

## THE PERSUASIVE COMMUNICATION EFFECTS OF ANTI-CYBER ACTION #WIIWY ON THE TIKTOK APPLICATION TOWARD THE STUDENTS' MENTAL HEALTH AWARENESS AT TARUMANEGARA UNIVERSITY

Sherly Wijaya<sup>1</sup>

<sup>1</sup>Communication Study Program, Institut Bisnis dan Informatika Kwik Kian Gie, Jakarta, Indonesia 14350. E-mail: wijayasherly91@gmail.com

### Abstract

The presence of COVID-19 in Indonesia has increased the use of mobile devices, the internet, and social media. TikTok social media is one of the most popular social media during this pandemic. From TikTok content, TikTok users are given the freedom to respond in the comments column provided. However, this freedom of comment is often abused by irresponsible users. This can lead to cybercrime. From this case, FISIP UI students batch 2021 organized the "What If It Was You" movement and disseminated it through TikTok to create a safe space in cyberspace. Therefore, this study was conducted to examine the effect of persuasive communication against the #WIIWY cybercrime movement on TikTok on the mental health awareness of Tarumanegara University students. This study uses persuasive communication theory as the basis for analyzing this research with the dimensions of communicator credibility, communication media (TikTok), and messages on mental health awareness. The object of this research is the anti-cybercrime movement "What If It Was You". The research method used is a quantitative research method that is descriptive research. This study uses questionnaire data collection techniques with non-probability snowball sampling techniques and literature study techniques. The results showed that persuasive communication dimensions of communicator credibility, communication media (TikTok), and messages have a positive effect on the mental health awareness of Tarumanegara University students.

### Keywords:

Persuasive Communication, Cyber Crime, What If It Was You, TikTok, Awareness, Mental Health

### How to Cite:

Swandarini, R. (2022). THE PERSUASIVE COMMUNICATION EFFECTS OF ANTI-CYBER ACTION #WIIWY ON THE TIKTOK APPLICATION TOWARD THE STUDENTS' MENTAL HEALTH AWARENESS AT TARUMANEGARA UNIVERSITY. Jurnal Komunikasi Dan Bisnis,

© Hak cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie)

Hak Cipta Dilindungi Undang-Undang

**Corresponding Author:**  
Sherly Wijaya

**Email:**  
wijayasherly91@gmail.com

### Article History:

Received:

Revised:

Accepted:

Published:

### Publisher:

LPPM Institut Bisnis dan Informatika Kwik Kian Gie

Selection and Peer-review under the responsibility of the Editor Team of Jurnal Komunikasi dan Bisnis.

Institut Bisnis dan Informatika Kwik Kian Gie



INTRODUCTION

The emergence of the COVID-19 pandemic in Indonesia from the beginning of 2020 until now is a challenge for all Indonesian people. The COVID-19 pandemic has had a considerable impact on various sectors, such as the tourism sector, the transportation sector, the economic sector, and many other sectors. Therefore, the Indonesian people must survive with the existing conditions and make adjustments to the conditions that occurred during the COVID-19 pandemic. One of the adjustments made was to switch from face-to-face interactions to online interactions. From this, it is undeniable that the use of mobile devices, the internet, and social media in Indonesia has increased so rapidly during the COVID-19 pandemic. According to the Hootsuite (We Are Social) management service data report (2021, accessed on December 13, 2021), internet use in Indonesia at the beginning of 2021 reached 73.3 percent of the total population of Indonesia today of 274.9 million people. There was an increase of 15.5 percent in internet usage in Indonesia in January 2020. In addition, the use of mobile devices has also reached 345.3 million, while the use of social media has reached 170 million, which is an increase of 10 million or 6.3 percent compared to the use of social media in Indonesia in January 2020.

Social Media is a digital instrument that makes it easy for individuals to interact online. According to Boyd (2009: 11), social media can be defined as a collection of software, which can be used by individuals and communities to gather, share, communicate, collaborate or play with each other. The types of social media also vary, including YouTube, Instagram, TikTok, Facebook, Twitter, Line, Snapchat, and many more. TikTok is a social media that is currently popular.

TikTok is an application for creating video content that is equipped with a variety of the latest songs and is also equipped with interesting effects. Uploaded video content can also be shared on other social media. In addition, TikTok is growing by providing interesting new features, such as a TikTok shop, live streaming, and others. Since the COVID-19 pandemic, the TikTok app has become one of the most trending apps globally. According to the results of the App Annie report (2021, accessed on December 13, 2021), the TikTok application ranks first as the most downloaded application globally via Android and iOS media from January to March 2021.

The TikTok application provides freedom for each individual to express themselves through the videos they make. With the freedom of expression through video content, TikTok users are also given the freedom to respond through the comments column that has been provided on each video content that has been uploaded on TikTok. However, the freedom to comment is often abused by some irresponsible users. In this case, these irresponsible actions can lead to cybercrimes or often refer to as cybercrimes. Judging by the data from the Indonesian National Police (2021, accessed on February 13, 2022), 937 cases were reported between April 2020 and July 2021. Provocation, hate content, and hate speech accounted for 473 of the 937 incidents, while online fraud and pornography accounted for 259 and 82, respectively. cases, out of a total of 937 cases.

