

The Relationship Between The Intensity of Using Tiktok Social Media on Self-Confidence in College Students

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ABSTRACT

Keywords: Student; The intensity of TikTok's social media use; Confidence

This research aims to analyze the relationship between the intensity of TikTok social media use and confidence in students, to find out the increase in confidence in the intensity of TikTok social media use in students, and to find out whether the intensity of TikTok social media use decreases confidence in students. The research approach carried out is quantitative. The data collection technique in this study is a list of questions (questioner). Data was collected through a questionnaire shared with 384 active student respondents at various Indonesian universities who used TikTok social media. In this study, the results of the analysis showed a significant positive relationship between the intensity of TikTok social media use and self-confidence. So, it can be said that there is a relationship between the intensity of TikTok social media use and confidence. Thus, students who intensely use TikTok social media experience an increase in confidence and students who intensely use TikTok social media do not experience a decrease in confidence. This finding is expected to provide students with insight into the intensity of TikTok social media use and how it can affect self-confidence. Therefore, students need to use TikTok social media wisely to choose to watch positive videos in order to increase their confidence.



Introduction

Self-confidence plays a crucial role in a person's personality and can significantly impact their achievements and social interactions (Khairina & Soedirham, 2022). In today's digital era, social media platforms such as TikTok have become integral to how people present themselves and engage with others. The rising popularity of TikTok among Indonesian college students has raised questions regarding its influence on their self-confidence. Despite TikTok's potential as a creative outlet, there is concern about the impact of excessive use on users' psychological well-being, including self-perception and confidence (Karimi & Saadatmand, 2014).

According to Karimi and Saadatmand, (2014) The potential that a child has will appear by itself when the child has a high level of confidence. In addition, showing an attitude of respecting requests and giving praise to children will increase children's confidence. The difference in the level of confidence that individuals have will certainly

affect the achievement of learning achievements. Individuals who have high confidence will get good achievements because they always think positively and believe in their own abilities. Likewise, individuals who have low confidence will have unsatisfactory learning achievements because they always think negatively and do not believe in their abilities and potential. That individuals who have good self-confidence have confidence and always try to develop their potential to the maximum and show the best of themselves is proven by an achievement. This is in accordance with the opinion of Komara (2016).

Confidence in adolescents is seen in the attitude of accepting oneself as self-acceptance is an attitude that reflects a sense of pleasure in relation to one's own reality. This attitude is a manifestation of satisfaction with the quality of real self-ability. Teenagers who are satisfied with their qualities will tend to feel safe, not disappointed and know what they need, so they can be independent and not depend on others in deciding everything objectively (Lestari & Mamus, 2022; Mualifah et al., 2019).

A person's appearance can be affected by their level of confidence, if they have a low level of confidence, there will be a negative influence. Students who have high confidence will easily interact with other students, be able to express opinions without any doubt and respect the opinions of others, be able to act and think positively in decision-making, on the other hand, students who have low confidence will find it difficult to communicate, give opinions, and will feel that they cannot compete with other students (Oktaheriyani, 2020).

Because of the influence of confidence on appearance, a student's confidence can be observed through his presentation or the intensity of use on TikTok social media. So the use of TikTok social media has become a routine for teenagers, especially students at this time. Through the TikTok social media, students were able to share all their activities, creativity, and happiness which they then uploaded. TikTok social media users can also use this social media to share things such as photos, videos, and others. The presence of TikTok social media is also used to express the user, then this is what is able to form student confidence. TikTok Social Media has also made it easier for a person to express their hearts, feelings, and what is happening in their users' lives through writings, songs, videos, simple symbols, and others (Oktaheriyani, 2020).

Social media is a media platform that focuses on activities and collaborations Dijk, (2013). Social media can be seen as a facilitator that strengthens the relationship between users as well as a social bond. Social media has several characters that some other types of media do not have Dijk, (2013) in (Papa et al., 2018). Some of the characteristics of social media are; network, information, archives, interaction, simulation, content by users, dissemination (Nasrullah, 2016; (Matondang & Zariyati, 2023; Nurhuda et al., 2023). The rapid development of popular culture in Indonesia is the result of the TikTok application.

