

The Intensity of using Tik Tok Social Media and Self Esteem Toward Self Confidence among Students in Universitas Islam'45

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Abstract. This research was conducted to determine the relationship and influence between the intensity of using the Tik Tok Social Media and self-esteem on self-confidence in students of the Islamic University "45" Bekasi. This research is a quantitative research. The research subjects were students of Islamic University "45" Bekasi with a total sample of 358 people. Data collection techniques using observation, interviews, and psychological scales. Data analysis techniques using Rank Spearman and Multiple Linear Regression Analysis. The results of the Spearman rank correlation test show that there is a relationship between the intensity of using the Tik Tok Social Media and self-confidence with the result of a coefficient (r) of $r = 0.392$ and is declared significant with $p < 0.05$. The results of the correlation test of self-esteem and self-confidence are $r = 0.110$ with a significance of $p < 0.05$. There is a significant influence, the variable intensity of using the Tik Tok Social Media is 0.000 and the self-esteem variable is 0.724 . F value 25.802 . The R square value obtained is 0.127 , meaning that 12.7% of self-confidence is influenced by this factor, while 87.3% is influenced by other factors.

Keywords: The Intensity of using Tik Tok Social Media, Self Esteem, Self Confidence

1. INTRODUCTION

Atzori, Morabito and Iera (2016) explain that the internet is a platform/place/media that can be used for a variety of services. Types of internet services include email, chat, website, social networking and social media (Liang, 2021).

Lately, TikTok is being favored by all groups, because TikTok with its various features does offer different and interesting things when compared to Instagram or Facebook. One of the reasons they access TikTok is because they also feel entertained and get a lot of information. However, not all the positive things you get from accessing the Tik Tok Social Media, there are also some negative things you can get. The existence of this pandemic period which requires individuals to stay at home creates feelings of isolation from the outside world and limited space for early adult individuals to increase self-achievement. Seeing other people's achievements repeatedly on social media, especially TikTok, can create feelings of insecurity in early adult individuals.

Adulthood is one of the phases in an individual's life span after adolescence. When an individual enters adulthood, it will be seen that there is emotional maturity in him. Individuals in adulthood choose norms that feel good for themselves and they try to maintain the norms they choose (Runtu et al 2017).

Self-confidence is a measure of your beliefs about your own abilities. This includes the future performance you expect of yourself. Confidence is closely related to the level of belief about what you think, you can do it or achieve it. Fear of failure is one of the biggest threats to your personal success. Confident people are very aware of what they can do well, and they succeed by focusing their efforts on predetermined goals (Syafitri, 2014).

Self-esteem is based on beliefs about how to value oneself as a person and emotional views about those beliefs. For example, does the individual believe he or she is competent or incompetent. If an individual is said to be competent, then the appropriate emotion may be related to feelings of triumph or pride. Conversely, if you feel

incompetent, then the emotions that exist may be despair or shame. Self-esteem can be limited to one particular dimension of an individual's life. For example, I believe I am a good writer, and feel proud of that or I believe I am a good person and feel proud of myself in general (Syafitri, 2014).

Preliminary research results with interviews conducted by researchers, the intensity of using the Tik Tok Social Media is relatively high, namely from the results of interviews 3 subjects said using the Tik Tok Social Media in a day could reach 2-3 hours, then 2 subjects said the use of the Tik Tok Social Media in a day could reach 2- 5 hours in a day. This is usually done during free time or free time that the subject has. And usually the subject opens TikTok for entertainment or fun.

In the Self-Esteem variable, in the Ability aspect, 5 subjects said that their highest average achievement in using the Tik Tok Social Media was getting a high number of viewers starting from a thousand viewers to 1.6 M. On the Confidence variable in the Optimistic aspect, from 5 the average subject answered that they were proud of the advantages they had.

The researcher chose the title Intensity of Use of the Tik Tok Social Media and Self-Esteem on Self-Confidence as the title of this thesis because researchers see a phenomenon that is happening from late 2018 to early 2023, the Tik Tok Social Media is still the most popular application, researchers also want to know whether there is a connection to self-esteem and self-confidence.

