IJACSS

Differences in Self Image of Male Students and Female Students Using *TikTok* Social Media

Leony Sarah Indrama [1], Frischa Meivilona Yendi [2*], Zadrian Ardi [3], Puji Gusri Handayani [4], Gusni Dian Suri [5]

Universitas Negeri Padang
*Corresponding author, e-mail: frischa@fip.unp.ac.id

Abstract

Communication between teenagers in the social environment and school environment has now mastered technology that uses internet networks, namely social media. One type of social media is *TikTok*. Social media which is used as a tool to shape a person's image becomes an encouragement for a broader view of something. Self-image is the way a person sees himself, a person's reflection or picture of himself. This research is motivated by individuals who have different self-images, some have positive and negative self-images, as well as the self-images of men and women. This research aims to test whether there are differences in the self-image of male students and female students who use *TikTok*. The research method used is a quantitative method with a comparative descriptive approach because it looks at the differences between male and female students. The sample for this research was 254 students at SMP Negeri 7 Padang who were selected using proportional stratified random sampling techniques. The results of the research show that there is no significant difference between the self-image of male and female students at SMP Negeri 7 Padang.

Keywords: Self Image, Social Media, *TikTok*.

Introduction

Technological developments have an influence on world society, including Indonesia. Everything applies technology to facilitate various activities. One technology that is developing very rapidly now is communication technology (Khotimah, Astuti, & Apriani, 2019). The very modern digital era has made communication technology more

developed. Along with the rapid development of technology, communication between teenagers in the social environment and in the school environment has now mastered technological knowledge that uses internet networks, namely social media (Sulistia, & Simamora, 2023). Social media provides facilities for its users to be able to interact and share all information with other users easily. There are various types of social media that are often used today, namely *Instagram, Twitter, Facebook, WhatsApp, Line, TikTok* , and so on (Ilahin, 2022).

One type of social media is *TikTok,* which is the most popular application today. *TikTok* was first created by a Software Engineering graduate from Nankai University, Zhang Yiming. In September 2016 *TikTok* was officially launched (Hayati, 2021). Users of the *TikTok* application come from various groups, including teenagers. Teenagers use the *TikTok* application for several reasons, namely a means of making friends, a means of showing their identity, a means of appearing, and a means of establishing communication with other people (Alifiah, 2014). Adolescence is a period when individuals are experiencing puberty. At that time, a maturation process occurs including hormonal and physical changes that quickly lead to developing an image of their body (Santrock, 2013).

During this period a consistent pattern of behavior maintains interpersonal security by avoiding or minimizing anxiety. When this pattern begins to develop, individuals begin to form a consistent self-image. For example, people who think they are intelligent are considered incompetent (by other people). He will say other people are stupid or are joking (Alwilson, 2009).

The physical, psychological and psychosocial developments that occur during adolescence begin to develop their *self-image*, almost all teenagers pay attention to every change in themselves, including their appearance, which will continue to be improved according to the teenager's development (Hurlock, 2003). In this case, the development of adolescent boys and girls is different, where the sexual development of girls physically matures two years earlier than boys (Pathan, 2011). When teenagers go through a period of development, there will be changes that can be seen very clearly from how the teenager improves his self-image through his appearance and the achievements he must achieve. The characteristics of self image are negative and positive. Self-image can be formed depending on how the teenager assesses his or her physical shape or appearance. Adolescents who assess their physical appearance negatively will also have a negative self-image, for example, adolescents who feel that their skin is dark, their bodies are fat and their bodies are short, will have a greater potential for forming a negative self-image, because of their poor judgment regarding he will be able to generalize himself to be negative too (Rama, 2010). Aspects of self-image according to Offer, Ostrov, Howard & Atkinson (1988), namely psychological self differences, sexual self differences, social self differences. Research conducted by Andrawati (2016) The results of the study showed that the self-image of the class has the intensity of using Instagram in the high category and there is a positive and significant relationship between the intensity of using the social networking media Instagram and students' self-image. Further research conducted by Aryani (Nafli, 2019) argued that women often try to form a self-image about themselves and try to appear by their environment. This makes women tend to be more sensitive than men regarding their physical appearance, thus encouraging them to make various efforts so that their physical appearance can match the demands of social communication that exist in life. Meanwhile, the results of research conducted by Okatiranti (2014). The research results show that more than 50% of boys have a negative self-image and almost half have a positive self-image. Boys show a positive self-image of 47% and a negative self-image of 53%. Girls show that

more than 50% have a positive self-image and almost half have a negative self-image. Girls show a positive self-image of 54% and a negative self-image of 46%.