According to Dini in Nugroho (2020), TikTok is a Chinese social network and music video platform that was launched in September 2017. According to Viv Gong, *Head of Marketing* of TikTok, Indonesia is ranked the 6th largest in the world in terms of the number of internet users, so this is the basis for the Tik Tok application to enter

Indonesia. Tik-Tok is an application created by *Bytedance* from China which is engaged in artificial intelligence technology that is already famous in the world in terms of information distribution through media or electronic products. Currently, based on the results of an Indonesian poll study in collaboration with the Indonesian Internet Service Providers Association (APJII) 2020, it is found that as many as 171.17 million people or when percentaged, around 64.8% of the Indonesian population are Internet users. This very large number certainly makes the Indonesian people experience cultural changes in the media today, because of course there are new equipment and procedures that will be adapted by the community itself in its use.

Based on data from *We are Social* in 2020, we found that the most common device used by internet users aged 16 to 64 years in Indonesia is mobile phones (96%). Indonesia has 1.752 million internet users. In 2020, it was also recorded that the number of social media users in Indonesia increased by around 10 million compared to the previous year, meaning that in 2020 there were 160 million Indonesians who were active on social media. Actually, the Tik Tok application is not a new social media in Indonesia. This is because Tik Tok has become popular in Indonesia in recent years from 2018 to 2019 (Soraya, 2017; Suhendar et al., 2024).

Two years after Tik Tok was blocked by the Ministry of Communication and Information Technology, TikTok has now become a new trend and popular culture in Indonesia. Popular Culture is a culture that is liked by many people and is not tied to a certain social class, popular culture today has a greater impact in today's digital era, because the ease of access to information has a negative impact on popular culture in a country (Sorrels, 2015). The use of TikTok social media has become a routine for teenagers, especially students at this time. Through the TikTok social media, students were able to share all their activities, creativity, and happiness which they then uploaded. TikTok social media users can also use this social media to share things such as photos, videos, and others. The presence of TikTok social media is also used to express the user, then this is what is able to form student confidence. TikTok Social Media has also made it easier for a person to express their hearts, feelings, and what is happening in their users' lives through writings, songs, videos, and simple symbols and others (Oktaheriyani, 2020).

Previous research has been conducted by Devin Dwi Budi Ambarwati who examined the relationship between self-confidence and the intensity of social media use in adolescents. The results of the study showed negative results between self-confidence and the intensity of social media use. However, the research only examined adolescents. The relationship between the intensity of TikTok social media use and student confidence needs further research. This is interesting from previous research because research for students in Indonesia has not been found, therefore based on the phenomenon that occurred, the relationship between the intensity of TikTok social media use and the sense of confidence in students wants to be further researched. Researchers observed several TikTok student users with the research conducted, and to confirm the phenomenon, the

researcher conducted a short interview with several students involved in the research conducted. The results of the interview can be seen from the table below.

Table 1. Interview Results

No	Name	Origin of University	Age	The intensity of TikTok's social media use	Description
1	HRS	UNISA Yogyakarta	20	5X	HRS has experienced an increase in confidence, because on TikTok social media there are filters that can beautify themselves
2	WSU	UNISA Yogyakarta	19	6X	WSU has experienced an increase in confidence because on TikTok social media there is content tutorial content on make-up and determining outfits.
3	FO	UAD Yogyakarta	20	4X	FO experienced an increase in confidence because on TikTok social media there is educational and constructive content.
4	SDC	UIN Raden Intan Lampung	20	4X	SDC experienced a decline in self-confidence, because when he was on social media TikTok he found bad comments from netizen.
5	NRA	UNSRI Palembang	21	3X	The NRA experienced a drop in confidence because the NRA saw the same heart-wrenching content and betrayal content as what he experienced.
6	AH	Universitas Khairun Maluku Utara	22	8X	AH experienced a decrease in self-confidence, because AH often saw beautiful women so she felt and was not confident.

