



## **EFFECTS OF TIKTOK TO THE SELF-CONFIDENCE LEVELS AMONG THE BACHELOR OF PHYSICAL EDUCATION STUDENTS**

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### **ABSTRACT**

This thesis explains the effects of TikTok on the self-confidence levels of Bachelor of Physical Education students at Holy Trinity College of General Santos City. As social media continues to shape the lives of young individuals, TikTok has emerged as a significant platform for self-expression, creativity, and social interaction. However, its impact on self-esteem and mental well-being remains multifaceted, presenting both opportunities for empowerment and challenges due to negative comparisons. Utilizing a mixed-methods approach, the study will combine quantitative data from a Likert-scale questionnaire administered to 100 students, with qualitative insights gained through in-depth interviews with 10 selected participants. The research aims to assess the relationship between TikTok usage and self-confidence, focusing on aspects such as body image perception, social anxiety, and overall mental well-being. Preliminary findings suggest that while TikTok can enhance self-confidence through positive feedback and community support, it also risks exacerbating feelings of inadequacy through upward social comparisons and exposure to idealized content. The study's significance lies in its potential to inform educational strategies and interventions aimed at fostering a healthier relationship with social media among students. By addressing the dual nature of TikTok's impact, the research seeks to provide valuable insights for educators, students, and researchers alike, contributing to a greater understanding of social media's role in shaping self-perception within the context of physical education. Ultimately, this study aims to empower students to navigate the complexities of TikTok use mindfully, promoting resilience and a positive self-image in their academic and personal lives.

**Keywords:** *Effects of Tiktok, Self-confidence levels, BPED students*

### **INTRODUCTION**

Social media has become an inseparable part of modern life, and platforms like TikTok are major influences, especially among young people. TikTok is a space where creativity thrives, trends emerge, and self-expression takes center stage. However, TikTok's curated content, featuring idealized bodies and perfect performances, can negatively impact students, particularly those in physically focused fields like Physical Education. Constant exposure to these unrealistic portrayals fosters body dissatisfaction, social anxiety, and decreased self-confidence as students compare themselves unfavorably. The platform's addictive nature exacerbates these issues, leading to excessive use, neglected academics, feelings of guilt, and a diminished sense of self-worth, ultimately hindering personal and professional growth.



## KAALAM: A MULTIDISCIPLINARY JOURNAL

The increasing reliance on TikTok has raised concerns about its impact on students' body image perception, a research by Tiggemann and Slater (2020) indicates that exposure to idealized body images on social media can lead to body dissatisfaction among adolescents. This dissatisfaction often correlates with lower self-confidence, particularly for those who frequently engage with platforms like TikTok that emphasize visual content. Moreover, Adolescents who experience bullying or negative comments about their appearance are more likely to develop heightened social anxiety, impacting their overall mental health (Jones et al., 2023). Thus according to, Primack et al. (2020) found that higher social media usage is associated with increased depressive symptoms among young adults. The constant exposure to curated lives can foster feelings of inadequacy and isolation. Some students frequently spend excessive time on the app, prioritizing its addictive entertainment over real-life interactions and studies. Beyond this, some users fail to recognize how TikTok shapes their self-confidence.

Self-confidence is important for individuals especially students as it promotes a positive self-image and well-being. For Bachelor of Physical Education students, who are often focused on physical appearance, athletic performance, and body image, social media platforms like TikTok can have a profound impact. TikTok content frequently features fitness routines, dance trends, and athletic achievements, which can serve as both sources of inspiration and pressure. Additionally, Huang and Su (2021) highlight that the ability to showcase talents and receive positive feedback from peers can significantly bolster self-confidence. This interactive environment allows adolescents to express their individuality and creativity, which can lead to a greater sense of belonging and acceptance within their social circles.

Moreover, McIntyre et al. (2020), described self-confidence as the most crucial component of all human endeavors, people who are confident in themselves are able to interact with others because they can use their speech to amuse or convince an audience or listener. This means that having confidence in oneself is fundamental to achieving success in any area of life. When people are confident, they believe in their abilities and are more likely to take initiative, make decisions, and pursue their goals with determination. This inner belief allows them to face challenges head-on and overcome obstacles that may come their way.

