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# Analysis of Self-Confidence of UNJ Communication Science Students Class of 2020 Regarding Standardization on the Tiktok Application

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**Abstract:** *The rapid development of technology has given birth to many new media as intermediaries in communicating. And this development gave birth to a media, namely social media which has now become an intermediary for communicating and needs for humans which can be considered difficult to separate because humans are very dependent on social media, and one of the social media is TikTok which is a medium for creating and share videos widely. However, with the presence and increasing use of TikTok, especially during the pandemic, many people feel that TikTok is a place to compare themselves with others in how good or creative the content is, to physically compare which ultimately affects one's self-confidence. In this study, using a qualitative research approach with interview data collection techniques which in this study interviewed students from the Jakarta State University Communication Studies program class of 2020, and this study aims to find out how far TikTok social media can affect a person's self-confidence. The conclusion obtained from the results of this study is to conclude that the use of social media, especially TikTok, has an impact in the form of a negative impact and a positive impact on a person's self-confidence studied in this research which will certainly affect a person in living his daily life. And the impact of this use is a decrease in self-confidence or can grow one's self-confidence.*

**Keywords:** *Social Media, Tiktok, Confidence, Student.*

## 1. INTRODUCTION

The development of technology today has given birth to new media that have various forms of communication. Such as the internet, computers, smartphones and other social networks



(Agus Efendi, Puwani Indri Astuti, 2017). Social media is an online media that allows users to easily engage, communicate, share, and create various content regardless of space and time. Social networks through social media are part of new media, and their functions are not much different from new media, namely interacting, exchanging information and publishing their daily activities. (Azhari, I. 2018) This is because social media is an internet-based application. In this way, if users are properly connected, they will be connected to each other in real-time. At this point, the presence of social media has become a necessity for humanity. Social media is seen as a medium that allows its users to quickly access information and spread it to their followers. Social media is arguably the most widely used media by modern humans to communicate and disseminate information between individuals and groups. Social media is chosen as a communication medium because the limitations of space and time that used to be a problem or barrier to human communication are no longer needed. (Atikah, 2018)

A social media application originating from the bamboo curtain country of China, this social media shares and makes videos that are 15 seconds to 3 minutes long. Quoted from Sensor Tower, in April 2020 this application had been downloaded 2 billion times globally. Of course, this is a very rapid development since this application was first launched in 2016. It is very far compared to the development of Facebook which started in 2004 until it finally became the social media as big as it is now. The results of the analysis from the analytics company App Annie stated that TikTok is the application with the most usage overall. This is certainly supported by the current world conditions which are experiencing the Covid-19 pandemic and have an impact on people who cannot carry out normal activities and are looking for new activities from the TikTok application, for example.

On social media, personal content can become public property. So, it must be used wisely to avoid unwanted things. Every social media user must have personal awareness that whatever is uploaded to social media not only affects a person's self-image but also their self-image and social relationships with others. (Anwar, F., 2017) The emergence of social media has created a social reality, which makes space and time unlimited. They use the platform as a tool to communicate by anyone and anytime. Like the social media that we focus on, namely TikTok, as users they have the right to any content, which they want to upload, be it photos or videos. However, behind this, it unconsciously becomes an arena for comparing themselves, whose content is the best, most interesting, and worthy of appearing publicly. Sometimes this has a negative impact on some people who are not aware of themselves about social media which is only a platform to show good things. This is what makes them have certain standards that to appear worthy they must be like what they usually see through social media. So, with this phenomenon, a gap in self-confidence was born in adolescents, both in social media life and direct social life.

Therefore, this study aims to determine how much influence TikTok social media has in influencing the level of self-confidence of Communication Science students of the 2020 intake in aspects of social media life and socializing directly. The benefits of this study are as evaluation material for the level of self-confidence for Communication Science students of the 2020 intake. This is important because the level of self-confidence will have an impact on every decision in the actions taken and will encourage someone to be more familiar with their own strengths and weaknesses.



Andreas Kaplan and Michael Haenlein in their book *User of The World, Unite! The Challenges and Opportunities of social media* define social media as "A set of Internet-based applications built on Web 2.0 ideas and technologies and also allowing the creation and exchange of user-generated content." One interpretation of the development of social media today is the Tik Tok application.