Based on the results of researchers' observations and interviews with 10 students at SMP N 7 Padang. From observations and interviews conducted by researchers on Thursday, November 2, 2023, the results showed that 6 out of 10 students had a negative self-image. The negative self-image that exists among students at SMPN 7 Padang includes students who view themselves as weak, students who compare their physical appearance on *TikTok* social media, students who feel inferior or insecure, students who feel arrogant, afraid of failure, afraid of rejected in proving themselves, some students are still less able to control emotional vulnerability, and there are still students who have a friendlier and more empathetic attitude in using social media.

Therefore, the role of guidance and counseling teachers is very necessary in reducing the negative self-image experienced by students. Guidance and counseling as an important component in school education is an effort to assist students to create a conducive development environment, carried out systematically and continuously, so that students can understand themselves so that they can direct themselves and can act naturally, by demands. developmental tasks (Nurihsan, 2006).

This can be achieved through guidance and counseling services in efforts to develop students in the personal, social, learning, and career fields. Counseling teachers also have a role in helping students recognize their strengths and weaknesses, increasing self-confidence, developing personal strengths, alleviating personal weaknesses, the meaning, and purpose of worship, religious values as a guide to life, getting to know one's feelings and how to express them effectively, stress management, as well as recognizing social roles as men or women (Nasution, Karima, & Siahaan, 2019).

Method

The type of research used in this research is quantitative research with a comparative descriptive analysis approach. This research aims to see whether there are differences in the self-image of male and female students who use the social media TikTok, and to describe the self-image of male and female students in terms of self-image aspects, namely psychological self-differences, sexual self-differences, and social self-differences. The population in this study was students in grades VII, VIII and IX at SMP Negeri 7 Padang, totaling 633 students, the total sample was 254 students using the proportionate stratified random sampling technique. The data collection technique uses a questionnaire or questionnaire with a Likert scale. The self-image questionnaire was tested for validity and after carrying out the validity test it was found that from the 43 questions provided, 35 of the instrument questions were valid. Then a reliability test was also carried out and the result was that the reliability test result of the self-image instrument for teenagers was 0.736, which means that the self-image questionnaire for teenagers was reliable.

Results and Discussion

A. Description of Student *Self-Image* at SMP Negeri 7 Padang

    1. Overall self-image description

        Graph Distribution and Percentage of Self-Image among Students Overall (n=254)

Distribution and Percentage of Self-Image among Students Overall (n=254)
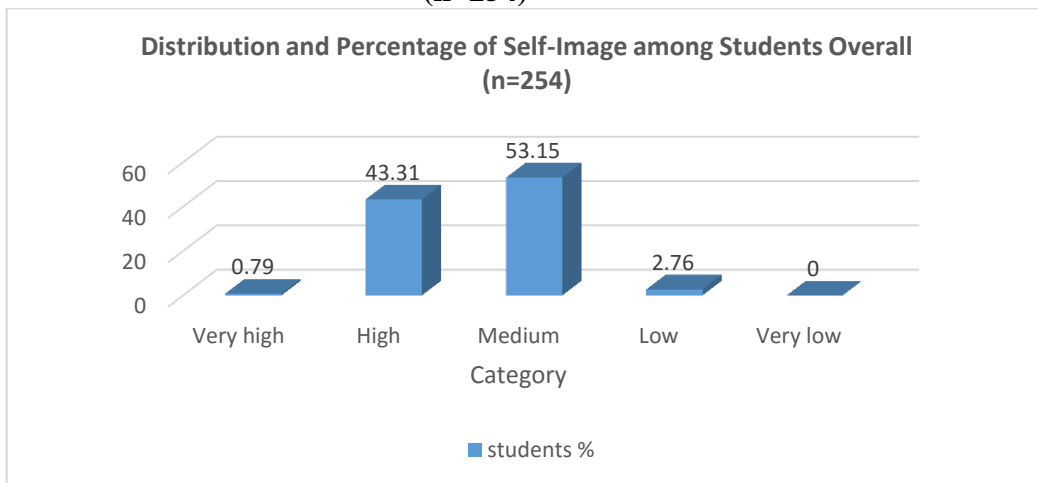
The chart shows that the average scoring results of respondents' answers regarding the self-image of students at SMP Negeri 7 Padang, the score was 135. So it can be concluded that the self-image of SMP Negeri 7 Padang students is in the **medium category**. This means that there are still students at SMP Negeri 7 Padang who use *TikTok* social media and have a low self-image.

