



COMPARISON OF TIKTOK APPLICATION USERS BETWEEN THE IMPLEMENTATION OF CREATIVITY AND ADDICTIVE BEHAVIOR

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ABSTRACT

KEYWORDS

addictions, creativity, social media, TikTok, TikTokers

TikTok application users have now reached all levels of society, especially teenagers who use the TikTok application as a medium to express themselves. Teenagers who access TikTok are considered to have the opportunity to use creative abilities in creating content on TikTok, but the Tiktok application, in fact, will also have a bad impact on individuals, especially teenagers who are still very unstable. Tiktok can have a negative impact where it makes its users more and more addicted every day. This study aims to understand and analyze the implementation of creativity and addictive behavior of TikTok users. Implementation using Torrance Test of Creative Thinking (TTCT) and addictive behavior using Bergen Social Media Addiction Scale. There are four aspects of creativity, namely fluency, flexibility, elaboration, and originality. While addictive behavior there are aspects of importance, tolerance, mood swings, withdrawal and relapse. The method used is quantitative descriptive, to find out more between creativity and addiction that TikTok users use. Based on the findings, 85% were able to implement their creativity on the TikTok application with the biggest aspect lying in the flexibility in utilizing the ability to identify problems or provide solutions to their problems by utilizing the features and visualizations available on TikTok. As for addictive behavior, it was found that 75% of addictive behavior existed, with the largest dimension in mood swings, this is because TikTokers are looking for fun and entertainment to forget for a moment about the problem.

INTRODUCTION

The rapid development of technology in all areas of life can be seen on social media. Social media, with various types and benefits, makes almost every individual have a social media account (Arsenyan & Mirowska, 2021; Buzeta et al., 2020; Choi et al., 2020; Hruska & Maresova, 2020; Pelletier et al., 2020). Indonesia, as of October 2023, is reported to have 278 million people, in which the internet is dominated by male users with 51.19%.

Users can interact and access all information through the internet. Social media such as Instagram, Youtube, and similar cyberworlds allow users to participate, share, and create content (Margolis & Amanbekova, 2023; Motahar et al., 2024; Olshannikova et al., 2017; Pan, 2017; Shahid et al., 2024). Tiktok is one of the social media sites with many followers and has become the most popular social media today in Indonesia and even around the world. Tiktok, as reported by CNN Indonesia, is a rapidly growing social media application on the Google Play Store and App Store. TikTok has also surpassed big competitors such as Facebook, Youtube and Instagram by having the number of active users and the duration used by its users is 23.5 hours every month, which is greater usage time than other social media.

Reporting from Databoks (2023), the number of TikTok users has increased by 18.8% in the past year. The country with the most users is located in the United States, with 113.25 million users at the beginning of 2023. Indonesia comes in second with 113 million TikTok users.

The use of TikTok social media as a place to improve skills makes a positive impact on its users. But even though there are positive impacts of the TikTok application, in fact being too focused on an application will also have a bad impact on individuals, especially teenagers who are still very unstable. TikTok can also have a negative impact where users are increasingly addicted to this social media application. TikTok which refers to the unrelenting need to be used as a means of entertainment or social interaction (Yang, 2023). Addiction due to TikTok allows users to spend hours watching videos non-stop, neglect tasks as well as have an unhealthy lifestyle.

Some signs of TikTok addiction include watching TikTok anywhere and anytime, obsessing over the number of likes and comments on videos, obsessively checking notifications, and experiencing anxiety when not using TikTok.

TikTok has one of the most advanced algorithmic systems that can keep its users hooked compared to other social media platforms, by influencing internal states such as users' pleasure, concentration, and time distortion which in turn affects their addictive behavior (Qin et al., 2022). The most advanced algorithm system can be seen in participation, content, and type of interaction, which makes TikTok's addiction problem worse than other popular social media.

The theory that strengthens this research is the model of Social Cognitive Theory (SCT), which states that part of an individual's acquisition of knowledge can be directly attributed to observing others in the context of social interactions, experiences, and outside media influences. This theory was put forward by Albert Bandura as an extension of his social learning theory in 1986. The theory states that when a person observes a model that performs a behavior and the consequences of that behavior, they remember the sequence of events and use this information to guide subsequent behavior. Observing models can also encourage them to engage in the behaviors they have learned.

