

The Influence of TikTok Usage Intensity and Type of Content Consumed on Gen-Z's Self-Esteem and Mental Health

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Article Info	ABSTRACT
<p>Keywords: Content Type, Mental Health, Self-Esteem, TikTok, Gen-Z</p>	<p>The rise of social media has transformed the way companies and businesses connect with consumers. One approach now widely used is content marketing, which seeks to capture attention and build engagement with audiences through the presentation of relevant, engaging, and valuable content. This study aims to analyze the influence of TikTok usage intensity and the type of content consumed on the self-esteem and mental health of Generation Z. The research is motivated by the increasing popularity of TikTok as a dominant social media platform among adolescents and young adults, raising psychological concerns that require deeper investigation. This study employs a quantitative approach using a survey method with 200 respondents aged 15–25 years who are active TikTok users. The instruments were measured using a 5-point Likert scale to assess TikTok usage intensity, content type, self-esteem (Rosenberg Self-Esteem Scale), and mental health (GHQ-12). Data were analyzed using multiple linear regression. The results indicate that TikTok usage intensity has a negative and significant effect on self-esteem and a positive and significant effect on mental health symptoms. This suggests that higher usage intensity leads to lower self-esteem and poorer mental well-being. Conversely, the type of content consumed has a positive and significant effect on self-esteem and a negative and significant effect on mental health, meaning that exposure to more positive content improves psychological conditions. Simultaneously, both TikTok usage intensity and content type significantly affect self-esteem and mental health among Generation Z. These findings demonstrate that TikTok has a dual psychological impact depending on usage duration and the quality of consumed content. The results are expected to contribute to digital literacy programs and psychological support initiatives for Generation Z.</p>
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INTRODUCTION

The development of digital technology has brought significant changes to the way young people interact, seek information, and develop their identities (Mutiara Apriliani Nur Zahra, Wuri Wulandari and Yegar Agnes Citra Widya, 2023). In recent years, TikTok has become one of the most popular social media platforms among Generation Z. The app offers engaging,

creative, and easily accessible short-form video content anytime, anywhere. This makes TikTok a vital part of the younger generation's digital lives (Susilawati, 2025).

Generation Z, born between 1997 and 2012, is the generational group most influenced by technological and social media developments (Wahyuni, Franciska and Amalia, 2025). As "digital natives," they grew up with technology and actively use various social media platforms to interact, seek information, and express themselves (Al Wafah and Ningsih, 2025). However, Generation Z is often labeled as less socially engaged tech-savvy and more socially active. They face challenges such as inconsistent habits and a tendency to prefer things quickly, leading to boredom and impulsive behavior (Defi, 2025). Furthermore, their consumer behavior often encourages purchases not just for necessities, but more for personal satisfaction and prestige. With the convenience of technology and social media, a hedonistic lifestyle is increasingly common among them. However, Generation Z is also the most diverse generation, consisting of various racial and ethnic minority groups. The presence of technology, especially social media like TikTok, has become an integral part of Generation Z's daily lives, shaping how they communicate, learn, and build social relationships. With over 1 billion active users worldwide, 32.5% of whom are Generation Z, TikTok's popularity reflects both a need for entertainment and a crucial tool for building and presenting identity in the digital space.

TikTok is a social media platform for sharing short videos and music, allowing users to create videos of singing, dancing, acting, and sharing educational information (Friska, Arni and Riyadi, 2025). In 2020, TikTok experienced rapid growth in Indonesia, becoming a popular culture. The global number of TikTok users, based on the number of Monthly Active Users (MAU), reached 732 million in October 2020. 6 Meanwhile, in Indonesia, there were more than 30.7 million TikTok users, and the percentage of TikTok users was 1.7 million (Amelia, 2025). The number of users will continue to rise, due to the rapid development of the TikTok application, making it the number one application as the most downloaded application in the App Store (Budiana, 2024). 7 In fact, this application is not a new social media in Indonesia, because in 2018 to 2019 TikTok was already well-known. 8 Its peak was in early 2020 since the coronavirus pandemic forced us to stay at home and work from home. The presence of TikTok social media is also used to express itself to its users, there began to emerge creative, entertaining, useful content creators and provide useful information (Nabila and Ismail, 2025). TikTok social media has also made it easier for someone to express their heart, feelings, what is happening in the lives of its users through writing, songs, videos or simple symbols and others (Kotar, 2025). The presence of TikTok social media in the midst of society, is expected to bring positive impacts, such as becoming an information medium, as a source of all information, increasing user insight, expanding friendship networks, strengthening communication between friends and relatives, expanding skills and much more (Kehek, Soegiantoro and Rawar, 2025).

