CHAPTER IV

DATA ANALYSIS

This chapter discusses the collected data that helps answer the two problem formulations of (1) How does Tiktok encourage people to be narcissistic? Furthermore, (2) How has Tiktok used cultural hybridity to make itself become a globalized popular culture?

By analyzing the data from 35 respondents within an age range of 16 – 25 years old, the two problem formulations above can be answered. The results of the analysis are divided into two categories. The first one is based on the narcissism category, and the second is based on the popular culture category. The results of the author's analysis are as follows.

4.1 The influence of Tiktok in the development of self-confidence and its impact on narcissism

In this category, I asked the respondents about things related to self-confidence when making TikTok. Since Tiktok is an application that allows someone to help express themselves on social media, it might affect the users' confidence. With proper use, Tiktok can be a good place to develop self-confidence. From this category, I want to know how Tiktok can influence the users' narcissism. Before I elaborate on all the analysis, I asked some respondents about the characteristics of a narcist person. They replied that someone who is a narcist usually loves a camera. This person wants to look nice in photos or videos. If it does not look good, they will retake it until they get the photo they want. It can happen either with selfies or

portrait photos. After taking a good picture or video, this narcist will genuinely upload it to their social media account. They exposed themselves, and they do not feel embarrassed. Sometimes they post their personal story which should not be uploaded on social media continuously. Narcist people love to be the cynosure to get the compliment. It can be classified as a star syndrome. Star syndrome can be a mental disorder which one of its characteristics likes to be public consumption (Janiarsi, 2020).

My respondent also replied that someone narcist feels confident with their appearance and how they make a branding to themself. For further discussion, I want to explain in the following analysis.

Table 4.1

Respondent's opinion whether it takes courage to make a video

No	Variables	Frequency	
		F	**%**
1	Agree	30	86
2	Disagree	5	14
	Total	**35**	**100**

As shown in table 4.7, 30 respondents with a percentage of 86% agreed that it takes courage to make a video on Tiktok. Millions can see videos on Tiktok of people. It is natural that if people feel a little bit timid when making a video, many people will see it. Speaking in front of a mirror, and making videos, are examples of how to train self-confidence. This is why I also want to find out whether respondents feel confident when they make videos on Tiktok or not. The finding is shown in table 4.2.

Table 4.2

Respondents' opinion whether they feel confident when making TikTok

videos

No	Variables	Frequency	
		F	**%**
1	Agree	15	43
2	Disagree	20	57
	Total	**35**	**100**

I asked the respondent how they feel when they make Tiktok videos. From table 4.2, 15 respondents are feeling confident when they make Tiktok videos. Meanwhile the rest, 20 respondents are not feeling confident to make Tiktok videos. Masithoh (2014) delivered ways to grow self-confidence, such as developing talents and will optimally, feeling proud of the success that has been achieved in a particular field, and developing talent through hobbies. These things can be grown by showing oneself to increase confidence. Self-show activities can be done in various ways, from practicing public speaking, developing interests or hobbies by taking courses.

Developing self-confidence also can be done with a method where you can speak through yourself in front of a mirror or record yourself. Since Mashithoh gives a positive opinion about this, I am happy to find that many of the respondents show that Tiktok can grow their self-confidence.

Table 4.3

Respondents' opinion on Tiktok can increase someone narcissism

No	Variables	Frequency	
		F	**%**
1	Agree	30	86
2	Disagree	5	14
	Total	**35**	**100**

From Table 4.3, we can see that 30 respondents, with a percentage of 86%, believe that Tiktok can increase someone's narcissism, so I also asked them how Tiktok can do that. They replied by taking a video and upload it to Tiktok. This answer shows that the users are already confident in using Tiktok, where people can be anything they want to express themselves.

Table 4.4

Respondents' opinion whether they embarrassed when TikTok videos in public places by themself

No	Variables	Frequency	
		F	**%**
1	Agree	29	83
2	Disagree	6	17
	Total	**35**	**100**

As seen in table 4.11, it is interesting to find that 29 respondents with a percentage of 83%, feel embarrassed when they make Tiktok videos in public places. This can be caused by the idea that dancing in public places is still an

uncommon thing for non-dancers. They were feeling uncomfortable if they were

dancing in public and be seen by people. They feel embarrassed making Tiktok in

public because they were afraid if they were called tacky. They are not used to be

the center of attention. The situation is different if they were making Tiktok with

their friends. Table 4.5 shows the result.