Social Cognitive Theory has been applied in a variety of contexts, from education to healthcare, attesting to its versatility and relevance. By studying the core concepts of social cognitive theory, we can gain a deeper understanding of the intricate mechanisms that drive human behavior and social interaction. SCT includes consideration of an individual's previous behavior, cognition, social environment, and physical environment when predicting future behavior.

In this study, the TikTok app allowed users to create their own short music videos. Looking at the facts, there are 113 million users in Indonesia, it shows that the TikTok application is very good, loved and in demand by various groups. The TikTok application can be implemented as a medium in expressing the skills of its users, because of the various special effects, as well as background music from various famous artists in various categories, as well as various other special effects that can be used directly, so that users can create interesting videos with additional musical instruments to be adjusted to the situation in the video.

Various special features and visualizations that TikTok has, make its users find many opportunities to show the skills of the users. This can certainly help in some cases, but also make it addictive to use the application. In line with research conducted by Smith & Short (2022), where TikTok allows users to capture memorable moments and create short videos to record their lives, thus providing a lot of entertainment for people but also becoming a new form of social media addiction. Although the underlying symptoms of addiction are similar across platforms, the intensity and driving factors of TikTok addiction are unique in that they raise serious concerns about TikTok addiction in the younger generation, where they are naïve and easily absorbed when faced with various kinds of short video content.

Addiction which is a condition where individuals have the desire to do something with a frequency and duration that is beyond normal limits in a day, causing disruption of daily

activities (Kwon et al., 2013). Many things cause a person to potentially be addicted. As stated by Andreassen et al. (2016) that addiction can be seen from importance, tolerance, mood swings, withdrawal, relapse and conflict.

TikTok application users have now reached all levels of society, especially teenagers who use the TikTok application as a medium to express themselves. Although TikTok can lead to addictive behavior, it cannot be denied because teenagers who access TikTok are considered to have the opportunity to use skills in creating content on TikTok so that they can attract their viewers to maintain their existence through the creative content they create. Therefore, the more content you create on TikTok, the more skills you can use. The use of skills is also assisted by experience and learning from the content they create, so that teenage TikTok users can also be creative in their daily lives (Purbaningrum & Andrini, 2023). This is in line with research conducted by Simpson & Semaan (2023) where TikTok is considered to be a popular place to produce, display, and engage in creative work. Given that most creators have the freedom to support online platforms, to create.

A study conducted by Yang (2023) about TikTok that has managed to make some teens rely heavily on its platform by summing up users' minds and accurately pinpointing the content they are interested in. This paper takes TikTok as a case study and teens as the object of research to analyze the reasons teens use social media, and provides some plausible solutions to reduce teens' dependence on TikTok use.

The research by Purbaningrum & Andrini (2023) examines the rapid development of the TikTok application among Generation Z which requires exploring the potential of their creative abilities, considering that TikTok has a unique platform format and deep interaction. Meanwhile, the research by Indrawan & Azeharie (2022) shows that comparative research on the content presented using different delivery styles.

The research by Dilla et al. (2023) shows a local phenomenon of Tiktok. For one day, teenagers in Wawatu Village were educated about the use of Tiktok new media, and it has resulted in changes in the behavior of teenagers who use the Tiktok application, such as increased knowledge and skills.

With previous research that has been described, it can be seen that the many impacts of TikTok based on creativity possessed by using TikTok to cause addictive behavior from using TikTok to saving hours a day. The research was also carried out in different ways and methods. Some carry out exploration, socialization, using qualitative and quantitative methods. Research on TikTok has also been conducted in various countries with different sources or respondents according to predetermined criteria.

Many studies have been conducted to determine the creativity or addiction of TikTok users, but no one has compared the implementation of creativity and addictive behavior owned by TikTok users. Though if you look at TikTok has a great influence and impact on every individual. These influences and impacts can be felt differently according to interests or the way individuals use and utilize TikTok.

