THE EFFECT OF USING TIKTOK APPLICATIONS ON SELF-CONFIDENCE LEVELS

(Study on Communication Science Students of Balitar Islamic University, Class of 2016-2020)

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ABSTRACT
The purpose of this study is to determine how much the influence of using Tiktok application on the self-confidence level in regular students of Communication Science class 2016-2019. This study used a quantitative descriptive study by collecting questionnaire data from regular students of Communication Science class 2016-2019 at the Balitar Islamic University. From the results of data processing, the variable use of the Tiktok application (X) with a variable level of self-confidence (Y) has a significant effect, it can be concluded by looking at the t test results as 11.199> t-table as 1.99601 with a determinant coefficient as 79.7 %. So, it can be concluded that there is an effect of using the Tiktok application on the level of confidence of regular students of Communication Science class 2016-2019 at the Balitar Islamic University as 79.7%.

Keywords: Tiktok Application, Self Confidence, Student, UNISBA Blitar

1. INTRODUCTION

Information technology is currently experiencing significant developments. One of the proofs, it is easy for users to access information anywhere and anytime by using a widespread internet network. Technological sophistication has an impact in affecting life. Especially for teenage users, many use the internet as a means of showing and seeking popularity and public attention. Social media as a place for users to easily participate, share, and create content. The Tiktok application is an audio-visual social media application, the Tiktok application presents videos and music. The Tiktok application is in the second best-selling social media under Whatsapp. Users can share creative ideas so that their videos can get a lot of viewers and likers and can be used as inspiration by other users.

Videos on the Tiktok application will be appreciated more if they have interesting content, creators and good confidence. This self-confidence is actualized through unique and attractive behavior in nature. According to Setiyo, self-confidence is a person's belief in all their strengths and makes them feel capable of achieving various goals (Puspitasari and Laksmiwati, 2012). Tiktok application users can create at one's pleasure, test their creativity, and present themselves so they can reduce embarrassment and increase self-confidence.

The Tiktok application can be used by all groups, one of them is among students, namely students of Communication Science at 2016 class in the Islamic University of Balitar. Tiktok is used by students as a place to express themselves or what is commonly known as narcissism. Narcissistic behavior comes from the concept of self-confidence; this self-confidence is actualized through behaviors such as being a unique, attractive, highly intelligent individual, and having more potential than others. The Tiktok application can

help to increase self-confidence by frequently making videos and uploading them, so they get appreciation from other people as viewers.

This study aims to determine the effect of the use of Tiktok application on the confidence level in regular students of Communication Science class 2016-2019 at the Balitar Islamic University. In addition, to find out the influence of using the Tiktok application on the level of confidence in regular students of Communication Science class 2016-2019, Balitar Islamic University. This research is useful for adding insight into Communication Science in the concepts of communication theories, especially in the field of audio-visual communication about the effect of using the Tiktok application on the level of self-confidence and knowing the influence of using the Tiktok application on the level of self-confidence.

Mass communication according to Bittner is a message conveyed through the mass media to a large number of people. Mass communication must use mass media, even if the information is conveyed to a large audience (Romli, 2016). The characteristics of mass communication are general messages, annonine and heterogeneous communicants, mass media create synchronization, communication prioritizes content over relationships, one-way communication, limited sensory stimulation, and indirect feedback. New media can also be referred to as digital communication technology that uses computers in the process and is connected to the internet network (McQuail, 2010). Van Dijk said, social media is a media platform that focuses on user existence and facilitates users in their activities. Social media can be seen as an online facilitator that strengthens relationships between users as well as a social bond (Nasrullah, 2017).

Tiktok is a social media application that provides short videos combined with music. The Tiktok application was created to record and create creativity and precious moments from users all over the world. The Tiktok application has a great opportunity to enable its users to become creators and encourage sharing of creative expression and content through short videos. There are two factors that influence the use of the Tiktok application, namely internal factors and external factors. Internal factors include feelings, attitudes and individual characters, prejudices, expectations, concerns, the process of creating content, physical condition, values, interests, and motivation. While external factors include family background, information obtained, knowledge, intensity, size, opposites, new things and object alienation (Deriyanto & Qorib, 2018).