This audio-visual based application founded by a Chinese company, ByteDance, displays short videos that can attract the attention of many people. Considered very easy to use the application, of course this application is the most popular and downloaded application from all groups. Recorded in 2020, as many as 315 million have downloaded this application.

Apart from the easy use of the application, there are subjective motives that depart from the goals of each user to move to achieve their own satisfaction (Rakhmat, 2001). Differences in motives from each individual cause differences in the level of satisfaction of a person in consuming social media. The factors for a person to move to use social media are usually based on the goals and needs of using social media, such as emotional, social, and psychological. There are four groups of motives for using social media according to Denis Mcquail, namely:

- **Entertainment Motive**

A motive related to a person's motive for consuming social media for entertainment only.

- **Personal Identity Motive**

The motive for using social media is based on being able to fulfill self-quality and understanding of oneself in personal identity needs.

- **Information Motive**

This motive is related to a person's need for information that he wants to find in using social media

- **Integration and Social Integration Motive**

A motive related to the use of social media which is intended as a medium for communicating and interacting with other people.

This application from China is the most downloaded application by everyone all over the world. The application that only displays short videos combined with songs and effects can bind many people to play, or at least just to find entertainment. Its unlimited content allows anyone to make videos on their respective users. Starting from lip sync, dancing, singing, and others.

There are features offered in this application such as features, sound, comment, like, share, tag. Simple features, such as those offered by other social media but have a very significant difference in the quantity of its users. This is due to the simplicity in using the application so that it makes it easy for anyone to access it, just slide and they can enjoy videos with any content.

Every social media application must have its own advantages and disadvantages. Talking about this application, there are several negative and positive impacts that are produced, including as a mere entertainment medium, becoming an application for channelling talent and creativity for those who have works, becoming an informative application such as tips, and the last is to seek position alone or popularity.



This last reason is the positive and negative impact of one application. Those who create content by considering the elements of norms and quality of the content, if we take it further, this impact will have an effect everywhere, especially for its users. Indirectly, they will make various efforts just to achieve popularity for a video they make.

The concept of praxis is identical to actions that have a broad meaning, concerning all aspects of human life that act. Human life in a broad sense where a collection of human behaviour that represents itself as a living being. And in a broad sense that can be interpreted as thinking is also an aspect of human behaviour. At the same time, the Frankfurt School reduces the dimension of human practice to "work". From several definitions above, praxis is a change that encourages society to be better.

## **2. RELATED WORK**

According to research conducted by the company Insider Intelligence, TikTok is the application with the third largest number of users after Facebook and Instagram. TikTok is predicted to have more than 755 million active users worldwide in 2022. The percentage increase in users achieved was almost 59.8 percent in 2020 and decreased by around 10 percent in the following year, namely 2021. But this is a great achievement for an application that is said to have only been established for 4 years. This proves that there has been an increase in new users of TikTok social media. Likewise with Indonesia, quoted from bogor.suara.com July 2021, almost more than 92.2 million users of this social media. As much as half a percent of them are aged 18-34 years and 36 percent of them are workers.

Active users of TikTok social media access almost 12 times per day, and on average they watch every video that appears on the homepage or FYP (for your page) as many as 400 billion videos per month. (Ahmad, 2021).

Of course, this is what makes most Indonesians inseparable from this TikTok social media, especially since this social media has become part of basic human needs, namely getting entertainment, getting fast and accurate information. Not only that, but some of the existing social media are also now continuing to grow so that they take advantage of the quantity of users of this platform which was initially only for entertainment as well as a place to sell. These efforts are made to make it easier for users to shop without having to leave the house. Like Facebook Shops and Instagram Shopping, TikTok Shop is now here and was officially released in April 2021. (Yefriza, 2021). However, what distinguishes TikTok Shop from other social media-based e-commerce is that this TikTok shop does not direct users to other platforms, but purchases are made directly on the homepage display at that time.

This discussion states that there is a positive influence given by TikTok social media in facilitating daily human life activities. As stated by the Frankfurt school of thought, praxis is more directed towards positive things in social phenomena. In fact, there are also many negative influences given by TikTok, but this praxis only focuses on positive influences.

