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The Intensity of Use of Social Networking Applications on Self-confidence

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Abstract: This study was intended to determine the effect of the intensity of using the Tik Tok application with self-confidence in students at the State University of Semarang. This research uses correlational quantitative method. The sampling technique used is simple random sampling with a population of 1170 people, the number of samples is 265 people. The data analysis technique used a simple linear regression test. The results of this study indicate that there is a significant positive effect of the intensity of using the tik tok application on self-confidence. Based on the results of this study, it is recommended that lecturers hold activities by utilizing social media such as Tik Tok, Instagram, Facebook and others which are currently being used by students. As a student, self-confidence is needed both in terms of lectures and in terms of society. So it can be concluded that the intensity of using the tik tok application greatly affects the self-confidence of FIP UNNES students, so if the intensity of using the tik tok application on students is high, the confidence in students will be high as well.

Keywords: self-confidence, social networking, student.

Introduction

Along with very high technological advances, there are many new innovations in technology (Rao, 2018). This is what attracts people to try various kinds of social media (Oliveira, 2020). The existence of social media can make it easier for users to obtain information and entertainment from various regions without being limited by space and time, social media also gives users the opportunity to interact with other people (Firth, 2019).

In the current digital era, social media is a social network that is most often used by the community, with social media it can make it easier for each individual to communicate and share information among the public (Gleason, 2018). The most popular social media today are Instagram, Line, WhatsApp,

Facebook, Tik Tok, Path, Twitter, Skype, and so on. However, this study focuses on one of the social media in the form of the Tik Tok application.

The Tik Tok application is one of the most popular social media in the world today (Herlisya, 2022). The Tik Tok application is a Chinese music video platform launched in September 2016 that allows users to create their own music videos (Aji, 2018).

According to a survey from Sensor Tower, the Tik Tok application has been downloaded 87 million times throughout 2020, this number is 52.7% higher than in 2019. So Tik Tok has been named the most popular non-gaming application in 2020. Tik Tok beats video conference application, Zoom which is widely used during the Covid-19 pandemic (Tama, 2020).

In Indonesia, the Tik Tok application has been named the best application on the Google Play Store and is considered the most entertaining application in 2018. Although in mid-2018 the Ministry of Communication and Information (Kominfo) had blocked this application on the grounds that there was negative content for children. The blocking of the application took place from 3 to 10 July in 2018. However, this did not reduce the interest of the Indonesian people towards the application. Until 2020, according to a survey from Sensor Tower, Indonesia became the country with the most downloads of the Tik Tok application by contributing 11 percent of the total Tik Tok downloaders in the world (Maghfirah, 2021).

The Tik Tok application is much-loved by the public, from children, teenagers, and even adults (Wulandari, 2018). Not infrequently, they eventually create a community based on the type of video content created or based on the area of origin of the application user. Reporting from DotSemarang, the Semarang area already has a community of Tik Tok users or commonly called Tiktokers with 20 members, most of whom are women. Many members of this community use the Tik Tok application as a means of expressing themselves on social media, such as making lpsync videos or by following challenges, or things that are currently trending.

The number of people who use the Tik Tok application of all ages, does not rule out negative content. This negative content is certainly dangerous for the intellectual development of its users, most of whom are teenagers. In adolescence there is a developmental task in the aspect of self-confidence. According to Hambly (in Kartini 2019) expressed confidence as a condition when individuals can do something calmly and confidently. A person's self-confidence can be used to make a difference in their environment, which means that someone has the self-confidence to empathize, influence, have social skills, motivate and control (Upadhyay, 2020.

Adolescence is a developmental period that every individual must go through. In this case, there are several tasks of adolescent development, one of which is about self-confidence (Asimidou, 2021). According to Lauster (Arie, 2016) Self-confidence is an attitude or belief in one's own abilities, so that in carrying out his actions he is not too anxious, feels free to do things according to his wishes and is responsible for his actions, is polite in interacting with others. The desires of others, have a drive for achievement and recognize one's own strengths and weaknesses. Meanwhile, according to Hambly (Kartini, 2019) states that self-confidence is when a person can do something calmly and confidently. With self-confidence that a person has, he can be trusted to change something in his environment, which means that someone has the confidence to influence, control, motivate, empathize and have social skills (Gopinath, 2020).