The number of TikTok users up to 113 million makes TikTok an application that is loved and liked by various groups. This is because the content presented can attract and entertain its users, coupled with the existence of sophisticated algorithms, as well as features and visualizations owned by TikTok make users able to express ideas and be creative with the content created. Users who are happy about this make him spend a lot of time accessing TikTok to make him addicted to accessing TikTok.

This study aims to understand and analyze the implementation of creativity and addictive behavior of TikTok users. The research is expected to contribute more insight on the topic discussed and become a reference for future relevant research.

RESEARCH METHOD

A quantitative descriptive approach was used in this study. The purpose of this method is to create a factual, systematic and accurate picture or picture of the phenomenon under investigation. To obtain research data, primary data are used through various methods, such as surveys, observations, and interviews. With a questionnaire used as a data collection tool, where statements have been given by researchers and then respondents will answer them based on the answer choices given using a 5-point Likert scale. This study also conducted interviews to find out the exact answer regarding the statements given. While secondary data is taken from websites, books and online journals.

RESULTS AND DISCUSSION

Test Creativity Implementation

Respondents by Gender

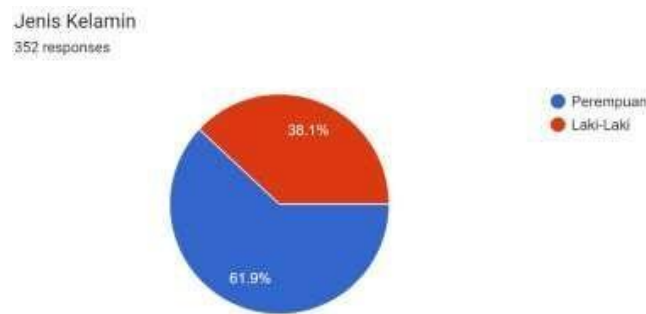


Figure 1. Characteristics of respondents by gender

Source: Data processed

Respondents by age

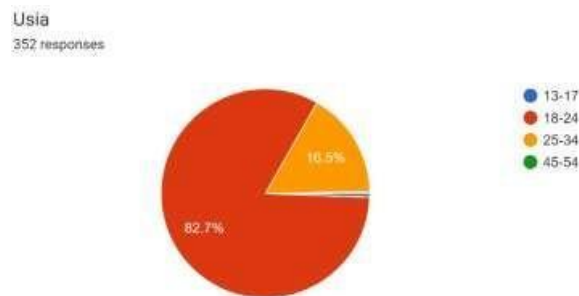


Figure 2. Characteristics of respondents by age

Source: Data processed

Respondents by Education Level

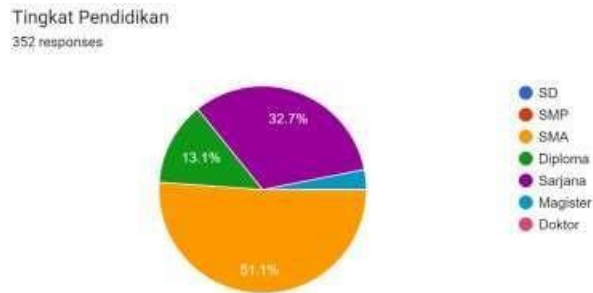


Figure 3. Characteristics of Education Level Respondents
 Source: Data processed

Active Respondents Using Tiktok

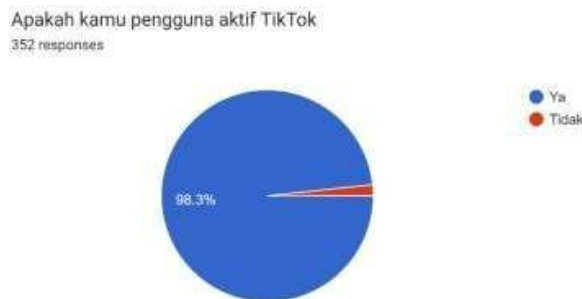


Figure 4. Characteristics of Active Respondents Using Tiktok
 Source: Data processed