Table 4.5

Respondents' opinion whether they embarrassed when making TikTok

videos in public places with friends

No	Variables	Frequency	
		F	%
1	Agree	17	49
2	Disagree	18	51
	Total	**35**	**100**

Table 4.5 indicates that 17 respondents, with a percentage of 49%, are still

feeling embarrassed about making Tiktok in public places. Meanwhile, the rest or

18 respondents are feeling comfortable if they have friends when making Tiktok

together. Respondents answered that, if they make Tiktok together with friends,

they will not feel embarrassed. This situation is influenced by the understanding

that friendship brings positive energy. This positive energy will affect the increase

of self-esteem and make people confident.

Respondents have shown me that Tiktok can bring narcissism to its users. By

daring to make a Tiktok video, it shows that someone already has self-confidence.

In addition, positive environmental factors significantly affect self-confidence. A

good environment can foster self-confidence for the individual. This is in line with

Adawiyah's (2020) similar research that is written for his journal entitled *Pengaruh Penggunaan Aplikasi TikTok Terhadap Kepercayaan Diri Remaja di Kabupaten Sampang* (Translation: The Effect of Using the TikTok Application on Adolescent Confidence in Sampang Regency). The study results stated that Tiktok could help increase teenagers' self-confidence with a percentage of 54.5%. Although not all content from the TikTok app contains good things, with proper use it can be a positive thing. With so many challenges on Tiktok, this can be an opportunity to increase teenagers' self-confidence. Therefore, it takes a wise attitude from users in using this TikTok application.

4.2 Tiktok used cultural hybridity to make itself become a globalized popular culture.

Tiktok can be classified as Popular Culture because many people adore it. Hasiholan (2020) said that in 2020, there was a social media developed in Indonesia and became popular culture, Tiktok. Tiktok also has become a phenomenon in 2020 because many people were installing Tiktok. The writer asks some relatable questions to Tiktok as popular culture, as shown in Table 4.6.

Table 4.6

The frequency of respondents opening the Tiktok application

No	Variables	Frequency	
		F	**%**
1	Rarely	5	14
2	1-2 times a week	2	6
3	3 – 4 times a week	4	11
4	Everyday	24	69
	Total	**35**	**100**

Table 4.6 shows the frequency of the respondent opening the Tiktok application. As it showed above, from 35 respondents, 24 people with a percentage of 69% are opening the Tiktok application every day. 4 people with a percentage of 11% are opening the Tiktok application 3 – 4 times a week. 2 people with a percentage of 6% are opening the Tiktok application 1-2 times a week. In addition, five people with a percentage of 14% are rarely opening the Tiktok. By opening Tiktok every day, it means that people are curious about the content on Tiktok. This can be why Tiktok is a popular culture because people were looking forward to opening Tiktok. In addition, 2020 indeed was the golden year for Tiktok. It turns out that some respondents were downloading their applications in 2020-the result is as follows with the Indonesian people's creativity.

Table 4.7

Year of the users started making their Tiktok account

No	Variables	Frequency	
		F	**%**
1	2017	1	3
2	2018	3	9
3	2019	4	11
4	2020	23	66
5	2021	4	11
	Total	**35**	**100**

Table 4.7 shows the year from users making their Tiktok account. The number tells that one user with a percentage of 3% was making his account in 2017. As many as three users with 9% were making their account in 2018. 4 users with 11%

were making their account in 2019. Twenty-three users with a percentage of 66% were making their account in 2020. In 2021, there were four users with a percentage of 11% making their account. Table 4.7 proved that Tiktok reached its peak in 2020 where the pandemic started.

There were many reasons why people were making the Tiktok account. From the questionnaire I made, the answers from respondents were various. Most of them were making Tiktok because it was a trending app in 2020. Then, I also ask them why they were downloading Tiktok. They said it was because, in the middle of 2020, Tiktok went viral. Many people were curious about what Tiktok looks like, and they found out that Tiktok was entertaining. Some of the respondents were also downloading Tiktok to watch the videos of girls dancing. They said that in Tiktok, the girls are beautiful especially if the girls can dance.

The year 2020 Tiktok has become the year of Tiktok; therefore, there have appeared many new trends as a result of Tiktok. This makes Tiktok a phenomenon because many people did many trends. Since Tiktok has already become popular culture, it will not be far from also becoming a phenomenon. I also ask respondents some questions on how Tiktok can be a phenomenon. Most users are downloading Tiktok in 2020, which shows that it becomes the year of Tiktok. Since Tiktok is an application based on short music videos, there are some possibilities that the most popular videos on Tiktok are dancing videos. The truth is that there are other videos that respondents usually make on Tiktok. 20 respondents were answered that they usually search for dance cover videos. Educational videos are the second place as the most searched videos. People are sharing educational tips and tricks to help other students. Other videos frequently searched by the respondents are parody,

song cover, tips & tricks, cooking videos, and lip-synch videos. Since Tiktok is a popular culture because many people adore it, I want to know why people are interested in Tiktok.