From the results of the interviews, on January 4-5, 2024, the researcher interviewed 6 random students in Indonesia, including 4 female students and 2 male students aged 19-25 years. They came from Sriwijaya University, UIN Raden Intan Lampung, Aisyiyah University Yogyakarta, Ahmad Dahlan University and Khairun University of North Maluku who used TikTok to assess the relationship between the intensity of TikTok social media use and student confidence. Is there an increase in confidence after using the TikTok application, or is there a decrease in student confidence?

It turned out that the 3 students experienced an increase in confidence; they said the reason was that TikTok social media had different filters to beautify themselves so that they were more beautiful and not inferior, some said that TikTok social media increased their confidence because it increased the connection to communicate, many positive comments to be more confident, expressing themselves, a lot of inspiration both clothes and makeup to appear more confident, a lot of educational, parenting and spiritual content to be bolder and better and more confident.

However, 3 other students experienced a decrease in confidence, according to them the reason after using Tiktok social media became inferior because they often saw women who were more beautiful and better than them on TikTok, there were also those who received negative comments from netizens who were less pleased, sad and heart-wrenching content often acted to make them sad for a long time because they had experienced betrayal that made them feel inferior and lowered their confidence. This interview was conducted online by phone. Seeing the phenomenon that occurs in today's students who lack confidence, are shy to communicate, and have difficulty adapting affects the confidence of students. Since no previous research has been found on the relationship between the intensity of TikTok social media use for students in Indonesia, therefore, the researcher is interested in further researching the relationship between the intensity of TikTok social media use and student confidence.

The specific problem addressed in this research is the effect of TikTok social media usage intensity on the self-confidence of college students. Previous studies have primarily focused on general social media platforms, with mixed results regarding their impact on self-esteem and social interactions. However, little research has specifically examined TikTok, particularly in the Indonesian context. This study aims to fill this gap by exploring how the intensity of TikTok use affects confidence levels in Indonesian college students.

The novelty of this research lies in its focus on TikTok—a platform known for its short, creative videos—and its specific effect on self-confidence among college students in Indonesia. Unlike previous studies that broadly examine social media's influence, this research delves into TikTok's unique features, such as its use of filters, trends, and social validation, and how these elements contribute to changes in self-confidence. By highlighting how TikTok users interact with the platform differently compared to other social media, this study offers new insights into the role of user engagement and self-presentation in shaping confidence.

The objectives of this study are as follows. First, to find out the relationship between the intensity of TikTok social media use and the level of confidence in students. This study aims to identify whether there is a significant correlation between frequent use of TikTok and students' confidence levels in daily life. Second, this study also aims to understand how the use of TikTok can increase students' confidence, especially in the aspects of social interaction and self-expression. Finally, this study wants to examine whether the intensity of TikTok use can actually lower the level of confidence in students, by paying attention to possible negative effects such as dependency or unhealthy social comparisons.

Furthermore, this research has practical implications for both users and educators, as understanding the impact of TikTok usage on students' self-confidence can guide the development of healthier social media habits. It also provides evidence for future studies to investigate how specific features of emerging social media platforms influence psychological well-being. Ultimately, this study aims to contribute to the literature by

providing **context-specific insights** into social media's effects, offering a basis for strategies to mitigate negative impacts while enhancing positive experiences.

Methods

This research method uses a quantitative method. The research was conducted from July 17 to August 7, 2024. The population of this study is active students from various universities in Indonesia who use TikTok social media aged 18 to 25 years, female or male. The study consisted of 384 respondents determined from the Krejcie and Morgan tables. Data collection is done by distributing measurement scales through Google Forms to get quick and accurate responses. The scale used in this study is the Confidence scale adapted from the previous research, which belongs to Panji Candra Ramadhan (2022). And the scale of the intensity of TikTok social media use modified from the previous study, which belongs to Panji Candra Ramadhan (2022).

Results and Discussion

The characteristics of the subjects of this study are active students from various universities in Indonesia who use TikTok social media aged 18-25 years, female or male. The study consisted of 384 respondents. Based on the explanation above, this study was conducted to find out whether or not there is a relationship between the intensity of Tiktok social media use and confidence in students, to find out whether there is an increase in confidence in the intensity of TikTok social media use in students, and to find out whether the intensity of TikTok social media use decreases confidence in students.

