

# The Correlation Between Narcissistic Tendency and Subjective Well Being with the Intensity of TikTok Social Media Use on Adolescents

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## ABSTRACT

This study aims to determine correlation narcissistic tendencies, subjective well-being and the use of TikTok, a social media networking service, among adolescents in Gereja Bethel Indonesia in Jakarta, Bogor, Tangerang and Bekasi (Jabodetabek) areas, by using quantitative research methods. The simple random sampling was used as the sampling method, with 258 selected adolescents as sample of research. Likert scaling was used to measure the intensity of TikTok usage and subjective wellbeing, where as Semantic Differential was used to evaluate narcissistic tendencies. Bivariate and Multivariate Correlations analysis were applied to analyze data samples. Bivariate analysis indicates that correlation of narcissistic tendencies and the use of TikTok is  $r = 0.284$  with  $p = 0.000$  ( $p < 0.05$ ), showing a positive and significant correlation of the two variables. In addition, the output of correlation coefficient ( $r$ ) of subjective wellbeing and the intensity of TikTok usage is  $0.113$  and  $p$ -value is  $0.071$  ( $p > 0.05$ ), indicating no correlation between those two variables above. Based on multivariate analysis, it is found that narcissistic tendency and the use of TikTok have significant correlation, with  $R$  is  $0.284$  and the coefficient determination of  $R^2$  is  $0.081$ . This means that the contribution of narcissistic tendency to the intensity of Tiktok social media use was 8.1%.

**Keywords:** social media, narcissistic tendencies, subjective well-being

## 1. INTRODUCTION

As social beings, human needs to communicate with one another. Technology development makes it easier for remote communication. Smartphone is considered as a more effective device most people use to communicate compared to laptops or computers. [1].

Smartphone is closely relating to the use of the internet. Based on the Hootsuite, content management service, and *We Are Social*, a social media marketing agency, it is known that social media user keeps increasing globally per year. In January 2021, the number scale up to 4.2 billion or increased by 13.2% compared to the same period of the previous year. Since 2020, the average of new users of social media reached about 1.3 million per day, or equivalent to 155,000 new users per second. [12].

*We Are Social*, in their "Digital 2021" report, found that there are 202.6 internet users in Indonesia in early 2021. The data show that the use of the internet increased 15.5 percent or 27 people compared to January 2020. The total population of Indonesia in 2021 is about 274.9 million people, meaning that internet use in early 2021 went up to 73.7 percent. Of the total of 274.9 million population in Indonesia, 170 million already use social media. Thus, the

number of social media users is around 61.8 percent. Compared to January 2020, these users have grown to 10 million or about 6.3 percent. [12].

Social media is an online media facilitating users to participate, share, and create content include blogs, wikis, forum, social and virtual network [25]. They also function as platforms visualizing self-existence of users in their activities or social networking. Therefore, it is considered that social media are the online facilitator strengthen users' engagement and the social bonds. In general, popular social platforms in Indonesia include Twitter, Instagram, YouTube, Facebook and TikTok. The objectives of social media are greatly varying, such as to get communicate, entertainment, online learning, working, meeting, shopping, marketing, alternative to spending time, selfie posting, telling story or sharing information [28]. According to Sensor Tower, social media that growing and booming trend are TikTok, Facebook, Instagram, Snapchat and Likee [18].

Rini [28] also mentioned that adolescents have higher intensity in using social media compared to other ages. Instagram, Twitter, Youtube and Tiktok are mostly used. The objectives of adolescents using social media tend to get entertainment, spending time, picture posting or sharing story. The emerging of application platform makes

technology more advanced, along with the digital trend, some platforms provide video supports equipped great features and Tiktok (made of Chinese technology company) has one of these.

In this study, Tiktok is a social media that is used as the analysis subject. TikTok is the Chinese social network and music video, launched in September 2016 by Zhang Yiming. Users can upload their music videos then share to other users. Music application in Tiktok used by *lip-sync* that range in duration for 15 seconds. During first quarter (Q1) in 2018, Tiktok has confirmed as the most downloaded application by 45.8 million times. The number beats another popular application such as Youtube, Whatsapp, Facebook, Messenger, and Instagram. According to Bytedance, Indonesia has 10 million active users for every month [8].

Based on Rini study [28], intensity of Tiktok before and after Covid-19 pandemic increased one level from low to medium intensity across the ages level. While adolescents' intensity increased from medium to high level. This finding encouraged researcher to conduct study a social media of Tiktok using intensity for adolescents.

