

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The Coronavirus Pandemic at the beginning of 2020 has had a considerable impact on society. People must be at home to follow the physical distancing regulation so the virus can be controlled. As a consequence of this physical distancing, there has been an increase in the intensity of the use of social media, one of which is TikTok media. According to the Head of Content and User Operations TikTok Indonesia, Angga Anugrah Putra, TikTok has increased up to 20% since March 2020 (Massie, 2020).

Since the pandemic, there has been much free time at home, and people try to find an activity that can be spent during their stay at home. One example is cooking. The most viral cooking menu during the pandemic is Dalgona Coffee. It has become viral since its appearance on TikTok (Dewi, 2020). It becomes a widespread phenomenon because the ingredients are cheap and easy to find. Everyone tries to make this sweet foamy coffee by whisking it until it is foamy before people put the foamy coffee on top of milk.

TikTok is a video platform application from China that was launched in 2016. This application allows the users to watch a video or make a short video with a duration of 15 to 60 seconds. Ever since it arrived in this world, TikTok has become one of the most popular social media with more than 500 million active users worldwide (Yu, 2019). Before TikTok, there was a similar app called Musical.ly. The function is similar, but TikTok has more features inside,

such as having filters. According to Kurniawan (2018), Tiktok has succeeded in grabbing the attention of young people and has become popular culture. With Tiktok, Millennials can express their creativity by making lipsync, dance videos, and many other performance videos. It is because of their dare to perform on video that some consider millennials as not only courageous but also narcissist people.

Aprilian, Elita, & Afriyati (2019) in their study *“Hubungan Antara Penggunaan Aplikasi Tiktok dengan Perilaku Narsisme pada Siswa Sekolah Menengah Pertama”* state that narcissism is the individual wishes to show that he or she is more perfect, smarter, and more important than other people, because the aim of being narcissistic is to attract people's attention. The point of narcissism is to focus on showing an individual's pride and self-confidence in themselves. Santi (2017), from her study in *“Dampak Kecenderungan Narsiscisme Terhadap Self Esteem pada Pengguna Facebook Mahasiswa PGSD UNP”*, adds that the impacts from narcissism are that people tend to put themselves in high esteem by feeling about themselves as outstanding individuals, who admire themselves, and at the same time need praise from their surroundings, that they can become insensitive with the others' feelings and needs.

Interested in why Tiktok users are narcissist and impact the application, I proposed to write a thesis that focuses on how popular culture, particularly the Tiktok app, can influence people's narcissism. In addition, as a Tiktok user, I feel that Tiktok influences me to be a narcissist and confident too. Therefore, I want to know whether this also takes effect on other users or not.

To help analyze the research, I will use a qualitative research design with a popular culture approach, which is supported by a Hybrid Culture perspective.

1.2 Field of the Study

The field of this study is related to the field of literature, particularly in the Cultural Studies of Popular Culture.

1.3 Scope of the Study

The scope of the study is Tiktok application and narcissism.

1.4 Problem Formulation

This study has purposed to answer the following questions:

1. How does Tiktok encourage people to be narcissistic?
2. How has Tiktok used cultural hybridity to make itself become a globalized popular culture?

1.5 The Objective of the Study

With regards to the problems mentioned above, this research is conducted to achieve the following objectives:

1. To find out how Tiktok encourages people to be narcissistic.
2. To explore how Tiktok has used cultural hybridity to make itself become a globalized popular culture.

1.6 Significance of the Study

The study on Tiktok and narcissism is significant to do as it helps readers understand how the phenomenon is included in a Popular Culture study and how cultural hybridity works on Tiktok.

1.7 Definition of Terms

1. TikTok

TikTok is a short video application from China, where the mobile client can make and publish content. (Jaffar et al., 2019)

2. Narcissism

Narcissism is excessive self-love. (Engkus, 2017)

3. Cultural Hybridity

Cultural Hybridity is a concept of mixing cultures from different territorial locations and accelerated content globalization. (Inkiriwang & Winter, 2014)