The results of research from Adawiyah, 2020 regarding the effect of using the Tik Tok application on the self-confidence of adolescents in Sampang Regency, stated that the use of Tik Tok affects the self-confidence of young people in Sampang Regency. This is evidenced by a significance value of 10% where the value of $t\_hitung \geq t\_table$ or 10,841 1,660. So it can be said that the use of Tik Tok social media has a positive influence on self-confidence (Nufus, 2022).

In another study conducted by Sari, 2021 regarding the Tik Tok application as a means of self-existence for students at the State Islamic University of Sulthan Thaha Saifuddin Jambi, stated that the use of the Tik Tok application was quite high by students as a means to fill spare time, make interesting videos, express themselves. , and learn to be confident. The use of the Tik Tok application for students at the State Islamic University of Sulthan Thaha Saifuddin Jambi also has a positive positive impact such as spreading good things in cyberspace, having many friends, and learning new things from the accounts they like. And for

the negative impact, such as reducing student embarrassment, such as swaying Tik Tok in public, regardless of the clothes being worn, such as the hijab (Sample, 2021).

The use of the Tik Tok application is a phenomenon that is currently happening among the community, including students, including Semarang State University students. Reporting from detiknews Semarang State University utilizes the Tik Tok video page in organizing academic and student introduction program activities which will be held in August 2021. The organizers hold challenges that new students must do to be creative by making short videos of dancing, singing, or acting with the theme Unity in Diversity (Harlig, 2021). Then the video that has been made is uploaded to the Tik Tok application account by including the #UNNESRapChallenge. The enthusiasm of students in this matter can be seen from the number of videos uploaded by including the hashtag (Nirmalasari, 2022).

Based on the phenomenon that occurs among Semarang State University students, especially students of the Faculty of Education where many students use the Tik Tok application to make videos as a means of expressing themselves on social media. The form of self-expression in question is by making videos with student creativity that can foster self-confidence (Salo, 2019). As a student of the Faculty of Education, who will later be involved in the world of education which requires the ability to apply knowledge and skills, be able to develop positive relationships, and innovate in learning facilities for students.

Based on the pre-research, the researchers conducted initial observations with the account names Tik Tok @faqiasfr, @dzakyzo, @setlawbelly, @awdyyyy and @putragalang_01 researchers were able to see the use of the Tik-Tok application on UNNES students prioritizing their own abilities, normal ambitions, optimism, as well as independent. This is an interesting problem to study because the use of the tik tok application has an effect on self-confidence. The use of the tik tok application among students of the Faculty of Education can have an impact on their attitudes and thoughts. So that researchers believe the effect of the Tik Tok application for its users is an interesting problem to study.

Based on this, the researcher wants to formulate a problem statement, namely, is there an influence between the intensity of using the Tik Tok application on the self-confidence of the students of the Faculty of Education, State University of Semarang?. The purpose of this study was to find out how much influence the intensity of using the Tik Tok application had on the self-confidence of the students of the Faculty of Education, State University of Semarang.

Method

This type of research is using quantitative methods. Quantitative research is research based on the philosophy of positivism that is useful for researching certain populations or samples, while for data collection, research instruments will be used that aim to test the established hypotheses (Sugiyono, 2016). In this study, the population selected by the researchers were all FIP Unnes students in the class of 2021. The selection of this population was due to the #UnnesChallenge phenomenon during PPAK Unnes in the class of 2021. Based on data obtained from data.unnes.ac.id the population of FIP Unnes students in the year 2021. batch 2021 as many as 1170 students, researchers use a margin or error of 5% or 0.05 in determining the sample. So the sample contained in this study as many as 265 students.

Instrument or measuring tool in data collection in this study using a psychological scale. Psychological scale is defined as a measuring tool that has special characteristics, where the psychological scale is more affective than cognitive, the answers from respondents do not directly reveal the measured attributes, and are projective and contain many items whose answers are not categorized as true or false (Azwar in Sutoyo, 2014).). The scale compiled by the researcher is in the form of a scale regarding the intensity of using the tik tok application and a scale of student confidence. The variables to be measured will be translated into variable indicators. Then it becomes the basis for the preparation of instrument items, which can be in the form of statements or questions with alternative answers, namely Very Appropriate (SS), Appropriate (S), Less Appropriate (KS), Not Appropriate (TS), Very Incompatible (STS).