The results of the analysis based on the results of the research data will be presented one by one, namely the validity test, reliability test, normality test, linearity test, and hypothesis test, namely the product moment correlation test.

The results of the validity test analysis of the TikTok social media usage intensity variable, which showed that there were 19 items that were said to be valid out of the total, namely 24 items with a reliability value of 0.880, where the item condition can be said to be reliable if the value is >0.5 . The results of the Validity Test of the confidence variable showed that there were 27 items that could be declared valid out of a total of 31 items with a reliability of 0.895 where the item condition could be said to be reliable if the value was >0.5 .

The results of the normality test analysis. The results of the normality test show a significance of 0.101 Based on the decision making of the normality test, if the significance value > 0.05 , the data is normally distributed, but if the value < 0.05 , the data is said to be not normally distributed. The statistical value of the normality test is 0.101 which means a significance value of $0.101 > 0.05$ and the data of the Confidence variable and the TikTok Social Media Intensity variable show normal distributed data.

The next analysis is a linearity test that serves to determine whether or not there is a linear relationship between two variables, namely the self-confidence bound variable and the independent variable TikTiok Social Media Usage Intensity. The provision for two variables is said to be linear if the significance value < 0.05 is said to be linear, but if

the significance value is > 0.05 then the two variables are not said to be linear. The statistical results of the linearity test were obtained with a significance value of $0.000 > 0.05$ which showed that the two variables were linearly related. This happened because the value of deviation from linearity > 0.05 .

The correlation *product moment hypothesis* test in the results of this study showed that the significance of 0.000 which means that both the intensity of TikTok social media use and the self-confidence variable have a significant relationship. The correlation product moment test value obtained a value of 0.000 so that the results of the coefficient interval and the level of relationship between the scale of TikTok social media use intensity and confidence in students had a strong relationship level.

Based on the results of statistical tests that have been passed through every step and process, it proves that the intensity of TikTok social media use has a positive relationship with strong self-confidence. The positive relationship in question is that the higher the intensity of TikTok social media use, the higher the confidence in students.

This study strengthens the previous research, which discussed the relationship between the intensity of Instagram social media use and the confidence of students majoring in management at the State Islamic University of Maulana Malik Ibrahim Malang class of 2021. (Case study in the city of Malang) The results of the study show that there is a positive relationship between the intensity of TikTok social media use and the confidence of students.

Based on the explanation above, it can be concluded that the scale of TikTok social media usage intensity and confidence has a strong relationship with positive patterns. So, the higher the intensity of a person's use of TikTok social media, the higher their confidence will be. Thus, students who intensely use TikTok social media experience an increase in confidence and students who intensely use TikTok social media do not experience a decrease in confidence.

In completing this study, the researcher also realized that there are many weaknesses in this study, the weaknesses are as follows:

- a) In this study, there are still limitations that researchers have difficulty in finding respondents due to the large number of samples needed and the need to collect respondents, namely active students who intensely use TikTok social media from various universities in Indonesia.
- b) This research also still produces research that discusses self-confidence in general and does not have a specific level of confidence.
- c) In this study, only a questionnaire was used in the form of a *google form* which was still very lacking in results because it allowed respondents to fill out this questionnaire with less seriousness. With this research, it is hoped that it can be a literature reference that can be used as a reference in future research.

Conclusion

In this research, the relationship between the intensity of using TikTok social media with student confidence has been analyzed. Based on the data and analysis carried out,

the results of the study show that the relationship between the intensity of TikTok social media use and confidence in students has a positive relationship. This means that the higher the intensity of a person's use of TikTiok social media, the higher their confidence will be. Thus, students who intensely use TikTok social media experience an increase in confidence and students who intensely use TikTok social media do not experience a decrease in confidence.

This finding is expected to provide insight for students that the intensity of TikTok social media use can affect self-confidence. Therefore, students need to use TikTok social media wisely to choose to watch positive videos in order to increase their confidence.

For future researchers, this study opens up opportunities for further exploration of other factors that may be more related to student confidence. Future researchers are encouraged to consider other untested variables or different research methodologies to obtain a more comprehensive picture.

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