One of the most common forms of cybercrime in Indonesia is cyberbullying. According to Shipley and Bowker (2013: 11), cyberbullying is a form of violence that occurs in cyberspace, where the perpetrator or victim is a teenager or a friend of the same age. In this case, the perpetrator not only commits harassment, but can also take the form of a disguised threat. According to Broadband Search (2021, accessed on December 14, 2021), the most common reason for cyberbullying is because of appearance.

The rise of cyberbullying today can have a major impact on the mental health of the victims. According to a survey from UNICEF U-Report 2021 (2021, accessed on December 14, 2021), accounting for 45% of 2,777 young people aged 14 – 24 years admitted to having experienced cyberbullying. The mental health impacts for victims of cyberbullying are varied, ranging from addiction to alcoholic drinks, appetite disturbances, skipping class, stopping using social media, hurting yourself, deleting social media accounts, having thoughts of committing suicide, depression, social anxiety disorder occurs, to the worst can commit suicide. This should get the attention of the Indonesian population so that they need to give a deeper focus on mental health to increase awareness of mental health.

penulisan kritik dan tinjauan suatu masalah.  
b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.  
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.

Therefore, the Indonesian people should be provided with more education about mental health, so that mental health is not seen as trivial and understandable, but it is important to eliminate negative stigmas for people with mental health disorders. To overcome this, not a few Indonesian people are holding movements in the hope of raising public awareness about mental health. One of them is a movement entitled "What If It Was You" (WIIWY) which is run through the TikTok application.

"What If It Was You" (WIIWY) is an anti-cybercrime movement. This movement was organized by students of the Faculty of Social and Political Sciences, University of Indonesia (FISIP UI) batch 2021 and disseminated through the TikTok application. This movement aims to raise awareness of mental health in Indonesian society. This movement invites people to see through the lens of cybercrime victims, so they can have a sense of empathy about what cybercrime victims are feeling.

In addition, this movement also teaches us to be careful in typing words, because we can unconsciously become the perpetrators of cybercrimes. In this case, the aim of this movement is also to create a safe space in cyberspace, which is free from hate speech, cyberbullying, online gender-based violence, and so on. To participate in this movement, everyone can upload video content on TikTok which can be in the form of personal experiences, reaction videos, or video content about events that are happening on social media. The uploaded content can be #WIIWY and #MentalHealthAwareness. Therefore, this study was conducted to examine the persuasive communication side of the #WIIWY anti-cybercrime movement on TikTok to find out whether there is an influence and how much influence it has on the mental health awareness of Tarumanegara University students. In this study, researchers identified the following problems:

1. How much influence does the credibility of the #WIIWY anti-cybercrime movement communicators on TikTok have on the mental health awareness of Tarumanegara University students?
2. How much influence does the anti-cybercrime movement #WIIWY on TikTok have on the mental health awareness of Tarumanegara University students?
3. How much influence does the message of the anti-cybercrime movement #WIIWY on TikTok have on the mental health awareness of Tarumanegara University students?

## LITERATURE REVIEW

### Stimulus-Response Theory

According to Effendy (2003: 255), stimulus-response theory is a process of exchanging information. The stimulus-response principle assumes that the information message issued by the media is distributed systematically, and on a wide scale, so that the message can be simultaneously received by a large number of communicants, then the message received will be responded to by the communicant. According to Fisher, there are four characteristics of the communication psychology approach, namely sensory reception of stimuli, processes that bridge stimuli and responses, response prediction, and response confirmation.

Barger and Lambert argue that the term S-R is a misnomer because it ignores a newer variation, namely O. Therefore, a complete psychological explanation in the S-R framework requires the addition of the internal state of the Organism or also called the communicant, as well as a response to the behavior of the concept beginning.

### Persuasive Communication

According to Effendy (2004: 45), the definition of communication is a process of conveying a statement, where the statement is submitted by individuals to other individuals. In this case, the communication process can run if there is an individual or group of people who say something to another individual or group. While the definition of persuasion according to Brembeck and Howell (1976: 50) is an effort made with the hope of changing a person's thoughts and actions by manipulating the motives of the person in a predetermined direction. In addition, another definition of persuasion according to Ilardo (1981: 53) is that persuasion is a verbal and nonverbal



communicative process, to change a person's beliefs, traits, attention, or attitudes both consciously and unconsciously.

In general, there are two processes in the persuasion process, namely the rational process and the emotional process:

**a. Rational Process**

The rational process sees the cognitive component of a person being the target of change, where the aspects that can be influenced consist of ideas and concepts, to form a belief in a person. The stages of the rational process start from the communicant's attention to the object, understanding, acceptance, and the last stage is the belief. In the rational process, the communicant uses logical thinking patterns, where reasoning with common sense is needed so that considerations need to be made to achieve a belief.

