



# TikTok's Grip: A Snapshot of Usage Intensity among College Students

Elmo Adami<sup>1</sup>, Lely Ika Mariyati<sup>2\*</sup>, Dwi Nastiti<sup>3</sup>, Arzimatova Inoyatkhan Madimarovna<sup>4</sup>

\*Correspondence Author Email: [ikalely@umsida.ac.id](mailto:ikalely@umsida.ac.id)

<sup>1,2,3</sup>Department of Psychology, University of Muhammadiyah Sidoarjo, Indonesia

<sup>4</sup>Philosophy Department of Fergana State University, Uzbekistan

**Abstract.** This study is motivated by problems related to the intensity of using the TikTok application at Muhammadiyah Sidoarjo University. Students tend to take negative actions due to the use of the TikTok application such as insomnia, choosing not to do assignments and tend to play TikTok during lectures. The purpose of this study is to determine the description of the intensity of using the TikTok application. This research method is quantitative with a population of 10,296 active students of Muhammadiyah Sidoarjo University. Determination of the sample using purposive sampling technique where sampling is based on the criteria for active students in 2021/2022 who use the TikTok application until 347 samples are collected based on the Isaac & Michael table with a tolerance level of 5%. The variable in this study is the intensity of use of the TikTok application. Data collection in this study used a Likert scale model psychology preparation scale made by the researcher. Data analysis in this study used descriptive statistical tests with the help of Microsoft Excel. The results of the analysis show that in general Muhammadiyah University students experience the intensity of using the TikTok application in the medium to high category with a percentage of 81% with a total of 293 students and 64 students who are in the low 19% category, the results also show that men are higher in the intensity of using the TikTok application than female students.

**Keywords** - *Intensity of Use of the Tiktok Application, Students*

## 1 Introduction

A student is someone who is in the process of gaining knowledge or learning and is registered to undergo education at one of the forms of higher education consisting of academics, polytechnics, colleges, institutes and universities. [1]. Students are individuals who are studying at the university level, both public and private or other institutions that are at the same level as universities. Students are considered to have a high level of intellect, intelligence in thinking and planning in action. [2].

A student is categorized at the stage of development whose age is 18 to 25 years. This stage can be classified as early adulthood [3]. Early adulthood is a transitional period in which a person establishes an intimate relationship with the opposite sex, has a relationship with a particular social group, and assumes new responsibilities such as doing work. Students also have the responsibility of learning to carry out a learning process and develop a mindset in college [4].

*Mobile* phones/smartphones are electronic telecommunications devices that have the same basic capabilities as conventional fixed-line telephones but can be carried everywhere (*mobile*

portable). [5]. Almost all students in Indonesian universities have *cellphones/smartphones*. [6]. Data from the results of an initial survey conducted on 20 students can be seen that all students of Muhammadiyah Sidoarjo University have *cellphones* and 85% of students also install the *TikTok* application on *their cellphones*.

The development of social networks in the last five years has been very rapid. A survey from the *Pew Internet & American Life Project* states that 54% of internet users have the habit of uploading video results to *tiktok, instagram, twitter, facebook*, and various other types of social networks. [7]. Based on the results of a survey conducted by *Cable News Network (CNN)* Indonesia, it states that *TikTok* social media users occupy the second percentage, as many as 46% of people use *TikTok* social media because people believe that *TikTok* is a social media that makes people narcissistic. So that *TikTok* occupies the second percentage compared to *Facebook, YouTube* and *Twitter*. [8].

*TikTok* is one of the most popular and popular apps in the world. [9]. The *TikTok* application is widely used by various kinds of people of all ages, it is possible that there is content that contains negative and positive elements in it. [10]. *TikTok* can be dangerous and bring bad influence [11]. Individuals who are addicted to *TikTok* have a tendency to ignore other things that are more useful and important. [12]. According to Wulandari, individuals who are addicted to *TikTok* make users have bad behavior towards their social environment such as being easily emotional, arising social jealousy that creates hatred, not socializing directly with friends and other people. [13].

The use of the *TikTok* application also has a positive impact, namely to implement and execute oneself to provide satisfaction for oneself and others. *TikTok* application users can release their creativity and talents, for example, such as singing, dubbing, creating unique fun content that can make a person an influencer such as an artist, celebgram, youtuber and others. [11].

Intensity of use is an individual activity that is carried out repeatedly by involving feelings in it that can bring satisfaction or pleasure to the individual who does it, so that repetition of activities occurs and continues to increase. [2]. Increased use of the *TikTok* application increases the risk of addiction which not only causes problems in the physical aspect but also has an impact on a person's mental health if the intensity of social media use is  $\geq 2 - 4$  hours per day. [14]. Pratama and Sari also stated that individuals who access social media sites  $\geq 2$  hours every day will have a worse risk of addiction to mental health [15]. [15].