According to Lauster, self-confidence is an attitude or belief in one's own abilities, so in carrying out actions not too anxious, feel free to do things according to our wishes and responsibility for our actions, are polite in interacting with other people's beliefs, have encouraging achievement and recognizing one's own strengths and weaknesses (Arie, 2016). Self-confidence can be influenced by several factors, namely, self-concept, self-esteem, life experience, education, parenting, physical appearance, and socioeconomic status (Gufron & Rini, 2012).

Hypodermic needle theory is also called the bullet theory (Schramm), the syringe theory (Berlo) or the Stimulus Response theory (De Fleur and Ball-Rokeach). A hypodermic needle is likened to a bullet that views media messages as if shooting rifle bullets can knock down mercilessly anyone hit by a bullet. Mass media in the hypodermic needle theory has a direct effect of being injected into the audience's unconsciousness (Oktarina & Abdullah, 2017).

2. RESEARCH METHOD

This study uses a descriptive research approach, it functions is to describe or provide an overview of the object under study through data or samples that have been collected without conducting analysis and making conclusions (Sugiyono, 2011).

The research location was Balitar Islamic University, Faculty of Social and Political Sciences, Communication Studies Program with the consideration that the Tiktok application is widely used by Communication Science students and can increase student confidence. The size of the population is the total number that includes all members studied. The population in this study was 69 regular students of Communication Science class 2016-2019. The researchers used a total sampling technique, which the sample size is the same as the total population of 69 people. The data collection method is the method used when conducting research to collect data. Data collection methods used in this study included questionnaires, observation and documentation. The scale for calculating the data uses a Likert scale which consists of five categories of answers.

The data analysis used in this research is statistical analysis. The data obtained from the research results were tested for normality and linearity first and then continued with hypothesis testing. It use a simple linear regression technique. The data validity test used the IBM SPSS Statistics version 18.0 application program with various tests including validity and reliability tests, normality test, linearity test, heteroscedasticity test, autocorrelation test, simple linear analysis, and hypothesis testing using the t test, and the coefficient of determination.

3. RESEARCH RESULT

Based on the results of questionnaires and various tests that have been carried out, the results of this study are:

1. Validity Test

The validity test is used to determine whether or not the question item in a questionnaire is valid. Data can be said to be valid if > 0.3. The results of the validity test for variable X can be seen in table 1, and the validity test for variable Y can be seen in table 2.

Table 1
The validity test of variable X

Question	*Pearson Correlation*	Information
Question 1	0,942	Valid
Question 2	0,917	Valid
Question 3	0,921	Valid
Question 4	0,903	Valid
Question 5	0,804	Valid
Question 6	0,868	Valid
Question 7	0,911	Valid
Question 8	0,891	Valid
Question 9	0,847	Valid
Question 10	0,920	Valid
Question 11	0,875	Valid

Question 12	0,919	Valid
Question 13	0,916	Valid
Question 14	0,655	Valid
Question 15	0,942	Valid
Question 16	0,903	Valid

Table 2
The validity test of variable Y

Question	*Pearson Correlation*	Information
Question 1	0,895	Valid
Question 2	0,883	Valid
Question 3	0,939	Valid
Question 4	0,936	Valid
Question 5	0,890	Valid
Question 6	0,893	Valid
Question 7	0,918	Valid
Question 8	0,871	Valid
Question 9	0,840	Valid
Question 10	0,907	Valid
Question 11	0,899	Valid
Question 12	0,853	Valid
Question 13	0,906	Valid
Question 14	0,898	Valid
Question 15	0,789	Valid
Question 16	0,680	Valid

In the variable using the Tiktok application (X) the results of the Pearson Correlation value> 0.3, it can be concluded that each item of the question variable X is valid. In the variable level of self-confidence (Y) the results of the Pearson Correlation value> 0.3, it can be concluded that each item of question variable Y is valid.

2. Reliability Test

A questionare is said to be reliable if measurements are made at different times, it will produce the same data. The data is said to be reliable if it is> 0.7. The results of the reliability test for variable X can be seen in table 3, and the reliability test for variable Y can be seen in table 4.

