Formation of the Self-Concept of Female Content Creators in Tik Tok Social Media

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Abstract

In the current digital 4.0 era, technology is developing rapidly and has resulted in an attachment to human life today. Not only limited to adult life, but technology is also starting to enter into the lives of children and adolescents. These technological advances always go hand in hand with the advancement of the internet in human life. In this study, researchers will focus on one social media, namely the Tik Tok application and look at the formation of women's self-concept through Tik Tok social media.

The type of research being carried out is a type of qualitative research because this research aims to see how the formation of women's self-concept towards individual behavior from Tik Tok social media content. By using data collection techniques through interviews and conducting focus group discussions. The informants consisted of five people, each of whom was in accordance with the criteria determined by the researcher to complete the research data. Data analysis used descriptive analysis techniques from the results of FGDs conducted by researchers.

The results of the study show that there is an impact of Tik Tok social media on the formation of women's self-concept through the four aspects discussed in this study. In addition, each aspect also has its own role and can be seen from the content produced by the informants. The results of this study are seen directly from four aspects, namely physical aspects, moral aspects, psychological aspects, and social aspects.

Keywords:

How to Cite:

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INTRODUCTION

During the current digital era, technology is developing rapidly and has resulted in an attachment to human life today. Not only in the lives of adults, but technology has also entered the lives of children and adolescents. The development of technology and the internet has become an intermediary in human life, namely through a medium. Human social life must be significantly influenced by the development of this technology. According to Setiawan (2021:66-79) states that starting with the fast movement of information, everything moves more efficiently and learning new things becomes easier.

The rapid growth of technology and the internet, its development also has an impact on mobile phones or what is currently referred to as smartphones. Nowadays, you only need a smartphone to access social media and everything on the internet. Enough with a smartphone, users only need an internet connection and no longer need a large fee. Not only accessing social media accounts, but they are also able to communicate with anyone and at any time without thinking about distance and time.

The presence of the internet certainly makes it easier for users to get information as well as entertainment from around the world coupled with the presence of social media which is a platform for everyone. In addition, the use of social media in adolescents is currently considered as a vehicle that can help in the formation of self-identity. It is sufficient for a teenager to use social media only to communicate or interact with other people he may not know. This is usually done by teenagers to get other people's responses about them. The response of other people is used as a reference in the process of forming adolescent self-concepts.

One of the things related to adolescent development is self-confidence. Confidence (self-confidence) is the process of an individual believing in himself, seeing that he has the ability to do a job. Self-confidence will always be positive if every individual has inner optimism, is able to accept any deficiencies in himself and of course is able to face the realities of life that occur to him and the environment around him.

Currently social media, especially for communication, is widely available and very easy to use. Such as Facebook, Twitter, Instagram, Whatsapp and others. All social media have their own functions and characteristics. However, this research will focus on one social media, namely the Tik Tok application. This application is used by all ages, it is possible that the existing content contains negative elements. The presence of negative content can certainly harm the mental development of its users. Especially with teenage users who are under 18 years old, because with unstable self-development, the content will interfere with children's mental development.

The current popularity of the Tik Tok application not only has a positive impact on the development of social media, but also has many negative impacts on its users. The most common example that is easy to find is the negative impact of forming self-values, namely by creating obscene content or with open clothes just for the sake of getting views and likes. However, many users, especially teenagers, try to follow it to become the center of attention which then becomes viral (Rosdiana and Nurnazmi, 2021). There's a lot of current Tik Tok content that ultimately doesn't want to entertain other users, but rather seems like "selling itself" to users. If things like this keep happening, eventually the development of the teenager himself is immature and will have an impact on his adulthood. This is due to the emotional and self-determination of adolescents who are in an unstable phase because they are still in the process of searching for identity and self-concept.

Based on the main problems found, the researcher identified several problems that became the focus of this research, as follows:

1. What are the physic aspects in the formation of women's self-concept that can be influenced by Tik Tok's social media?
2. What are the social aspects in the formation of women's self-concept that can be influenced by Tik Tok's social media?
3. What are the moral aspects in the formation of women's self-concept that can be influenced by Tik Tok's social media?
4. What are the physicological aspects in the formation of women's self-concept that can be influenced by Tik Tok's social media?

LITERATURE REVIEW

The literature review used by the author to support this research is as follows:

Self-Concept Theory

Self-concept is defined as an individual attitude towards himself. Self-concept has a close relationship with one's character or personality. In addition, according to Ghufron (2016: 150) it provides an understanding of self-concept as something that a person can think and feel about himself. Meanwhile, according to Rakhmat, self-concept is a person's view of himself. On the other hand, according to Murwanti (2017:38-51) self-concept is self-belief and self-awareness about oneself. Self-concept is also known as a framework.

