

The Role of Using TikTok In Generation Z

Sari Endah Nursyamsi (sari.endah@dsn.ubharajaya.ac.id)
Universitas Bhayangkara Jakarta Raya

Abstract

Instagram is among the most popular social media platforms in Indonesia. Tiktok is a media platform that allows users to upload photographs and videos through Tiktok feeds and tales. Tiktok users can engage with one other by liking and commenting on photographs and videos. However, the message you receive may be favorable or bad. This statement may have an impact on mental health. Tiktokers are effects that have an impact on Tiktok users' mental health. Tiktok users' mental health will result in feelings of guilt, anxiety, dread, and comparison to others. The purpose of this study is to determine how Tiktok users influence the mental health of Tiktokers among Generation Z in Bekasi City. Simple regression analysis was performed in this study, which had 88 respondents. The findings of this study are based on the hypothesis that Tiktok users have no affect on the mental health of Tiktokers among Gen Z in Bekasi. It can be argued that Tiktok users in Bekasi City have no negative impact on their mental health, or that Tiktok users in Bekasi City are mentally healthy.

Keywords: Tiktok, Mental Health, Bekasi City

Introduction

Social media is media that focuses on the existence of life or community activities and is visible to a large number of people online by other users in social relations (Siregar, 2022). Posts shared on social media can have both positive and negative consequences. The positive impact allows the user to convey their views or ideas while also obtaining new information (Siregar, 2021). Meanwhile, the negative influence includes the ability to integrate communication technologies, changes in lifestyle, changes in regulations, and even changes in social concerns in society, as well as the emergence of new dynamic forces in society (Nursyamsi, 2022). According to the APJII statistics, 49.0 percent of social media users reported receiving unpleasant remarks (Siregar, 2019).

According to Razali et al. (2022), mental health refers to a person's ability to perform regularly and adapt to life's challenges without experiencing mental or emotional diseases. Mental health can be defined as a state of the soul in which it is at peace and peaceful, appreciating what it has without comparing it to the things of others. If the remarks generated have an impact on Tiktok users' mental health, it will have a communicative effect known as Instagramxiety. Tiktokers develop when they frequently encounter other people's Tiktok posts (Bahriyah, 2022). Tiktokers occur when people frequently look at posts and compare them to themselves.

Literature Riview

Mental Health and Tiktokers

A person's mental health is defined as the absence of mental and emotional illnesses, as well as the ability to carry out daily tasks and adjust to situations. If you are unable to confront a threat, it will lead to mental illnesses. According to Bastaman, mental health can be defined as the absence of mental disorders and illnesses, the ability to adapt to interpersonal connections, the development of potential for the benefit of oneself and the environment, and faith in God. Tiktok is a type of mental health problem. Tiktok users may experience fatigue, tension, jealousy, unhappiness, and self-loathing after viewing other people's posts (National Geographic, Razali, 2021).

Methods

The causal link between variables demonstrates that this research takes a quantitative approach. As a result, this approach can assess the impact of Tiktok users on Tiktokers' mental health. The research was explanatory in nature, as it sought to determine the impact of Tiktok users' influence on Gen Z in

Bekasi City, as well as the mental health of Tiktokers. The research was conducted in Bekasi City, which has the second highest Human Development Index in health in West Java as of 2021 (West Java Provincial Health Service 2012). Bekasi is a city with a high quality of life, and researchers are interested in learning how Tiktok users influence the mental health of instage anxiety among Gen Z in Bekasi City.

Results and Discussion

The findings of the study on the influence of Tiktok users on the mental health of Tiktokers among Gen Z in Bekasi City, based on the respondent profile, Tiktok user variables, Tiktokers mental health variables, and the results of simple regression are as follows:

In this study, researchers utilized simple regression analysis to generate the following data results from the summary table:

According to the regression equation and regression equation model table, the influence of Tiktok users on the mental health of Tiktokers among Gen Z in Bekasi City is:

Table 1 Regression Equation Model.

