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The Role of Self Esteem and Creativity on Tiktok Usage Patterns Among Adolescents at Iskandar Muda Private High School

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Abstract: The focus of this study is to examine the role of self-esteem and creativity in TikTok usage patterns among adolescents at SMA Swasta Iskandar Muda. The sampling method used was purposive sampling, involving 130 students aged 14 to 18 years. Data were collected using three scales: the TikTok Usage Pattern Scale, the Self- Esteem Scale, and the Creativity Scale. The data analysis technique used multiple regression analysis. The results showed that (1) self-esteem significantly influenced TikTok usage patterns, with an F-value of 5.929 and $p < .05$, contributing 4.4% to the variance in usage patterns; (2) creativity also significantly influenced TikTok usage patterns, with an F-value of 19.637 and $p < .05$, contributing 13.3%; and (3) both self- esteem and creativity together significantly influenced TikTok usage patterns, with an F-value of 30.055 and $p < .05$, accounting for 32.1% of the variance.

Keywords: TikTok usage patterns, Self Esteem, Creativity

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1. Introduction

Technology continues to develop and has a tremendous impact on human life. The development of technology, especially the internet, has changed the way humans communicate and interact. The number of global internet users reached more than 5 billion people, of which about 30% are teenagers. Social media has become a global trend and an important platform for social interaction and personal branding [14]. TikTok, Instagram, and Facebook are examples of popular platforms with billions of daily active users. Social media has also become a facilitator in *online* media to strengthen friendships, promote activities, and encourage active collaboration between users and the content presented [17].

A recent survey by the Indonesian Internet Service Providers Association (APJII) shows a significant increase in the number of active internet users in Indonesia by February 2025, reaching 221 million people or 74.6% of the total population. This figure reflects continued growth from previous years [3]. In early 2025, TikTok experienced rapid growth in Indonesia, becoming one of the most dominant social media platforms. This trend was driven by the increasing number of local content creators, community-based marketing strategies and TikTok's algorithm innovations relevant to the Indonesian audience.

The TikTok platform is highly favored by teenagers, young children, and even adults looking for entertainment. TikTok as a popular social media among teenagers that provides a short video platform with a duration of 15-60 seconds, offers creative features such as music, filters, and duets. TikTok also has communication features such as *direct messages* and *live streaming*. TikTok provides opportunities for teens to express themselves, showcase their creativity and gain recognition from their audience. However, it also presents risks related to social validation and pressure to be perfect. Teens are the most active demographic group using social media. They spend an average of 3 hours per day on the TikTok platform [14].

The TikTok app is widely used by individuals from different age groups, including teenagers. This allows the spread of various content, including negative content, which can affect the mental development of users, especially teenagers. The negative content is potentially harmful because adolescents are in a stage of psychological development that is not yet stable in thought and emotion. Adolescence is a period of transition from childhood to adulthood, characterized by significant physical and mental changes. The age limit of adolescence according to experts ranges from 12 to 21 years, which can be classified into three stages: early adolescence (12-15 years), middle adolescence (15-18 years), and late adolescence (18-21 years) [7].

Adolescence is a stage of development characterized by various changes in individuals, including biological, emotional-social, and cognitive aspects. Social media is the main means for adolescents to explore and express themselves in the digital era, but on the other hand it can also be a source of psychological pressure related to appearance and self-identity [18]. State that adolescence is a stage where individuals begin to form a concept of self-esteem, understand their feelings towards themselves, and seek the source of their happiness [28].

Today's adolescents are more active in exploring various possibilities and building personal identity based on the experience and knowledge gained [16]. Teenagers tend to be more open in expressing themselves through social media as a means of showing their identity. In general, adolescence is a phase of development that every individual experiences [2]. This period is an important transition from childhood to adulthood, characterized by the achievement of mental, emotional, social, and physical maturity. Changes that occur in social, physical, and psychological aspects often pose their own challenges and problems for adolescents [8].

TikTok social media can have a positive impact on adolescents, including by encouraging the formation of communities, opening access to diverse learning resources, and supporting the development of creativity. Creativity is the ability to generate ideas, solutions or works that are original, useful and contextually appropriate. Guilford defines creativity as a part of intelligence that includes divergent thinking, which is the ability to generate many possible solutions to a problem. TikTok has become a popular platform among teenagers, providing a space to express themselves and be creative [11]. TikTok acts as a medium of creativity for teenagers today, allowing them to express creative ideas and increase innovative abilities [15].