2. LITERATURE REVIEW

1.1 Self-Confidence

According to Lauster (Unzilla Deni, 2016) Self-confidence is an attitude or feeling of confidence in one's abilities so that the individual concerned is not too anxious in every action, can be free to do the things he likes and is responsible for all his actions. done, warm and polite in interacting with others. Confidence or self-confidence is an attitude that is owned by individuals who can develop well, but can also experience a decrease which can make it difficult for individuals not even to want to do something. Confidence is a person's belief and attitude towards his own abilities by accepting what he is, both positive and negative, which are formed and learned through the learning process with the aim of making himself happy (Nurul et al, 2014).

2.2 Self-Esteem

According to Coopersmith (Zulkifli Adnan & Hidayati, 2018) describes that self-esteem is an individual's self-assessment of himself which reflects the behavior of rejection, self-acceptance, and how deep the individual believes he is valuable, useful, has abilities, and has value.

Self-esteem is an important element in self-organization. Santrock (Rampa, 2022) says that early adulthood is a time when the view of thinking about oneself becomes a person who has an attitude of sympathy for others. Determination of relations occupied an important role at that time. James (Putri & Isrofins, 2021) states that self-esteem is an evaluation that each individual makes of himself. Self-evaluation or assessment is in the range of positive to negative or high to low dimensions.

3.3 The Intensity of using Tik Tok Social Media

TikTok is one of the most popular and popular applications. Features in the Tik Tok Social Media allow users to produce a variety of content. The existence of TikTok media is one of the channels that supports the fulfillment of information needs for users, individuals who have conditions requiring information will be encouraged to try to find the information needed according to their conditions and needs to achieve goals.

TikTok's monthly active users in Indonesia amounted to 99.1 million people in April 2022. This number is the 2nd largest number after the United States. On February 27, 2023, Indonesia was still in 2nd place with the number of Tik Tok Social Media users reaching 109.90 million (dataindonesia.id 2023).

3. RESEARCH METHODS/METHODOLOGY

The subjects of this study were students at the Islamic University "45" Bekasi. The number of respondents in this study were 358 people. The sampling technique uses the non-probability sampling technique. According to Sugiyono (2019), non-probability sampling is a sampling technique that does not provide equal opportunities for each member of the population to be selected as a sample. Then the method used is quota sampling. According to Akhmad Fauzy (2019) sampling using the quota sampling technique is sampling by setting a certain amount as a target (quota) that must be met in sampling. Collecting data in this study using observation, interviews and psychological scales. This research instrument scales the intensity of using the Tik Tok Social Media, self-esteem, and self-confidence based on a Likert scale, and validity and reliability tests have been carried out. Data analysis was carried out using descriptive and statistical analysis, the statistical analysis used was Spearman's rank correlation and multiple linear regression. The correlation test was carried out using the rank-spearman correlation test between the variable intensity of using the Tikok application with self-confidence and self-esteem with self-confidence. The regression test was carried out using multiple linear regression tests between the variables of the intensity of using the Tik Tok Social Media and self-esteem on self-confidence.

4. RESULTS AND DISCUSSION

Based on the results of the data, it shows that the description of the research subject based on the Tik Tok Social Media users is as follows:

Table 19. Subjects According to Tik Tok Social Media Users

Description	Research subject	Frequency	Percentage
Tik Tok Social Media Users	Tik Tok Social Media Users	358	100%

Based on the results above, it is known that the subjects who are users of the Tik Tok Social Media are 358 respondents or 100%.

The following are the variable characteristics of the intensity of using the Tik Tok Social Media, self-esteem and self-confidence:

Table 20. Variable Description

Variable	Category		
	Low	Medium	High
The Intensity of using Tik Tok Social Media	55(16%)	112(31%)	191(53%)
Self-Esteem	39(11%)	123(34%)	196(55%)
Self-Confidence	60(17%)	78(22%)	220(61%)

Based on the results of the data above, it is known that in the variable intensity of using the Tik Tok Social Media which has a low category there are 55 respondents or 16%, while in the medium category there are 112 respondents or 31%, and in the high category there are 191 respondents or 53%. In the self-esteem variable it is known that 39 respondents or 11% have low self-esteem, while 123 respondents or 34% have moderate self-esteem and those who have high self-esteem are 196 respondents or 55%. In the self-confidence variable, it is known that 60 respondents or 17% have low self-confidence, while 78 respondents or 22% of them have moderate self-confidence and those who have high self-confidence are 220 respondents or 61%.

