

THE RELATIONSHIP OF SELF-ESTEEM TO NARCISSISTIC IN TEENAGERS USING TIKTOK SOCIAL MEDIA DURING THE COVID-19 PANDEMIC

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ABSTRACT

During the Covid-19 pandemic, the government issued a policy of lock down. Lock down is the closure of access in an area so that people are not allowed to enter or leave the area. This has an impact on community activities, especially teenagers who do more activities and fill their spare time online, one of which is by using social media. Excessive use of TikTok social media can lead to narcissistic tendencies. Narcissistic tendencies are behaviors that lead to self-love that tend to be unrealistic. However, not all teenagers who exist on TikTok social media have narcissistic tendencies. The purpose of this study was to examine the relationship of self-esteem to narcissistic tendencies in teenagers using TikTok social media during the covid-19 pandemic. A total of 349 TikTok users in Jabodetabek completed an online survey in the age range of 12 – 22 years. This study uses the Coopersmith Self-Esteem Inventory (CSEI) based on the theory proposed by Coopersmith (1967) which consists of 58 items to measure self-esteem and the Narcissistic Personality Inventory-16 (NPI-16) proposed by Ames et al. (2006) consisting of 16 items to measure narcissistic tendencies.

Keywords: Self-Esteem, Narcissistic Tendency, Teenagers, Social Media, TikTok, Covid-19 Pandemic.

1. PREFACE

The covid-19 pandemic in Indonesia has not diminished since the covid-19 case was detected in March 2020 [1]. People are starting to reduce outdoor activities and spend more time at home with online activities. Based on data from the Association of Indonesian Internet Network Providers (APJII), internet traffic during the pandemic in Indonesia increased by 15 - 20% and 47% of the population used social media longer than before the pandemic [2]. TikTok is a booming social media in Indonesia with 63.3 million downloads and ages 10-29 years dominating TikTok usage by 61.5% [3]. Teenagers are easily carried away by trends that occur in society, such as the TikTok trend of dancing [2]. By following the trend on TikTok, it can provide its own satisfaction for teenagers, especially if teenagers get likes, views, comments on uploaded videos, and a large number of followers, teenagers will feel themselves valuable and confident. But when all of that is obtained in small amounts, teens will feel worthless and low self-confidence. This is often a problem faced by teenagers [4].

Related Work

According to the generation type of assumptions, we divided the existed work into two categories.

a. Social media and narcissistic tendencies

According to Grant in Sembiring [5], teenagers use social media as a personality connection and show their identity to others so that others know themselves, the activities they do, and know the thoughts or feelings that are being felt. If social media is used excessively such as wanting to be known by many people, expecting praise, being selfish by feeling themselves perfect, it can have a bad impact on teenagers and can lead to narcissistic tendencies.

According to Freud in Engkus et al. [6] narcissistic tendencies are behaviors that lead to excessive self-love for beauty, power, and have a great need to be admired by others as an assessment of themselves.

b. Self-esteem dan narcissistic tendencies

According to Raymer in Putri and Isrofin [7] that teenagers with low self-esteem use social media with the aim of being accepted by others (gain acceptance), while teenagers with high self-esteem use social media to support their level of popularity. Clarke et al. [8] argues that self-esteem is one of the factors that influence narcissism. Self-esteem is defined by Coopersmith in Rofiq [9] as a self-concept that includes a negative view and a positive view of oneself. In addition, self-esteem is also related to the attitude of acceptance or rejection, and shows confidence in himself that he is capable, important and valuable.

Some of the results of previous studies regarding self-esteem towards narcissistic tendencies showed a significant negative relationship such as the research of Eliya and Rahma [10] on students of the Mahalayati University medical education study program. Students who have high self-esteem will have low narcissistic tendencies. Meanwhile, students who have low self-esteem will have a high narcissistic tendency. The difference in research results obtained from Hardika et al. [11] that there is a positive relationship between self-esteem and narcissistic tendencies in teenagers using Instagram social media. The higher the self-esteem, the higher the narcissistic tendency of teenagers using Instagram social media. On the other hand, the lower the self-esteem, the lower the narcissistic tendency of teenagers using Instagram social media. Teenagers who have high self-esteem will tend to be narcissistic on Instagram because of the need to be accepted by others in social media friendships.

c. Our Contribution

This study aims to determine and empirically examine the relationship of self-esteem tonarcissistic tendencies in teenagers using TikTok social media during the covid-19 pandemic.

d. Paper Structure

This paper is divided into four parts. Section 1 consists of background and research objectives. Section 2 (Method) consists of research participants, measurements used, and data analysis. Section 3 presents the results of the analysis and research findings, and its implication. Section 4 presents conclusions and suggestions for future research.