According to Gordon and Browne, Creativity can be defined as the ability to generate imaginative ideas as well as the ability to challenge pre-existing ideas [23]. Furthermore, Torrance explained that creative thinking is a process that involves aspects of fluency, originality, flexibility, and elaboration. This creative thinking process involves individual awareness of various problems, and is able to encourage perseverance and self-discipline through intensive mental activity [25].

In addition, a study found that the use of TikTok has a positive impact on the development of student creativity in cognitive, affective, and conative aspects. However, the use of TikTok is also related to psychological aspects such as self-esteem [8]. The other study found a positive relationship between self-esteem and self- presentation in adolescent TikTok users, suggesting that individuals with high self-esteem tend to present

themselves more positively on the TikTok platform [13]. Furthermore, research showed that there is a positive relationship between self esteem and body image in female adolescents who use the TikTok application [24].

Adolescents who utilize social media as a learning tool tend to have more positive self-esteem [4]. However, the use of social media also brings serious challenges, such as the risk of cyberbullying, the emergence of social anxiety, and the potential for digital addiction, all of which can disrupt the emotional stability of adolescents [19]. These negative impacts are often not realized by the users themselves. Adolescents have various developmental tasks, one of which is building self-esteem. Self-esteem plays an important role in the formation of character and personality in adolescence. Self esteem as an individual's assessment of himself or herself, both in the form of positive and negative views [21]. On the other hand, self esteem reflects the overall evaluation that a person has of himself [22].

Self-esteem has an important role in influencing behavior, goal setting, and individual strategies in facing challenges, which ultimately determine a person's success in academics, work, and social relationships. Self esteem is often influenced by social experiences, including online interactions. Adolescents, for example, tend to compare themselves to idealized figures on social media, which can affect their perception of themselves [20]. On the other hand, low self-esteem can contribute to the emergence of mental health disorders and deviant behavior [12]. Self-esteem reflects a sense of self-worth and self-acceptance, which develops with awareness of one's abilities and feedback from the environment.

Self esteem is the basis for self-assessment, both in terms of affection and perception. Thus, self esteem is a form of personal evaluation that is closely related to individual experiences and achievements. Self esteem is divided into two main categories, namely high and low self esteem. Individuals with high self esteem generally have a positive view of themselves, while low self esteem indicates dissatisfaction or dislike of oneself. The level of self esteem can be determined by comparing one's ideal image or ideal self with the perception of one's real self, then assessing the extent of the difference. When entering adolescence, the level of self esteem tends to fluctuate due to various changes that occur simultaneously. At this stage, adolescents become more sensitive to social judgment, which makes their self-esteem more vulnerable. In addition, adolescents' self esteem is also influenced by their interactions with the environment, including family, school and the surrounding community [6].

Some studies have shown that social media plays an important role in shaping adolescents' self-esteem [1]. However, a study revealed that excessive use of social media can actually reduce self-esteem in adolescents [29]. Thus, platforms such as TikTok also have the potential to have a negative impact on adolescent self-esteem. Based on this phenomenon, researchers are encouraged to explore whether there is an influence of *self esteem* and creativity on the pattern of TikTok use among adolescents at Iskandar Muda Private High School.

2. Results and Discussion

This section may be divided by subheadings. It should provide a concise and precise description of the experimental results, their interpretation, as well as the experimental conclusions that can be drawn.

The following participant demographic data can be seen in the table:

Table 1. *Demographic Data*

Demographic data		Frequency	Percentage
Pattern	1-2 Hours/day	16	12.3%
Usage of	3-5 Hours/day	35	26.9%
TikTok	>5 Hours/day	79	60.8%
Age	14 years old	2	1.5%
	15 years old	14	10.8%
	16 Years	43	33.1%
	17 Years	36	27.7%
	18 Years	35	26.9%

The table 1 describes the participants in this study were 130 adolescents attending Iskandar Muda Private High School with TikTok usage patterns of 1-2 hours/day 16 participants (12.3%), 3-5 hours/day 35 participants (26.9%) and >5 hours/day 79 participants (60.8%). Chronological age 14 to 18 years old who live in North Aceh Regency. In this study there were 2 participants (1.5%) aged 14 years, 14 participants (10.8%) aged 15 years, 43 participants (33.1%) aged 16 years, 36 participants (27.7%) aged 17 years and 35 participants (26.9%) aged 18 years.

Table 2. *Categorization of TikTok Usage Patterns*

Value Range	Category	Number	Percentage
$X < 30$	Low	4	3.1%
$30 \leq X < 45$	Medium	48	36.9%
$45 \leq X$	High	78	60.0%
Total		130	100%

Based on the results of table 2 above, it can be seen that participants who have a low level of tiktok usage patterns are 4 students (3.1%), a moderate level of 48 students (36.9%) and participants with a high level of tiktok usage patterns are 78 students (60.0%).