**b. Emotional Process**

The emotional process refers to aspects beyond common sense, which means the emotional process involves a situation that cannot be predicted by human reason. The stages of the emotional process start from the communicant's attention to the object, the emergence of a sense of empathy, acceptance, and finally the emergence of interest in making decisions.

In addition, persuasion also has its characteristics as mentioned by Ilardo (1981: 59). The four characteristics of persuasion associated with the communication process are:

**a. Persuasion is a form of communication**

The elements between persuasion and communication have in common. Elements of persuasion consist of the persuader, persuadee, message, channel, impact (effect), feedback, and environmental factors. Judging from the purpose of human communication, then persuasion is one of the goals of communication.

**b. Persuasion is a process**

In persuasion, of course it takes a series of steps that must be faced. The persuasion process is a dynamic process of exchanging meaning about an event, object, or action.

**c. Persuasion makes a change**

The purpose of persuasion is to produce a change in the attitude of the communicant. According to DeVito (2006: 60), the higher and the importance of the transformation expected by the persuadee, as a result, the harder the persuader's task and the longer the duration required by the persuader to carry out persuasive communication.

**d. Persuasion can be conscious or unconscious**

Persuasion is carried out consciously, namely, the persuader has prepared words intending to change the persuadee's attitude. While the example of persuasion is done unconsciously, namely propaganda. In this case, the persuadee is not aware of the existence of the principle of propaganda in the message conveyed by the persuader.

**e. Persuasion can be done verbally and nonverbally**

In attracting the attention of the communicant, the message is summarized not only verbally, but also nonverbally. Nonverbal aspects that determine the persuasion process consist of facial expressions, hand movements, and body postures.

According to Bettinghaus (1973: 66), the definition of persuasive communication is a message distribution process, in which there must be a conscious effort from someone, so that it can change the behavior of a person or group of people. In addition, according to R. Wayne R. Pace, Brend D. Peterson, and M. Dallas Burnett (Ruslan, 2008:27), revealing that persuasive communication, in general, is an act of communication that aims to make the audience adopt the communicator's view on something or something. perform a certain action. Persuasive communication requires the main tools to strengthen an idea or ideas from persuasive communication. According to DeVito (2006: 67), there are three main tools for persuasive communication, including:

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:  
a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, pertulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.  
b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.  
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.

a. Strengthen arguments and evidence

An argument is the formation of a conclusion based on evidence to support that conclusion. Therefore, in convincing the communicant of the message conveyed, strong and impartial supporting evidence is needed.

b. Psychological attraction

Psychological attractiveness is a motive in conveying messages so that the communicant can be motivated to change attitudes. Networks, power, control, approval, and economics are all forms of psychological attraction.

c. Credibility appeal

Credibility is the quality or value of the communicator in packaging the message as attractive as possible. The attractiveness of persuaders is assessed differently by each persuadee, depending on the preferences of each persuadee.

The success of persuasive communication, there are three main functions of persuasive communication according to Simons (1976: 70), including:

a. Control function

Persuasive communication aims to produce a change in attitude. In this case, the control function is an important role in controlling a change in the persuasive communication process. The control function is considered unsuccessful if persuasive communication cannot produce a change in attitude.

b. Consumer protection function

The consumer protection function makes the communicant more careful in filtering persuasive messages from various sources. There are two ways to perform the consumer protection function, namely:

- 1) The message received by the communicant is better tested first by looking at various other opinions from experts.
- 2) Conduct critical analysis using communication research methods to find out the truth of the message conveyed. This analysis is very useful for messages that are conveyed to many people.

c. Knowledge Function

The persuasion process makes many things a source of information. In this case, the various sources of information can add knowledge to the communicant.

### Cyber Crime

Telecommunications technology is also used in cybercrime, making it a cybercrime. According to Indra Safitri (1999: 48), cybercrime is a type of crime that utilizes information technology with no limitations, and uses engineering techniques that depend on the ability of Internet users to send and receive information safely and reliably. So, it can be summarized that cybercrime is a type of crime that uses the internet network, where the crime is committed by individuals or groups of individuals with certain motives that aim to hurt the victim and cause harm to the victim. Cybercrime practices can be grouped into several forms, including unauthorized access to computer systems and services, illegal contents, data forgery, cyber espionage, cyber sabotage and extortion, an offense against intellectual property, and infringements of privacy.

### TikTok

TikTok is a popular application among teenagers today. The TikTok application itself is an application that originates from China and was released in early September 2016 by Zhang Yiming who is an entrepreneur and founder of the company ByteDance. According to Mackenzie and Nichols (2020: 288-289), the TikTok application is one of the social media, which has a function for users to create various creative content by using various features, such as editing and making videos. The content that can be created can be in the form of educational content, tips and tricks content, dance content, and much more. In addition, the features provided by the TikTok

application are very diverse and interesting. Some TikTok features that TikTok users can use to add to the fun of creating content, such as adding music, filters and effects, voice changer, live streaming, and much more.