Respondents By TikTok Time of Use

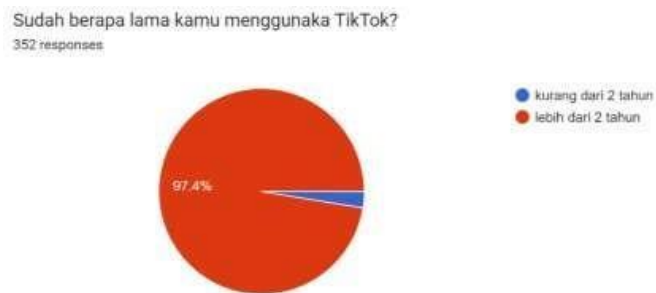


Figure 5. Characteristics of Respondents Based on Tiktok Use Time
 Source: Data processed

Research Results of Creativity Implementation

Diagram of Research Results of Creativity Implementation

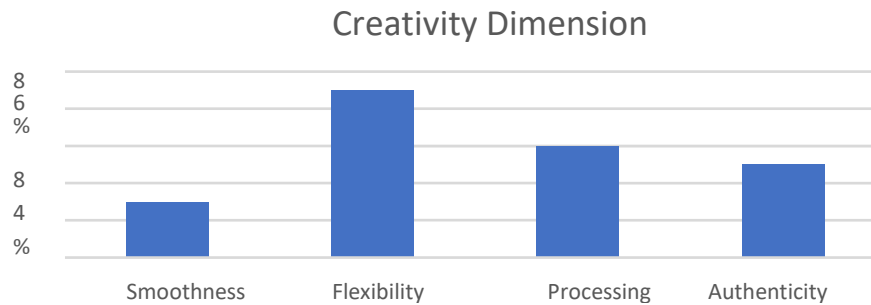


Figure 6. Diagram of Research Results of Creativity Implementation

Source: Data processed

When viewed based on the bar chart in figure 6, the flexibility dimension has the highest value of 85%, this is because TikTokers have the ability to identify problems or provide solutions to the problems they have. This is also inseparable from the features and visualizations provided by TikTok. However, for the lowest value is in the smoothness dimension, where TikTokers apparently have the ability comparable to other dimensions to be able to have high innovation in creating content. This is due to TikTokers who not only create content according to trends but also based on the interests they master.

To find out the amount of creativity implementation owned by TikTokers in the city of Jakarta, it is necessary to calculate the average number of each dimension.

$$\begin{aligned}
 \text{Average Implementation of Creativity} &= \text{Smoothness} + \text{Flexibility} + \text{Collaboration} + \\
 &\text{Authenticity} \\
 &= 79\% + 85\% + 82\% + 81\% \\
 &= 81.75\% \\
 &= 4
 \end{aligned}$$

Based on the results of the calculation above, it can be seen that the variable of creativity implementation obtained an average of 81.75%, which shows that TikTokers in the city of Jakarta are able to implement their creativity and fall into the high category.

Discussion of Research Results on Creativity Implementation

The study found that significant creativity implementation among TikTok app users in Jakarta was conducted through Torrance Tests of Creative Thinking (TTCT), a verbal test that measures creativity consisting of four dimensions: Authenticity, elaboration, fluency, and flexibility. Another advantage of TTCT is that it is more effective because it can measure valid creativity by criteria. In other words, TTCT is able to predict a person's creativity based on his age and experience.

Smoothness, flexibility, elaboration, and authenticity are the four dimensions used in the preparation of TTCT. Fluency is defined as the ability to create many ideas, answers, and questions quickly (with an emphasis on quantity). From the results of the analysis, it was found that TikTok users are able to provide innovation to the content they create, where they do a lot of research and observation related to viral and interesting content that can make them get a lot of likes and viewers. Social cognitive theory also reveals that paying attention to a model will

allow individuals to learn. The process of imitation usually leads to a person's behavior. Direct and mechanical replication of the behavior is called imitation (Baran & Davis, 2000). With their ability to innovate smoothly, getting a percentage of 79%, which shows the high ability of TikTokers to innovate and develop existing concepts. In TTCT, the fluency aspect score will increase if the subject can provide as many images as possible based on the stimuli or stimuli that have been given. When someone gets a higher percentile score, it shows that they have a greater ability to develop concepts.