Thus, self-confidence is indeed crucial for a student which allows them to take risks, embrace challenges, and recover from failures, it enables them to step out of their comfort zone, try new things, and learn from their experiences especially for Bachelor of Physical Education student who are always in exposures such like sports and dancing.

However, Author (2023) mentioned that frequent use of TikTok often causes slow, leading to feelings of guilt and reduced self-worth. Students in particular, reported feeling unproductive and less capable, which negatively affected their self-confidence in both academic and personal contexts. This mean when students frequently spend time on TikTok, they may neglect their academic responsibilities and real-life interactions, leading to a sense of wasted time and missed opportunities. This can create a cycle of negative emotions, where the guilt from procrastination lowers their self- confidence.

Furthermore, it is essential to recognize the potential legal implications of TikTok usage, particularly concerning cyber libel. Under Republic Act No. 10175, also known as the Cybercrime Prevention Act of 2012, individuals can be held liable for defamatory statements made online. This legal framework underscores the importance of being mindful of the content shared on social media, as negative comments or bullying can not only harm others but also expose the perpetrators to legal consequences.



## KAALAM: A MULTIDISCIPLINARY JOURNAL

Students engaging with TikTok may experience cyberbullying, leading to increased social anxiety and diminished self-confidence, thereby highlighting the need for a cautious approach to online interactions.

Moreover, the goal of this research is to systematically investigate how engagement with TikTok influences the self-confidence of students pursuing a Bachelor of Physical Education.

### Statement of the Problem

This study aims to evaluate the effects of Tiktok to the Self-Confidence Level among Bachelor of Physical Education students of Holy Trinity College SY 2024-2025.

Specifically, this study seeks to answer the following questions:

1. What is the level of self-confidence among students who frequently use TikTok?
2. How does the use of TikTok affect their perceptions on the following?
  - 2.1 Body image Perception;
  - 2.2 Social Anxiety; and
  - 2.3 Mental well-being?

## REVIEW OF RELATED LITERATURE

### Impact of TikTok on Self-Confidence

The fast rise of social media platforms has had a considerable impact on users' self-perception and confidence levels, especially among students. TikTok, a website recognized for short-form video content, has emerged as an effective tool for self-expression and creativity. However, its effects on pupils' self-confidence are multidimensional, with both good and negative consequences.

TikTok allows users to create and share short videos, fostering creativity and self-expression. A study by Huang and Su (2021) found that engaging in creative activities on social media platforms can enhance self-esteem among adolescents. The ability to showcase talents and receive positive feedback can bolster self-confidence.

Additionally, the interactive nature of TikTok enables users to receive immediate feedback through likes and comments. Research by Kaye and Bryce (2021) indicates that positive reinforcement from peers can significantly boost self-esteem, as students feel validated in their identities and expressions. This peer interaction can create a supportive environment that enhances self-confidence.

While TikTok can promote creativity, it also exposes users to idealized images and lifestyles. A study by Fardouly et al. (2020) revealed that social media platforms often lead to negative social comparisons, particularly among young women, resulting in decreased self-esteem. The constant exposure to curated content may foster feelings of inadequacy among students who compare themselves unfavorably to others.

The potential for negative comments and cyberbullying on TikTok poses risks to users' self-esteem. Kowalski et al. (2021) found that experiences of cyberbullying can significantly lower self-confidence among adolescents, leading to feelings of isolation and anxiety. The fear of receiving negative feedback may inhibit students from fully engaging with the platform, further impacting their self-worth.

Research by Tiggemann and Slater (2020) indicates that exposure to idealized body images on social media can lead to body dissatisfaction among adolescents. This dissatisfaction often correlates with lower



## KAALAM: A MULTIDISCIPLINARY JOURNAL

self-confidence, particularly for those who frequently engage with platforms like TikTok that emphasize visual content.

TikTok is characterized by its emphasis on visual content, which often showcases idealized body images. A study examining the impact of perfect image portrayal on Douyin (the Chinese version of TikTok) found that exposure to these idealized images significantly contributes to appearance anxiety among young women. More than 25% of respondents reported moderate to severe anxiety regarding their appearance, driven by the belief that these images reflect real beauty standards (Zhang et al., 2023). This phenomenon highlights how TikTok's content can exacerbate insecurities related to body image, particularly among impressionable adolescents.