2. Description of self-image in male students.

   The self-image of male students can be described.

Table 1. Description of the average (mean) and percentage (%) of male students' self-image (N=122)

No	Aspect	Score						
		Ideal	Min	Max	Mean	SD	%	Note
1	Psychological Self Differences	85	30	73	55,615	8. 524	65.43	Medium
2	Sexual Self Differences	40	11	38	2 5,885	5.409	64,713	Medium
3	Social Self Differences	50	17	45	24.07	5,470	6 6,839	Medium
4	Self-Image of Male Students	175	65	149	114	14.67	60.61	Medium

Based on the table above, it shows that the average self-image achievement score for male students is 114 (60.61%) which is in the medium category. The results per aspect are the average psychological self differences score is 55.61 (65.43%) including moderate, the average sexual self differences score is 25,885
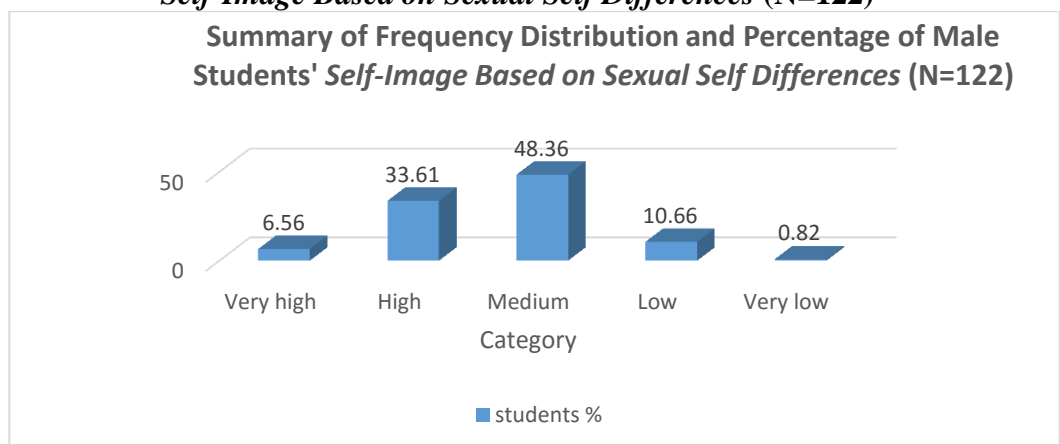
(64.71%) including moderate, and the average social self differences score is 24.07 (66.84%) including medium. This means that there are still students at SMP Negeri 7 Padang who use *TikTok* social media and have a low self-image.

Graph Summary of Frequency Distribution and Percentage of Male Students' Self-Image Based on Psychological Self Differences (N=122)

Summary of Frequency Distribution and Percentage of Male Students' Self-Image Based on Psychological Self Differences (N=122)