Adolescents are addicted to social media, the more active they are, the more they look impressive and more social [24]. It is shows that adolescents favored most and they believe that other people interested to their life. A high intensity social media use on adolescents draws amount of concern on different trigger factors to the intensity of social media use. This study analyzes two factors affected the intensity of social media use.

First, narcissistic, is the personality disorder in which a person has excessive self-love. Sigmund Freud [5] used this term from Greek myth character, *Narkissos* who overly obsessed and love himself. Characteristic behaviors of narcissist according to *Diagnostics and Statistik Manual, Fourth Editions Text Revision* [31] they believe they are unique and special, always need for compliments and attention, difficulty taking critics, and need approval from others. Arises impacts from these behaviors to students is high obsession to be perfect, poor focus in learning or doing activity, negatively responses, excessive envy, and self-centered, and confidence crisis.

Narcissist has tied relation to social media use. Durand & Barlow explained [32] that social media use intensity has relation to narcissist behavior which is the more often they use, the more tendency to get attention from others. Adolescents that excessively use social media as platform to express themselves have tendency to be narcissist. Nowadays, narcissist is called for those who love taking *selfies* wherever and whenever they need to feel exist (Pramesti stated [16]). Along with higher popularity of *selfie* in communities, digital beauty application is also growing. Today, everyone presents themselves freely in social media with the more attractive looks and body image [7]. As this phenomenon correspond to *Diagnostic and Statistical Manual For Mental Disorder* or DSM V [31] mentioned that one of some diagnosis to narcissist individuals is exaggerated for what they have to get compliments from others.

Olive [19] said that narcissistic is excessive self-love or self-centered of attention. This individual takes benefit from getting attention, popularity and self-pleasing. This behavior leads to narcissist personality [33]. Narcissist tendency in adolescents appears themselves as people's ideal to get their popularity in social network. Narcissistic is a personality reflects on grandiose, self-concept and self-views [29]. High level grandiose narcissism may cause behavioral problems. Maladaptive in kids and adolescents implicated to aggressivity, psychopath, and anti-social behavior [20].

A narcissist makes social media as their place to show off their existences and self-interest. The higher levels of narcissist, the more social media access to get them satisfied as for them, social media is self-expression display to get attention, gain popularity, and self-pleasing. Their tendency often triggers to break the norms solely for them to be center of attention. Kompas.com article [11] said that there are more people taking selfies in disaster area, for example: a group of girls who pose at front of Tsunami area in coastal of Sunda Strait, which gone viral in social media in 2019 making this phenomenon even get more popular in the world; in 2016, selfie taken from teenager who sits on Lubang Buaya statue; in the same year, there also a group of teenagers harassed muslim praying on the motorcycle [13].

Second, social media use also related to subjective well-being. According to Derner [3] Subjective well-being is cognitively and affectively self-evaluation to their life. This is based on self-judgement, not other people-judgements [34]. Meaning that an individual tends to do what he thinks is right and excited, including public share of their personal life to social media. According to Proctor [22] an individual with high subjective well-being, has experienced in life satisfaction and actualized in positive affect (such as showing happiness and optimism), rarely they are feeling negative affect (such as, anger, sad). In the contrary, they have low subjective well-being if they are not satisfied in life, they will have feeling in low happiness, and often have negative emotions, such as angry or worried.

Individual subjective well-being currently tied to social media Unhappiness that comes from loneliness or unsatisfied to life and social relation may affect a person in a way to express himself in social media (Mahadi, Jamaludin, Johari, & Fuad in [26]. According to Myers, [26] An individual who tends to unsatisfied and with his life and decided to spend more time in internet and social media is a depressed and lonely person.

A measure of happiness which is very subjective makes a person access and use social media often as their standard of personal happiness regardless the norms. When they access social media, psychology changes them personally. In certain stage, social media may cause positive reaction personally [14], [35], such as feeling happy when his posting get people response, gaining knowledge by people shared content meeting other people in the same interest, get new experience to improve himself, and more positives things.

Even so, it is not making an individual to have social media as place to express subjective well-being to negatively reacts and caused negatively impacts. A lot of negative contents successfully shared solely to personal happiness regardless moral processing, such as accent mimicking sarcastically, show off personal wealth, rudely comment on other people contents, create content to harm somebody's reputation and pride, bullying and body shaming. Share family or other people secrets, and even negative self-proud, such as having affairs with other people relationship or deviant behaviors.