2. RESEARCH METHOD

Participants

In this study, there were 349 teenage TikTok social media users who were domiciled in Jabodetabek. Based on gender, there were 349 participants with a distribution of 259 (74.2%) female participants and 90 (25.8%) male participants. Most of the participants were 21 years old (39.5%). Based on domicile, the participants were dominated by the Tangerang area with 142 participants (40.7%). Tables 1 – 3 show a descriptive analysis of participant profiles in this study

Measurements

a. Coopersmith Self-Esteem Inventory (CSEI)

The self-esteem measuring instrument used in this study is a measuring tool developed by Coopersmith in 1967 namely the Coopersmith Self-Esteem Inventory (CSEI) which consists of 58 items which have been translated by Rofiq [9]. Aspects contained in self-esteem according to Coopersmith in 1967 are self value, leadership popularity, family parent, and achievement.

The scale used to measure self-esteem is the Likert scale which contains a number of question items that must be answered by participants by choosing one of four alternative answers, namely Very Appropriate (VA), Appropriate (A), Not Appropriate (NA), and Strongly Disagree Appropriate (SDA). As for the scoring depends on the type of item. Score 4 to 1 for each item that is favourable. While a score of 1 to 4 for each item that is unfavorable.

Self-esteem has a reliability of Cronbach's alpha (α) which is 0.904. Self-esteem consists of 4 aspects, namely self value, leadership popularity, family parent, and achievement. The reliability of the self value aspect is 0.846, the reliability of the leadership popularity aspect is 0.832, the reliability of the family parent aspect is 0.803, and the reliability of the achievement aspect is 0.655.

b. Narcissistic Personality Inventory-16 (NPI-16)

The measuring instrument used to measure narcissistic tendencies is the Narcissistic Personality Inventory-16 (NPI-16) which has been modified by Ames et al. [12] from Raskin and Terry in 1988. This measuring instrument was modified to 16 statements from 40 statements. This measuring tool was translated by Khinanti [13].

The scale used to measure narcissistic tendencies is the force choice scale. The force choice scale is a scale with the method of measuring the subject choosing one statement from several statements provided. The force choice instrument has the advantage that the subject's response tends to avoid faking and social desirability. The score given for the assessment is a score of 1 for non-narcissistic or unfavorable statements and a score of 2 for narcissistic responses or favorable statements.

Narcissistic tendencies have a reliability Cronbach's alpha (α) which is 0.783. Narcissistic tendencies consist of 6 aspects, namely authority, self-sufficiency, superiority, exhibitionism, exploitativeness, and entitlement. The reliability of the authority aspect is 0.386, the reliability of the self-sufficiency aspect is 0.509, the reliability of the superiority aspect is 0.511, the reliability of the exhibitionism aspect is 0.584, the reliability of the exploitativeness aspect is 0.290, and the reliability of the entitlement aspect is 0.290. Although the reliability of each aspect of narcissistic tendencies is < 0.6 , the overall reliability of narcissistic tendencies shows good reliability, which is 0.783.

Data Analysis

The data is processed using the Statistical Product and Service Solutions (SPSS). In processing quantitative data, there are several stages that must be carried out before data analysis. The first stage is to match the number of participants involved. Next to the improvement stage to check the completeness of filling in the data starting from the completeness of the answers and participant data. Data that does not meet the research criteria will not be used in data analysis.

Furthermore, identification is carried out specifically including the identity of the respondent in the SPSS. Then provide a code to classify respondents' answers. After classifying the data, data analysis was carried out.