Elisabeth Noelle Neumann, a contemporary speaker and researcher has changed the perspective on the media. The powerlessness of the media concluded in Klaper's research is now contradictory. Noelle said that the conclusion of the study on the powerlessness of the media as an influence on social life can no longer apply in today's life. (Littlejohn, 2014) The relationship between media and human life has a great and strong influence. This is believed



by most researchers who believe that there is a correlation between human behaviour, needs, habits, behaviour and the influence of the presence of media, especially the development of media which is now so fast and massive. Self-confidence according to several experts, the first according to Fereira said that self-confidence comes when a person's self-confidence can be maintained and controlled. (Kartini, 2019). Different from Hakim, he said that self-confidence is all the way a person does to achieve goals for skills that he can master filled with strong determination. The last expert opinion, Hambly, said that self-confidence is a matter of calm in trying to do anything. (Kartini, 2019). In the development of adolescents towards adulthood, a person will tend to feel unstable to find their identity (Thalib, 2016). The positive thing that teenagers generally have, they have a strong determination and enthusiasm to achieve something they dream of. However, if their achievements and abilities do not match what they idealize, they tend to feel insecure. This lack of self-confidence can ultimately affect their social life. Coupled with the natural nature of most people, namely comparing their achievements to others, which has an impact on them feeling unworthy and failing. On average, those who are in that phase are students.

**There are Several Factors of Self-Confidence According to Kartini (2019), Namely:**

**1. Environmental Interaction**

Social interaction is known as a person's effort to fulfill their need to communicate and get attention from their environment, such as parents, siblings, friends, and people around them. This greatly influences a person in developing and forming their identity indirectly. Self-confidence is the result of understanding the form of support from the surrounding environment.

**2. Physical**

In general, people will feel uncomfortable when they have a different physical condition from others. Of course, this is what causes someone to feel insecure about themselves. Unlike someone who is born with beauty in general, they will feel more confident in doing anything to achieve their goals.

How does TikTok affect the level of self-confidence of Communication Science students in the 2020 intake?

**3. METHODOLOGY**

This study applies a qualitative approach that is used to be able to find out or visualize a reality from an event being studied and will make it easier to collect data objectively. (Sugiyono, 2017). States that qualitative research methods are applied by researchers in natural object conditions.

Qualitative research differs from other research methods in several ways. Qualitative research includes three things, namely (1) basic viewpoints (axioms) about the nature of reality, the relationship between researchers and those being studied, the possibility of generalization, the possibility of forming causal relationships, and the role of values. in research. (2) the character of the qualitative research method itself, and (3) in the process carried out to conduct qualitative research. (Hardani. et al., 2020)





From the description above, qualitative research is a type of research that is natural in nature, and from the results of descriptive data. This study applies a qualitative approach with a case study type of research. This study also focuses on a particular subject as a case study. The data in this case study comes from all related parties. The use of case studies aims to investigate complex activities or processes that cannot be separated from the social context in which they occur. Data sources from informants. Primary data collection is carried out by recording interviews, which are then recorded. In addition, data collection is carried out by observation. In this study, data collection was used through interviews, which after the interview data was collected would be processed through observation and produce research results. The subjects in this study were students of the Communication Science Study Program, Jakarta State University who had a TikTok social media account. The researchers in this study used a purposive sampling technique, namely a sampling technique that determines informants in an interview whose criteria have been set and are in accordance with research needs. The informants selected in this study were students of the Communication Science Study Program, Jakarta State University, and class of 2020 who were 19-22 years old, and used TikTok social media in their daily lives and felt that their self-confidence had changed.

1. Cr, a student of the Communication Science Study Program, UNJ, class of 2020, aged 22 years.
2. Ym, a 2020 UNJ Communication Science Study Program student aged 19.
3. Fn, a 2020 UNJ Communication Science Study Program student aged 20.

#### **4. RESULTS AND DISCUSSION**

The author obtained primary data through in-depth interviews with 3 informants who were male and female students of the 2020 Class, Faculty of Social Sciences, and Communication Studies Program. From the results of the study, the ages of the informants varied between 19-22 years.