Based on the Spearman Rank correlation test to see the relationship between the intensity of using the Tik Tok Social Media on self-confidence and to see the relationship between self-esteem and self-confidence. The results of the analysis of the variable results of Spearman's rank analysis obtained from the correlation coefficient of $r = 0.392$ (low) and are stated to be significant with , indicating that the intensity of using the Tik Tok Social Media is positively related to self-confidence. The relationship between the

two variables is directly proportional and it can be concluded that H_{a1} is accepted and H_{01} is rejected.

Table 1. Results of Intensity Analysis of Use of the Tik Tok Social Media with Self-Confidence

Variable	Correlation Coefficient (r)	Sig (ρ)	Explanation
The intensity of using the Tik Tok Social Media with confidence	0.392	0.000	H_{a1} be accepted

According to the data that has been obtained, it is known that the correlation coefficient (r) of self-esteem and self-confidence is $r = 0.110$ (very low) and is stated to be significant with , meaning that there is a significant relationship between self-esteem and self-confidence. From the results of these data indicate that , then the hypothesis is that H_{a2} is accepted H_{02} is rejected.

Based on the results of the correlation analysis between self-esteem and self-confidence, the following results are obtained:

Table 2. Results of Self-Esteem Analysis with Self-Confidence

Variable	Correlation Coefficient (r)	Sig (ρ)	Explanation
Self-Esteem with Self-Confidence	0.110	0.037	H_{a2} be accepted

Based on the results of the study, the intensity variable for using the Tik Tok Social Media is 0.000 and the self-esteem variable is 0.724. The R Square value obtained is 0.127, which means that the intensity of using the Tik Tok Social Media and self-esteem on self-confidence is 12.7%, while 87.3% is influenced by other factors. The F value is 25,802 with a significance level of 0.000 which means that the intensity of using the Tik Tok Social Media and self-esteem have a significant effect on self-confidence behavior, so H_{a3} is accepted H_{03} is rejected.

Based on the results of multiple linear regression analysis, the results obtained are as follows:

Table 3. Influence Results

Model	Coefficient β	Sig. (ρ)
Constant	60.285	0.000
The Intensity of using Tik Tok Social Media	0.386	0.000
Self-Esteem	0.016	0.724
F Test		25.802
R		0.356
Coefficient of Determination (R²)		0.127
Adjusted (R²)		0.122

This research was conducted at Islamic University "45" Bekasi with a total of 358 subjects, using the Non Probability Sampling technique with quota sampling so that a sample of 358 respondents was obtained. The purpose of this study is to examine whether or not there is a relationship and the influence of the intensity of using the Tik Tok Social Media, self-esteem and self-confidence.

Based on the results of the application user's subject description. The results of the data show that there are 358 respondents who use the Tik Tok Social Media for students at the "45" Islamic University of Bekasi, or with a percentage of 100%. It can be interpreted that all of the respondents who are researchers are active users of the Tik Tok Social Media. The popularity of TikTok can be seen from statista.com's data on the large number of uploads globally in the first quarter of 2020, namely 315 million, and in

Indonesia alone there are as many as 30.7 million TikTok users (Statista Research Department, & F, 2021 in Sutrisno, 2022).

Based on the results of the description test, it is known that in the variable intensity of using the Tik Tok Social Media which has a low category there are 55 respondents or 16%, while in the medium category there are 112 respondents or 31%, and in the high category there are 191 respondents or 53%.

In the self-esteem variable it is known that 39 respondents or 11% have low self-esteem, while 123 respondents or 34% have moderate self-esteem and those who have high self-esteem are 196 respondents or 55%.

In the self-confidence variable, it is known that 60 respondents or 17% have low self-confidence, while 78 respondents or 22% of them have moderate self-confidence and those who have high self-confidence are 220 respondents or 61%.