According to Suminar & Meiyuntari (2015: 145-152) self-concept is a form of individual evaluation of his own quality, image about himself, and also how he is in the eyes of others. Only by self-reflection, self-perception and social comparison to obtain this. On the other hand, According to Simamora (2004:11), a unique self-concept must be owned by each individual. Each

individual's self-concept is related to the uniqueness of each psychological characteristic and provides a response to their own environment. Meanwhile, according to Setiadi (2003: 341) the view or self-perception must be owned by every human being. Self-concept is another person's observation of him which has an impact on his relationship with other people.

Self-concept indicator

Self-concept indicators according to Calhoun & Aocella (1990) in Ermawati & Indriyati (2011) explain that there are several aspects to measure self-concept, including understanding; hope; and assessment. In contrast, Suminar and Meiyuntari (2015:145-152) suggest that to measure individual self-concept, several indicators can be used, namely identity, self-satisfaction, physical, behavioral, moral, personal, social, family, and aspects. This study uses self-concept indicators according to the indicators proposed by Berzonsky (1981), namely: physical, social, moral and psychological aspects. These aspects of self-concept are as follows:

1. Physical aspect - Individual assessment of everything that belongs to him.
2. Social aspect - Social values given by individuals and how the environment assesses them.
3. Moral aspect - Values or principles that apply, provide direction, and are held as the life values of a group or individual.
4. Psychological aspects - The psychic aspect is an aspect that generally comes from within, which includes thoughts, feelings and attitudes.

Impact of self-concept

According to Stuart and Sundeen (2013) the impact of self-concept is as follows:

1. The Ideal Self

    Self-ideal is an individual's assessment of himself based on certain goals. With the abilities, traits, and knowledge they have, individuals will show that they are ideal.
2. Self Image (body image)

    When a person has knowledge and judgment about himself, he consciously and unconsciously creates positive and negative attitudes towards his body.
3. Self-Esteem

    An individual who has a positive self-concept, is able to accept any shortcomings in him, and does not feel inferior will definitely have high self-esteem. Only individuals who have a good understanding of themselves, then the impact of self-esteem will appear.

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Social Media

Social media is a means by which users can participate, share and create content, not only virtual or virtual world applications, but also including wikis, blogs, forums and others. The following is a definition of social media according to experts:

1. According to Mandibergh (2012), social media is a place for collaboration between users and content producers.
2. According to Shirky (2008), social media is a tool for users to share and work together
3. According to Boyd (2009), social media is defined as a collection of software for gathering, sharing, communicating between individuals or groups.

Benefits of Social Media

Each individual's daily life must have felt the impact or benefits of social media. Currently, social media has become a part of life, no longer recognizes social background, economy, education, age and gender. Everyone in any circle knows about the existence of social media, and at least they must have been in contact with social media.

The rapid development of information technology encourages social media to develop rapidly. Web developers are now competing to develop social media by providing new and of course interesting features that their users have never experienced. The following are some of the benefits of social media seen from various fields:

1. Social Media For Socializing
2. Social Media Replaces the Diary Function
3. Social Media Can Bring Old Friends Together
4. Social Media Finds New Friends
5. As an Entertaining Media
6. Hobby Distribution
7. Providing various kinds of updated information
8. Self Popular
9. Social Media To Make Money

Tik Tok

Tik Tok is a smartphone application that offers unique and interesting effects that are deliberately provided for its users to get the attention of other users. Tik Tok is a social media app released in September 2016 and originally from China.

This application is an application that presents relatively short videos and music. This Tik Tok application is an application that can also watch short videos with different expressions for each creator. In general, users recreate or remake existing content, especially content that has gone viral.

RESEARCH METHODS

In this study using qualitative research methods, namely research that uses humans as the subject of the data source. Can be in the form of spoken or written words (Moleong, 2004: 4). The problems that will be studied by researchers are social and dynamic problems. Researchers use qualitative research methods to obtain data in accordance with what researchers expect to be able to achieve the objectives of this study. Apart from that, this research was also conducted to see directly how certain groups in this study reacted to the problems to be discussed in order to get patterns from this research.

According to McMillan & Schumacher (2003) qualitative research is like conducting an investigation because the way researchers collect data is by interacting directly with informants. Same with Strauss & Corbin (2010) which states that this qualitative research is not derived from data derived from statistical data. Even so, the data obtained in this qualitative research is still possible to go through the process of calculating the data when the analysis is carried out.