The intensity of use of the *TikTok* application has four aspects, namely aspects of attention, appreciation, duration and frequency. [16]. The intensity of using the *TikTok* application is caused by several influencing factors, namely information (*surveillance*), personal *identity*, *personal* relationship, and *diversion*. [17]. According to [18] there are internal factors, namely feelings that make someone do the intensity of using the *TikTok* application and external factors, namely information.

The phenomenon of the intensity of using the *TikTok* application was also carried out at Muhammadiyah Sidoarjo University. This phenomenon can be seen from the length of use of the *TikTok application* by students. Data from the results of an initial survey that has been conducted on 20 students can be seen that there are 2 students who use the *TikTok application* for less than 2 hours, as many as 4 students who use the *TikTok application* for more than 2 hours and as many as 14 students who use the *TikTok application* for more than 3 hours at Muhammadiyah Sidoarjo University.

The results of previous research conducted by Najah, Putra & Aiyuda with the title "Narcissistic Tendencies with the Intensity of Use of the *TikTok Application* in College Students" show that the high intensity of using the *TikTok* application can make students behave

narcissistically. [14]. Brailovskaia said that individuals who have a high intensity of social media use will have a tendency to behave narcissistically. [19]. Individuals who have narcissistic tendencies will be too loving and self-centered, self-absorbed and then ask for admiration and adoration of their greatness [19]. [7]. Individuals who have narcissistic tendencies are too loving and self-centered, self-absorbed and then ask for admiration and adoration of their greatness. [7].

Research conducted by Rahmayani with the title "The Effect of Using the *TikTok* Application on Student Addiction Behavior" shows that the intensity of using the *TikTok* application and attractiveness has a significant effect on student addiction behavior. *TikTok* addiction can make students lazy and student behavior becomes restless when studying. [20]. Another study conducted by Rahmayani, Ramdhani & Lubis with the title "The Effect of Using the *TikTok* Application on Student Addiction Behavior" with the result that the intensity of using the *TikTok* application has a negative influence on the addiction experienced by students. [2].

Based on the description above, researchers are interested in conducting more in-depth research on the intensity of using the *TikTok* application among students of Muhammadiyah Sidoarjo University. The purpose of this study is to determine the description of the intensity of use of the *TikTok application among* students of Muhammadiyah Sidoarjo University.

## 2 Methods

This study uses descriptive quantitative research methods, which aim to determine the value of independent variables, either dependent variables or independent variables without making comparisons or correlating between the two variables. [21]. The population in this study were active students of Muhammadiyah University of Sidoarjo, totaling 10,296. Sampling using *purposive sampling* technique where sampling is based on the criteria of active students in 2021/2022 who use the *TikTok* application until 347 samples are collected based on the Isaac & Michael table with a tolerance level of 5%. [22].

The intensity of use of the *tiktok* application according to [23] is the amount of individual effort in taking action. The intensity of using the *TikTok* application is measured based on aspects, namely attention, appreciation, duration and frequency. [16].

The data collection technique used is a psychological scale in the form of a *Likert* model scale for the variable intensity of use of the *tiktok* application made by the researcher. with a reliability of 0.867 with 26 valid items that exceed  $r_{xy} = 0.30$  ( $r_{xy}$  between 0.304 - 0.566). Data analysis using descriptive statistical techniques with the help of *Microsoft Excel*.

## 3 Results and Discussion

### 3.1 Research results

**Table 1.** Distribution of Research Subjects by Gender

Gender	Total	Percentage
Male	133	38%
Female	214	62%
<b>Total</b>	<b>347</b>	<b>100%</b>

Based on this table, the distribution of research subjects according to gender is 133 men and 214 women.

**Table 2:** Distribution of Subjects by Faculty

Faculty	Total	Percentage
FAI	32	9%
FBHIS	128	37%
FIKES	13	4%
FPIP	74	21%
FSAINTEK	100	29%
<b>Total</b>	<b>347</b>	<b>100%</b>

Based on the table above, the distribution of research subjects according to the faculty, namely FAI totaling 32 subjects, FBHIS totaling 128 subjects, FIKES totaling 13 subjects, FPIP totaling 74 subjects and FSAINTEK totaling 100 subjects that researchers will use as research subjects.

It is known that the category level of the intensity of using the *TikTok application* on students of Muhammadiyah Sidoarjo University is in the high category with a percentage value of 12% with 46 students in that category. As many as 69% are in the medium category with a total of 247 students. As many as 19% are in the low category with a total of 64 students. From these results it can be concluded that 81% of Muhammadiyah Sidoarjo University students are in the high category and only 19% of students are in the low category in the intensity of using the *TikTok application*.

It is known that the level of the category of intensity of using the *TikTok application* for students of Muhammadiyah Sidoarjo University based on male gender is greater than that of female gender with an average value of 56.67 results obtained by male

students and 55.54 results obtained by female students. This means that both male and female Muhammadiyah Sidoarjo University students have a not too high difference in using the *TikTok application*.