The analysis technique used in this study is the Rank Spearman correlation test and multiple linear tests. The first hypothesis test used the Spearman rank correlation test and the results of the correlation coefficient (r) were the intensity of using the Tik Tok Social Media with confidence of $r = 0.392$ (low) and was declared significant with , meaning that there was a significant relationship between the intensity of using the Tik Tok Social Media and self-confidence. The direction and correlation between the intensity of using the Tik Tok Social Media and self-confidence shows a positive direction, meaning that when the intensity of using the Tik Tok Social Media is high, the confidence will also be high or the lower the intensity of using the Tik Tok Social Media, the confidence will also be lower. And this explanation is also in accordance with the results of interviews conducted by one of the respondents contained in the attachment to the 4th respondent's interview at numbers 9 and 29 on the aspect of duration and frequency, the respondent said that the duration of the respondent using the Tik Tok Social Media in a day can be up to 2-3 hours and in each open session the Tik Tok Social Media can be half an hour long. And the respondent also said that he had an achievement, namely the TikTok content that the respondent created reached 20.6 K viewers, and because of this the respondent felt happy and told his friends, and the respondent also felt confident to make content on TikTok more often in order to get the number lots of viewers and likes. The results of this study are relevant to previous research conducted by Dwi Putri Robiatul Adawiyah, the results of research in the journal Dwi Putri Robiatul Adawiyah, (2020) entitled "The Effect of Using the Tik Tok Social Media on Adolescent Confidence in Sampang Regency" regarding the results of her research stated that there was a significant influence significantly from the use of social media TikTok on adolescent self-confidence of 54.5%.

In the results of the second hypothesis test, it is explained that there is a relationship between self-esteem and self-confidence. The results of the analysis used the Rank Spearman Order Correlation test with a correlation coefficient (r) of self-esteem on self-confidence of $r = 0.110$ (very low) and was declared significant with , meaning that there was a significant relationship between self-esteem and self-confidence. The direction and correlation of self-esteem towards self-confidence shows a direction or positive, meaning that when self-esteem is high, self-confidence will also be high or the lower self-esteem, then self-confidence will also be lower. And this explanation is also in accordance with the results of an interview conducted by one of the respondents which is contained in the attachment to the 5th respondent's interview in column number 30 on the ability aspect, the respondent said that for the achievements the respondent had achieved he felt happy, happy and there was a sense of satisfaction in itself for the achievement that has been obtained and from this makes the respondent feel valuable because the TikTok content that he makes turns out to have a positive effect on other people as well. And in column number 37, the respondent stated that being proud of oneself is a must because when we are proud of ourselves, we are able to respect ourselves. And it is also relevant to the previous research conducted by Febrian Ardhya Yuntama Putra with the title "The Relationship Between Self-Esteem and Confidence in Ninja Motorists and Vespa Motorbikes". With the results of the study showing that there is a positive and significant relationship between self-esteem and self-confidence of 53.4%.

The third hypothesis is to look for whether there is an influence between the intensity of using the Tik Tok Social Media and self-esteem on self-confidence. Based on the results of the study, the intensity variable for using the Tik Tok Social Media is 0.000 and the self-esteem variable is 0.724. The R square value obtained is 0.127, which means that the intensity of using the Tik Tok Social Media and self-esteem on self-confidence is 12.7%, while 87.3% is influenced by other factors. The F value is 25,802 with a significance level of 0.000 which means that the intensity of using the Tik Tok Social Media and self-esteem have a significant effect on self-confidence behavior, so H_{a3} is accepted H_{03} is rejected. These results are relevant to previous research conducted by Dwi Putri Robiatul Adawiyah, the results of Dwi Putri Robiatul Adawiyah's research with a journal entitled "The Effect of Using the Tik Tok Social Media on Adolescent Confidence in Sampang Regency". Regarding the results of his research, he stated that there was a significant influence from the use of social media TikTok on adolescent self-confidence of 54.5%. And it is also relevant to previous research conducted by Nita Diah Palupi, Andiwi Meifilina, Yefi Dyan Nofa Harumike with a journal entitled "The Effect Of Using Tik Tok Social Medias On Self-Confidence Levels". This research was conducted on regular students of Communication Studies 2016-2019 Blitar Islamic University. The results of this study show that there is an effect of using the Tik Tok Social Media on the level of confidence of regular students in the 2016-2019 Communication Studies class at Balitar Islamic University by 79.7%. In connection with this research, the researcher realizes that this research has limitations in its implementation. The limitations of this study are that it requires quite a long research time because they have to find respondents who match the criteria in this study, who are mainly users of the Tik Tok Social Media or TikTok content creators.