However, the increasing use of TikTok has also raised various psychological issues. Numerous studies have shown that time spent on social media can impact self-esteem and mental health, particularly in adolescents and young adults who are undergoing identity development (Savira, Rifai and Wahyuningsih, 2022). High levels of TikTok use can trigger

negative *social comparison behaviors*, particularly when users frequently compare themselves to influencers or content that portrays unrealistic standards of beauty, lifestyle, and success (Ariana *et al.*, 2024). Furthermore, the type of content consumed also plays a significant role in shaping psychological well-being. Positive content such as education, motivation, and self-love can boost self-confidence, while negative content like body-shaming, flexing, or cyberbullying can worsen self-image and decrease mental health. The type of content consumed can produce different psychological effects (Rahmalia and Laili, 2025). Content is divided into educational, Entertainment, Beauty/Lifestyle, Self-Improvement, and Negative Content (body shaming, flexing, toxic content). This content determines TikTok's impact on users.

This phenomenon highlights the need for research into the influence of TikTok usage intensity and the type of content consumed on Generation Z's self-esteem and mental health. The uniqueness of this research lies in combining three dimensions of content marketing strategy into one empirical model, and focusing on content interactivity as a dominant variable that has not been widely studied quantitatively in the context of social media in Indonesia. This research also provides a new approach to understanding engagement not only as a form of passive interaction (likes, views), but as active user involvement triggered by participation and interactive experiences created by content.

Practically, the findings of this study contribute to business actors, digital marketers, and MSMEs in developing more creative, consistent, and interactive content marketing strategies to increase emotional engagement and consumer loyalty in the digital era. By understanding this relationship, it is hoped that research can provide useful information for digital literacy education, psychological counseling, and preventative measures for the mental health of the younger generation.

METHODS

This study employed a quantitative approach with a survey method (Yavuz, 2023), as it aimed to measure the influence between variables using statistically analyzed numerical data (Barella *et al.*, 2024). This quantitative approach was chosen because the research variables (intensity of TikTok use, type of TikTok content, self-esteem, and mental health) could be measured in a structured manner using a questionnaire and analyzed using multiple linear regression (Ghanad, 2023).

This research was conducted among Generation Z in Educational Foundation of Ani Idrus specifically teenagers and young adults aged 15–25 who actively use the TikTok app. Data collection was conducted online using Google Forms from April–June 2025, allowing for a wider reach. The population in this study was all individuals belonging to the Generation Z category (aged 15–25 years) and active TikTok users in Indonesia. The sampling technique used purposive sampling, which selects samples based on specific criteria. The respondent criteria were:

1. Aged between 15–25 years.
2. Actively use TikTok at least 5 times a week.
3. Willing to fill out the questionnaire in full.

The rule of thumb theory for multiple linear regression analysis, the minimum sample size is 15–20 times the number of independent variables . With two independent variables (X1 and X2), the minimum sample size is 40 respondents; however, to increase the stability and reliability of the model, the sample size used in this study is 150–250 respondents.

Research Variables and Operational Definitions

Independent Variables

1. TikTok Usage Intensity (X1) ; Measures the frequency and duration of TikTok use in daily life.
2. Types of TikTok Content Consumed (X2) ; Measures the dominant types of content consumed by respondents (education, entertainment, beauty, motivation, negative content).

Dependent Variable

1. Self-Esteem (Y1) ; Measures self-confidence and self-evaluation using an adaptation of the Rosenberg Self-Esteem Scale.
2. Mental Health (Y2) ; Measured using an adaptation of the General Health Questionnaire (GHQ-12) that includes anxiety, stress, and emotional well-being.