Table 1

Description of participants by gender

Description	Amount	Percentage
Man	90	25.8%
Woman	259	74.2%

Table 2. Description of participants by age

Deskripsi	Jumlah	Presentase
12 Tahun	8	2.3%
13 Tahun	9	2.6%
14 Tahun	10	2.9%
15 Tahun	13	3.7%
16 Tahun	14	4.0%
17 Tahun	27	7.7%
18 Tahun	20	5.7%
19 Tahun	52	14.9%
20 Tahun	58	16.6%
21 Tahun	138	39.5%

Table 3

Description of participants by domicile

Description	Amount	Percentage
Jakarta	128	36.7%
Bogor	29	8.3%
Depok	19	5.4%
Tangerang	142	40.7%
Bekasi	31	8.9%
Total	349	100%

3. RESULTS AND DISCUSSION

The study was conducted to determine the relationship between self-esteem and narcissistic tendencies in adolescent TikTok social media users during the Covid-19 pandemic. The results of the research conducted on 349 adolescent TikTok social media users using SPSS 24.00 obtained the Spearman Correlation Test with a significance value of 0.004 ($p < 0.05$) which indicates that there is a relationship between self-esteem and narcissistic tendencies in TikTok social media users during the covid-19 pandemic. So it can be concluded that the research hypothesis is accepted.

In addition, based on the results of the correlation coefficient analysis of the self-esteem variable on narcissistic tendencies, a correlation value of -0.155 is obtained, which means that self-esteem shows a negative relationship to narcissistic tendencies. This shows that the higher self-esteem, the lower the narcissistic tendency of teenagers using TikTok social media during the covid-19 pandemic. On the other hand, the lower self-esteem, the higher the narcissistic tendency of teenagers using TikTok social media during the covid-19 pandemic.

Teenagers have high self-esteem, so they have low narcissistic tendencies. This is because teenagers who have high self-esteem are able to accept, appreciate the advantages or disadvantages they have without having others know about it, and do not want attention or praise for their abilities. Meanwhile, teenagers who have a high narcissistic tendency tend to seek attention and praise for what they have done [14].

This is in line with the research of Eliya and Rahma [10] on students of the Mahalayati University medical education study program. It was found that there was a negative relationship between self-esteem and narcissistic symptoms. In addition, these results are also supported by Santi [15] who conducted research on student facebook users that the lower the self-esteem, the higher the narcissism of the students using facebook. On the other hand, the higher the self-esteem, the lower the narcissistic Facebook users. In this study, the number of friends on Facebook is one of the factors that influence individual narcissism in the use of social media. Narcissistic activities are carried out by displaying luxurious images, self- promotion either through photos or writing, and showing photos of activities in various situations to attract the attention of friends in cyberspace.

Unlike the research conducted by Hardika et al. [11] that there is a positive relationship between self-esteem and narcissistic tendencies in teenagers Instagram social media users. The higher the self-esteem, the higher the narcissistic tendency of teenagers using Instagram social media. On the other hand, the lower the self-esteem, the lower the narcissistic tendency of teenagers using Instagram social media.

The results of the overall self-esteem picture of the subject based on the self-esteem dimension showed that all empirical mean values for each self-esteem dimension were greater than the hypothetical mean of 2.5. So it can be said that all dimensions of the self-esteem variable show high results. This is related to the fulfillment of aspects of self- esteem according to Coopersmith in 1967 namely aspects of *self-value*, *leadership popularity*, *family parent*, and *achievement* on research subjects.

According to Coopersmith in Andini and Maryatmi [16] *self value* is an assessment process in which individuals assess their behavior, skills, and traits as valuable. Self value can be seen from

several attitudes, namely considering oneself important and valuable, being able to influence, having clear and realistic ideas or ideas about what is considered right, being able to control actions, enjoying challenging new tasks and not getting angry easily when tasks don't go well, and able to perform high-quality tasks.

Leadership popularity is an ability that is required in a leadership. Teenagers who have leadership popularity can be seen from several attitudes such as having good social independence, tending to participate rather than being listeners, confident in expressing opinions, and having self-awareness so they can solve personal problems [16].