The use of beauty filters and image enhancement tools prevalent on TikTok further complicates users' perceptions of body image. These tools promote unrealistic beauty standards, leading users to feel dissatisfied with their natural appearances. The pressure to conform to these ideals can lead to increased body dissatisfaction and a desire for cosmetic procedures among young users (Zhang et al. 2023).

Davis (2023), in her articles she stated that we may have feelings of insecurity, uncertainty, self-doubt, and self-consciousness when we lack confidence in ourselves. We may naturally retreat from unfamiliar circumstances out of a fear of failing, embarrassing ourselves, or feeling unworthy. Feelings of shyness, anxiety, and trepidation may result from this. Positively, lacking confidence often indicates that we are less inclined to be conceited, haughty, or conceited. The fear of failure or embarrassment that Davis describes can make individuals withdraw from new experiences, a tendency that is magnified by the public nature of social media, where users are constantly aware of their digital image and the judgments of others.

Just like from the study of Amir et al. (2022) they explored how social comparisons on TikTok can significantly impact the self-confidence of teenagers. They found that when young users compare themselves to others on the platform, particularly influencers or peers who post curated, often idealized versions of their lives, it can lead to feelings of inadequacy. This process of social comparison, especially when it's upward comparing oneself to people who seem more attractive, or popular can make users feel like they do not measure up.

From the study of Farooq et al. (2023) They found a substantial inverse relationship between the number of hours teenagers spent using social media each day and their self-esteem, suggesting that greater usage is linked to lower self-confidence levels. It is really essential to strike a balance in social media use to maintain a healthy sense of self and avoid the detrimental consequences of overconsumption.

It is clear that the platform serves as both a source of empowerment and a potential catalyst for insecurity. While TikTok fosters creativity, self-expression, and peer validation, offering opportunities to build confidence, its emphasis on curated content, idealized beauty standards, and the prevalence of cyberbullying can have detrimental effects. This duality underscores the importance of cultivating a critical approach to social media use, promoting digital literacy, and encouraging students to prioritize their mental well-being over societal pressures. By navigating these challenges thoughtfully, students can harness the positive aspects of TikTok while mitigating its potential harms.

### Effects of Tiktok

The effects of TikTok on students are profound, influencing both their creativity and mental health. The platform provides an avenue for self-expression and community building, enabling students to



showcase their talents and connect with peers over shared interests. This creative outlet fosters a sense of belonging and encourages students to engage with their passions in a supportive environment.

However, TikTok can also lead to negative outcomes, such as increased anxiety and distractions from academic responsibilities. Research indicates that the pressure to maintain an online persona and gain followers can adversely affect self-esteem, particularly among younger users (Katz et al., 2021). Thus, while TikTok offers valuable opportunities for creativity, it simultaneously presents significant challenges that students must navigate carefully.

### **Effects of TikTok on Body Image Perception**

TikTok is known for its visually driven content, which often promotes idealized body images and lifestyles. Research by Fardouly et al. (2020) indicates that exposure to idealized images on social media can lead to body dissatisfaction, particularly among young women. The constant comparison to influencers and peers who showcase seemingly perfect appearances can exacerbate insecurities regarding one's body image.

The use of filters and editing tools on TikTok contributes to distorted perceptions of beauty. A study by Perloff (2021) found that individuals who frequently use beauty filters report higher levels of body dissatisfaction and lower self-esteem. The prevalence of edited images creates unrealistic standards that users may feel pressured to meet, leading to negative body image outcomes.

It becomes evident that the platform's visually driven nature can significantly impact on self-esteem and body image is concerning. The platform's immediate feedback and peer validation can boost confidence, but constant exposure to idealized images and beauty standards often leads to negative comparisons and body dissatisfaction. The use of filters and image enhancement tools further distorts perceptions of beauty, making users feel pressured to meet unrealistic standards. TikTok offers positive aspects, it also presents significant challenges to mental and emotional well-being, especially among young users.

### **Effects of TikTok on Social Anxiety**

Research has indicated a complex relationship between social media use and social anxiety. A study exploring the psychological impacts of TikTok found that regular engagement with the platform is linked to heightened levels of anxiety, particularly among adolescents who experience fear of missing out (FOMO) and pressure for visibility (Smith et al., 2023). This pressure can lead to increased self-consciousness in social situations, as users may compare themselves unfavorably to others they see online.

