

The Relationship Between Self-Esteem and Narcissistic Behavior of Tiktok Users Among Students of SMPN 43 Pekanbaru

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ABSTRACT

The development of social media, especially TikTok, has had a significant impact on the lives of adolescents. TikTok is not only a means of entertainment and communication, but also a medium for gaining social recognition. This condition has the potential to give rise to narcissistic behavior, especially in adolescents with low self-esteem. This study aims to determine the relationship between self-esteem and narcissistic behavior of TikTok users in students of SMPN 43 Pekanbaru. The study used a quantitative approach with a correlational design. The study sample consisted of 65 students who were active TikTok users selected using a purposive sampling technique. The research instruments were a self-esteem questionnaire and a narcissistic behavior questionnaire, each consisting of 14 valid and reliable items. The reliability value of the self-esteem instrument was 0.842 and the narcissistic behavior instrument was 0.801. Data analysis used descriptive statistics and Pearson Product Moment correlation. The results showed that students' self-esteem was in the high category with a percentage of 40.00%, while narcissistic behavior was in the medium category with a percentage of 38.46%. The correlation test results showed an r value of -0.504 with a significance level of 0.000, indicating a negative and significant relationship between self-esteem and narcissistic behavior. This finding indicates that the higher a student's self-esteem, the lower the tendency for narcissistic behavior in TikTok use. This study has important implications for guidance and counseling services in efforts to improve student self-esteem and prevent the development of narcissistic behavior on social media.

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INTRODUCTION

The development of information technology has significantly changed society's communication patterns. One manifestation of this development is the increasing use of social media among teenagers. Social media not only serves as a means of communication but also provides a space for individuals to build their identity, gain social recognition, and express various personal experiences.

TikTok is one of the most popular social media platforms among teenagers. This platform allows users to create, edit, and share short videos with various engaging features. However, the ease of gaining attention through views, comments, and followers often leads some teenagers to excessively seek social validation.

This situation has the potential to give rise to narcissistic behavior. Narcissistic behavior is characterized by a high need for attention, a desire for recognition, a tendency to over-expose oneself, and a belief that one is superior to others.

One psychological factor associated with the emergence of narcissistic behavior is self-esteem. Self-esteem is an individual's evaluation of themselves, reflecting the extent to which they feel valuable, capable, and worthy of respect. Individuals with high self-esteem tend to have good self-acceptance and are less dependent on external evaluations. Conversely, individuals with low self-esteem are more prone to seeking social recognition as compensation for their dissatisfaction with themselves.

This phenomenon is a significant concern in the field of guidance and counseling because it relates to students' personal and social development. In the school context, guidance and counseling teachers play a strategic role in helping students develop a positive self-concept and preventing maladaptive behaviors resulting from excessive social media use. This study aims to analyze the relationship between self-esteem and narcissistic behavior among TikTok users among students at SMPN 43 Pekanbaru.

IMPLEMENTATION METHOD

This study used a quantitative approach with a correlational approach. The purpose of correlational research is to identify the relationship between two variables without providing any specific treatment to the subjects.

The study population was students of SMPN 43 Pekanbaru who actively use the TikTok application. The study sample consisted of 65 students selected using purposive sampling based on certain criteria, namely students who actively use TikTok.

The research variables consisted of:

1. Self-esteem as the independent variable (X).
2. Narcissistic behavior as the dependent variable (Y).

The research instrument used a Likert-scale questionnaire consisting of 14 items on self-esteem and 14 items on narcissistic behavior that met validity and reliability requirements. The Cronbach's Alpha value for the self-esteem instrument was 0.842 and for narcissistic behavior was 0.801, thus categorizing it as reliable.

Data were analyzed using descriptive statistics and the Pearson Product Moment correlation test using IBM SPSS version 25. Before testing the hypotheses, the data were first tested for normality and linearity. The results showed that the data were normally distributed and met the assumptions of linearity.

RESULTS

Student Self-Esteem Overview

The descriptive analysis results indicate that the self-esteem of students at SMPN 43 Pekanbaru is in the high category. Twenty-six students (40.00%) are in the appropriate or high category.

These findings indicate that most students have good self-acceptance, fairly high self-confidence, and are able to value themselves positively.

Narcissistic Behavior Overview

The results showed that the narcissistic behavior of TikTok users fell into the moderate category, with a percentage of 38.46%.

This indicates that some students still exhibit a tendency to seek attention, social validation, and recognition from their environment through social media activities.

The Relationship between Self-Esteem and Narcissistic Behavior

The Pearson Product Moment correlation test results showed a correlation coefficient of:

$r = -0.504$

with a significance value of 0.000 (<0.05).

These results indicate a negative and significant relationship between self-esteem and narcissistic behavior among TikTok users.

DISCUSSION

The research results show that self-esteem has a significant negative relationship with narcissistic behavior. This finding indicates that increased self-esteem will be followed by a decrease in narcissistic behavior tendencies.

Theoretically, the research results support the view of Rosenberg and Coopersmith, who stated that individuals with high self-esteem have better self-acceptance and therefore rely less on external validation to gain a sense of worth.

Conversely, individuals with low self-esteem tend to seek social recognition as a form of compensation for dissatisfaction with themselves. In the context of social media, this need is manifested through the desire to gain likes, followers, comments, and attention from other users.

TikTok provides various features that allow users to obtain instant social feedback. For adolescents still in the identity-searching stage, this situation can exacerbate the tendency to over-expose themselves if not balanced with a healthy self-concept.

The research findings also reinforce the view that narcissistic behavior in adolescents does not arise solely from social media use but is influenced by internal psychological factors, particularly self-esteem. Therefore, efforts to prevent narcissistic behavior need to focus on strengthening students' psychological aspects, particularly the development of positive self-esteem.

From a guidance and counseling perspective, the results of this study provide implications that BK teachers need to develop services that are oriented towards improving students' self-esteem through basic services, responsive services, individual counseling, group counseling, and digital literacy education.

Implications for Guidance and Counseling

Based on the research results, several guidance and counseling services that can be developed include:

1. Classical guidance on self-concept and self-esteem.
2. Individual counseling for students with low self-esteem.
3. Group counseling to improve social skills and empathy.
4. Information services regarding healthy social media use.
5. Collaboration between guidance and counseling teachers, homeroom teachers, and parents in monitoring students' social media use.

CONCLUSION

This study demonstrates a significant negative correlation between self-esteem and narcissistic behavior among TikTok users among students at SMPN 43 Pekanbaru. A correlation value of -0.504 indicates a moderate correlation.

The higher a student's self-esteem, the lower their tendency to exhibit narcissistic behavior through TikTok. Conversely, the lower their self-esteem, the higher their tendency to exhibit narcissistic behavior.

These results emphasize the importance of strengthening self-esteem as a preventative strategy to reduce the negative impact of social media use on adolescents.

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