Very high 2.46, High 42.62, Medium 45.08, Low 9.02, Very low 0.82

Category
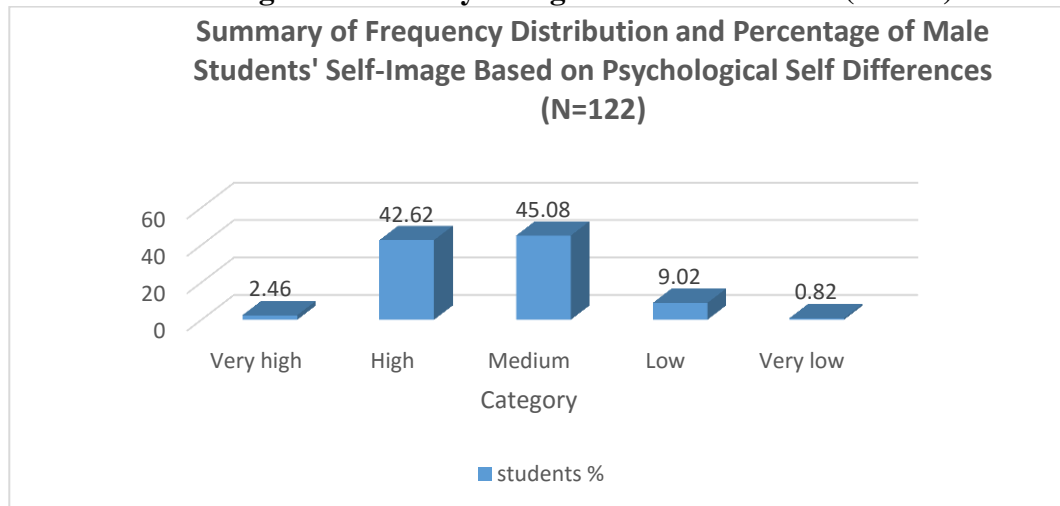
■ students %

The average scoring of respondents' answers regarding students' self-image in terms of the psychological self-differences aspect resulted in a score of 55.61, the score results show that in this aspect what students experienced was in the **medium category.** This means that there are still students at SMP Negeri 7 Padang who use *TikTok* social media, seen from the aspect of psychological self differences, who have a self-image in the low category with a frequency of 7. There are even students who have a very low self-image with a frequency of 1, for example, there are still students who cannot manage properly. good at using social media *TikTok*.

Graph Summary of Frequency Distribution and Percentage of Male Students' *Self-Image Based on Sexual Self Differences* (N=122)

Summary of Frequency Distribution and Percentage of Male Students' *Self-Image Based on Sexual Self Differences* (N=122)

Very high 6.56, High 33.61, Medium 48.36, Low 10.66, Very low 0.82

Category

■ students %

The average scoring of respondents' answers regarding students' self-image in terms of the sexual self-differences aspect resulted in a score of 25, the score results show that in this aspect what students experienced was in the **medium category**. This means that there are still students at SMP Negeri 7 Padang who use

TikTok social media and have a low self-image seen from the aspect of sexual self-differences with a frequency of 13. There are even students who have a very low self-image with a frequency of 1, for example, there are still students who like to compare their physical appearance. with other social media users.

Graph Summary of Frequency Distribution and Percentage of Male Students' Self-Image Based on Social Self Difference (N=122)

Summary of Frequency Distribution and Percentage of Male Students' Self-Image Based on Social Self Difference (N=122)
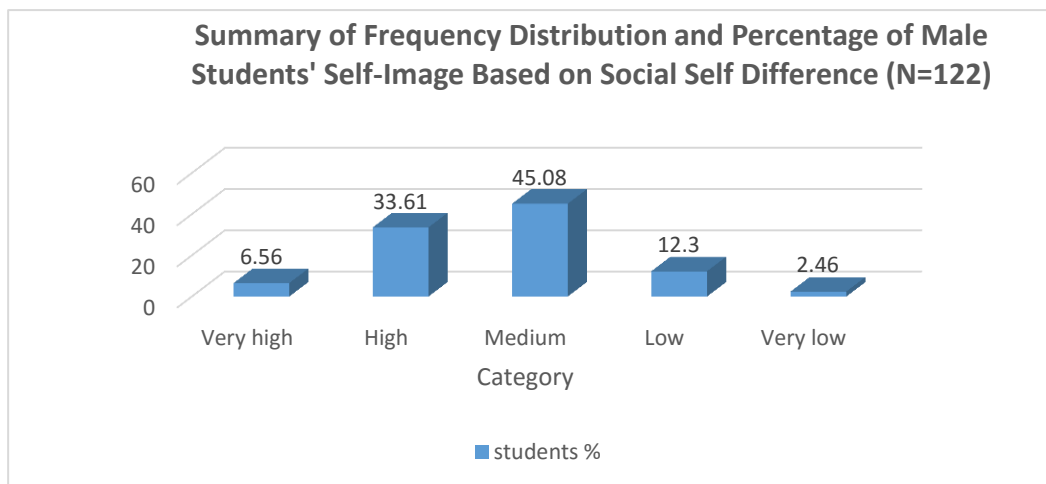
The average scoring of respondents' answers regarding students' self-image in terms of the social self-differences aspect resulted in a score of 33. This score shows that in this aspect what students experienced was in the **medium category**. This means that there are still students at SMP Negeri 7 Padang who use *TikTok* social media and have a low self-image seen from the aspect of social self-differences with a frequency of 15. There are even students who have a very low self-image with a frequency of 3, for example, there are still students who prefer to be lazy to open social media instead of doing work.