In May 2020, public shocked by Ferdian, a teenage Youtuber who pranked about giving food wrapped in trash to Covid-19 pandemic people as he did to transgenders in Bandung then posted the video in his YouTube channel [10]. This invited infuriated public for his behavior. Ferdian think that trash prank solely for his Subjective Well-being regardless any norms and moral in humanity. Another case is a teenager from West Nusa Tenggara, caught on police after rudely humiliated Palestine in Tiktok in May 2021 [9].

In this study, relation between narcissist and Subjective well-being concerning social media use intensity will be reviewed by adolescents' perspective. As for this study, adolescents of Gereja Bethel Indonesia will be the subject. According to Hurlock [15] adolescents is physically and psychology transition stage between childhood and adulthood. Monks, Knoers, and Haditono [2] differs adolescents stages into four, namely pre- adolescents (10-12 years), early adolescent (12-15 years), mid adolescent (15-18 years), and late adolescent (18- 21 years). Adolescents can be said as a social needy which have to be socialized and accepted in their groups (peer group), so there many adolescents think that to be accepted they must be adapted to their group, including in appearance or lifestyle [17]. Therefore, in adolescents' social life has big influence on interest, attitude, talk, looks and behavior. Hurlock also said [15] that appearance for adolescents is important because it can be physical appeal, socially supports and popularity. Adolescents are trying to be their best in appearance to get approval and interest [36]; [37].

Gereja Bethel Indonesia (refers to GBI) is a Christian church group or synod which under Persekutuan Gereja di Indonesia (PGI). GBI currently has 6,600 local churches in Indonesia, Asia, Europe and USA. In greater Jabodetabek, GBI local church has more than 1,000 churches includes adolescents groups actively in social media. Based on Biro Litbang Departemen Pemuda Anak (DPA) data, GBI [38], found that 60% of GBI adolescents accessed social media for 1-5 hours/daily. It means that GBI adolescents are active and intense in accessing and using social media. This intensity is representatively as an opportunity to further study in how narcissistic and subjective well-being influences on social media use intensity. Based on the background above, the writer interested to in-depth study on relation between narcissist tendency and subjective well-being in social media use intensity of GBI adolescents in Jabodetabek.

## 2. LITERATURE REVIEW

### 2.1. *The Intensity of Media Social Use*

According to Shanaz in [4], intensity is the level of state or the magnitude of quantity used for measuring an activity. Two dimensions related to the intensity of social media use are frequency and time that an individual spend on social networking sites.

Kemp in [39] provides examples of popular social media platform including Twitter, Facebook, Instagram, and more.

In this regard, the intensity of social media use refers to the frequency and time spent by users in accessing social networks.

#### 2.1.1. *Aspects of Social Media Use*

According to Ajzen in [4], four factors that affect intensity are as follow:

- Attention: An individual's interests in particular matters. People tend to pay closer attention and focus on things or subjects that do interest them rather than what they are less interested in.
- Comprehension: It is the understanding of information. This is related to the individual's interests combined with attempts to understand information and turns them into knowledge.
- Duration: is the period of time spend for conducting some activities.
- Frequency: It is used to indicate routines of repeated activities.

### 2.2. *Narcissistic Tendency*

#### 2.2.1. *Definition*

Narcissism refers to a set personality trait in which emotional and motivational source manifested in arrogance or grandiosity, high self-concept, need for recognition and admiration, and selfishness [21].

The Diagnostic and Statistical Manual of Mental Disorder V (DSM V) [31], defines narcissistic personality disorder (NPD) criteria as pervasive pattern of grandiosity (in fantasy or behavior), need for admiration, and lack of empathy, beginning by early adulthood and present in a variety of contexts [6].

In this matter, narcissistic tendency is a personality disorder in which people have exaggerated sense of self-importance and excessive needs for admiration, lack of empathy, and egocentrism/selfishness

#### 2.2.2. *Aspects of Narcissistic Tendency*

According to Raskin [27] some aspects of narcissistic personality include:

### 2.2.2.1. *Authority*

People with NPD are more dominant, tend to emerge as leaders, excessively self-involved and more often disregard others in making decision.

### 2.2.2.2. *Self-Sufficiency*

Those with NPD feature high sense of ability to meet their goals and needs, associated with assertiveness, independence, self-confidence, and achievement orientation.