Table 4.8

Respondents' opinion about the content on Tiktok

No	Variables	Frequency	
		F	%
1	Entertaining	34	97
2	Not entertaining	1	3
	Total	35	100

As shown in Table 4.8, 34 respondents with a percentage of 97% agreed that the contents on Tiktok are amusing. I was wondering what makes it amusing. The answers are various. Some respondents like Tiktok because the videos are short and the contents are also various. Respondents can find the videos that meet their interests because of the Tiktok algorithm that can suit the videos with the users. As I have mentioned above, Tiktok has thousands of videos that can be scrolled through the main page to find various kinds of videos. Users feel that the videos give a new knowledge because it has a lot of new ideas, concepts, and information. With artificial intelligence, Tiktok can provide videos that have the same interests as ours. It makes sense if people keep scrolling their Tiktok. Tiktok can also be a platform to promote their micro-business since making videos on Tiktok is easy and can train someone's creativity. Besides that, to support this form of creativity, Tiktok provides much music that can be used to make videos. This also becomes the magnet from Tiktok itself. For those who like to dance, Tiktok becomes an excellent place. Dance also becomes the central part of Tiktok from the first day it showed.

People were trying so hard to memorize the choreography from Tiktok. Because if they succeed, they will try to make the dance cover and upload it to Tiktok.

Tiktok becomes a new way to express themselves. They can find their community there or find new inspiration for their interests. This action can bring social interaction to Tiktok. People can be free to express themselves in many ways on Tiktok. In this case, Tiktok provides creativity without limits for its users, dancers, singers, musicians, artists, and others.

This popular culture also brings a new culture that is coming from the combination of cultures. It has produced a hybrid of culture. This is why the theory of Cultural Hybridity is applied in analyzing the Tiktok content. I find that the contents of Tiktok are closely related to culture. Tiktok seems to be providing many different cultures by having many people from different cultures meet each other online. This makes the users find a brand new culture whenever they adjust themselves by mixing cultures together. For example, the dance is Latino dancing, but the person dancing is an Indonesian wearing batik fashion. It cannot be denied that there is much content on Tiktok that still brings the original Indonesian culture. Lately, there was a fashion trend where people are wearing Indonesian Batik fabric as their apparel. The hashtag *#BerkainBersama* is trending in all social media applications, especially Tiktok, which becomes the first platform from this trend. People wore the Batik fabric from pants, jumpsuits, sweaters, culotte, cardigans, and even dress. Figure 4.1 is one of the examples of how Kain Batik can be a trendy skirt and when combined with western type tops. Batik is traditionally combined with Kebaya, but Batik has survived in becoming a popular teenager's fashion style.

Figure 4.1

***#BerkainBersama* trends**

Another hybrid culture that can be found on Tiktok is the *BussIt* Challenge. The original song is from Erica Banks. With the creativity of Indonesian people, the song *Buss It* was remixed with traditional Sundanese music instruments.
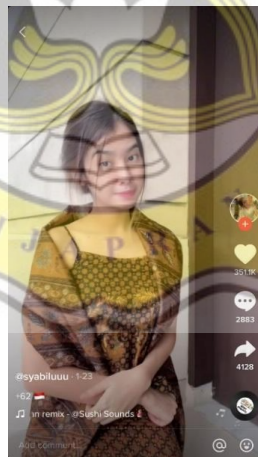
Figure 4.2

***Buss It* (Indonesian Version)**

Figure 4.2 is the example of the *Buss It* Indonesian version challenges. In the video, people were dressed simply and casually. Then, when the music changed, it

is transitioned to the Indonesian version, so singers will need to readjust themselves with the hybrid cultured song.

Figure 4.3

Disney Castle Indonesian Version

I also found a video on Tiktok, which is interesting. Someone is remaking a Disney Castle into the Indonesian version. We all knew that Disney Castle always showed at the beginning of every Disney movie, and it is the icon of Disneyland. In figure 4.3, Andhika Pudjiadi's creator makes the Indonesian castle inspired by *Candi Prambanan*. Besides that, the song which used in the video is *Lathi* by Weird Genius. The song *Lathi* itself can be said as a Cultural Hybridity. The type of the song is like electronic dance music or EDM, but it has Javanese lyrics on the chorus. The song is also combined with the Indonesian traditional music instruments.

Figure 4.4

Canon In D Kerongcong Version

In figure 4.4, I found that lately, many videos are using the Canon in D keroncong version as a music background. This is also a form of hybrid culture that can be found on Tiktok. This is not a surprising phenomenon when acknowledging Indonesia is a country with diversity and rich cultures.