CONCLUSION

Based on the results of the analysis and discussion that have been described previously, it can be concluded that there is a relationship and influence between the intensity of using the Tik Tok Social Media and self-esteem and self-confidence in students at the Islamic University "45" Bekasi.

Based on the results of the description of the data in the study, the result was that the variable intensity of using the Tik Tok Social Media for students at the "45" Bekasi Islamic University was mostly in the high category with a percentage of 53%. The majority of self-esteem variables are in the high category with a percentage of 55%. The majority of self-confidence variables are in the high category with a percentage of 61%. The results of testing the hypothesis in this study are that there is a significant positive relationship between the intensity of using the Tik Tok Social Media and self-confidence with a result of $r = 0.392$ (low) and is declared significant with , indicating that the intensity of using the Tik Tok Social Media is positively related to self-confidence. There is a significant positive relationship between self-esteem and self-confidence with a result of $r = 0.110$ (very low) and is stated to be significant, meaning that there is a significant relationship between self-esteem and self-confidence. There is a significant influence between the intensity of using the Tik Tok Social Media and self-esteem on self-confidence with the intensity variable using the Tik Tok Social Media 0.000 and self-esteem variable 0.724. The R Square value obtained is 0.127, which means that the intensity of using the Tik Tok Social Media and self-esteem on self-confidence is 12.7%, while 87.3% is influenced by other factors. The F value is 25,802 with a significance level of 0.000 which means that the intensity of using the Tik Tok Social Media and self-esteem have a significant effect on self-confidence behavior.

The researcher proposes suggestions that students are expected to further increase their sense of self-confidence, so that they are able to socialize directly or indirectly through social media. For future researchers, future researchers are expected to further deepen the study of self-esteem and self-confidence so that they can relate it to other influencing factors. It is also hoped that it will be able to develop a more diverse presentation of data so that it can expand knowledge of the world of research.

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APENDIKS

1. THE INTENSITY SCALE OF USE OF THE TIK TOK SOCIAL MEDIA

No.	Statement	F/UF	Answer Choices			
			SS	S	TS	STS
1.	Because I like TikTok video content in the form of aesthetic videos, I use TikTok to look for other aesthetic videos to inspire my next content.	F				

No.	Statement	F/UF	Answer Choices			
			SS	S	TS	STS
2.	If the contents of my fyp (for your page) homepage aren't about things I'm passionate about, then I'll just scroll.	UF				
3.	Because of my hobby of editing videos, I made the Tik Tok Social Media the platform that I use.	F				
4.	I get annoyed if the TikTok content that I make doesn't get through to fyp (for your page).	UF				
5.	Because the market for the Tik Tok Social Media is large, I made this platform to get lots of followers.	F				
6.	I will create any content to achieve virality.	UF				
7.	I easily understand the features contained in the Tik Tok Social Media.	F				
8.	I can't understand how to use the Tik Tok Social Media to create content.	UF				
9.	I know how I can look cool in the TikTok content that I make.	F				
10.	I easily believe news that is passing on my fyp (for your page) without double-checking the truth.	UF				
11.	I love procrastinating just to scroll through TikTok	F				
12.	I'm good at managing time for things other than playing TikTok.	UF				
13.	I can spend 2-3 hours a day playing TikTok.	F				
14.	I spend more time playing social media applications besides TikTok.	UF				
15.	I can create 1-3 content in a day.	F				
16.	If I don't open/play the Tik Tok Social Media I feel normal.	UF				
17.	I will post content at certain hours so that my content can penetrate up to fyp (for your page).	F				
18.	In a day I can not open/play the Tik Tok Social Media.	UF				
19.	Within a week I open/play the Tik Tok Social Media almost every day.	F				
20.	If I'm hanging out with friends, I will enjoy time together without playing on my cellphone.	UF				