**Awareness**

According to the Cambridge International Dictionary of English (1995, accessed 18 January 2021), there are several definitions of consciousness. Awareness is a state of being awake and having the ability to understand what is going on. Consciousness can also be translated as several ideas, emotions, opinions, and others, which are contained in an individual or group of individuals. Meanwhile, awareness is also an understanding or insight that an individual has about himself and his location.

According to Benjamin Bloom (1908), human behavior can be divided into three components, namely cognitive, affective, and psychomotor. In the development of the theory, it has been modified into knowledge, attitudes, and actions:

**a. Knowledge**

A person's knowledge is formed after he observes an object. This sensing is mostly done by the eyes and ears. Knowledge is the most important thing. An activity must start with these basics to take place. Behavior-based on the appraisal is more durable than activity without an appraisal. Notoatmodjo (2003) states that knowledge has six levels, including knowledge, understanding, application, analysis, synthesis, and evaluation.

**b. Attitude**

Attitude is a response issued by a person to a stimulus obtained. Attitude is also a person's readiness to take action. Attitudes have four levels, including accepting, responding, appreciating, and being responsible.

**c. Action**

Action is a behavior or action taken by a person to achieve his goals. Action has four levels, including perception, guided response, mechanism, and adoption.

**Mental Health**

The definition of mental health according to Daradjat (1988: 10), is a harmony that exists in an individual's life, and can be realized between the functions of the soul, being able to face various problems, and being able to feel the happiness and abilities that exist in the individual positively. In addition, another definition of mental health according to Hasneli (2014: 11), is a harmony that is created seriously between the functions of the soul, and also humans adapt to themselves and the environment, which is based on faith to obtain a life full of meaning, and find happiness. According to the World Health Organization (WHO), mental health is a condition in which a person gains well-being by realizing his potential, being able to cope with the stresses of life, being able to do work productively, and being able to contribute to the individual's community.

Mental health has characteristics that can be seen in healthy mental characteristics. The World Health Organization (WHO) states that there are eight characteristics of a healthy mentality, including:

- a. Can to learn from an experience.
- b. Have the ability to adapt.
- c. It's more fun to give than to receive.
- d. More helpful than helped.
- e. Have affection.
- f. Get a sense of pleasure from the results of the work that has been done.
- g. Able to accept disappointment from a failure and can make it an experience.
- h. Able to always think positively.



In addition, mental health also has several functions that aim to keep mental conditions healthy and can avoid mental illness. For this reason, to create a healthy mentality, mental health functions are divided into three, including:

a. Prevention Function

In preventing mental disorders, in this function, there are principles in an effort to obtain a healthy mentality. Ways that can be done, such as by maintaining physical health, fulfilling psychological needs by getting love, feeling loved, feeling safe, self-esteem, and many more.

b. Repair Function

This repair function is in the form of efforts that can be made for self-improvement in increasing the ability to adapt, with the aim that individual behavior and self-defense mechanisms can be controlled very well. Individuals who are difficulty with their psychic development are considered it important to use the repair function.

c. Development Function

The development function seeks to carry out personality development to obtain a healthy mentality. Therefore, this function is expected to minimize the difficulties experienced by individuals in their psychological development.

Mental health that is difficult to obtain, can lead to mental illness. Schneiders (1964: 24) states the characteristics of individuals whose mental conditions are not healthy, namely as follows:

- a. Does not feel happy in life and social relationships.
- b. Feelings of worry and fear because of feeling insecure.
- c. Doubt about your abilities.
- d. Emotionally immature and unstable.
- e. Bad personality.
- f. The nervous system is impaired.
- g. Don't understand your condition.

For further, mental disorders can be characterized by several things, namely:

- a. Experiencing anxiety in life.
- b. More sensitive because easily offended and angry.
- c. Aggressive.
- d. Excessive anger.
- e. Unable to face the realities of life.
- f. The emergence of physical pain, which is caused by psychological disorders experienced.
- g. No more faith in God.

## RESEARCH METHODS

In this study, researchers chose the persuasive communication of the #WIIWY anti-cybercrime movement on TikTok as the object of research, due to the relevance of situations that often occur on social media today, namely cybercrime. In addition, the research subjects are Tarumanegara University students. Tarumanegara University is the oldest private university in Jakarta. According to the assessment indicators from the Higher Education Clustering (2020, accessed on February 13, 2022), Tarumanegara University is in 3rd place out of the 50 best Universities within the Region III Higher Education Service Institution (LLDIKTI), D.K.I Jakarta Province in 2020.

The method used in this study is a quantitative research method, which according to Siyoto and Sodik (2015: 238), quantitative research methods are research methods that use many numbers in their research, starting from the process of data collection, data analysis, to the appearance of data. . This quantitative research method is descriptive research. According to Sugiyono (2017: 147), descriptive research is research conducted by describing or describing as it is and there is no intention to make conclusions that apply in general or generalizations.