It is known that the level of intensity category of using the *TikTok application* for students of Muhammadiyah Sidoarjo University based on the Faculty, it is found that FSAINTEK has the highest average level of intensity in using the *TikTok application* with a result of 56.88, FBHIS has a result of 55.82, FPIP has a result of 55.69, FAI has a result of 55.09 and the last one which has the lowest value is FIKES with a result of 54.31.

It is known that the category level of the intensity of using the *TikTok application* for students of Muhammadiyah Sidoarjo University based on class, Muhammadiyah Sidoarjo University has two lecture classes, namely morning class and evening class. From the research results, it was found that the morning class had an average intensity of using the *TikTok application* of 56.29 which was greater than the evening class of 55.40.

## 4 Discussion

Overall, the results of this study obtained that most of the categories of intensity of using the *TikTok* application for students at Muhammadiyah Sidoarjo University are at the medium to high category level, namely 81% with a total of 283 students. This shows that students have not maximized themselves in controlling the intensity of using the *TikTok* application, because they are less able to build internal motivation within themselves and perceive tasks as activities that can cause pleasure and personal satisfaction. This can trigger academic problems in students such as laziness, lack of rest, and preferring to play social media compared to academic activities. If these problems are not resolved properly, it can increase academic stress to the psychic. [24]

This is in accordance with research conducted by Najah, Putra & Aiyuda [14] which also shows that students who have a high intensity of using social media, especially *tiktok*, can increase the risk of addiction which not only causes problems in the physical aspect but also has an impact on mental health when carrying out lecture activities.

Other research conducted by Sari & Madyan [25] shows that the intensity of using the *TikTok* application can be related to the level of happiness and subjective well-being of students. Other research conducted by Ahnaf [26] also proves that the intensity of using the *TikTok* application has lower happiness than those who are not too intensive in using the *TikTok* application. Intensive *TikTok* users tend to have higher stress levels and less time to sleep compared to those who are not too intensive in using the *TikTok* application. [27].

Previous research shows that the intensity of using the *TikTok* application can have positive and negative impacts on students' social and academic lives. On the one hand, *TikTok* can be a source of fun entertainment and help users to connect with friends and people who have similar interests. On the other hand, excessive use of the *TikTok* application can interfere with concentration and reduce the time available for academic activities. [28]

The intensity of use of the *TikTok* application by students can have different impacts depending on the individual. Moderate *TikTok* users can provide social and entertainment benefits, but excessive users can disrupt concentration and reduce subjective well-being. So that it reduces the quality of sleep or rest which interferes with academic activities. [10].

The results of data analysis also obtained 81% of Muhammadiyah Sidoarjo University students are in the high category or as many as 293 students and only 19% or 64 students are in the low category in the intensity of using the *TikTok* application. The results of the analysis of the intensity of using the *TikTok* application based on gender showed that men had an average of 56.67 greater than female students 55.54, but the difference was not far apart.

High academic pressure will lead to stress in male students [29]. This is in accordance with research conducted by Sundoro [30] said that male students have a high level of social media use with a percentage of 23.5% compared to female students who have a percentage of 4.8%. This research is in line with what Rahmanita, Lestari, and Fitriani found that the narcissistic level in the use of male social media is higher than that of women, but the difference is not far away with a percentage of 28.33% of men experiencing narcissistic use of social media and 20% of women experiencing narcissistic use of social media [31]. [31].

The results of data analysis on the level of intensity of using the *TikTok* application for students of Muhammadiyah Sidoarjo University based on the Faculty obtained the results that FSAINTEK has the highest average level of intensity in using the *TikTok* application with a result of 56.88, FBHIS has a result of 55.82, FPIP has a result of 55.69, FAI has a result of 55.09 and the last one which has the lowest value is FIKES with a result of 54.31.

The results of data analysis of the category level of intensity of use of the student *TikTok* application based on the class attended show that students who are in the morning class (56.29) are higher than the evening class (55.40), this is due to morning class students who are only task-oriented without working so they have more free time to use social media, especially *TikTok*, while the majority of evening class students work which raises the intensity of using the *TikTok* application less. In line with research conducted by [32] shows that students who work more than 15 hours per week with non-permanent time (*shifts*) tend to focus on the real world compared to the virtual world or social media.

## 5 Conclusion

Based on the results of this study, it is concluded that in general Muhammadiyah University students experience the intensity of using the *TikTok* application in the medium to high category with a percentage of 81% with a total of 293 students and 64 students who are in the low 19% category, the results also show that males are higher in the intensity of using the *TikTok* application than female students. The results of the study are expected to contribute knowledge about the intensity of use of the *TikTok* application in students. This study also has shortcomings, namely only using one variable and using descriptive quantitative methods.

The limitation of the research that has been done is that the use of the research population is still in the university area where there are still many wider populations. Suggestions for future researchers to add other aspects of psychology that are important to explore.

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