Data collection techniques used in this study were Focus Group Discussion (FGD) and interviews. In qualitative research, one form of data collection technique is to conduct FGDs, this method is to gather understanding for a topic from a group (Bungin, 2005: 131). Researchers also continued the FGD with interviews with informants online via email. This data collection technique is commonly used to gain an understanding of a topic from a particular group which is done by way of discussion. Researchers use FGDs in order to get a complete understanding and focus on the research topic from groups of individuals who are included in the research criteria. and also interviews were conducted for broader questions that were not covered during the FGD.

The author collects a number of informants to conduct group discussions. Followed by interview questions that were distributed by the author to informants via email. This interview question aims to cover discussions that were not yet discussed in depth during the FGD. the informants in this study must have criteria including:

1. Female gender
2. Active Tik Tok user
3. Create content on Tik Tok
4. Be in the age range of 17-25 years

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With these criteria, it is hoped that the object of research can be more focused and of course be able to achieve the research results desired by the researcher. Apart from that, the existence of these criteria also helps the objectivity of researchers in conducting data analysis from the results of group discussions.

In this study, researchers used descriptive analysis method. Descriptive analysis method is the process of processing and solving problems from data that has been collected by researchers, based on these facts and then describes the state of the subject and research object. (Soejono, 2005: 22-23).

The descriptive analysis method was carried out by the researcher by describing the facts and data obtained by the researcher when collecting data. Then the data is processed and it is described how the four aspects used in this study have an impact on the formation of women's self-concept.

RESULTS AND DISCUSSION

Based on the informants during the FGD, the formation of women's self-concept through Tik Tok social media occurs due to various aspects. And of course, women's self-concept is indeed influenced by social media Tik Tok. The analysis in this study is divided into four major sections based on the four aspects of self-concept formation written in this study.

In the research conducted by the author, it was shown that of these four aspects of self, each has its own role in the process of forming a woman's self-concept. On the other hand, the informants also pointed out that from the answers to the questions given by the researchers either via Zoom or follow-up questions via e-mail, the content produced by the informants was quite consistent with the answers given by the informants. The following are the results and discussion of research conducted by researchers via Zoom FGD and e-mail.

As it is known that in the Tik Tok application users get various kinds of videos from other users. The videos received must contain information and this information is the place where users start to interact with each other. This information becomes the influence between users to each other to respond to each other and reproduce or develop what is obtained.

From using the Tik Tok social media application, users who have already exchanged information or simply consumed information have started to have an impact on themselves. The information obtained is absorbed into the mind of every user and there they start to digest. From that point, usually the information obtained has an effect on oneself. In this study the effect on the formation of self-concept, especially in women.

Self-concept is an individual's assessment of his quality, image about himself, and also how he is in the eyes of others. Everyone must have a different self-concept, this is due to the

background, life experience, and also the way of assessing each individual's self is different. According to Murwanti (2017) beliefs and self-awareness about oneself. In other words, self-concept is a framework.

SELF-CONCEPT FROM THE PHYSICAL ASPECT

The physical aspect is the form of the physical appearance of each individual's body, both in terms of body perfection and physical appearance in terms of clothing. In this study, the physical aspect becomes one of the aspects that influence a person in presenting himself to the public. Like Cooley's looking glass self theory, one of the elements in this theory says that individuals see themselves in the eyes of others. This element shows the existence of a physical impression that is thought by each individual when seen by others.

In follow-up question number nine the majority said it was important and indeed from other supporting questions it did show that the physical aspect was an aspect that could not be overlooked. Of the five informants on follow-up questions, four informants said that physical aspects were important and only one informant stated that physical aspects were not too important when creating content on Tik Tok.

"sangat penting" Quoted from first and second informan.

"tidak terlalu penting" answers from the third informant in assessing the physical aspects of creating Tik Tok content.

"Penting sekali, aku pribadi berpikir karena ini untuk publik walaupun sedikit yang melihat aku harus tetep kasih yang terbaik, gimana pun karena itu adalah diriku. Bagaimana aku harus terlihat di orang lain, aku selalu memperhatikan tampilan rapih dan fresh" according to the fourth informant in answer to the researcher's follow-up questions.

"Sebenernya kan udah ada filter kan ya di Tik Tok jadi kalaupun ga banyak make up gaperlu make up tebel-tebel gitu sihh" according to the fifth informant from the FGD on zoom.

Physical appearance may not be the main concern when creating content or videos, but it cannot be denied that physical appearance is an important aspect and must be considered. According to Cash (2000), Appearance Orientation (appearance orientation), appearance

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orientation is an attempt to improve and improve the self-appearance made by an individual towards himself.