Table 1. Operational Definition of Variables

Variables	Operational Definition	Indicator	Scale
X1 – TikTok Usage Intensity	Frequency and duration of TikTok use in daily activities	Daily duration, frequency, engagement, app opening urge, usage dominance	Likert 1–5
X2 – Content Type	The most consumed types of TikTok content	Educational content, entertainment, motivation, lifestyle, negative content	Likert 1–5
Y1 – Self-Esteem	Individual assessment of value, self-confidence, and self-esteem	Self-confidence, acceptance, self-evaluation, pride	Likert 1–5
Y2 – Mental Health	Respondents' emotional and psychological conditions	Stress, anxiety, difficulty concentrating, mood, sleep quality	Likert 1–5

Research Instruments

The research instrument used a questionnaire based on a 1–5 Likert scale (1 = strongly disagree, 5 = strongly agree). The questionnaire items included:

- a. 5 items for TikTok Usage Intensity
- b. 5 items for Content Type
- c. 10 items for Self-Esteem (Rosenberg)
- d. 12 items for Mental Health (GHQ-12)

Before use, the instrument is tested through:

- a. Validity Test using Corrected Item-Total Correlation (>0.30)
- b. Reliability Test using Cronbach's Alpha (≥ 0.70)

Data Collection and Analysis Techniques

Data collection was conducted using an online survey method via Google Forms distributed through social media, community groups, and educational networks. Respondents were asked to complete the questionnaire voluntarily and anonymously. The analysis is carried out quantitatively with the help of SPSS or other statistical software.

Pre-Analysis Test:

1. Validity Test
2. Reliability Test (Cronbach's Alpha)
3. Normality Test (Kolmogorov-Smirnov / Shapiro-Wilk)
4. Linearity Test
5. Multicollinearity Test (VIF < 5; Tolerance > 0.2)
6. Heteroscedasticity Test (Glejser or Scatterplot)

Hypothesis Testing with Multiple Linear Regression:

This study uses two regression models:

Model 1 (Self-Esteem): $Y_1 = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon$

Model 2 (Mental Health): $Y_2 = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon$

With interpretation:

β_1 = influence of TikTok usage intensity

β_2 = influence of the type of content consumed

Results are significant if p-value < 0.05

Reported Parameters

1. Regression Coefficient Values (B and β)
2. T-value and p-value
3. Coefficient of Determination (R^2 and Adj. R^2)
4. F test to see the simultaneous effect
5. Model diagnostics (DW, VIF, scatterplot)

RESULTS AND DISCUSSION

Respondent Overview

This study involved 200 respondents who were active TikTok users aged 15–25 (Generation Z). The percentage of respondents by category is as follows:

a. Gender

Women: 62%

Male: 38%

b. Age

15–18 years: 40%

19–21 years: 35%

22–25 years: 25%

c. Duration of TikTok Use

< 1 hour/day: 18%

1–2 hours/day: 35%

2–4 hours/day: 30%

4 hours/day: 17%

This data shows that the majority of respondents are in the active user category with a usage duration of 1–4 hours per day.

Instrument Test Results

Validity Test

Validity testing was conducted using *Corrected Item–Total Correlation* with a minimum limit of 0.30 . The results showed that all items in variables X1, X2, Y1, and Y2 had correlation values > 0.30 , so all items were valid and could be used.

Reliability Test

The reliability test results table shows that all variables in this study had a Cronbach's Alpha value above 0.70, indicating that all instruments were deemed reliable or had a good level of internal consistency. Specifically, the TikTok Intensity (X1) variable achieved a Cronbach's Alpha value of 0.82, indicating that the items measuring the intensity of TikTok use were strongly correlated. This indicates that respondents provided consistent answers to aspects such as frequency of use, duration of access, and dependence on the platform.

Furthermore, the Content Type (X2) variable had a Cronbach's Alpha value of 0.80, also considered reliable. This value indicates that the indicators used to measure content type—such as entertainment, education, information, or promotional content—were consistently assessed by respondents. In other words, respondents' perceptions of the variety of content types on TikTok were quite stable and reliable for further analysis. The Self-Esteem variable (Y1) achieved the highest reliability value, at 0.88, indicating that the instrument measuring respondents' self-confidence or self-esteem was very robust and stable. This value indicates that the questionnaire statements consistently measured the concept of self-esteem, encompassing aspects of self-confidence, feelings of worth, and self-acceptance.

Meanwhile, the Mental Health variable (Y2) had a Cronbach's Alpha value of 0.87, also indicating high reliability. This means that the items used to measure mental health conditions—such as stress, anxiety, and emotional well-being—were consistently rated by respondents. Thus, all variables in this study met the criteria for good reliability ($\alpha > 0.70$) as proposed by Nunnally (1978), indicating that the research instrument was suitable for use in subsequent analysis stages, such as validity and regression testing. These results also strengthen the conceptual validity of the study, indicating that each construct was measured stably and adequately reflected respondents' actual conditions regarding TikTok usage behavior, perceptions of content, and its impact on self-esteem and mental health.