Table 3
The reliability test of variabel X

Reliability Statistics

Cronbach's Alpha	N of Items
.982	16

Table 4
The reliability test of variable Y

Reliability Statistics

Cronbach's Alpha	N of Items
.980	16

The reliable test of variable X in the Cronbach Alpha table is 0.982> 0.7, it can be concluded that the data is reliable. In the Y variable, the result is 0.980> 0.7, it can be concluded that the data is reliable.

3. Normality Test

Normality test is used to find out whether the data is normal or not. The data is said to be normal if the Asymp value. Sig> 0.05. The results of the normality test can be seen in table 5.

Table 5
Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		69
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.68472826
Most Extreme Differences	Absolute	.141
	Positive	.141
	Negative	-.088
Kolmogorov-Smirnov Z		1.172
Asymp. Sig. (2-tailed)		.128

a. Test distribution is Normal.
b. Calculated from data.

Based on the normality test, it is known that the Asymp. Sig is 0.128> 0.05, it can be concluded that the data is normally distributed.

4. Linearity Test

Linearity test is used to determine whether variable X with variable Y has a linear relationship or not. The data is said to be linearly related if the ANOVA table the Sig. Linearity <0.05 and Sig. Deviation from Linearity> 0.05. The results of the linearity test can be seen in table 6.

Tabel 6
Linearity Test

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
TINGKAT KEPERCAYAAN DIRI * PENGGUNAAN APLIKASI TIKTOK	Between Groups	(Combined)	55.103	4	13.776	28.348	.000
		Linearity	54.321	1	54.321	111.785	.000
		Deviation from Linearity	.782	3	.261	.536	.659
	Within Groups		31.100	64	.486		
	Total		86.203	68			

Based on the linearity test, it is known that the Sig. Linearity is 0.000 <0.05 and the value is Sig. Deviation from Linearity is 0.659> 0.05, it can be concluded that the data are linearly related.

5. Heteroscedasticity Test

The heteroscedasticity test is used to determine the location of variance inequality from the residuals of one observation to another. The heteroscedaticity test was carried out using the Glejser test, that is, if the sig. > 0.05, it is said that the data does not occur heteroscedasticity. The results of the heteroscedasticity test can be seen in table 7.

Tabel 7
Heteroscedasticity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.575	.118		4.861	.000
	PENGGUNAAN APLIKASI TIKTOK	-.080	.060	-.263	-1.319	.192
	TINGKAT KEPERCAYAAN DIRI	.087	.063	.274	1.376	.173

a. Dependent Variable: Abs_RES

Based on the test results above, it is known that the sig value in variable X is 0.192> 0.05 and in variable Y is 0.173> 0.05, it can be concluded that the problem does not occur or heteroscedasticity does not occur.

6. Autocorrelation Test

The autocorrelation test is used to determine whether there is a correlation between a period and the previous period (t-10). The autocorrelation test is measured using the Durbin-Watson test with the criteria that if d> dU or (4-d)> dU, the data does not occur autocorrelation. The results of the autocorrelation test can be seen in table 8.

Table 8
Autocorrelation Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.794^a	.630	.625	.690	2.122

a. Predictors: (Constant), PENGGUNAAN APLIKASI TIKTOK
b. Dependent Variable: TINGKAT KEPERCAYAAN DIRI

Based on the results of the autocorrelation test, the Durbin-Watson value is 2.122 which is d> dU or (4-d)> dU, it can be concluded that the data does not occur autocorrelation.

7. Simple linear regression analysis

Based on the results of data analysis using the SPSS 18.0 application, it is known that the regression equation is: Y = -0.024 + 0.944X, it is concluded that the use of the Tiktok application (X) has a positive effect on the level of self-confidence (X).

8. Hypothesis Test

Hypothesis testing is used to determine whether the regression coefficient is significant or not. This study uses the t test, with the criteria if the t-count> t-table then there is an effect of variable X on variable Y. The results of the t test can be seen in table 9.