Table 3. *Self Esteem Data Categorization*

Value Range	Category	Number	Percentage
$X < 37$	Low	0	0%
$37 \leq X < 59$	Medium	50	38.5%
$59 \leq X$	High	80	61.5%
Total		130	100%

Based on the results of table 3 above, it can be seen that there are no participants with low self esteem, participants who have a moderate level of *self esteem* are 50 students (38.5%) and participants with a high level of *self esteem* are 80 students (61.5%).

Table 4. *Categorization of Creativity Data*

Value Range	Category	Number	Percentage
$X < 37$	Low	0	0%
$37 \leq X < 59$	Medium	65	50.0%
$59 \leq X$	High	65	50.0%
Total		130	100%

Based on the results of table 4 above, it can be seen that there are no participants who have low creativity, participants who have moderate and high levels of creativity are as many as 65 students (50.0%).

The results of statistical analysis related to the hypothesis test that there is a role of *self esteem* on the pattern of TikTok use in adolescents at Iskandar Muda Private High School are described in table 5 as follows:

Table 5. *F Test Analysis of the Role of Self Esteem on TikTok Usage Patterns*

1	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	261.656	1	261.656	5.929	.016
	Residual	5649.121	128	44.134		
	Total	5910.777	129			

Notes.

df = degree of freedom value F = anova test value

Sig. = significance value

Based on the results of table 5 above, the calculated F value is 5.929 with $p = .016$ ($p < .05$) which shows that the simple regression model in this study is declared suitable or *goodness of fit* [10]. With the results obtained, hypothesis one in this study is accepted. This means that there is a role of self esteem on the pattern of TikTok use in adolescents at Iskandar Muda Private High School. This means that the higher the self esteem, the higher the pattern of TikTok use in adolescents at Iskandar Muda Private High School. Vice versa, the lower the self esteem, the lower the pattern of TikTok use in adolescents at Iskandar Muda Private High School.

Furthermore, data were analyzed to see the correlation value (R) and the amount of effective contribution (R²) of the role of self esteem on the pattern of TikTok use in adolescents at Iskandar Muda Private High School which can be seen in table 6 below:

Table 6. *Analysis of Effective Contribution of Self Esteem Role to TikTok Usage Patterns in Adolescents*

Model	R	R Square	Adjust Square	RStd. Error of the Estimate
1	.210	0.044	0.037	6.643

Based on table 6 above, the correlation (R) is positive at .210. This shows that there is a positive role of self esteem on the pattern of using tiktok among adolescents at Iskandar Muda Private High School. The coefficient of determination (R²) is .044. This value shows that the effective contribution of the positive role of self esteem to the pattern of using tiktok in adolescents at Iskandar Muda Private High School is 4.4%.

The results of statistical analysis related to the hypothesis test that there is a role of creativity on the pattern of using TikTok among adolescents at Iskandar Muda Private High School are described in table 7 as follows:

Table 7. *F Test Analysis of the Role of Creativity on TikTok usage patterns*

1	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	786.201	1	786.201	19.637	.000
	Residual	5124.576	128	40.036		
	Total	5910.777	129			

Notes.

df = degree of freedom value F = anova test value

Sig. = significance value

Based on the results of table 7 above, the calculated F value is 19.637 with $p = .000$ ($p < .05$) which shows that the simple regression model in this study is declared suitable or *goodness of fit* [10]. With the results obtained, hypothesis two in this study is accepted. This means that there is a role of creativity on the pattern of using TikTok in adolescents at Iskandar Muda Private High School. This means that the higher the creativity, the higher the pattern of TikTok use in adolescents at Iskandar Muda Private High School. Vice versa, the lower the creativity, the lower the pattern of TikTok use among adolescents at Iskandar Muda Private High School.

Furthermore, data analysis was carried out to see the correlation value (R) and the amount of effective contribution (R²) of the role of creativity on the pattern of TikTok use in adolescents at Iskandar Muda Private High School. which can be seen in table 8 below:

Table 8. *Analysis of the Effective Contribution of the Role of Creativity on Patterns of TikTok Use in Adolescents*

Model	R	R Square	Adjust Square	RStd. Error of the Estimate
1	.365	0.133	0.126	6.327

Based on table 8 above, it shows that the correlation (R) is positive by .365. This shows that there is a positive role of creativity on the pattern of using tiktok among adolescents at Iskandar Muda Private High School. The coefficient of determination (R²) is .133. This value shows that the effective contribution of the role of creativity to the pattern of using tiktok among adolescents at Iskandar Muda Private High School is 13.3%.