The interactive nature of TikTok also opens avenues for negative feedback and cyberbullying, which can exacerbate social anxiety. Adolescents who experience bullying or negative comments about their appearance are more likely to develop heightened social anxiety, impacting their overall mental health (Jones et al., 2023). This environment creates a cycle where fear of judgment leads to withdrawal from social interactions, further increasing feelings of isolation and self-doubt. As students pull away from engaging with others, they miss out on opportunities to build meaningful connections, gain support, and develop social skills, which are essential for fostering confidence. Over time, this withdrawal can reinforce





## KAALAM: A MULTIDISCIPLINARY JOURNAL

negative self-perceptions and make it even harder for them to re-enter social situations, perpetuating a harmful cycle of isolation and low self-esteem.

Social media platforms like TikTok can heighten social anxiety among adolescents. A study by Vannucci et al. (2020) found that increased social media use correlates with higher levels of social anxiety, as users often feel pressure to present an idealized version of themselves online. This pressure can lead to heightened self-consciousness in real-life interactions, as individuals may feel the need to align their offline behavior with the polished, idealized version of themselves portrayed online. The fear of being judged or criticized for not living up to their online personas can create anxiety, making them overly cautious or hesitant in face-to-face interactions.

The interactive nature of TikTok also exposes users to cyberbullying, which can significantly impact social anxiety levels. Research by Kowalski et al. (2020) highlights that experiences of cyberbullying are linked to increased anxiety and depression among adolescents. Negative comments or harassment can create an environment where users feel unsafe or anxious about their social interactions. The relationship between TikTok usage and social anxiety, particularly among adolescents, is complex and concerning. Research indicates that frequent engagement with the platform can elevate anxiety levels, driven by pressures such as fear of missing out (FOMO), the need for visibility, and the desire to present an idealized self. The interactive features of TikTok, while promoting connection, also expose users to the risk of negative feedback and cyberbullying, which can intensify feelings of social anxiety. This cycle of comparison, self-consciousness, and fear of judgment not only affects online interactions but also spills over into real-life social situations, leading to increased isolation and emotional distress.

Reflecting on the relationship between TikTok use and social anxiety, it becomes evident that the platform's immersive and interactive nature is both a strength and a challenge. While it fosters connection and self-expression, it also heightens pressures such as FOMO, idealized self-presentation, and vulnerability to cyberbullying. These factors can significantly contribute to social anxiety, particularly among adolescents, by amplifying self-consciousness and fear of judgment. The cycle of online comparison and isolation underscores the importance of equipping young users with digital resilience and promoting healthier online behaviors. Encouraging mindful social media use and fostering supportive online environments are essential steps in mitigating these negative effects.

### **Effects of TikTok on Mental Well-Being**

The mental health implications of TikTok usage extend beyond body image and social anxiety. Studies have shown that excessive use of social media platforms like TikTok can lead to increased rates of depression and feelings of loneliness among adolescents.

The constant comparison to curated lifestyles can foster feelings of inadequacy and contribute to depressive symptoms, as individuals may perceive their own lives as less fulfilling or successful in comparison to the idealized and often exaggerated portrayals of others online. Smith et al. (2023) emphasize that this phenomenon is particularly prevalent among adolescents, who are in a developmental stage where peer approval and self-image play a crucial role in their emotional well-being. The study highlights how repeated exposure to such content can distort perceptions of reality, leading to heightened self-criticism, diminished self-esteem, and an increased risk of experiencing depressive symptoms over time.



## KAALAM: A MULTIDISCIPLINARY JOURNAL

Conversely, some research highlights potential positive effects on mental well-being through community support found on TikTok. Users often find solace in communities that share similar experiences or struggles, which can enhance feelings of belonging and acceptance (Lee et al., 2023). However, these positive aspects do not negate the significant risks associated with exposure to idealized content.

The mental health implications of TikTok usage extend beyond body image and social anxiety. Studies have shown that excessive engagement with social media can lead to feelings of loneliness and depression. For instance, Primack et al. (2020) found that higher social media usage is associated with increased depressive symptoms among young adults. The constant exposure to curated lives can foster feelings of inadequacy and isolation.