### 2.2.2.3. *Superiority*

Individuals with narcissistic tendencies consider themselves as the best one, great, and perfect.

### 2.2.2.4. *Exhibitionism*

It is associated with deep need for other's recognition; individuals with this trait tend to obsess over physical appearance. For example, they often taking selfies to get compliment and praise.

### 2.2.2.5. *Exploitativeness*

Those with narcissistic tendencies is highly motivated to increase their self-worth by any means, in order to get admiration and attention from others.

### 2.2.2.6. *Entitlement*

It entails the lack of regards for others. They are intent on their desires and often have no other's feelings or ideas.

## 2.3. *Subjective Well-Being*

### 2.3.1. *Definition*

Subjective well-being, also known as happiness, reflects an overall evaluation of the quality life of a person, both in cognitive and affective components. It forms in high satisfaction of life, high positive affect and low negative affect [3]. The term *subjective* refers to personal rational judgement, not other's [34].

There are three main components of subjective well-being, including life satisfaction, positive affect, and negative affect. Life satisfaction is considered as cognitive factor as it is based on evaluative beliefs of one's life [30].

It implies that subjective well-being is a personal cognitive and affective evaluation of one's life. Cognitive evaluation includes life satisfaction, while affective evaluation comprises positive and negative of emotional responses over life's events.

### 2.3.2. *Subjective Well-being Components*

Subjective well-being has two main components, namely the affective and cognitive [40].

#### 2.3.2.1. *Cognitive Component*

Life satisfaction is considered as cognitive component because it is based on one's personal assessment or evaluation of his/her life, not from other's judgement. The evaluation stems from information and experiences of life (Shin & Johnson, 1978) at [3].

#### 2.3.2.2. *Affective Components*

Affective component includes positive and negative affect. Evaluation of these require individual emotional responses to events in a period of time [40]. Positive affect is an emotional factor indicates frequency and intensity of pleasant emotions, such as cheerful, happy, and satisfied feelings. As for negative affect, it represents frequency and intensity of unpleasant feelings, including anger, fear, sadness, guilty, and revulsion.

## 3. RESEARCH METHOD

This study used quantitative method, involving 258 respondents out of 1.000 domiciled in JABODETABEK (Jakarta, Bogor, Depok, Tangerang and Bekasi). Criteria of respondents include: a). young adults from 18-21 years old; b). registered members of the local church/Gereja Bethel Indonesia (GBI); and c). TikTok social media users. The simple random sampling, which is a type of probability sampling was used as a sampling technique. The Google form was distributed via WhatsApp, Telegram, and emails for collecting data.

Skala likert was used in this study to score the intensity of subjective well-being and TikTok social media usage, while semantic differential was applied to scale narcissistic tendency. Sixteen items from the NPI-16 by [41] was used as a short measure of narcissistic tendency; for example, "I enjoy being the center of attention". There are seventeen questionnaires in total. The SWLS, have 5 items, [3] was used to scale subjective well-being, and SPANE with 12 item questionnaire was used to assess six positive affect and six negative affect [40]. A question example includes "in most ways, my life is close to my ideal." The intensity of TikTok social media usage was measured by sixteen questionnaires, for instance, "I spend three hours on TikTok every day".

Then, to analyze data sample, bivariate analysis was conducted to determine correlation between two variables and multivariate analysis for all variables.

## 4. RESULT AND DISCUSSION

### 4.1. Result

Try out items on 30 respondents shows that from 16 items intensity of social media of Tiktok use includes 12 valid and 4 invalid with Cronbach Alpha reliability value is .837, from 16 items of narcissistic tendency, there 14 valid and 2 invalid with Cronbach Alpha reliability value is .825, and from 17 items of *subjective well-being* there are 14 valid and 3 invalid with Cronbach Alpha reliability value is .834.