In addition, this study uses the independent variable (variable X) and the dependent variable (variable Y). The independent variable is a variable that has an influence or is the cause

of the emergence of the dependent variable. The independent variable which can also be called the independent variable is denoted by the letter X. While the dependent variable is the variable that is influenced or becomes the result of the independent variable. The dependent variable or also known as the dependent variable is denoted by the letter Y. In this study, the researcher used persuasive communication as the X variable with the dimensions of communicator credibility, communication media (TikTok), and messages, as well as mental health awareness as the Y variable.

The data collection method used by researchers in this study is a survey method with a questionnaire technique. According to Sugiyono (2018: 219), the questionnaire is one of the data collection techniques by presenting a series of questions or statements, which are then distributed to respondents to be answered. In this case, the researcher used Google forms in making questionnaires to be distributed to respondents. In addition, researchers also use library research techniques. Literature study is a technique of collecting data in research by examining books, notes, literature, and also reports that are related to the problems to be studied. In this case, the researcher examines books and various literatures related to this research.

This study uses a non-probability sampling technique with the type of snowball sampling. The definition of non-probability snowball sampling according to Sugiyono (2018: 139), is a sampling technique by determining the number of initially small samples, then get bigger, like a rolling snowball, and then gradually become large. From the calculation using the Slovin formula, the researchers obtained a sample size of 100 respondents from a population size of 11,282, of which 100 respondents were Tarumanegara University students. However, the sampling technique using the non-probability snowball sampling technique cannot be representative, with the consequence that the results cannot be generalized to Tarumanegara University educational institutions.

In this study, the calculation of data analysis used the SPSS 26 program. The data analysis techniques used to analyze the data were as follows:

1. Validity and Reliability Test

a. Validity test

The validity test, according to Sugiyono (2014: 24), refers to the degree of accuracy between the data experienced on the research object and the data obtained from the researcher. To calculate the validity test, using the Pearson Product Moment correlation with r table 0.361 and 20 respondents. According to Kriyantono (2010), a statement is considered valid if the calculated r-value is greater than or equal to 0.361. If the value of the r count is less than 0.361, it is considered invalid.

b. Reliability Test

The reliability test, according to Indrawati (2015: 155), is the level of trustworthiness, reliability, consistency, and stability of the results obtained from a measurement. This reliability test uses the Cronbach's Alpha technique, which according to Sugiyono (2012: 220), the data is considered reliable if the minimum Cronbach's Alpha value is 0.600.

2. Classic Assumption Test

a. Normality Test

The normality test according to Ghozali (2018: 111) is part of the classical assumption test which is carried out to test whether the independent and dependent variables in the regression model are normally distributed or not. In this case, a good regression model is a data that is normally distributed. This normality test uses the Kolmogorov-Smirnov test. If the significance value is  $> 0.05$ , then the residual value is normally distributed. On the other hand, if the significance value is  $< 0.05$ , then the residual value is not normally distributed.

b. Multicollinearity Test

According to Ghozali (2018: 105), the multicollinearity test is part of the classical assumption test which is used to determine whether there is a correlation between independent variables. In this case, to determine whether or not multicollinearity occurs,

2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.

Hak Cipta dan Hak Moral dilindungi undang-undang. Penyalinan sebagian atau seluruh isi publikasi elektronik ini hanya untuk keperluan penelitian, pendidikan, perpustakaan, dan penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah. Bermanfaat untuk meningkatkan dan menyebutkan sumber.



it can be seen from the Tolerance and VIF (Variance Inflation Factor) values. If the Tolerance value  $> 0.10$  and the VIF value  $< 10$ , then there is no multicollinearity. On the other hand, if the Tolerance value  $< 0.10$  and the VIF value  $> 10$ , then multicollinearity occurs.

#### c. Heteroscedasticity Test

According to Ghozali (2018: 135), the heteroscedasticity test is part of the classical assumption test which aims to find out whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. If the variance from the residual of observation to another observation remains, it is called homoscedasticity. A good regression model is a data that does not occur heteroscedasticity. In this case, the researcher uses the Spearman correlation test, where if the significance value is  $> 0.05$ , then there is no heteroscedasticity. On the other hand, if the significance value is  $< 0.05$ , then heteroscedasticity occurs.

#### 3. Multiple Linear Analysis Test

##### a. F Statistic Test

According to Ferdinand (2014: 239), the F test serves to determine whether or not the regression model used is feasible, whereas the regression model is feasible to use is a regression model that can explain the influence of the independent variable on the dependent variable. This F test can be seen in the ANOVA table. The regression model is declared feasible if the significance value is  $< 0.05$  and the F count  $> F$  table. On the other hand, the regression model is not feasible if the significance value is  $> 0.05$  and the F count  $< F$  table.