Despite the potential negative effects, TikTok also offers opportunities for community building and support. A study by Lee et al. (2023) suggests that users often find communities that resonate with their experiences, which can enhance feelings of belonging and acceptance. These supportive interactions may counterbalance some negative impacts on mental well-being, providing a sense of connection in an otherwise isolating digital landscape.

It is clear that the platform presents both risks and opportunities for students. While excessive use of the platform can lead to feelings of loneliness, depression, and inadequacy due to constant comparison with curated lifestyles, it also offers opportunities for support through communities where users can find shared experiences. These supportive interactions can help counter some of the negative effects by providing a sense of belonging. However, the risks associated with exposure to idealized content cannot be ignored, and further research is needed to understand how to manage these effects and promote healthier use of the platform.

## METHODOLOGY

### Research Instruments

We used two important tools for this study, an adapted survey questionnaire for collecting quantitative data and an interview guide for collecting qualitative data.

Moreover, the Likert scale rating system was used in questionnaires to assess respondents' attitudes, opinions, and perceptions. Subjects selected from a variety of responses to specific questions or statements, which typically included "Very high," "High," "Moderate," "Low," and "Very Low." This scale allowed respondents to express high, moderate or low concerning statements or questions (Jamieson, 2024).

Scale	Mean Range	Descriptive	Interpretations
5	4.21 - 5.00	Very High	The respondent reports a very high level of agreement with the statement, indicating that TikTok has a very strong positive influence on their self-



confidence in this aspect.

4	3.41 - 4.20	High	The respondent reports a high level of agreement with the statement, suggesting that TikTok has a significant positive influence on their self-confidence in this aspect.
3	2.61 - 3.40	Moderate	The respondent reports a moderate level of agreement with the statement, indicating that TikTok has a neutral or mixed influence on their self-confidence in this aspect.
2	1.81 - 2.60	Low	The respondent reports a low level of agreement with the statement, suggesting that TikTok has a limited positive influence (or potentially a slightly negative influence) on their self-confidence in this aspect.
1	1.00 - 1.80	Very Low	The respondent reports a very low level of agreement with the statement, indicating that TikTok has no positive influence (or a negative influence) on their self-confidence in this aspect.

The survey questionnaire is intended to get data from a large group of Bachelor of Physical Education students. It focuses on the effects of TikTok to the self-confidence levels. Meanwhile, the goal of the interview guide is to dig deeper into the study's qualitative part.

### **Data Gathering Procedure**





## **KAALAM: A MULTIDISCIPLINARY JOURNAL**

We research obtained permission from the Dean of the College of Teacher Education and the Vice President for Academic Affairs of Holy Trinity College of General Santos City to conduct the study in the form of a letter of permission. Once approved, the researchers requested confirmation of enrolled students in the form of a letter. Once confirmed, they collaborated with 100 respondents and 10 participants who were TikTok users among the Bachelor of Physical Education students to notify them about the survey and the in-depth interview.

The procedure was divided into two distinct phases: the collection and analysis of quantitative data, followed by a qualitative phase designed to explain and expand on the quantitative findings.

In the first phase, survey questionnaires were distributed to the selected respondents. Clear instructions were provided to ensure respondents understood how to complete the survey accurately. The researchers emphasized the importance of honest and accurate responses to obtain reliable data. Throughout the survey period, we remained available to answer any questions or assistance to respondents, which helped alleviate any concerns and encouraged participation. To maximize the response rate, follow-up reminders were sent to respondents who had not yet completed the survey. These reminders were communicated through various methods, including emails, phone calls, and in-person reminders.

Once the survey period ended, the researchers collected the completed surveys from all respondents. They carefully checked each survey for completeness and accuracy, addressing any issues as needed. They ensured that the data was entered accurately and organized according to the variables of interest. Preliminary analyses were conducted to identify any patterns or trends in the data. Throughout the process, the researchers maintained the confidentiality and anonymity of participants' responses while securely storing the data to prevent unauthorized access.

After analyzing the quantitative results, in-depth interviews were conducted to gather detailed insights. The qualitative phase aimed to provide a deeper understanding of the observed trends by exploring participants' experiences and perspectives. Participants were purposefully selected based on their quantitative responses, focusing on individuals who exhibited significant or atypical changes in self-confidence levels or represented specific trends identified in the data.