Table 2. Cronbach's Alpha Results

Variables	Cronbach's Alpha	Information
TikTok Intensity (X1)	0.82	Reliable
Content Type (X2)	0.80	Reliable
Self-Esteem (Y1)	0.88	Reliable
Mental Health (Y2)	0.87	Reliable

All variables have a value of $\alpha > 0.70$, so the instrument reliable.

Multiple Linear Regression Assumption Test

Normality Test

The Kolmogorov–Smirnov test shows the values:

Model Y1: $p = 0.092$

Model Y2: $p = 0.067$

Because $p > 0.05$, the data is normally distributed.

Multicollinearity Test

Table 3. Multicollinearity Test Results

Predictor	VIF	Tolerance
X1	1,431	0.699
X2	1,431	0.699

Table 3 shows the results of the multicollinearity test conducted to ensure that there is no excessively strong relationship between the independent variables in the regression model. Based on the calculation results, the Variance Inflation Factor (VIF) values for both variables, namely X1 and X2, are both 1.431, while the Tolerance value is 0.699. According to general criteria, a regression model is said to be free from multicollinearity problems if the VIF value is below 10 and the tolerance value is greater than 0.10. Thus, these results indicate that there is no multicollinearity between variables X1 and X2, meaning that both independent variables can be used simultaneously in the regression analysis without excessive influence on each other. This indicates that the regression model has good stability and accuracy in estimating the influence of each variable on the dependent variable.

Heteroscedasticity Test

Glejser test results: All p -values > 0.05 heteroscedasticity does not occur.

Linearity Test

The ANOVA results show a p value < 0.05 in the linear relationship \rightarrow linear model and is suitable for use.

Multiple Linear Regression Test Results

Model 1 – The Influence of X1 and X2 on Self-Esteem (Y1)

Table 4. Regression Coefficients

Variables	B	Beta (β)	t	Sig.
Constant	12,410	–	5,218	0,000
X1 – Intensity	-0.318	-0.284	-4,112	0,000
X2 – Content Type	0.402	0.354	6,012	0,000

Table 4 shows the results of multiple linear regression analysis that examines the influence of TikTok Intensity (X1) and Content Type (X2) variables on the dependent variable in this study. Based on the analysis results, the constant value of 12.410 indicates that when both independent variables are zero, the base value of the dependent variable is at that number. The TikTok Intensity (X1) variable has a regression coefficient value of -0.318 with a t value = -4.112 and Sig. = 0.000 , which means it has a negative and significant effect on the dependent variable. This indicates that the higher the intensity of TikTok use, the value of the dependent variable (e.g., self-esteem or mental health) tends to decrease. Conversely, the Content Type (X2) variable has a positive coefficient of 0.402 , a t value = 6.012 , and Sig. =

0.000, which means it has a positive and significant effect. This means that the better or more relevant the type of content consumed by users, the higher the level of the dependent variable. Overall, both variables show a significant relationship ($p < 0.05$), so this regression model can be concluded as suitable for explaining the influence of content and intensity factors on the psychological aspects of TikTok users. It can be concluded that TikTok usage intensity had a significant negative effect on self-esteem ($\beta = -0.284, p < 0.001$). The higher the usage intensity, the lower the self-esteem. Content type had a significant positive effect on self-esteem ($\beta = 0.354, p < 0.001$). The more positive the content consumed, the higher the self-esteem. Both variables explained 26.3 % of the variance in self-esteem.

Table 5. F and R² Tests

Statistics	Mark
R	0.513
R ²	0.263
Adjusted R ²	0.256
F count	34,916
Sig. F	0,000

Table 5 shows the results of the F test and the coefficient of determination (R²) to assess the overall strength of the regression model. The R² value of 0.513 indicates a fairly strong relationship between the independent variables (TikTok Intensity and Content Type) and the dependent variable. The R² value of 0.263 means that approximately 26.3% of the variation in the dependent variable can be explained by the two independent variables, while the remaining 73.7% is influenced by other factors outside the model. The Adjusted R² value of 0.256 indicates a stable level of model adjustment after considering the number of variables. In addition, the F count value of 34.916 with a significance of 0.000 ($p < 0.05$) indicates that the regression model is simultaneously significant, meaning that TikTok Intensity and Content Type together have a significant effect on the dependent variable.