Furthermore, the writer uses *bivariate correlation* and *multivariate correlation* to analyze this study data and found that:

- a. Based on study data analysis, obtained value of R is .284 with  $p$  is .000 ( $p < .05$ ). This means, ( $H_a$ ) that stated there is relationship between narcissistic tendency and intensity of social media Tiktok use on adolescents in Gereja Bethel Indonesia throughout Jabodetabek is accepted, therefore concluded that there is positive significant relationship between narcissistic tendency and intensity of social media Tiktok use on adolescents in Gereja Bethel Indonesia throughout Jabodetabek, meaning that higher tendency of narcissistic adolescents in Gereja Bethel Indonesia followed by higher intensity of Tiktok use.
- b. Based on data analysis, obtained value of R is .113 with  $p$  of .071 ( $p > .05$ ). This means, ( $H_a$ ) stated that there is relation between *subjective well-being* and intensity of intensity of social media Tiktok use on adolescents in Gereja Bethel Indonesia throughout Jabodetabek are rejected, therefore concluded that there is no relation between *subjective well-being* and intensity of social media Tiktok use on adolescents in Gereja Bethel Indonesia throughout Jabodetabek.
- c. Based on *output model summary* obtained value of R is .284 and  $R^2$  by .081 with  $p$  is .000 ( $p < .05$ ). It means, ( $H_a$ ) stated there is relation between narcissistic tendency and intensity of social media Tiktok use on adolescents in Gereja Bethel Indonesia throughout Jabodetabek are accepted. Therefore, concluded that there is significant relation between narcissistic tendency and intensity of social media Tiktok use on adolescents in Gereja Bethel Indonesia throughout Jabodetabek. Determination coefficient or  $R^2$  is .081 that is narcissistic tendency contributes about 8.1% of intensity on social media Tiktok use. The rest of 91.9% affected by other uninvestigated variables. While *Subjective Well Being* variable has no relation between intensity of social media Tiktok use. Based on *stepwise method* output obtained dominant variable and intensity of social media Tiktok use is only narcissistic tendency variable of  $R^2$  is .081, while *subjective well-being* variable has no relation between intensity of social media Tiktok use. That coefficient shows that Narcissist Tendency by 8.1 % to intensity of social media Tiktok use.

### 4.2. Discussion

The results of the study shows that there is positive and significant relation between narcissistic tendency and social media Tiktok use on adolescents in Gereja Bethel Indonesia throughout Jabodetabek. This result accordance with study conducted by Sumila [42] who stated that there is relevant relation between narcissism level to social media addiction. Other studies in line also with Sulistiantika [43], study results stated that there is loneliness influences and narcissist on social media addiction.

In this study, unlike narcissist tendency, *subjective well-being* has no any relation to intensity of social media (Tiktok) use. This study in line with Putri research [23] which stated that *subjective well-being* has no relation to *problematic internet use*. Also, in this study, Rahmanissa [26] stated there is no correlation between happiness and intensity of social media use, meaning that high and low intensity of social media use correlated to happiness indirectly. This *subjective well-being* condition in person does not affecting intensity of social media (Tiktok) use. This is corresponding to the facts that Tiktok used for positive and negative advantages. Also, used as media to share positive contents such as sharing information, motivation, teaching, preaching, tutorials, movie and film reviews. However, Tiktok often used for negative contents such as hate speech, share hoax news, share self or other secrets, bullying and harassing people. It means that, either in a state emotion of exciting or unpleasing, Tiktok can be used as platform to self-expressing.

This study conducted based on scientific procedures, although there is limitation, such as the writer only provide closed questioner to respondents and not allowing respondents to answer out of questions given.

Therefore, expected further study to investigate another unstudied variable as intensity factors of social media use other than Narcissistic Tendency and *subjective well-being*, such as confident, anxiety, communication, social support, peer interaction, and anti-social. Expected in the next study is to use different methods to reveal more and comprehensive regarding factors in cause of individual intensity using social media.

Finding results on relations between *subjective well-being* and intensity of social media use caused differences, where some studies show that is relation between *subjective well-being* and intensity of social media use, on the contrary, another study shows different result. These differences, inviting empirical questions of how actually related between *subjective well-being* and intensity of social media use. Therefore, writer suggested to do more and in-depth research regarding the relation between *subjective well-being* and intensity of social media use. In addition, the writer uses other research method, for example, qualitative, to obtain accurate data and clear reason why is related or unrelated *subjective well-being* to intensity of social media use.

## 5. SUMMARY

In this conclusion, there is significant towards positive relation between narcissistic tendency and social media Tiktok use on adolescents in Gereja Bethel Indonesia throughout Jabodetabek, means that the higher level of narcissistic tendency of Gereja Bethel Indonesia adolescents, followed by increased intensity of social media Tiktok use and there was no relation between *subjective well-being* and social media Tiktok use on adolescents in Gereja Bethel Indonesia throughout Jabodetabek.

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