##### b. Test Statistics t

According to Ghozali (2018: 152), the t-test serves to determine whether or not there is an effect of each independent variable on the dependent variable. If the significant value is  $< 0.05$  and t-count  $> t$  table, then there is an influence of the independent variable individually on the dependent variable. On the other hand, if the significant value is  $> 0.05$  and t count  $< t$  table, then there is no effect of the independent variable individually on the dependent variable.

##### c. Coefficient of Determination ( $R^2$ )

The coefficient of determination serves to measure the ability of the regression model to explain the dependent variable. According to Ferdinand (2014: 241), if the value of the coefficient of determination (adjusted  $R^2$ ) is close to one, it shows a large influence of the independent variable on the dependent variable. On the other hand, if the value of the coefficient of determination (adjusted  $R^2$ ) is close to zero, it indicates a small effect of the independent variable on the dependent variable.

#### 4. Descriptive Analysis

According to Ghozali (2018: 19), descriptive analysis is an analysis used to analyze data by describing a data. The data listed consists of the total value, minimum value, maximum value, and average value. The calculation of this value uses the SPSS 26 program to simplify the calculation process.

## RESULTS AND DISCUSSION

Based on the data analysis that has been carried out, the discussion of the research results obtained is as follows:

### 1. The Influence of Communicator Credibility Dimensions on Mental Health Awareness

Based on the results of the study, it was shown that the independent variable of the communicator credibility dimension resulted in a significance value of  $0.000 < 0.05$  and a t count value of  $5.084 > t$ -table  $1.985$ , which means that the independent variable of the communicator credibility dimension has a positive effect on mental health awareness. So this study has proven that the hypothesis stated in the previous sub-chapter is appropriate.





Therefore, it can be concluded that the independent variable of the communicator credibility dimension can produce mental health awareness.

2. The Influence of Communication Media Dimensions (TikTok) on Mental Health Awareness

Based on the results of the study, the independent variable dimensions of communication media (TikTok) resulted in a significance value of  $0.001 < 0.05$  and a t-count value of  $3.564 > t\text{-table } 1.985$ , which means that the independent variable dimensions of communication media (TikTok) have a positive effect on mental health awareness. So this study has proven that the hypothesis stated in the previous sub-chapter is appropriate. Therefore, it can be concluded that the independent variable dimensions of communication media (TikTok) can produce mental health awareness.

3. The Effect of Message Dimensions on Mental Health Awareness

Based on the results of the study, showed that the independent variable of the message dimension resulted in a significance value of  $0.001 < 0.05$  and the t-count value of  $3.299 > t\text{-table } 1.985$ , which means that the independent variable of the message dimension has a positive effect on mental health awareness. So this study has proven that the hypothesis stated in the previous sub-chapter is appropriate. Therefore, it can be concluded that the independent variable of the message dimension can produce mental health awareness.

4. The Effect of Persuasive Communication on Mental Health Awareness

Based on the results of the study, shows that the independent variable of persuasive communication produces a significance value of  $0.000 < 0.05$  and the calculated F value is  $30.121 > F\text{ table } 2.70$ , which means that there is an effect of the independent variable on persuasive communication simultaneously on mental health awareness. Therefore, it can be concluded that the independent variables of the dimensions of communicator credibility, communication media (TikTok), and messages can be used to predict the dependent variable of mental health awareness.

5. Coefficient of Determination ( $R^2$ )

Based on the results of the study, the adjusted R square value was 0.469 or 46.9%. So it can be interpreted that the effect of the independent variables on the dimensions of the credibility of communicators, communication media (TikTok), and messages simultaneously on the dependent variable of mental health awareness is 46.9%. In other words, the ability of the independent variable in explaining the variance of the dependent variable is 46.9%. While the remaining 53.1% is influenced by other variables that are not included in the regression model. Other factors can be caused by environmental factors, message continuity factors, and socio-cultural background factors adopted by the communicant.

6. Descriptive Analysis of Independent Variables Dimensions of Communicator Credibility

Based on the results of the study, shows that the average value generated by the independent variable of the communicator's credibility dimension is 4.04, which means that the independent variable of the communicator's credibility dimension is in the agreed range. The lowest average value of 4.03 is contained in the statement "Communicators master the message conveyed so that they are experts in conveying messages". While the highest average value of 4.05 is contained in the statement "Communicators have an attractive appearance appeal".

7. Descriptive Analysis of Independent Variables Dimensions of Communication Media (TikTok)

Based on the results of the study, shows that the average value generated by the independent variable of the communication media dimension (TikTok) is 3.75, which means that the independent variable of the communication media dimension (TikTok) is in the agreed range. The lowest average score of 3.28 is contained in the statement "Through TikTok, I want to join the #WIIWY anti-cybercrime movement by making video content of personal experiences, reaction videos, and videos about events that are happening on social media". While the highest average value of 4.05 is contained in the statement "TikTok is an

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:  
a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.  
b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.  
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.

effective and efficient communication medium in conveying the message of the #WIIWY anti-cybercrime movement to increase mental health awareness".