Model 2 – The Effect of X1 and X2 on Mental Health (Y2)

Table 6. Regression Coefficients

Variables	B	Beta (β)	t	Sig.
Constant	10,981	–	4,882	0,000
X1 – Intensity	0.295	0.267	3,851	0,000
X2 – Content Type	-0.365	-0.312	-5,218	0,000

Table 6 displays the results of a multiple linear regression analysis that examines the influence of the TikTok Intensity (X1) and Content Type (X2) variables on the second dependent variable in this study. Based on the analysis results, a constant value of 10.981 indicates the baseline value of the dependent variable when both independent variables are zero. The TikTok Intensity (X1) variable has a positive coefficient of 0.295 with a t-value of 3.851 and a Sig. of 0.000, indicating a positive and significant effect, indicating that the higher the intensity of TikTok use, the value of the dependent variable (e.g., mental health or psychological well-being) tends to increase. Conversely, the Content Type (X2) variable has a negative coefficient of -0.365 with a t-value of -5.218 and a Sig. of 0.000, indicating a negative and significant effect on the dependent variable. This indicates that the type of

content consumed can have a negative impact if it is dominated by unhealthy or self-comparative content, potentially deteriorating the user's psychological well-being. It can be concluded that TikTok usage intensity had a significant positive effect on mental health symptoms ($\beta = 0.267$, $p < 0.001$). The higher the intensity, the worse the mental health condition. TikTok content type had a significant negative effect on mental health ($\beta = -0.312$, $p < 0.001$). Positive content reduced stress/anxiety symptoms.

Table 7. F and R² Tests

Statistics	Mark
R	0.491
R ²	0.241
Adjusted R ²	0.233
F count	30,142
Sig. F	0,000

Table 7 shows the results of the F test and the coefficient of determination (R²) for the second regression model. The R² value of 0.491 indicates a fairly strong relationship between the independent variables (TikTok Intensity and Content Type) and the dependent variable. The R² value of 0.241 means that 24.1% of the variation in the dependent variable can be explained by the two independent variables, while the remaining 75.9% is influenced by other factors outside the model. The Adjusted R² value of 0.233 confirms that the model remains stable after being adjusted for the number of variables. In addition, the F count value of 30.142 with a significance of 0.000 ($p < 0.05$) indicates that the regression model is simultaneously significant, meaning that TikTok Intensity and Content Type together have a significant effect on the dependent variable in this study.

Discussion

The Effect of TikTok Intensity on Self-Esteem

The results show that TikTok Intensity (X1) has a negative and significant effect on Self-Esteem (Y1) with a regression coefficient of -0.318 , a t-value of -4.112 , and a Sig. = 0.000. This finding indicates that the higher the intensity of TikTok use, the lower the individual's self-esteem. This result aligns with the Uses and Gratifications theory, which explains that individuals use social media to fulfill certain psychological needs, but excessive use can have negative effects on self-image. High usage intensity is often associated with social comparison behavior, where users tend to judge themselves based on the ideal lives portrayed by others on social media.

This study supports the findings of (Vogel *et al.*, 2014) who stated that the more frequently someone consumes social media content depicting the perfection of others' lives, the greater the potential for decreased self-confidence and self-satisfaction. Similarly, (Hawi and Samaha, 2017) found that excessive social media use was negatively associated with self-esteem and psychological well-being.

Thus, the results of this study strengthen the argument that high-intensity TikTok use can lead to psychological distress and a tendency to compare oneself with others, ultimately leading to decreased self-esteem.

The Influence of Content Type on Self-Esteem

The analysis results show that Content Type (X2) has a positive and significant influence on Self-Esteem (Y1) with a coefficient value of 0.402, $t = 6.012$, and $\text{Sig.} = 0.000$. This means that the more positive and educational the type of content users consume, the higher their self-esteem. This finding can be explained by Social Cognitive Theory by Bandura in (Abdullah, 2019), which emphasizes that individuals learn through observing the behavior and outcomes of others. When TikTok users are exposed to inspirational, educational, or empowering content, they tend to internalize these positive values and increase their positive self-perception.

These results are consistent with research by (Meier and Schäfer, 2018) which found that consuming positive content on social media, such as motivational or educational videos, is positively correlated with increased self-esteem. Conversely, exposure to content that emphasizes a hedonistic lifestyle or promotes social comparison actually decreases users' self-esteem.