The discussion guide was designed to explore topics such as how TikTok use influenced participants' body image perception, social anxiety, and mental well-being regarding their interactions on TikTok. These qualitative methods allowed participants to share their personal experiences in depth, offering nuanced explanations for the patterns observed in the quantitative phase.

This qualitative phase also served as a bridge between the numerical trends of the quantitative phase and a deeper, more nuanced understanding of the research problem. Member checking was incorporated to enhance the credibility of the qualitative findings, allowing participants to review and confirm the accuracy of the researchers' interpretations based on their



interviews. This collaborative approach ensured that respondents felt accurately represented, thereby validating the insights gathered. By exploring the how and why behind TikTok's influence on self-confidence, the study captured the richness and complexity of students' experiences, creating a comprehensive analysis that integrated both the measurable outcomes of the quantitative phase and the subjective realities revealed in the qualitative phase.

The final step involved integrating the findings from both phases to develop a comprehensive understanding of the research problem. The qualitative insights were used to explain and contextualize the quantitative results, highlighting the factors that influenced the relationship between TikTok use and self-confidence. This integration ensured that the study captured both the measurable trends and the personal experiences that underpinned those trends, providing a holistic view of the phenomenon.

### **Data Analysis**

The following statistical treatments were used to analyze the data of the study. These includes frequency distribution, percentage rate, ranking, and weighted mean for determining and analyzing the results, followed by qualitative data collection and analysis to provide deeper insights and explanations for the initial findings.

To answer SOP 1, the five-point Likert scale was used, and the data were analyzed by calculating the mean of each item in the questionnaire and the overall weighted mean to determine the effects of using TikTok on the self-confidence levels among the Bachelor of Physical Education students.

After the quantitative data had been analyzed, the qualitative phase of the study began to answer SOP 2. The study use thematic analysis through Colaizzi's methods in descriptive phenomenology. Thematic analysis is a method for evaluating qualitative data. In most cases, it pertains to a grouping of texts, such an interview or transcript. According to Dawadi (2020), thematic analysis is used in qualitative research to systematically analyze and identify themes within complex data sets. It involves identifying themes that encapsulate the narratives present within the data sets, achieved through meticulous reading and re-reading of the transcribed data.

To conduct a thematic analysis, we typically follow the six steps of thematic analysis by Clarke and Braun (2013). First, we familiarize ourselves with the data by reading through the interview transcripts to become familiar with it. Next, we generate initial codes by coding interesting features of the data in a systematic fashion across the entire data set. This involves highlighting or tagging segments of the data that are relevant to our research question. After that, we search for themes by collating codes into potential themes and gathering all data relevant to each potential theme. Fourth, we review the themes by checking if they work in relation to the coded extracts and the entire data set, then refine the themes if necessary Fifth, we define and name the themes to clearly describe what each theme is about and give them a name. Finally, we produce



a report that outlines the analysis, including relevant quotes from the data to support the identified themes.

The final stage of data analysis involved integrating the quantitative and qualitative findings to provide a comprehensive explanation of the study's research question. This integration process followed the explanatory sequential method, as it used the qualitative data to explain and contextualize the quantitative results. This approach allowed for a more nuanced understanding of how TikTok impacted self-confidence and helped answer the effects of TikTok on body image perception, social anxiety, and mental well-being with in depth.

### **Ethical Considerations**

We researchers ensured that all ethical considerations were followed as mandated by Holy Trinity College of General Santos City, to avoid engaging in practices that could implicitly or explicitly abuse or exploit those with whom they sought to conduct research.

**Informed Consent.** Respondents were provided with all relevant details about the study, including its purpose, procedures, potential risks, and benefits. Their consent was acquired voluntarily, without any kind of coercion or undue influence. Such participants were allowed to withdraw from the study at any time, free from all forms of retaliation.