Family parent is an interaction between parents and children that takes place in the family environment. In order for interaction to be established, the family emphasizes the relationship and habits or behavior of parents. *Achievement* is one form of success obtained by individuals. Teenagers who have achievement have high self-confidence and are able to deal with various situations [16].

From the four aspects of self-esteem, only two dimensions have a relationship with narcissistic tendencies, namely aspects of leadership popularity and achievement. Leadership popularity and achievement is a real indication or form of success obtained by individuals. Teenagers using TikTok social media as subjects in this study, entered the stage of teenager development which experienced psychological changes such as an identity crisis and was very attentive [17]. In addition, teenagers feel it is important to show their self-image, for example in terms of appearance, activities, or making comparisons with adults who they greatly admire. Due to the challenges of socio-emotional development, teenagers begin to have self-awareness and focus on themselves [18]. Therefore, leadership popularity and achievement have a role in teenagers in using social media.

The results of the description of the overall narcissistic tendencies of the subjects based on the dimensions of narcissistic tendencies show that all empirical mean values for each dimension of narcissistic tendencies are lower than the hypothetical mean value of 1.5. So it can be said that all dimensions of narcissistic tendencies show low results. The dominant dimension in the subject is entitlement, namely individuals tend to prefer what is in accordance with their wishes without paying attention to the surrounding environment, even though it will make themselves get opposition from other groups.

Gender characteristics of female participants were more than male participants. Female participants were 259 (74.2%) while male participants were 90 (25.8%). This shows that women make a greater contribution than men to narcissistic behavior in this study. This is in accordance with Puspitasari's research [19] that women contribute more than men to narcissistic tendencies.

Philipson in Najib et al. [20] said that gender is one of the factors that influence teenager's narcissistic tendencies. Teenage girls and boys who have narcissistic tendencies each have the same needs. Women who have narcissistic tendencies tend to want to get compliments for their physical beauty. On the other hand, men who have narcissistic tendencies focus more on intelligence, power, aggression, money, and social status to achieve superiority in their self-image [10]. This is supported by the results of the Kruskal Wallis test in this study which showed that there were significant differences in narcissistic tendencies when viewed from gender.

The specialty of this study is that the research was conducted during the covid-19 pandemic. In

this study, it was found that the narcissistic tendency of teenagers using TikTok social media was low. Meanwhile, when compared with the research of Dewi and Ibrahim [21] and the research of Najib et al. [20] conducted before the covid-19 pandemic on teenagers obtained high narcissistic tendencies. The difference in the results of these studies can be caused by several factors such as differences in the level of self-esteem in research participants, parenting patterns, and the environment of friendship.

The limitation in this study is that the data on the research subjects are not detailed in terms of time or duration of using TikTok social media. So there is a possibility that most of the subjects in this study are new TikTok users or connoisseurs of TikTok content, not active TikTok users. This has an impact on the results of the study that the subjects of this study have low narcissistic tendencies.

4. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of data processing and statistical analysis that has been carried out, it can be concluded that there is a negative relationship between self-esteem and narcissistic tendencies in teenagers using TikTok social media during the covid-19 pandemic. That is, the higher self-esteem, the lower the narcissistic tendency of teenagers using TikTok social media during the covid-19 pandemic. On the other hand, the lower self-esteem, the higher the narcissistic tendency of teenagers using TikTok social media during the covid-19 pandemic.

For further researchers, it is hoped that in data collection they can differentiate research subjects to find out whether research subjects are included in the group of active users of social media or passive users of social media. Then, further researchers can conduct research with other factors that have a relationship with narcissistic tendencies and use different subject categories other than teenagers using TikTok social media. In addition, further researchers can develop this research further by using qualitative methods in order to deepen and expand research on self-esteem and narcissistic tendencies. It aims to contribute further insight in the field of psychology, especially Clinical Psychology and Social Psychology which can then be used as research references.

In this study, it was found that the level of self-esteem is higher than the level of narcissistic tendencies in teenagers using TikTok social media. Researchers hope that teenagers can maintain self-esteem to prevent tendencies by loving and focusing on themselves, not comparing themselves with others, and choosing a positive friendship environment that can provide enthusiasm and motivation to continue to grow.

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