#### 8. Descriptive Analysis of Independent Variables of Message Dimensions

Based on the results of the study, shows that the average value generated by the independent variable of the message dimension is 3.68, which means that the independent variable of the message dimension is in the agreed range. The lowest average score of 3.03 is found in the statement "I have personal involvement or relevance with the message of the anti-cybercrime movement #WIIWY". While the highest average value of 4.02 is contained in the statement "I understand the content of the message of the #WIIWY anti-cybercrime movement because it has clarity of words in delivering the message".

#### 9. Descriptive Analysis of Mental Health Awareness Dependent Variables

Based on the results of the study, showed that the average value produced by the dependent variable of mental health awareness was 3.95, which means that the dependent variable of mental health awareness was in the agreed range. The lowest average score of 3.34 was found in the statement "The #WIIWY anti-cybercrime movement made me interested in analyzing mental health". While the highest average score of 4.18 was found in the statement "The #WIIWY anti-cybercrime movement made me respond or respond positively to mental health".

### CONCLUSIONS

Based on the results of research conducted by researchers regarding the effect of persuasive communication against the #WIIWY cybercrime movement on TikTok on the mental health awareness of Tarumanegara University students, the following conclusions can be drawn:

The credibility of the anti-cybercrime movement #WIIWY communicator on TikTok has a positive effect on the mental health awareness of Tarumanegara University students, with a significance value of 0.000 and a t-count value of 5.084.

The communication media (TikTok) of the anti-cybercrime movement #WIIWY on TikTok has a positive effect on the mental health awareness of Tarumanegara University students, with a significance value of 0.001 and a t-value of 3.564.

The message of the anti-cybercrime movement #WIIWY on TikTok has a positive effect on the mental health awareness of Tarumanegara University students, with a significance value of 0.001 and a t-count value of 3.299.

### REFERENCES

- Aulia, Ananda Rizky dan Ai Lili Yulianti, (2019), Pengaruh City Branding "A Land of Harmony" Terhadap Minat Berkunjung dan Keputusan Berkunjung ke Puncak, Kabupaten Bogor, Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi) Vol. 3 No. 3 September-Desember 2019, diakses 13 Februari 2022, <https://openlibrary.telkomuniversity.ac.id/home/catalog/id/154311/slug/pengaruh-city-branding-a-land-of-harmony-terhadap-minat-berkunjung-dan-keputusan-berkunjung-wisatawan-ke-puncak-kabupaten-bogor.html>.
- Budiastuti, Dyah dan Agustinus Bandur (2018), Validitas dan Reliabilitas Penelitian Dengan Analisis dengan NVIVO, SPSS dan AMOS, Jakarta: Mitra Wacana Media.
- Dinisari, Mia Chitra 2021, Peringkat Media Sosial Paling Banyak Kasus Bully, Lifestyle, diakses pada 14 Desember 2021 pukul 19.00, <https://lifestyle.bisnis.com/read/20210417/220/1382419/peringkat-media-sosial-paling-banyak-kasus-bully>.
- EQ 2020, Peringkat Ketiga Dari 50, Untar Jadi Salah Satu Universitas Terbaik Di Jakarta, PropertyBank.com, diakses pada 13 Februari 2022 pukul 12.35, <https://www.propertybank.com/peringkat-ketiga-dari-50-untar-jadi-salah-satu-universitas-terbaik-di-jakarta/>.
- Fakhriyani, Vidya (2019), Kesehatan Mental, Jawa Timur: Duta Media Publishing.