Second, malleability is the ability to solve problems. From the results of the analysis, it was found that TikTok users are able to use the features and visualizations on TikTok to increase engagement. With their expertise, they get a percentage of 85%, which is the highest number of the dimensions studied on the implementation of creativity of TikTok users. This shows the high ability of TikTokers to take advantage of TikTok in finding opportunities. In TTCT, flexibility is obtained when subjects are able to solve the problems they face.

Third, elaboration. Elaboration is the ability to develop and enrich an idea in detail (Lince, 2016). From the results of the analysis, it was found that TikTok users are able to develop an "existing" work to be reimplemented using the creativity they have. They are more skilled at developing an existing concept than at creating an initial concept. The ability of TikTokers in terms of getting a percentage of 82%. In TTCT, the elaboration aspect is achieved through the subject's ability to convey additional ideas in addition to the stimuli provided. Therefore, the subject's ability to develop an interesting idea is proportional to the value they acquire.

Fourth, authenticity. Authenticity is the ability to create unique and original ideas (Shomoossi et al., 2007). In addition, being original is the ability to find new relationships or combine various elements or parts. Individual thinking becomes more unique as the number of elements that can be combined to create a single product or creative idea. From the results of the analysis, it was found that TikTok users were able to conduct research related to what kind of content is right, target audience and produce content until it is published. This ability gets a percentage of 81%, which shows the high ability of TikTokers to manage accounts and content to be unique. In TTCT, the aspect of authenticity means that subjects will get a score if the results of the creativity they create are unique. The higher the score for the authenticity aspect, the greater the subject's ability to generate unique and original ideas

Results and discussion of addiction behavior tests

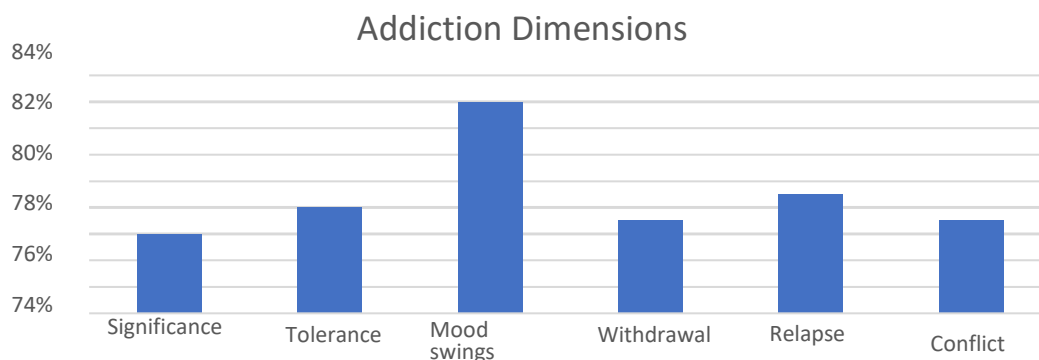


Figure 7. Diagram of Addiction Behavior Research Results

Source: Data processed

When viewed based on the bar chart in figure 7 dimensions, Mood Swings has the highest value of 82%, this is because TikTokers use TikTok to find fun and entertainment to forget for a moment about the problem. However, for the lowest value is in the Significance dimension, where TikTokers apparently consider accessing TikTok not that important to make dominating the mind to continue accessing TikTok anytime and anywhere.

To find out the magnitude of Addictive Behavior possessed by TikTokers in the city of Jakarta, it is necessary to calculate the average number of each dimension.

Average creativity implementation

$$= \frac{\text{Significance} + \text{Tolerance} + \text{Mood Swings} + \text{Withdrawal} + \text{Relapse} + \text{Conflict}}{6}$$

$$\begin{aligned} \text{Average creativity implementation} &= \frac{72\% + 74\% + 82\% + 73\% + 75\% + 73\%}{6} \\ &= 74.83\% \end{aligned}$$

Discussion of Addiction Behavior Research Results

The study found that significant addictive behavior among TikTok users in Jakarta was conducted through the Bergen Social Media Addiction Scale (BSMAS) Scale, a six-item self-report scale with a short and effective psychometric instrument for assessing the risk of social media addiction on the Internet. The six items are importance, tolerance, mood swings, withdrawal, relapse and conflict.