**3. Description of *self-image* in female students.**
  Table 2. Description of the average (mean) and percentage (%) of female students' *self-image* (N=132)

No	Aspect	Score						
		Ideal	Min	Max	Mean	SD	%	Note
1	Psychological Self Differences	85	35	75	56.76	8.47	66.77	Medium
2	Sexual Self Differences	40	21	38	25	4.98	63.24	Medium
3	Social Self Differences	50	20	48	34.61	5.25	69.21	Medium
4	Self-Image of Female Students	175	65	149	117	13.54	67.00	Medium

Based on the table above, it shows that the average self-image achievement score for male students is 117 (67.00%) which is in the medium category. The results per aspect are the average psychological self differences score is 56.76 (66.77%) including moderate, the average sexual self differences score is 25
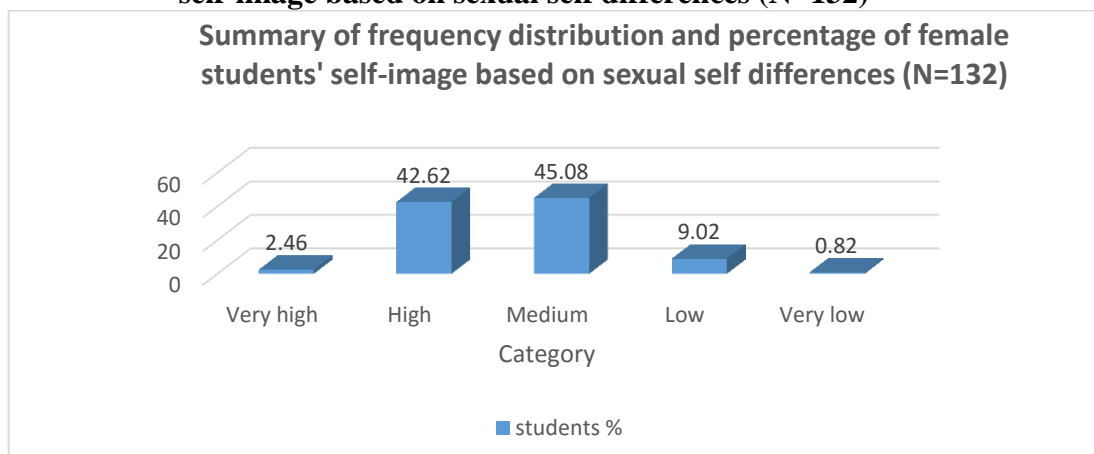
(63.24%) including moderate, and the average social self differences score is 34.61 (69.21%) is **moderate**. This means that there are still students at SMP Negeri 7 Padang who use *TikTok* social media and have a low self-image, for example, there are still students who cannot manage their time when using social media, are afraid of rejection, there are students who enjoy social media until they lose track of time.

Graph Summary of Frequency Distribution and Percentage of Female Students' Self-Image Based on Psychological Self Differences (N=132)

Summary of Frequency Distribution and Percentage of Female Students' Self-Image Based on Psychological Self Differences (N=132)
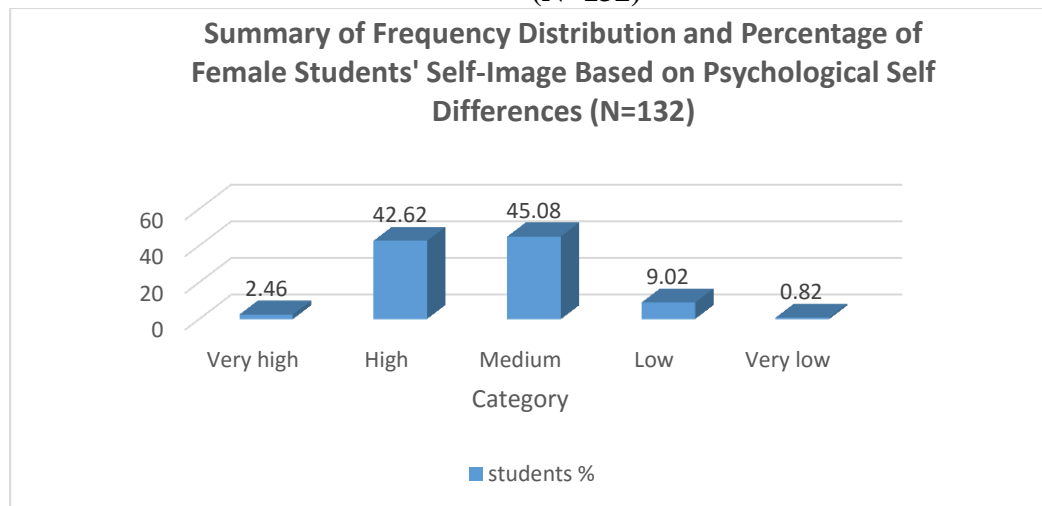
The average scoring of respondents' answers regarding students' self-image in terms of the psychological self-differences aspect resulted in a score of 56.76. This score shows that in this aspect what students experienced was in the **medium category**. This means that there are still students at SMP Negeri 7 Padang who use TikTok social media and have a low self-image seen from the psychological self-differences aspect with a frequency of 11. There are even students who have a very low self-image with a frequency of 1, for example, there are still students who cannot regulate When using social media, there are students who force themselves to imitate people they like on social media.