Same with an individual who wants to create content and wants it to be seen by the general public or the public at large, of course, will see the physical aspect. And from this it can be concluded that Tik Tok's social media actually influences the formation of self-concept through the physical aspect. Especially now that a lot of viral content or much liked by the public is content containing women in revealing clothes, or indecent dances and so on.

SELF-CONCEPT FROM THE SOCIAL ASPECT

The social aspect in the formation of self-concept is defined as the social values given by individuals and how the environment evaluates them. From the five informants' answers, it shows that public comments or negative comments have no impact on their content creation. Maybe these five informants saw and responded to these comments, but the five informants proved that negative comments would not affect anything in themselves when creating content.

From questions number four and five in the follow-up questions, one of the researchers shows that the social aspect is an influential thing in the formation of self-concept. With social media, it means that the content creator must be ready to accept any comments from netizens. Especially on Tik Tok, which usually displays what's viral and many netizens comment. In the context of this follow-up question related to informants' responses to netizen comments on each of their content and also negative comments posted by netizens to informants. Quoted from informants' answers to follow-up FGD questions, this study stated that:

Quoted from the first informant "*Komentar tersebut tidak terlalu saya fikirkan karena saya di Tik Tok karena saya suka bukan untuk menjadi yang orang suka.*"

"*Sebagai hiburan dan masukan untuk bisa produce lebih banyak konten lagi. Dibalas dengan bercandaan atau dihapus komentar nya*" Answer from questions number four and five from the second informant.

"*Saya suka berinteraksi dengan komen-komen yang positif, dan mengabaikan yang negatif*" according to the third informant and continued with the answer to question number five.

"*Untuk komentar negatif aku biasanya tidak akan menanggapi atau aku hapus komentarnya atau aku balas "terimakasih 😊" tapi aku prefer tidak membalas.*" According to the fourth informant on follow-up questions via e-mail.

"Tidak terlalu memperdulikan yg negatif, yg positif di jadikan semangat." The answer to question number five regarding negative comments from the fifth informant.

"Aspek sosial, karena aku pribadi seorang kpopers. Aku lebih banyak konten tentang kpop karena banyak sekali rumor beredar kata kata kurang mengenakan tentang kpopers di indonesia, jadi aku mau menumbuhkan rasa pemahaman masyarakat bahwa tidak semua kpopers adalah buruk dan tidak cinta tanah air. Jadi aspek sosial sangat mempengaruhi aku." According to the fourth informant for question number twelve.

The formation of women's self-concept from a social aspect is actually indirectly affected. See actually social media only provide information. And it can be seen from each informant stating that in fact they don't care about the negative comments of netizens for the content they make. However, back to each individual who captured this information, there may be other people outside of this research informant who are very concerned about comments from netizens. In addition to negative comments, there are also viral content that may only be aimed at seeking attention, this makes the social aspect affect the formation of one's self-concept.

SELF-CONCEPT FROM THE MORAL ASPECT

The moral aspect is defined as a value or principle that applies, gives direction, and is held as the life value of a group or individual. According to Chaplin (2006) morals refer to morals that are in accordance with social values that apply in accordance with customary law or customary rules that govern.

Every activity carried out by a person will always have an impact and be assessed from a moral point of view. The moral aspect in the formation of women's self-concept through Tik Tok's social media is an aspect that is considered from the results of the FGDs conducted by researchers. The moral aspect in this study refers to SARA values and also ethical, unethical if the content made is seen by the public.

"Pastinya, karena orang zaman sekarang sudah cukup aware akan masalah SARA." According to the first informant on question number eleven.

"Iya, sangat memperhatikan agar tidak menyinggung pihak manapun."

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"Iya, saya mempertimbangkan konten yang saya buat harus memiliki manfaat untuk orang yang melihatnya" The answers to numbers ten and eleven from the second informant are questions related to moral values and SARA.

"Iya, tentunya tidak mau menyinggung orang." According to the third informant

"Sangat memperhatikan, aku pribadi sangat menghindari konten berbau SARA karena sangat sensitif, apalagi Tik Tok bisa fyp kapan saja. Aku selalu membuat konten yang aman-aman saja, karena aku juga kan seorang mahasiswa belajar untuk cerdas masa di sosial media aku malah merusak generasi bangsa." Answer from fourth informant for question about SARA

"kalo, kalo aku sendiri kan karna kontennya edukasi ya, jadi bener-bener ngefilter sih sama apa yang dibicarain di sosial media, apalagi kan target marketnya gen z sama millenials gitu kan, jadi lebih berhati-hati aja sih kalau share something, harus cari dulu faktanya." Answer the fifth informant from the FGD on Zoom.