**Voluntary Participation.** Participation was ensured to be entirely voluntary. Respondents were not to feel pressured to join the study due to authority figures, financial incentives, or other forms of coercion. They were informed that they had the right to withdraw from the study at any point without any penalty or loss of benefits to which they were otherwise entitled

**Data Privacy.** Personal data collected from respondents was kept confidential and secure. This included anonymizing data where possible and ensuring that only authorized personnel had access to it. Robust data protection measures were implemented to prevent unauthorized access, use, or disclosure of respondents' information. This included secure storage systems and encryption techniques, and respondents were informed how their information would be used, stored, and shared. They were also made aware of their rights regarding their data, such as the right to access and correct their information

**Gender Sensitivity.** The study design and recruitment strategies ensured the inclusion of participants of all genders. This helped in obtaining diverse perspectives and more generalizable results.

### **Summary of Findings**

**1. Quantitative analysis:** The study's findings, based on a survey of 100 Bachelor of Physical Education students, indicate a moderate overall level of self-confidence among TikTok users, reflected by a weighted mean of 3.47. This score suggests a high level of agreement with the statement that TikTok positively influences their self-confidence, indicating that many users feel empowered by their interactions on the platform. The results imply that the content shared on



TikTok, such as supportive communities and diverse representations, plays a crucial role in enhancing users' self-confidence. Respondent found motivation in seeing others express themselves authentically, which can encourage them to embrace their own individuality. Furthermore, the platform's emphasis on creativity and self-expression may provide users with opportunities to showcase their talents and connect with like-minded individuals, reinforcing their sense of worth. Overall, these findings highlight TikTok's potential as a tool for fostering self-confidence among its users, particularly in the context of physical education and personal development.

**2. Qualitative insights:** TikTok's effects on Bachelor of Physical Education students reveals a complex interplay of positive and negative influences across body image, social anxiety, and mental well-being. TikTok fosters body positivity through motivational content and inclusive beauty tips, yet simultaneously induces feelings of insecurity through peer comparison and exposure to idealized images. While the platform can exacerbate social anxiety by prompting comparisons and fear of judgment, it also serves as a coping mechanism by connecting users with supportive communities and offering avenues for self-expression. Furthermore, TikTok acts as a positive emotional outlet and source of joy through entertaining content, but mood fluctuations are contingent on the type of content consumed, highlighting the importance of mindful curation to mitigate potential negative impacts on mental well-being.

## **Conclusions**

The findings of this study illustrated the dual nature of TikTok's impact on the self-confidence and social dynamics of Bachelor of Physical Education students. On one hand, TikTok served as a powerful platform for self-expression, allowing users to celebrate their individuality and gain insights into body positivity. Many participants reported that engaging with uplifting content not only boosted their self-esteem but also fostered a sense of community and belonging. This supportive environment empowered students to embrace their unique qualities and encouraged healthier lifestyle choices, showcasing the positive potential of social media in shaping self-image.

However, the study also revealed significant challenges associated with TikTok use, particularly in relation to social comparison and anxiety. Participants frequently expressed feelings of inadequacy when comparing themselves to idealized portrayals of beauty and success. This pressure to conform to unrealistic standards often led to heightened social anxiety, with students grappling with self-doubt and fear of judgment. Thus, while TikTok could promote confidence, it simultaneously created a landscape where insecurities could flourish, highlighting the need for users to navigate the platform mindfully.

Ultimately, the research underscored the importance of adopting a balanced approach to TikTok engagement. By curating content that promoted positivity and self-acceptance, users could mitigate the negative impacts of social comparison and foster resilience. The potential for TikTok to enhance self-confidence and mental well-being was significant, provided that students remained



aware of the challenges it presented. As they learned to balance the benefits and drawbacks of social media, they could harness TikTok's capabilities to cultivate a healthier self-image and navigate their social interactions more effectively, transforming their online experience into one of empowerment rather than anxiety.

The study's findings align with McLuhan's (1964) Technological Determinism Theory, which posits that technology shapes society and its individuals. TikTok, as a pervasive digital medium, has demonstrably influenced the self-confidence, body image perceptions, social anxiety, and mental well-being of Bachelor of Physical Education students. The platform's inherent affordances its visual nature, interactive feedback mechanisms, and algorithmic curation have fostered both positive and negative outcomes, shaping students' self-perceptions and social interactions. While TikTok empowers self-expression and community building, it simultaneously cultivates social comparison and anxiety, underscoring how the medium itself, rather than solely its content, dictates the nature of these experiences. This reinforces McLuhan's assertion that "the medium is the message," as TikTok's technological structure fundamentally alters the ways in which students perceive themselves and engage with the world around them.

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