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	69.106	3.781		18.276	.000
Instagram Used	-.195	.110	-.176	-1.765	.081

a. Dependent Variable : Mental Health

Source: Primary Data Analysis, 2024

The purpose of this study is to address the problem formulation, namely how TikTok users influence Instagram mental health among Gen Z in Bekasi City. Researchers distributed questionnaires to 88 Bekasi City residents aged 18 to 20. To determine whether there are any Gen Z users in Bekasi City who rely on Tiktok, as this can have an impact on Tiktokers' mental health. As a result, a simple regression technique was used to analyze data on the Tiktok user variable in relation to the Tiktokers' mental health variable.

In the second indicator of discussion, 71 respondents (71%) said they did not agree that conversation influenced their use of TikTok. This demonstrates that respondents use Tiktok not only to engage with others, but also with other social media platforms. The third indicator is sharing; 55 respondents (55%) said they did not agree that sharing influenced their use of TikTok. This indicates that respondents do not share content with one another or publish photographs or videos to Tiktok. The fourth and final indicator was presence; 79 respondents (79%) agreed that presence prompted them to use Tiktok. Respondents agreed that by utilizing Tiktok, they may learn about information shared on Tiktok. This demonstrates that respondents are aware of the whereabouts of their friends or other Tiktok users based on Tiktok updates, as well as the most recent, up-to-date, and viral information available through Tiktok posts.

Tiktokers' mental health is measured by 8 indicators, including normal or appropriate behavior, emotional regulation, ability to apply one's own abilities, social activities, risk awareness, long-term goal achievement, learning from experience, and overall happiness.

The first indicator is adhering to applicable social standards, as indicated by 72 respondents (72%) who agreed with using Tiktok responsibly, implying that respondents only used Tiktok when it was important and needed entertainment. This demonstrates that respondents do not use TikTok excessively, but merely within reasonable bounds and for entertainment. The second indicator can regulate emotions; up to 90 percent of respondents (90%) said that they can control their emotions when using Tiktok. Respondents ignored unfavorable Tiktok posts. These findings indicate that respondents are docile in

the face of sarcastic or negative messages, and that Tiktok posts do not motivate or provoke them. The final indicator is that 65 respondents (65%) agreed with channeling or expressing their abilities on Tiktok. These findings indicate that respondents enjoy posting images or videos on Tiktok, such as photos with friends, photos of themselves, photos of landscapes, designs, documentary videos, and so on. The fourth indication can engage in as many social activities as feasible 75 respondents (75%) agreed that they would continue with their customary activities without Tiktok has inspired me. These findings indicate that respondents continue with their regular routines without being disturbed or addicted to Tiktok. The fifth indicator is understanding the hazards of each action that will be made; up to 70 respondents (70%) agreed to be cautious when taking action on Tiktok. These findings indicate that respondents take great care before posting and commenting on Tiktok, double-checking the comments or articles they intend to make and soliciting feedback from friends or others around them before uploading. The sixth indicator is the ability to restrict your desire to achieve long-term goals. 75 respondents (75%) felt that Tiktok did not influence them and that they could continue with their normal routines. These findings indicate that respondents are not hooked to Tiktok, that they open Tiktok when they have spare time, and that they understand the limits of Tiktok use because addiction and overdependence will harm their mental health.

Conclusion

In this study, the answer to the research objectives can be determined using a simple regression test. The coefficient of determination (R Square) was 2.1%, indicating that Tiktok had a 2.1% influence on the mental health of Gen Z TikTokers in Bekasi City, while the remaining 96.9% was influenced by other factors that the researchers did not thoroughly investigate. Next, the size of the probability from the anova table can be used to answer the study's hypothesis. The probability value of 0.081 is greater than 0.05, indicating that H₀ is accepted while H₁ is rejected. It can be concluded that Tiktok users have no affect on Tiktokxiey's mental health. Suggestions for future research include including other elements to determine the impact of social media on mental health, as well as incorporating variables from social media platforms such as Twitter, TikTok, Facebook, and others.

