15	28	13,3 %
16	23	10,9 %
17	73	34,6 %
Total	211	100%

Based on the table above, it is known that the number of subjects who have 17 years of age is the highest compared to other ages, namely 73 subjects with a percentage of 34.6%.

Table 2: Gender of Subjects

Gender	N	Percentage
Male	65	30,8%
Female	146	69,2 %
Total	211	100%

Based on the data above, it can be concluded that the results of the data distribution show that most of the subjects are female, with a percentage of 69.2% (146 subjects) and subjects with male gender as much as 30.8% (65 subjects).

Table 3. Descriptive Analysis Results

Variables	N	Hypothetical Data Score Min	Max	M	SD	Empirical Data Score Min	Max	M	SD
Intensity of Use of TikTok Social Media	211	19	76	47,5	9,5	25	69	45.25	8.74
Self-Confidence	211	33	132	82,5	16,5	67	121	95.90	10.99

Based on table 3, it is known that the TikTok social media usage intensity scale has hypothetical data from a minimum score of 19, while the maximum score is 76 76. The hypothetical average (mean) is 47.5 and the standard deviation is 9.5. Based on the results of the empirical test conducted, it was found that the TikTok social media usage intensity scale had empirical data from a minimum score of 25, a maximum score of 69, an average (mean) of 45.25, and a standard deviation of 8.74. The self-confidence scale has hypothetical data from a minimum score of 33, while the maximum score is 132. The hypothetical average (mean) was found to be 82.5 and a standard deviation of 16.5. Based on the results of empirical data conducted, it is found that the self-confidence scale has empirical data from a minimum score of 67, a maximum score of 121, an average (mean) of 95.90, and a standard deviation of 10.99.

The research subjects were then classified into five categories of self-confidence, namely subjects with very high, high, medium, low, and very low self-confidence.

Table 4. Self-confidence Data Categorization

Category	Guidelines	Score	N	Percentage
Very high	$(m + 1.5. s) < X$	$107 < X$	31	14,7 %
High	$(m + 0.5. s) < X \leq (m + 1.5 s)$	$91 < X \leq 107$	103	48,8 %
Medium	$(m - 0.5. s) < X \leq (m + 0.5. s)$	$74 < X \leq 91$	71	33,6 %
Low	$(m - 1.5. s) < X \leq (m - 0.5. s)$	$58 < X \leq 74$	6	2,8 %
Very Low	$X \leq (m - 1.5. s)$	$X \leq 58$	0	0%
Total			211	100%

Based on table 4, with a total of 211 subjects, it was found that 48.8% (N=103) of subjects had high self-confidence, 33.6% (N=71) with moderate self-confidence, 14.7% (N=31) of subjects had very high self-confidence and 2.8% (N=6) of subjects had low self-confidence. Therefore, it can be concluded that most subjects have a high level of self-confidence.

Table 5. Categorization of Data on Intensity of Use of Tiktok Social Media

Category	Guidelines	Score	N	Percentage
Very high	$(m + 1.5. s) < X$	$62 < X$	7	3,3%
High	$(m + 0.5. s) < X \leq (m + 1.5 s)$	$52 < X \leq 62$	43	20,4%

Medium	$(m - 0.5.s) < X \le (m + 0.5.s)$	$43 < X \le 52$	87	41,2%
Low	$(m - 1.5.s) < X \le (m - 0.5.s)$	$33 < X \le 43$	56	26,5%
Very Low	$X \le (m - 1.5.s)$	$X \le 33$	18	8,5%
Total			**211**	**100%**

Based on table 5, with a total of 211 subjects, it was found that 41.2% (N=87) of subjects had moderate intensity of use of TikTok social media, 26.5% (N=56) with low intensity of use of TikTok social media, 20.4% (N=43) of subjects had high intensity of use of TikTok social media, 8.5% (N=18) of subjects had very low intensity of use of TikTok social media and the last 3.3% (N=7) of subjects with very high intensity of use of social media. Therefore, it can be concluded that most subjects have a moderate level of intensity of use of TikTok social media.

Before conducting hypothesis testing, researchers first conducted an assumption test, namely the normality test and linearity test. From table 6 of the normality test results above, the sig value is obtained. Kolmogorov-Smirnov for the variable intensity of using TikTok social media 0.060 (p>0.050) and for the self-confidence variable 0.066 (p>0.050), it is concluded that the data is normally distributed.