The results of statistical analysis related to the hypothesis test that there is a role of *self esteem* and creativity on the pattern of using TikTok in adolescents at Iskandar Muda Private High School are described in table 9 as follows:

Table 9. *F Test Analysis of the Role of Adversity Quotient and Self efficacy on Career Maturity*

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1898.850	2	949.425	30.055	.000
Residual Total	4011.927	127	31.590		
	5910.777	129			

Based on table 9, the value of $F = 30.055$ is obtained with a significance of .000 ($p < .05$), which indicates that the multiple regression model is declared suitable or *goodness of fit* [10]. This means that self esteem and creativity together have a role in TikTok usage patterns. Based on this, the third hypothesis in this study is accepted. This means that there is a role of self esteem and creativity on the pattern of using TikTok in adolescents at Iskandar Muda Private High School.

Furthermore, data analysis was carried out to see the correlation value (R) and the amount of effective contribution (R²) to determine the role of self esteem and creativity on the pattern of using TikTok in adolescents at Iskandar Muda Private High School which can be seen in table 10 below:

Table 10. *Analysis of Effective Contributions of Self Esteem and Creativity to TikTok Usage Patterns in Adolescents at Iskandar Muda Private High School*

Model	R	R Square	Adjust Square	RStd. Error of the Estimate
1	.567	.321	.311	5.620

Based on table 10 above, it shows that the correlation (R) is positive by .567. This shows that self esteem and creativity have a role in the pattern of using TikTok among adolescents at Iskandar Muda Private High School. The coefficient of determination (R²) is .321, this value indicates that the effective contribution of the role of self esteem and creativity has a role on the pattern of using TikTok in adolescents at Iskandar Muda Private High School of 32.1% while the rest (67.9%) is explained by other factors outside this research model.

3. Materials and Methods

This study uses quantitative research methods using multiple linear regression analysis. Multiple regression analysis is performed when the number of independent variables is two or more [27]. In conducting multiple regression analysis, an assumption test is first carried out, namely the normality test and linearity test. This research was conducted with the aim of knowing whether there is an influence of self esteem and creativity on the pattern of using TikTok in adolescents at Iskandar Muda Private High School. The participants in this study amounted to 130 people who were students of Iskandar Muda Private High School who used TikTok social media. Determination of research participants using *purposive sampling* technique where the researcher himself determines the sample criteria. The criteria are students at Iskandar Muda Senior High School who are 14 to 18 years old and actively use TikTok social media.

The measuring instrument for TikTok usage patterns refers to Steele and Brown's theory, with aspects of (1) individual characteristics, (2) expectations, (3) perceptions of the media and (4) level of media access. The items used in this scale totaled 16 valid items with a reliability of 0.851 and had construct validity ranging from 0.492 to 0.539 [26]. The self esteem scale uses a self esteem scale adapted from Coopersmith's theory with aspects including: (1) individual strength (*power*), (2) self-significance (*significance*), (3) competence (*competence*), and (4) individual obedience and ability to set an example (*virtue*). The items used in this scale totaled 16 valid items with a reliability value of 0.916 and had construct validity ranging from 0.303 to 0.468 [5].

The creativity scale refers to Guilford's theory and was further developed by Torrance through the Torrance Tests of Creative Thinking (TTCT), with aspects of (1) *Fluency*, (2) *Flexibility*, (3) *Originality* and (4) *Elaboration*. The items used in this scale amounted to 16 valid items with reliability between 0.87 to 0.97 and have construct validity ranging from 0.38 to 0.58 [11].

Conclusions

Based on the total participation of 130 adolescents, it was found that the majority of participants had TikTok usage patterns classified as high as 78 students (60.0%), followed by a medium category of 48 students (36.9%), and only 4 students (3.1%) were classified as low. Meanwhile, in relation to psychological characteristics, 80 students (61.5%) have a

high level of self esteem and 50 students (38.5%) have moderate self esteem. For the creativity variable, the proportion of students with high and moderate creativity is balanced, each 65 students (50%). Then there are no participants with low self esteem and creativity.

The regression analysis results show that self esteem contributes significantly to TikTok usage patterns, with an effective contribution of 4.4%. Creativity also contributed significantly, with a larger contribution of 13.3%. Thus, the total effective contribution of the role of self esteem and creativity to TikTok usage patterns in adolescents at Iskandar Muda Private High School, is 32.1% while the rest (67.9%) is influenced by other factors outside this research model.

Thus, it can be concluded that self esteem and creativity are two important factors that influence the tendency of adolescent expressive behavior through social media, especially TikTok. This finding is expected to be an input for parents, educators, and schools in understanding the psychological dynamics of adolescents in using digital media positively and productively.

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