##### **Spiral of Silence Theory**

In the spiral of silence theory, Neumann (1983) said that if a media can pay more attention based on the views of the majority and will suppress the views of the minority. People who consider their opinions on various public issues to belong to the minority tend not to express their views, while people who consider their views to represent the majority tend to express them to others. This spiral of silence theory is seen as a form of agenda setting but focuses on macro-level effects rather than micro-level effects. In other words, because people are afraid of being ostracized or separated from their environment, when they feel like a minority, they tend to be silent and blend in. Once this spiral of silence theory emerged, the influence of the media increased over time. Most media theories argue that personal communication will be more influential than the media, but this theory argues that the media can have a strong influence on everyday conversation. In this study, the spiral of silence theory emerged and influenced through TikTok social media. TikTok as a social media has become a topic of conversation among the public, especially our informants. They are often influenced by the content that appears on their respective homepages or FYP (For Your Page). These videos



have different influences, there are positive influences and there are also negative influences. One of the influences given is the level of self-confidence.

### **Self-Confidence**

According to Hakim (Kartini, 2019), self-confidence is everything that makes it possible to achieve a life goal and is accompanied by positive belief in one's strength. In this case, the three informants we interviewed had varying answers. The first informant, Ym, said that his level of self-confidence was increasing. This can be seen from his answer "... Now I'm starting to be confident in doing things that I never did before". In contrast to Ym, Fn, our second informant said that his level of self-confidence was decreasing. Something different from the two previous informants was conveyed by Cr, our third informant. He said his level of self-confidence was constant, "It's just normal," said Cr. Suryabrata (in Kartini, 2019) stated that there are factors that can influence a person's self-confidence, one of which is physical condition. Because when a person's physical condition is different from the average person, there is a feeling of worthlessness and discomfort with oneself compared to other people who are physically perfect. This feeling can cause a lack of self-confidence in a person due to low self-esteem towards their physical condition. This was felt by Fn who said that he is currently lacking in self-confidence because his weight has decreased drastically to the point of changing his physical shape to be very thin. Gerungan (2004) (Kartini, 2019) revealed that one of the factors that influences a person's self-confidence is social interaction. Social interaction is something that happens between one person and another. The relationship between the two will change, influence and improve each other. Social support refers to the support provided by family, society, peers and other people around them. This happened to Ym who felt less confident after being compared by her environment and seeing people around her who had more abilities than her. Cr felt different, she could not explain exactly when she became less confident. However, what is certain is that sometimes she suddenly doubts her abilities. It does not mean that there are only negative impacts from using TikTok, there are positive impacts that occur, and their impacts are visible on the informants in this study. As mentioned by Ym who stated "... Now I am starting to be confident in doing things that I never did before" And from here it can be seen that there are changes in good things that happen. And the next statement from Ym who stated, "Because from what I searched, there were also positive things, so my fyp made me more Confident than before, like constructive videos, it made me more enthusiastic, different from before". The second informant in this research, namely Cr, stated the same thing as the previous informant, he stated "for now I just feel normal, maybe because I've passed the phase of lacking self-confidence, so now when I play TikTok, I'm fine and it's really my TikTok." "The content is also good, it makes me more confident too, and I think TikTok makes me more creative."

## **5. CONCLUSIONS**

Based on the results of this study, it can be concluded that from the three sources in this study, they experienced the influence of TikTok social media usage on their self-confidence. The impact that occurred on their self-confidence was not only negative, but also as



decreased self-confidence due to the presence of videos on TikTok and environmental factors that support the decrease in self-confidence. However, there were also positive impacts on informants such as increasing self-confidence and creativity which also increased self-confidence. One of the interesting things about this study is that it can see the impact on a person's self-confidence from the use of social media and we see that the use of social media not only has an impact on how we socialize but can also have an impact on a person's self-confidence in carrying out their daily lives. If further research is carried out, the researcher suggests looking deeper into the impact of using social media, especially TikTok, with a deeper psychological approach and looking at the environmental conditions of the informants, as well as exploring what triggers the negative impact on informants in more depth.

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