Graph Summary of frequency distribution and percentage of female students' self-image based on sexual self differences (N=132)

Summary of frequency distribution and percentage of female students' self-image based on sexual self differences (N=132)

The average scoring of respondents' answers regarding students' self-image in terms of the sexual self-differences aspect resulted in a score of 25, the

score results show that in this aspect what students experienced was in the **medium category**. This means that there are still students at SMP Negeri 7 Padang who use *TikTok* social media and who have a low self-image, for example, there are still students who want to have a physical appearance like other people and feel that they still have many shortcomings in any aspect.

Graph Summary of Frequency Distribution and Percentage of Women's Self-Image Based on Social Self Difference (N=122)

Summary of Frequency Distribution and Percentage of Women's Self-Image Based on Social Self Difference (N=122)
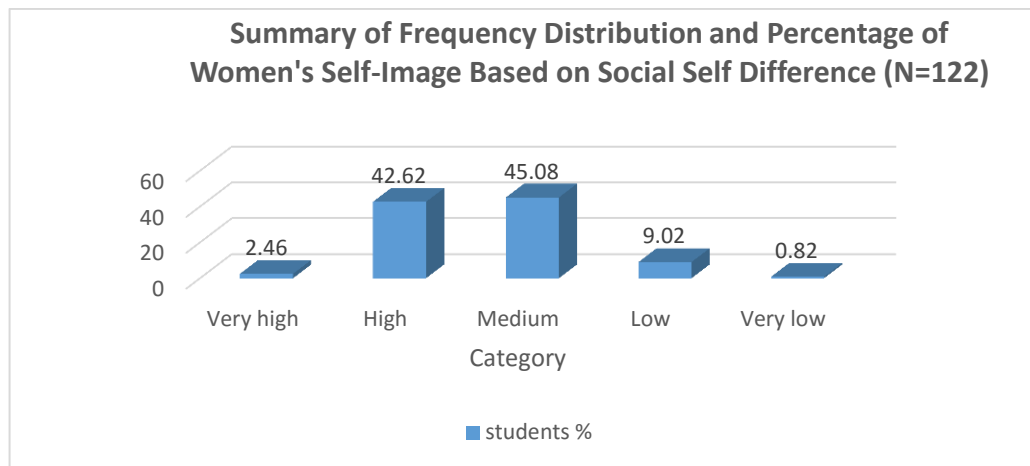
The average scoring of respondents' answers regarding students ' self-image in terms of the social self-differences aspect resulted in a score of 34.61. This score shows that in this aspect what students experienced was in the **medium category**. This means that there are still students at SMP Negeri 7 Padang who use *TikTok* social media and have a low self-image, for example, there are still students who enjoy social media until they lose track of time, preferring to open social media rather than socializing.