References

- Nursyamsi, S. E., & Siregar, N. (2019). Pengaruh Iklan Layanan Masyarakat Lanjut Usia Kementerian Sosial RI terhadap Tingkat Pengetahuan Remaja. *Ikon--Jurnal Ilmiah Ilmu Komunikasi*, 23(2), 120-141.
- Nursyamsi, S. E., & Siregar, N. (2020). MENGKRITISI BERITA HOAKS PEMILIHAN CAPRES PEMILU 2019 DI MEDIA SOSIAL FACEBOOK. *Ikon--Jurnal Ilmiah Ilmu Komunikasi*, 24(1), 50-67.
- Nursyamsi, S. E., Dewi, N. K., & Taqqiyah, I. D. (2020). ANALISIS PESAN DALAM TWITTER@ ANANDABADUDU PADA PERIODE 22-26 SEPTEMBER 2019 DILIHAT DARI OBJEKTIVITAS DAN PERATURAN UNDANG-UNDANG ITE. *Ikon--Jurnal Ilmiah Ilmu Komunikasi*, 24(3), 224-245.
- Nursyamsi, S. E., Siregar, N., & Dewi, N. K. (2023). The Role of Search Engine Optimization in Determining Journalism Quality. *Jurnal Ilmiah Teknik Informatika dan Komunikasi*, 3(3), 01-12.
- Nursyamsi, S. E., Siregar, N., & Nurahlina, N. (2022). Strategi Komunikasi Pemasaran Toska Fashion Dalam Meningkatkan Customer Engagement Melalui Media Sosial Instagram. *Ikon--Jurnal Ilmiah Ilmu Komunikasi*, 27(2), 140-154.
- Nursyamsi, S. E., Siregar, N., Rukmana, A. Y., Kurniadi, W., & Razali, G. (2023). Instagram As A Platform For Personal Branding. *LITERACY: International Scientific Journals of Social, Education, Humanities*, 2(3), 168-174.
- Nursyamsi, S., Siregar, N., & Ratnasari, D. D. (2022). Strategi Komunikasi Personal Selling Merchandiser Display General Trade dalam Memenuhi Target Penjualan Di PT Kalbe Nutritional Cabang Bekasi: Studi Deskriptif Produk Diabetasol. *Brand Communication: Jurnal Ilmu Komunikasi*, 1(3).
- Siregar, N., & Nursyamsi, S. E. (2020). HUBUNGAN ANTARA TINGKAT PENGETAHUAN DAN PEMAHAMAN TERHADAP FILM DOKUMENTER SEXY KILLERS DENGAN SIKAP PEMILIH PEMULA. *Ikon--Jurnal Ilmiah Ilmu Komunikasi*, 24(2), 200-203.

- Siregar, N., Dewi, N. K., & Nursyamsi, S. E. (2023). Sosialisasi Pendidikan Antikorupsi Guna Menciptakan Generasi Muda Bermutu Di SMKS Harapan Baru, Bekasi Utara. *Jurnal Pengabdian kepada Masyarakat UBJ*, 6(2), 105-112.
- Siregar, N., Nursyamsi, S. E., & Junengsih, J. (2022). Teknik Komunikasi Persuasif Pengurus KABASA Dalam Mengajak Anak Jalanan Untuk Belajar. *Ikon--Jurnal Ilmiah Ilmu Komunikasi*, 27(3), 303-310.
- Siregar, N., Nursyamsi, S. E., Dewi, N. K., & Purnama, H. (2022). Framing Analysis on Online Media of News Coverage of Protests Against Indonesia's Omnibus Law on Job Creation Act. *International Journal of Scientific Engineering and Science*, 6(5), 21-26.
- Siregar, N., Purnama, H., Nursyamsi, S. E., & Dewi, N. K. (2021). Sosialisasi Pengelolaan Sanitasi Bagi Kesehatan Keluarga. *Jurnal Pengabdian kepada Masyarakat UBJ*, 4(1), 103-112.
- Sovianti, R., Nursyamsi, S. E., & Siregar, N. (2023). Public Relations Strategy in Building Personal Branding of Visual Artists. *Jurnal Ekonomi*, 12(01), 135-140.
- Widiantoro, A., & Nursyamsi, S. E. Imaddudin.(2021). *Pola Komunikasi Interpersonal Satgas COVID-19 dalam Menghadapi Stigma Negatif Pasien COVID-19 di RW, 1*, 18-27.
- Widiantoro, A., Nursyamsi, S. E., & Imaddudin, I. (2021). Pola Komunikasi Interpersonal Satgas COVID-19 dalam Menghadapi Stigma Negatif Pasien COVID-19 di RW 01 Kelurahan Kaliabang Tengah, Bekasi Utara. *Journalism, Public Relation and Media Communication Studies Journal (JPRMEDCOM)*, 3(2), 18-27.