- Halawa 2007, Kesadaran, Nias Online, diakses pada 18 Januari 2021 pukul 19.15, <https://niasonline.net/2007/02/14/kesadaran/>.
- Hardani (2020), Metode Penelitian Kualitatif & Kuantitatif, Yogyakarta: CV. Pustaka Ilmu Group Yogyakarta.
- Haryanto, Agus Tri 2021, Pengguna Internet Indonesia Tembus 202,6 Juta, detikinet, diakses pada 13 Desember 2021 pukul 18.37, <https://inet.detik.com/cyberlife/d-5407210/pengguna-internet-indonesia-tembus-2026-juta>.
- Hendri, Ezi (2019), Komunikasi Persuasif Pendekatan dan Strategi, Bandung: PT Remaja Rosdakarya.
- Ihsan, Dian 2021, Dosen FISIP UI: Angka "Cyber Crime" Naik di Masa Pandemi Covid-19, Kompas.com, diakses pada 13 Februari 2022 pukul 13.00, <https://www.kompas.com/edu/read/2021/08/02/161400871/dosen-fisip-ui--angka-cyber-crime-naik-di-masa-pandemi-covid-19?page=all>.
- Lestari, Dea, (2018), Pengaruh Akun Instagram @hijaberscommunityofficial Terhadap Pengetahuan Syiar Islam dan Fashion Hijab Pada Followers Muslimah, JOM FISIP Vol. 5: Edisi II Juli - Desember 2018, diakses 12 April 2022, <https://jom.unri.ac.id/index.php/JOMFSIP/article/view/21717>.
- Maskun (2014), Kejahatan Siber (Cyber Crime) Suatu Pengantar, Jakarta: Prenadamedia Group.
- Nanincova, Niken, (2019), Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Noach Cafe and Bistro, Agora Vol. 7, No. 2, (2019), diakses 13 Februari 2022, <https://www.neliti.com/publications/287057/pengaruh-kualitas-layanan-terhadap-kepuasan-pelanggan-noach-cafe-and-bistro>.
- Nasrullah, Rulli (2020), Media Sosial Perspektif Komunikasi, Budaya, dan Socioteknologi, Bandung: Simbiosis Rekatama Media.
- Rosdiani, Nenti dan Angga Hidayat, (2020), Pengaruh Derivatif Keuangan, Konservatisme Akuntansi dan Intensitas Aset Tetap terhadap Penghindaran Pajak, Journal of Technopreneurship on Economics and Business Review Vol. 1, No. 2, 2020, diakses 13 Februari 2022, <https://jtebr.unisan.ac.id/index.php/jtebr/article/view/43/#:~:text=Hasil%20penelitian%20ini%20menunjukkan%20bahwa%20%281%29%20Derivatif%20Keuangan,tetap%20berpengaruh%20signifikan%20secara%20simultan%20terhadap%20penghindaran%20pajak>.
- Sakban, Abdul dan Sahrul (2019), Pencegahan Cyber Bullying di Indonesia, Yogyakarta: CV Budi Utama.
- Sataputeri, Gabriella (2018), Efektivitas Video Kampanye Pencegahan Kanker Seviks Terhadap Pengetahuan, Sikap dan Kecenderungan Berperilaku di Kalangan Mahasiswi. Skripsi. Program Studi Ilmu Komunikasi Konsentrasi Marketing Communication. Institut Bisnis dan Informatika Kwik Kian Gie.
- Stephanie Conney 2021, Daftar 10 Aplikasi Mobile Teratas di Awal 2021, Kompas.com, diakses pada 13 Desember 2021 pukul 18.45, <https://tekno.kompas.com/read/2021/04/07/07240027/daftar-10-aplikasi-mobile-teratas-di-awal-2021?page=all>.
- Sugiyono (2018), Metode Penelitian Kuantitatif, Bandung: Alfabeta, cv.
- Susanti dan Dyah Nurul Maliki, (2019), Komunikasi Persuasif Dalam Kampanye Anti-Kekerasan Seksual Oleh Komunitas Lentera Sintas Indonesia, Jurnal Komunikasi dan Bisnis Vol. VII No. 1 Mei 2019, diakses 10 Mei 2022, <http://jurnal.kwikkiangie.ac.id/index.php/JKB/article/view/612/385>.
- Wardhani, Ambar Sih (2008), Literatur Studi Tentang Kesadaran, FKM UI.
- Yusup, Febrianawati, (2018), Uji Validitas dan Reliabilitas Instrumen Penelitian Kuantitatif, Jurnal Tarbiyah: Jurnal Ilmiah Kependidikan Vol. 7 No. 1. Januari – Juni 2018 (17-23), diakses 13 Februari 2022,



[https://www.researchgate.net/publication/327699726\\_Uji\\_Validitas\\_dan\\_Reliabilitas\\_Instrumen\\_Penelitian\\_Kuantitatif](https://www.researchgate.net/publication/327699726_Uji_Validitas_dan_Reliabilitas_Instrumen_Penelitian_Kuantitatif)

Zahra, R. Ratika dan Nofha Rina, (2018), Pengaruh Celebrity Endorser Hamidah Rachmayanti Terhadap Keputusan Pembelian Produk Online Shop Mayoutfit di Kota Bandung, Jurnal Lontar Vol. 6 No 1 Januari-Juni 2018, 43-57, diakses 13 Februari 2022, [https://www.researchgate.net/publication/327387656\\_Pengaruh\\_Celebrity\\_Endorser\\_Hamidah\\_Rachmayanti\\_Terhadap\\_Keputusan\\_Pembelian\\_Produk\\_Online\\_Shop\\_MAYOUTFIT\\_Di\\_Kota\\_Bandung](https://www.researchgate.net/publication/327387656_Pengaruh_Celebrity_Endorser_Hamidah_Rachmayanti_Terhadap_Keputusan_Pembelian_Produk_Online_Shop_MAYOUTFIT_Di_Kota_Bandung).

Zhafira, Arnidhya Nur 2021, Korban "Cyberbullying" Kian Meningkatkan di Kalangan Anak-Anak dan Remaja, Antaranews.com, diakses pada 14 Desember 2021 pukul 19.16, <https://www.antaranews.com/berita/2431825/korban-cyberbullying-kian-meningkat-di-kalangan-anak-anak-dan-remaja>.

Hak Cipta Dilindungi Undang-Undang

Institut Bisnis dan Informatika Kwik Kian Gie

Dilarang menyalin sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:

- a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.