4. **Differences in self-image in terms of gender.**

The following is an analysis of different tests of self-image based on student gender:

Table 3. Self-Image T-Test Results

		Levene's Test for Equality of Variances		*t-test* for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	Q	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Self Image	Equal variances assumed	0.501	0.480	-1,377	252	0.170	-2,438	1,770	-5,924	1,048
	Equal variances not assumed			-1,373	245,777	0.171	-2,438	1,776	-5,935	1,059

To test differences in the average value of students' self-image based on gender, a t-test was carried out with the help of the SPSS for Windows version 26

application program. The significance coefficient value obtained was 0.480 or >0.05, which indicates that the data is homogeneous. In more detail, it is explained that the t value obtained is 0.501 with a Sig value. (2 tailed) obtained is 0.170 or > 0.05 so it can be interpreted that Ho is accepted, or it can be said that there is no significant difference between the differences in self-image of male students and female students at SMP Negeri 7 Padang.

The acceptance of Ho in this research is in line with research results conducted by Marhamah, Okatiranti (2014). that there is no significant difference in self-image between teenage girls and boys, it's just that girls' scores are slightly higher than boys. The research results show that almost half have a positive self-image. Nearly half of girls have a negative self-image. The research result conducted by In line with research conducted by Offer, Ostrov, Howard & Atkinson (1988), namely that boys and girls do not have significant differences, it's just that unlike boys, girls have a higher level of social awareness.

B. Implications in Guidance and Counseling Services

According to Prayitno and Amti (2004), guidance and counseling are assistance services for students, both individually and in groups, so that they can be independent and develop optimally. Based on the results of research that researchers have conducted, several services can be provided by guidance and counseling teachers or counselors related to students' self-image, namely as follows:

1. Information Services

Information services can equip individuals with various knowledge of the environment which can be used to solve problems faced (Prayitno & Amti, 2004). Information services play an important role in providing students with various things that are useful for planning, recognizing and developing positive life patterns (Tanjung, Neviyarni & Firman, 2018). Through information services, BK teachers can provide self-development information to students regarding how to express emotions well, reduce negative emotions and increase positive emotions, be able to accept other people's thoughts and views, have social awareness and high commitment in playing *TikTok*.

2. Individual Counseling Services

Individual Counseling Services are guidance and counseling services that help students overcome their personal problems through individual procedures (Suherlina, 2014). Individual counseling services are guidance and counseling services provided to help individuals who have problems with face-to-face implementation (Syukur, Neviyarni, and Amti, 2019). Providing individual counseling services can create desired behavioral changes. Individuals who have a low self-image need to receive counseling services as an effort to increase students' positive self-image, and individuals who are indicated to have a negative (low) self-image need to receive counseling services as a preventive measure.Roger (Kristiani, 2017) said "The client centered approach is an approach that focuses on the process of finding solutions by the clients themselves, they are given the freedom to find solutions to the problems they are experiencing so that in this approach they can at the same time get to know themselves and form a positive self-image as a whole.

3.   Group Counseling Services.

Group guidance services are guidance services provided in a group setting (Prayitno & Amti, 2004). Adolescence is a transition period from childhood to adulthood. Adolescence is a transitional developmental period between childhood and adulthood which includes biological, cognitive and social-emotional changes (Santrock, 2003). During this transition period, various kinds of changes in attitudes and behavior usually occur. Apart from that, teenagers will also look for their true identity. Adolescence is also a time to demonstrate their existence in order to gain recognition so that their existence is recognized by those around them. This self-existence will influence the self-image of teenagers because getting attention from those around them and building a self-image is a category of self-existence.

Conclusion

Based on the results of research conducted at SMP Negeri 7 Padang regarding the differences in self-image of male students and female students who use the social media *TikTok*. So it can be concluded as follows: 1) The average overall student self-image score is 53.15%, which is in the medium category, 2) The average self-image score for male students is 60.33%, which is in the medium category, 3) The average self-image score of female students is 67.00%, which is in the medium category, 4) There is no significant difference in self-image between male and female students at SMPN 7 Padang.

References

Alfiah, I., & Budiani, M. S. (2014). Harga Diri dan Konformitas dengan Pengambilan Keputusan Pembelian Produk Smartphone pada Siswa. *Jurnal Psikologi Teori Dan Terapan*, 5(1), 15.

Achmad Juntika Nurihsan. (2006). *Bimbingan dan Konseling*. Bandung: Refika Aditama.

Andarwati, L. (2016). Citra Diri Ditinjau Dari Intensitas Penggunaan Media Jejaring Sosial Instagram Pada Siswa Kelas Xi Sma N 9 Yogyakarta. *E-Jurnal Bimbingan Dan Konseling*, *1*, 1–12.

Alwisol. (2014). *Psikologi Kepribadian*. Malang: Universitas Muhammadiyah Malang.