The tenth question is about the SARA aspect, one of the answers emphasized that not always content that smells of SARA or offends the moral aspect will be famous (fyp). The moral aspect has indeed become one of the aspects that influence the formation of self-concept. With education from educational institutions or families, the moral aspect is the main value that is usually taught, and this FGD also shows that the formation of women's self-concept is influenced by moral aspects and can also be seen from every content produced by each informant.

SELF-CONCEPT FROM THE PSYCHOLOGICAL ASPECT

The psychological aspect in the formation of self-concept is defined as the thoughts, feelings and attitudes of individuals towards themselves. The psychological aspect in this FGD shows as an aspect that influences the formation of self-concept. From the follow-up questions, the seven researchers showed that of the five informants, they agreed that mood was very influential in creating content. This can be seen from the informants' answers as follows:

"Iya betul, kalau sedang tidak mood biasanya tidak ingin buat konten" According to the first informant.

"Ada, tentunya disaat ada waktu senggang" According to the second informant.

"Iya, tapi berusaha untuk tetap buat konten pada waktunya walaupun tidak 'mood'". Quoted from the third informant.

"Ada, aku ga setiap hari upload konten karena tergantung mood ku. Jadi kalau mood ku ingin membuat konten aku buat." Quoted the answer from the fourth informant.

"Yes, mood sangat mempengaruhi." Quoted the answer for question number seven from the fifth informant.

From these answers it shows that the psychological aspect is an aspect that has an impact on the formation of self-concept. The mood or mood of an individual is very volatile and lasts quite a short time, such as a matter of minutes, hours or days. Changes in mood or mood itself are caused by unexpected things. According to Maire (2013), mood is a condition experienced by humans that usually affects the mood of individuals who are affected by factors outside themselves or with other individuals.

CONCLUSIONS

As a conclusion from this research, it was stated at the outset that the purpose of this study was to find out the formation of women's self-concept on the Tik Tok social media through four aspects, namely: physical aspects, social aspects, psychological aspects, and moral aspects. It can be concluded that these four aspects actually have their respective roles in the formation of women's self-concept through Tik Tok's social media. From each of the informants in this study, it was shown that by creating content, they would automatically pay attention to these four aspects before publishing the content they created.

From the physical aspects of the five informants, it can be concluded that creating Tik Tok content is necessary to pay attention to physical appearance. Thus, the aspect of the physical self was concluded as a very important aspect by the four informants. From this research, it shows that the physical aspect has an impact on the formation of women's self-concept. The physical appearance especially for women from this study shows that it is a part that cannot be missed when you want to be shown to the public.

Second is the moral aspect. As it is known that from this study the five informants really agreed and were very concerned about moral values. Knowing that netizens or the public are very sensitive to SARA and moral issues, the five informants stated that SARA and moral values in society must be paid close attention to when these informants create content on Tik Tok. The five

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informants stated that it is better to pay attention to the content, lest the content created and published result in offending certain parties in society.

Third, the psychological aspect in this study is also one of the aspects within each individual that has an impact on the formation of self-concept. As is known, the psychological aspect in this study is defined as the thoughts, feelings and attitudes of individuals towards themselves. Likewise with follow-up questions that were shared by researchers with informants, showing that the mood or mood of the informants greatly influenced the informants themselves in creating content on Tik Tok. From the answers to question number seven, the five informants stated that the informants created content only when they had the mood to create content and or tried to always have the mood to create content even though they didn't have the mood to create content.

The fourth aspect in this study, namely the social aspect, can be concluded if it relates to the follow-up questions of researchers number four and five showing that actually the social aspects of netizens such as negative comments have no effect on the formation of the informants' self-concept. From the answers of each informant, it can be concluded that the informant did not care about the negative comments written by netizens on the informant's content. So researchers see from this side of the question, that the social aspect does not have a major impact on the formation of women's self-concept through Tik Tok social media.

On the other hand, informants who are not only content creators, but also active Tik Tok users prove that these four aspects are also aspects that influence the formation of self-concept. Psychological and moral aspects are the most common and have an impact on the formation of self-concept. With good morals, you can definitely judge what content is like and of course with the right morals you can also encourage filtering or limiting what is appropriate or not for publication. Likewise on the social aspect, it's not always what people say or what's going viral is the best. You don't have to always follow trends to be known by many people, let alone listen to negative comments that eventually bring them into life and disturb each individual's psyche.

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PERSETUJUAN RESUME
KARYA AKHIR MAHASISWA

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N I M : 63190478   Tanggal Sidang : 12 April 2023

Judul Karya Akhir : Pembentukan Konsep Diri Content Creator
Perempuan Dalam Media Sosial Tik Tok

Jakarta, 3 / Mei 20 23

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