Significance is defined as something that refers to when a particular activity becomes the most important activity in a person's life and dominates his thinking (preoccupation and cognitive distortion), feelings (lust, desire) and behavior (deterioration of social behavior). From the results of the analysis, it was found that before doing activities, TikTokers will take the time to be able to access TikTok, but it's just to see the content on FYP, find updated information or news or even to find entertainment so that they can start activities with enthusiasm. Social cognitive theory stems from the postulate that human behavior is largely the result of acquisition, and that learning principles are sufficient to explain how behavior develops and persists. So that with the habit of accessing TikTok before starting activities, it will become a behavior that will be attached to oneself and if it continues to be done and refracted can cause addictive behavior.

Tolerance is a person's adaptation to what he uses continuously which results in the need for more and more social media use in the sense of excessive duration of use. In this case, the more frequent use of TikTok than before proves that TikTokers have made adaptations, from initially not liking the TikTok application, to finally using the application continuously to cause addictive behavior. Bandura hypothesizes that both behavior, environment and internal events in learners that affect perception and action are mutually influential, expectations and values influence behavior (Yanuardianto, 2019). Behavior is often evaluated, free from environmental feedback and thus altering personal impressions. So that feelings that initially do not like TikTok until finally causing addictive behavior, can be caused by behavioral factors, environment and internal events.

Mood swings refer to subjective experiences that people report as a consequence of engaging in certain activities. In this case, the use of TikTok feels a significant change when accessing TikTok, which causes pleasant feelings and makes feelings better. Bandura (in Yanuardianto, 2019) developed his theory to discuss the ways people have control over events

in their lives through self-regulation of their thoughts and actions. So that the feeling of excitement when accessing TikTok will make thoughts and actions focused on continuing to access it.

Withdrawal is the behavior of individuals deliberately neglecting their social life at the expense of internet access and reducing recreational or social activities. In this case, the use of TikTok will feel sad when they cannot access TikTok, because TikTok is considered to be an application that can provide entertainment and make them forget for a moment the problems they are facing. When experiencing problems, accessing TikTok creates expectations and values that can affect behavior. According to Bandura, behavior is often evaluated, free from environmental feedback so as to change personal impressions (Yanuardianto, 2019).

Relapse is the inability to control themselves when using the internet resulting in an increase in the amount of time spent accessing the internet, both in the amount of time and frequency (Widyanto & Griffiths, 2007). In this case the use of TikTok will experience a relapse when using TikTok, where they will feel "preoccupation" to forget the time that has been spent hours making work delayed and neglected. According to Bandura, another feature of social cognitive theory is its focus on self-regulatory functions (Yanuardianto, 2019). Not only do people behave to conform to the tendencies of others; Much of their behavior is motivated and governed by self-judgment and internal standards relating to their own actions. So that someone who experiences a relapse cannot regulate themselves in limiting the use of TikTok.

Conflict is an activity in ignoring or running away from problems that occur in the real world. As a result, over time, internet activity becomes the most important in life, controlling thoughts, feelings, and behaviors. In this case, the conflict in using TikTok can be seen from the awareness that their hours and sleep quality are very valuable, but they cannot control themselves to stop accessing TikTok when it is their bedtime. With knowledge and action that are not aligned, attention is needed, according to Bandura by carrying out the attention process, it is very important in learning because without attention, new behaviors (competencies) will not be obtained (Yanuardianto, 2019). So TikTokers need to pay attention to their sleep hours and try to implement predetermined sleep hours.

CONCLUSION

The research comparing TikTok users' implementation of creativity and addictive behavior found a significant difference. The creativity variable was found to be more effective than addictive behavior, with 81.75% of users implementing creativity and 74.83% engaging in addictive behavior. The flexibility of TikTokers in identifying problems through features and visualizations was found to be the most significant factor in creativity. On the other hand, addictive behavior was found to be more prevalent in mood swings due to the entertaining content on TikTok. Overall, creativity was found to be more effective than addictive behavior.

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