Table 6. Normality Test

Variables	Kolmogorov-Smirnov[a]		
	Statistic	df	p-value
Intensity of Use of TikTok Social Media	.060	211	.060
Self-Confidence	.060	211	.066

Table 7. Linearity Test

Variables	F	Sig.
Self-Confidence-Intensity of Use of TikTok Social Media	15,782	.000 %

In table 7, the results of the linearity test of self-confidence and the intensity of using TikTok social media obtained F linearity = 15.782 Sig. 0.000 (p<0.05); F deviation from linearity =.561 Sig. (.005 <0.05) then the variables have a linear relationship. That way the assumption of linearity can be fulfilled.

Table 8. Hypothesis Test

Variables	Correlation Coefficient	Sig.
Self-Confidence-Intensity of Use of TikTok Social Media	15,782	.000 %

Based on the results of hypothesis testing (table 8) product moment correlation analysis obtained (rxy) = -.276 p = .000 (p < 0.010). It can be concluded that there is a significant negative relationship between the intensity of using TikTok social media and self-confidence. This can be interpreted that the higher the intensity of TikTok social media use, the lower the level of self-confidence. Conversely, if the level of intensity of using TikTok social media is lower, the higher the level of self-confidence. The results of the above analysis imply that the hypothesis proposed in this study can be accepted.

Table 8. Determinant Coefficient

	R Square
Self-Confidence*Intensity of Use of TikTok Social Media	0,076

Furthermore, from the results of data analysis in this study, the coefficient of determination ($R2$) of 0.076 was also obtained. This shows that the variable intensity of TikTok social media use provides an effective contribution of 7.6% to the self-confidence variable and the remaining 92.4% is caused by other factors not investigated in this study.

Discussion

The results showed that there is a significant negative relationship between the intensity of using TikTok social media and self-confidence. This means that the results of this study indicate that the hypothesis. This supports the findings in previous research by Suryadi et al., (2023) which shows that there is a significant negative relationship between the intensity of social media use and student self-confidence with a significance value of p = .000 (p <.001) with a corelation coefficient value of -0.430. This means that the higher the intensity of social media use, the lower the level of self-confidence, and vice versa. The results of Pratama and Rahayu (2023) also obtained the same results that there was a significant negative

relationship between the intensity of use of social media instagram with the level of self-confidence having a negative correlation coefficient number, namely -0.529. This is in line with the opinion of Khoerunnisa et al. (2021) that the high intensity of social media use will cause individuals to feel dissatisfied with themselves because they continue to compare themselves with other users.

Based on the categorization of variable data in this study, it was found that most of the subjects in this study had the intensity of using TikTok social media in the moderate category, namely 87 subjects (41.2%). According to Darmawan et al. (2023) aspects that influence the intensity of students' social media use are in the moderate category, namely students feel more easily recognized by more people if they are often active on social media. In addition, social media makes it easy for users to show off everything they have and get an image instantly.

Meanwhile, in the self-confidence variable, most of the subjects had high self-confidence, namely 103 subjects (48.8%). According to Suryadi et al., (2023) there are two factors that can affect a person's high and low self-confidence, namely internal and external. The internal components of self-confidence are the ability to do something, success in achieving something desired or attempted, and the strong determination to achieve something. On the other hand, external factors are home, school, and neighborhood. One of the factors that has the most influence on a teenager's self-confidence is their peer environment. According to Khoerunnisa et al., (2021) a teenager who is raised by a supportive family tends to have high self-confidence.

Based on this data, it can be proven that the early adolescents in this study have an average intensity of using TikTok social media that is moderate so that early adolescents avoid lack of confidence. Based on this explanation, it can be seen that in general this study shows a negative relationship between the intensity of using TikTok social media and self-confidence in early adolescents.

The results of this study differ from the results of research obtained by Adawiyah (2020) that the use of TikTok social media has a positive effect on teenagers' self-confidence in Sampang Regency. The difference that occurred was because Adawiyah's (2020) research used adolescent subjects with an age range of 15-19 years in Sampang Regency, so there was a range of subjects between this study and Adawiyah's (2020) research. The weaknesses of this study are that there is a possibility that respondents tend to give answers that are considered desirable rather than the actual answers and the characteristics of TikTok use may change over time, which may affect the results of the study if the data is collected over a long period of time. This may cause differences in research results.

Conclusion

Based on the results of this study, it can be concluded that there is a negative relationship between the intensity of using TikTok social media and the level of self-confidence of early adolescents. This means that the higher the intensity of using TikTok social media, the lower the self-confidence of early adolescents and vice versa, the lower the intensity of using social media, the higher the level of self-confidence in early adolescents. Then it is known that the variable intensity of social media use TikTok has a contribution of 7.6% to the self-confidence of early adolescents and the remaining 92.4% is influenced by other factors not examined in this study.

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