In this study, the data analysis technique used is simple regression analysis with the help of SPSS 22. It aims to determine the effect of the independent variable (intensity of using the tik tok application) on the dependent variable (self-confidence) in a stimulant manner. Before conducting a regression analysis, the researcher will conduct a normality test, and a linearity test first as a condition for conducting a regression test.

Results and Discussion

Result

Based on the results of the study, it can be seen that there is a significant positive relationship between the intensity of the use of the tik tok application and the self-confidence of FIP Unnes students in the class of 2021. This is evidenced by the tcount value of 15,841 > ttable 1,968, which means the higher the intensity of using the tik tok application on students, the higher her confidence. Vice versa, the lower the intensity of using the Tik Tok application on students, the lower their self-confidence. This is in line with previous research which revealed that there was a relationship between the use of tik tok and the self-confidence of adolescents in Sampang Regency (Adawiyah, 2020).

Based on the results of the study, it can be said that the intensity of using the tik tok application on students will affect their self-confidence. students who have a high intensity of using the tik tok application, meaning that the student is able to express himself through the creation of video content, gain understanding or knowledge based on the information contained in the tik tok application, is able to take advantage of the various features available in the tik tok application, this will affect trust student self-confidence in the form of increasing student self-confidence, giving rise to the courage to try new things or new challenges. This is in line with the opinion expressed by Humbly (in Kartini, 2019) where when an individual has self-confidence, the individual will feel calm and confident when he has to do something.

Based on the results of the study, it can also be said that when students have low self-confidence, it will affect the intensity of using the tik tok application. This is because low self-confidence in students will make students afraid or worried when they have to explore new things, students find it difficult when they have to make a decision so they must need the help of others, students will tend to think pessimistically about something. This will affect the intensity of using the tik tok application on students in the form of students who will find it difficult when they have to use the tik tok application, the doubts that arise when compiling a concept when creating video content, disappointment with the results of the videos they make because expectations are too high, Students are not sure about their abilities when they are going to create Tik Tok video content. In this case, self-confidence will control students' beliefs when using the Tik Tok application.

This study focuses on the effect of the intensity of using the tik tok application on FIP Unnes students in the class of 2021. If studied using the uses and gratification theory, students actively or passively using the tik tok application can choose media that are considered useful for them. Of course, students who are users of the tik tok application have the motivation to help individuals meet their needs, this motivation grows consciously when students understand the benefits of using the tik tok application. As stated by Maslow about body theory and motivation where individuals fulfill their needs, because of motivation within themselves (Maslow, in Fahrul 2017).

Based on this research, it can be seen that students who have a high level of intensity of using the tik tok application have a real satisfaction in using the tik tok application. This satisfaction is in the form of knowledge or information gained when using the tik tok application, the experiences students gain from seeing, imitating, practicing and being influenced when using the tik tok application which they feel is fun and beautiful, as well as a means for students to express themselves to be more confident. . This is in line with the types of audience satisfaction in the use of mass media proposed by Katz, Blumer, and Gurevitch (in West, 2017) which state that audience satisfaction in the use of social media is influenced by cognitive aspects related to knowledge, affective aspects aimed at to gain experience, as well as aspects of social integration that aim to improve their quality.

Conclusion

Based on the results and discussion of the research above, it can be concluded that "There is a Positive Significant Relationship of the Intensity of Using the Tik Tok Application with Confidence in FIP Unnes Students Class of 2021". This is evidenced by the value of tcount 15,841 > ttable 1,968, so it can be concluded that H0 is rejected and Ha is accepted. So it can be interpreted that if the intensity of using the Tik Tok application by students is high, the level of student confidence is also high. Based on the results of this study, it is recommended that lecturers hold activities by utilizing social media such as Tik Tok,

Instagram, Facebook and others which are currently being used by students. As a student, self-confidence is needed both in terms of lectures and in terms of society.

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Article Information (Supplementary)