Thus, it can be concluded that it is not only the duration of use that determines the impact of social media on an individual; the type of content consumed also plays a key role in shaping self-perception and psychological well-being.

The Effect of TikTok Intensity on Mental Health

The second regression results show that TikTok Intensity (X1) has a positive and significant effect on Mental Health (Y2) with a coefficient of 0.295, a t -value of 3.851, and a $\text{Sig.} = 0.000$. These results indicate that moderate TikTok use can contribute positively to mental health, particularly in terms of entertainment, relaxation, and virtual social interaction.

This finding aligns with Mood Management theory (Reinecke, 2017), which explains that individuals use media to regulate mood and emotions. In this context, TikTok can serve as a pleasant distraction, helping users reduce stress and improve mood.

This study also aligns with the findings of (Wang, 2024) who showed that active engagement on short video-based platforms can have a positive effect on users' emotional well-being, as long as content consumption is done consciously and not excessively. Thus, the results of this study confirm that balanced TikTok usage intensity can provide psychological benefits, especially if oriented towards light entertainment or social learning.

Effect of Content Type on Mental Health

The analysis results show that Content Type (X2) has a negative and significant effect on Mental Health (Y2) with a coefficient of -0.365 , t -value = -5.218 , and $\text{Sig.} = 0.000$. This means that the type of content consumed by TikTok users can negatively impact mental health if the content is toxic, displays extreme social comparisons, or creates certain social pressures.

These results align with research by (Helmut Appel, Alexander L. Gerlach, 2016) which found that consuming perfectionistic content or highlighting others' successes on social media can trigger negative emotions, anxiety, and feelings of inadequacy. Furthermore, (Webster, Dunne and Hunter, 2021) explained that exposure to overly intense content can disrupt a user's emotional balance, especially if it is not accompanied by good self-control.

However, these results also demonstrate a paradox in social media use: TikTok can be both a source of entertainment and emotional distress, depending on the type of content consumed and how users interpret it. Therefore, striking a balance between choosing positive and beneficial content is a crucial factor in maintaining the mental health of social media users.

Simultaneous Model Interpretation

The results of the simultaneous test (F-test) show that the two independent variables, TikTok Intensity and Content Type, jointly have a significant effect on Self-Esteem ($F = 34.916$; Sig. = 0.000) and Mental Health ($F = 30.142$; Sig. = 0.000). This suggests that a person's digital experience on TikTok cannot be separated from two main aspects: frequency of use and quality of content consumed.

Conceptually, these results reinforce the idea that social media constitutes a new psychological environment that shapes how individuals interact with themselves and others. When users are able to control their intensity and choose healthy content, social media can serve as a means of self-development. On the other hand, excessive use without content selection can worsen mental health and reduce self-confidence.

CONCLUSION

Based on the results of research on the influence of the intensity of TikTok use and the type of content consumed on the self-esteem and mental health of Generation Z, it can be concluded that TikTok use has a significant psychological impact on its users. The intensity of TikTok use has been shown to negatively affect self-esteem and mental health, where the higher the duration and frequency of use, the greater the tendency for Generation Z to experience decreased self-confidence, stress, anxiety, and mental fatigue. On the other hand, the type of content consumed plays a significant role in shaping the psychological state of users. Positive content such as education, motivation, and self-improvement has been shown to increase self-esteem and help improve mental health, while negative content such as excessive flexing, body shaming, and other sensitive content actually worsens psychological conditions. Overall, these two variables contribute significantly to explaining changes in self-esteem and mental health of Generation Z, so TikTok use must be understood as an activity that has long-term psychological impacts. Based on these conclusions, several recommendations can be made to various parties. For Generation Z, as the primary users of TikTok, it is important to limit the intensity of use and be more selective in choosing the type of content consumed to maintain mental health and increase self-confidence. Users are advised to access more educational, inspirational, and positive content, and avoid content that gives rise to negative social comparisons. For parents and educators, mentoring and education regarding digital literacy and the impact of social media on adolescents' psychological well-being are needed. Educational institutions are expected to provide healthy digital literacy programs, counseling services, and mental health education as a form of support for students. For future researchers, it is recommended to conduct research with additional variables such as emotional regulation, body image, or social environmental factors so that the results are more comprehensive. Research can also be expanded with mixed

methods or a more diverse sample to obtain a more comprehensive picture of the impact of TikTok use on the younger generation.

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