2. SELF-ESTEEM SCALE

No.	Statement	F/UF	Answer Choices			
			SS	S	TS	STS
1.	I have a hard time controlling the feelings I'm having.	UF				
2.	I do things without thinking about the consequences.	F				
3.	When I was experiencing a calamity, I was lost in sorrow.	UF				
4.	I can invite people around my environment to join a group.	F				
5.	Other people find my ideas believable.	UF				
6.	I feel annoyed if the abilities I have are not appreciated by others.	UF				
7.	My friend agrees with the actions I take in leading a group.	F				
8.	The opinion I give is considered meaningful.	F				
9.	My family means a lot to me, so I will help out even when I'm busy.	F				
10.	I have friends who love me, when I'm sick they will give more attention.	F				
11.	I'm lazy to help someone who is not close when in trouble.	UF				
12.	My absence in an environment has no effect on that environment.	UF				
13.	I feel loved by my family.	F				
14.	I can lift the spirits of friends who are feeling down.	F				
15.	If anyone asks for help I will pretend to be busy so as not to bother.	UF				
16.	I prefer to be selfish than to care about others.	UF				
17.	I have good work performance when doing a job.	F				
18.	I don't like socializing in the surrounding environment or social media.	UF				
19.	Because my work performance is good, I can be accepted in any community.	F				
20.	Because my work performance is not optimal, I am considered insignificant in my environment .	UF				
21.	Hurting other people's feelings is something that is not commendable.	F				

22.	I think hurting other people is something that is considered normal.	UF				
23.	I think taking content without permission and acknowledging that content is normal.	UF				
24.	Giving bad comments on social media is something that violates morals.	F				
25.	Being polite to others is a must.	F				
26.	I try to be a good example for others.	F				
27.	If I was advised by my parents, I consider it as a passing wind.	UF				
28.	I consider my opinion more important than that of my parents.	UF				
29.	I like to do negative things even though I know that this deviates from religious standards.	UF				
30.	I consider the rules in religious standards to be unimportant.	UF				
31.	I remind those closest to me to always follow the applicable religious rules.	F				
32.	I obey the teachings of the religion that I profess.	F				
33.	I like to feel desperate to achieve success.	UF				
34.	I believe in becoming a successful person with hard work.	F				
35.	I can improve my performance.	F				
36.	I like to belittle other people's performance.	UF				
37.	I have clear goals in life.	F				
38.	I will create a vision and mission to achieve achievements.	F				
39.	I have never contemplated a clear purpose in life.	UF				
40.	I feel that I can't be a successful person like my friends.	UF				

3. SELF-CONFIDENCE SCALE

No.	Statement	F/UF	Answer Choices			
			SS	S	TS	STS
1.	I always think positively even when I'm in trouble.	F				
2.	If someone criticizes me, I will immediately get angry with that person.	UF				
3.	I will throw away the negative side and take the positive side of every problem I face	F				

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No.	Statement	F/UF	Answer Choices			
			SS	S	TS	STS
4.	I like to influence bad things to other people	UF				
5.	I am always serious in everything I do	F				
6.	I always feel doubts about every action I take	UF				
7.	I believe that everything I post on social media is my own will	F				
8.	I feel sad if posts on social media that I have made in earnest don't get a lot of likes	UF				
9.	When faced with a problem, I solve it with a cool head	F				
10.	When faced with a problem, I solve it with a cool head	UF				
11.	I am confident that with the abilities I have, I will be able to achieve success in the future	F				
12.	I like to give up first before facing a problem	UF				
13.	I believe that I can achieve my goals	F				
14.	I feel that I have no significant ability/talent in my life	UF				
15.	I take criticism that others give me as constructive input	F				
16.	I feel useless and a failure if I can't solve a problem	UF				
17.	I see a problem with the existing facts	F				
18.	I like to twist the facts to attract the attention of others	UF				
19.	I trust other people's opinions more than my own	F				
20.	I uphold the beliefs that I have without looking at other people's points of view	UF				
21.	When I see news on social media that contains information, I will look for the truth from another point of view	F				
22.	In my opinion, my opinion is the most correct compared to other people's opinions	UF				
23.	I will be responsible for everything I post on social media	F				
24.	If I was faced with a serious problem, I would just let go of my responsibility	UF				

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No.	Statement	F/UF	Answer Choices			
			SS	S	TS	STS
25.	I accept every consequence in the form of positive or negative things from whatever happens	F				
26.	I like to shift my responsibilities onto other people	UF				
27.	I will dig up the truth of the information that I get first	F				
28.	I easily believe and fall for gossip that appears on social media where the truth is not clear	UF				
29.	I am able to accept an event with positive thinking	F				
30.	I like to be indifferent to reality/facts/facts that happen	UF				