Table 9
T test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.024	.282		-.087	.932
	PENGGUNAAN APLIKASI TIKTOK	.944	.084	.893	11.199	.000

a. Dependent Variable: TINGKAT KEPERCAYAAN DIRI

Based on the t-test results, it is known that the t-count value is 11.199> t-table is 1.99601, it can be concluded that there is an effect of using the Tiktok application on the level of self-confidence.

9. Determinant Coefficient

The determinant coefficient is used to determine the influence of variable X on variable Y with the value of R Square which can be seen in table 10.

Table 10
Determinant Coefficient

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.893[a]	.797	.790	.414

a. Predictors: (Constant), PENGGUNAAN APLIKASI TIKTOK

Based on the test, it is known that the R Square value is 0.797 which is converted into a percentage to be 79.7%, it can be concluded that the influence of the use of the Tiktok application on the level of self-confidence is 79.7%.

4. DISCUSSION

Based on the results of the analysis using SPSS 18.0 which has been described above, the results of the product moment correlation value are 0.893 that the use of the Tiktok application (X) has a significant effect on the level of self-confidence (Y) in regular students of Communication Science 2016-2019, Balitar Islamic University. It can also be seen by looking at the t-test results, the t-count is 11.199 greater than the t-table of 1.99601, it can be concluded that Ho is rejected and Ha is accepted. With the determination coefficient of R Square value of 0.797 which is the percentage to be 79.7%, which means that the variable use of the Tiktok application affects the level of self-confidence by 79.7% and 20.3% is influenced by other variables not examined in this study.

The regression equation is also obtained, namely Y = -0.024 + 0.944X. This equation is in accordance with the simple linear regression formula Y = a + bX, where Y is the symbol of the dependent variable, a is a constant, and b is the regression coefficient for variable X. It can be concluded that there is an influence between variable Y and variable X. The constant is -0.024 which means if the use of the Tiktok application has a value of (0) then the level of confidence (Y) is -0.024. The level of self-confidence coefficient (Y) is 0.944, which means that if the use of the Tiktok application has increased by 1, the level of confidence (Y) will increase as 0.944. The coefficient is positive; it means that there is a

positive relationship between the variable using the Tiktok application (X) and the variable level of self-confidence (Y), which increases the use of the Tiktok application, the higher the level of self-confidence. Thus it can be concluded that the use of the Tiktok application can influence students in increasing self-confidence to appear in public.

In this case the Tiktok application can change the attitude, behavior and opinion of the audience spontaneously, automatically, and reflectively, where in this theory the content in the Tiktok application is a syringe containing video shows in the form of works from other users or information about a things that are distributed directly to the audience then generate feedback in the form of opinions that can be conveyed in the comments feature and can imitate various videos that have been seen.

In previous research entitled The Influence of Tiktok on the Creativity of Surabaya Youth by Bagus Prianbodo in 2018, the College of Communication Sciences, Almamater Journalists in Surabaya obtained the results of the research, namely the Variable Youth using the Tiktok application has a significant relationship to the Growth of Creativity variable by 41.6%. In the frequency table, 39% of respondents are in the "Old" category and 46% in the "Long enough" category in using the Tiktok application. Whereas in the attention of table is 55% of respondents expressed interest in the Tiktok application.

5. CONCLUSION

After conducting research directly and distributing questionnaires to respondents, namely regular students of the Communication Science class of 2016-2019, the Islamic University of Balitar, the conclusion of this study is, there is a significant influence between the uses of the Tiktok application on the level of confidence in regular students of Communication Science Class 2016- 2019 Balitar Islamic University. It is evidenced by the hypothesis test, namely the t test with the t-value of 11.199 is greater than the t-table of 1.99601. To find out the magnitude influence of variable X on variable Y by looking at the R Square value of 0.797 which is a percentage of 79.7%, it means that the variable use of the Tiktok application affects the level of self-confidence as 79.7%.

6. SUGGESTION

Based on the results of the research and conclusions, the researchers conveyed suggestions such as:
1. It is hoped that the users of the Tiktok application can make videos that can help other users to be more confident.
2. The Tiktok application should be used for positive things so it can be a medium to develop self-potential and increase aself-confidence.
3. For Tiktok application users, they should be able to make the application wisely as a place to share creativity.

7. ACKNOWLEDGEMENT

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