Daniel Offer, Eric Ostrov, Kenneth I. Howard & Robert Atkinson (1988). *The Teenage World Adolescent Self Image in ten countries*. Library of Congress Cataloging: New York

Hayati, I., Anisya, N. N., & Amsari, S. (2021, November). Peningkatan pendapatan rumah tangga melalui daur ulang limbah masyarakat. In *Prosiding Seminar Nasional Kewirausahaan*2, No, 5(1). 1077-1082.

Hurlock, D. (2003). Possibilities of a poetic pedagogy:" The movement by which life gets changed for keeps"(Bronwen Wallace).

Khotimah, H., Astuti, E. Y., & Apriani, D. (2019). Pendidikan berbasis teknologi (permasalahan dan tantangan). In *Prosiding Seminar Nasional Program Pascasarjana Universitas Pgri Palembang*.

Hikmah, A. Z., Mustika, I., & Supriatna, E. (2023). Layanan konseling individual pendekatan client centered berbasis dalam jaringan (daring) untuk mengembangkan citra diri (self image) siswa. *FOKUS (Kajian Bimbingan & Konseling Dalam Pendidikan)*, *6*(3), 179–189.

Marhamah, Q., & Okatirani. (2014). Gambaran citra diri siswa-siswi di SMPN 3 Soreang pada masa Pubertas.*Jurnal Ilmu Keperawatan*, (2), 123-130

Nafli, A. (2019). *Hubungan Antara Citra Diri Dengan Perilaku Konsumtif Membeli Produk Make Up Pada Wanita Karir* (Doctoral dissertation, UIN Raden Intan Lampung).

No, V., Sukmawati, I., Neviyarni, N., Karneli, Y., & Netrawati, N. (2019). *Penilaian dalam Konseling Kelompok Gestalt*. *4*(1), 40–43.

Nasution, A. S., Karima, M. Q., & Siahaan, D. N. A. (2019). Dasar-Dasar Bimbingan dan Konseling. *Jakarta: Prenada*.

Pathan. S. Swaleha, 2011. Adolecent's Attitude Towards The Opposite – Sex Taga. Journal of Arts, Science & Commerce, 2(4), 192 – 199.

Prayitno & Eman Amti (2004). *Dasar- dasar bimbingan dan konseling*. Jakarta: Rineka Cipta.

Rama. 2010. *Self-image*. Universitas Gunadarma kampus Kalimalang dan SMA Negeri 8 Bekasi. Jawa Barat.

Santrock, J.W. Adolescence. (2013). *15th edition*. McGraw-Hill Companies.

Santrock, John W (2003). *Adolesence perkembangan remaja*. Alih Bahasa: Shinto B. Adelar, Sherlysaragih. Jakarta: Erlangga.

Sulistia, D. A., & Simamora, I. Y. (2023). *Jurnal Indonesia: Manajemen Informatika dan Komunikasi perilaku komunikasi penggunaan media fakultas dakwah dan komunikasi universitas islam negeri sumatera utara stambuk 2019 Abstrak Jurnal Indonesia: Manajemen Informatika dan Komunikasi*. *4*(3), 1189–1200.

Sugar, J. A. (1991). The Teenage World: Adolescents' Self-Image in Ten Countries. In *American Journal of Psychiatry* (Vol. 148, Issue 10).

Syukur, Y., Neviyarni., &Zahri, T.N. (2019). Bimbingan dan Konseling di Sekolah dan Madrasah (Berbasis Integrasi). Jakarta: Raja Grapindo Persada.

Tanjung, R. F., Neviyarni, N., & Firman, F. (2018). Layanan Informasi Dalam Peningkatan Keterampilan Belajar Mahasiswa Stkip Pgri Sumatera Barat. *Jurnal Penelitian Bimbingan Dan Konseling*, *3*(2), 155–164.

Ilahin, N. (2022). Pengaruh Pengunaan Media Sosial Tik-Tok terhadap Karakter Siswa Kelas V Madrasah Ibtidaiyah. *IBTIDA'*, *3*(1), 112-119.

Yendi, F. M., Syukur, Y., & Rafsyam, Y. (2015). Self-Esteem Dan Pelayanan Bimbingan dan Konseling yang Dibutuhkan Siswa Kelas Akselerasi. *Konselor*, *4*(4), 191.