The Influence of Need Gratification and Narcissistic Behavior Tendencies on the Intensity of Tiktok Social Media Use among Adolescents During the Covid-19 Pandemic

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Abstract
The problem in this research is raised from the increasing use of social media, especially on the TikTok platform during the Covid-19 pandemic. This research was conducted to determine the increasing intensity of use of social media TikTok, the influence of need gratification and the tendency for narcissistic behavior in teenagers during the Covid-19 pandemic. This research is a type of quantitative research with a survey research method with a psychological scale. Sampling used a nonprobability sampling technique using the incidental method with a sample size of 183 teenage respondents. The research results show that there is an influence of need gratification and tendencies towards narcissistic behavior on the intensity of use of social media TikTok among teenagers during the Covid-19 pandemic.

Keywords	need gratification, narcissistic behavior, tiktok in teenagers, covid-19 pandemic.

INTRODUCTION

2020 was a shock for the whole world with the spread of the Covid-19 virus. The virus, which allegedly began to spread on December 31, 2019, in the city of Wuhan, Hubei Province, China, is currently spreading rapidly throughout the world. The World Health Organization (WHO) on March 11, 2020, declared it a global pandemic. Since the discovery of positive cases of Covid-19 in Indonesia. At the end of March 2020, positive cases of Covid-19 continued to increase, the Task Force for the Acceleration of Handling Covid-19 reported that the number of patients had reached 1,406 people. With various considerations, the President of the Republic of Indonesia established regulations regarding Large-Scale Social Restrictions (PSBB) through Government Regulation (PP) Number 21 of 2020, this step was taken to break the chain of transmission of Covid-19 (Gitiyarko, 2020).

The policy of working, studying and carrying out other activities from home online without face-to-face contact during the pandemic has increased people's internet dependency (Tashandra, 2020 in kompas.com). In the education sector, this causes teenagers who are studying to stop face-to-face activities and replace them with internet-based distance learning methods (Ministry of Health of the Republic of Indonesia, in Hakam et.al 2020). Based on research conducted by the Head of the Mental Health Medical Department, RSCM FK University of Indonesia, Kristina Siste Kurniasanti, it was stated that internet dependence among teenagers was higher during the pandemic, reaching 19.3% (Puspa, 2020). Adolescence is a transition period between childhood and adulthood, where this transition period involves a number of biological, cognitive and socio-emotional changes (Santrock, in Sabekti, 2019). During this transition period, individuals will experience many challenges in the development process, both within themselves and from their social environment. During this transition period, individuals are not only required to socialize with family, but

also with society so that individuals can adapt and blend in according to norms. in society (Prayitno, in Sari, Ilyas, & Ifdil, 2017). According to Kanopka (Pikunas, 1976), adolescence consists of: early adolescence (starting from 12-15 years old), middle adolescence (starting from 15-18 years old), and late adolescence (starting from 19-22 years old). Adolescence is a stage where teenagers are looking for their own identity, really need the role of peers, are in a state of confusion because they have not been able to determine useful activities and have high curiosity about various things they don't know yet (Sarwono, in Aprilia, et.al,. 2020).

During distance learning, teenagers actively use social media because social media makes it easier to send messages and obtain information (Yuanita, et.al,. 2020). Social media is media in the form of internet-based sites and applications where each user can interact with each other and can create various information content, share this content and receive information from other users. Most social media can help people to get to know, communicate in order to connect with each other with the same interests (Ellison, 2007). Social media can enable each user to communicate with each other with the available features, for example: chatting, commenting in the columns provided on the site or application used, and being able to share photos or videos (Zuniga, 2012). Judging from data from the Ministry of Communication and Information (Kemenkominfo), it is found that 63 million internet users of this figure, 95% use the internet to access social media. Research conducted by the Head of the Mental Health Medical Department, RSCM FK, University of Indonesia, Kristina Siste Kurniasanti, stated that during the pandemic, people's use of social media became uncontrolled. Social media that is often used ranges from WhatsApp, Instagram, Twitter, Facebook, Line to YouTube (Puspa, 2020).

Quoting from Reportal Data on Monday, February 15, 2020, this number increased by 27 million compared to the previous year. YouTube is still the most popular media in Indonesia, with 94% of users aged 16-64 years, this figure is quoted from a survey conducted by GWI in the third quarter of 2020. In second place, WhatsApp is followed by Instagram which occupies third position.

Meanwhile, the TikTok application, currently the most popular social media, showed the most rapid increase in 2020 and was ranked 9th (Dahono, 2021). Application research company Sensor Tower released a report in the August edition, TikTok as the most downloaded non-game application with a total download of more than 63.3 million on iOS and Android devices. According to Sensor Tower, Indonesia is the country with the most downloads of the TikTok application, contributing 11% of total TikTok downloads (Pertiwi, 2020).

TikTok is an application that is used to record, edit and upload to other social media, so that it can be seen by other people. TikTok is different from other applications because it has an effects feature in making videos so that it gives uniqueness to the videos that are made so that they become interesting videos. To support making interesting videos, the TikTok application is equipped with a feature that provides music as background sound and the number of songs available is quite varied so that TikTok users can adapt it to the content they create. With the music feature, it certainly makes users more creative in making videos,

such as dancing, singing, freestyle and there is much more that can be done with this feature (belifollowers.com).

During the PSBB period, social media was used as a means of communication, seeking information and entertainment. This has led to an increase in the intensity of social media use in various circles. The intensity of social media use is the level of individual behavior that is seen based on the frequency and duration of the individual when using internet-based applications (Sukmaraga, 2018). Individuals with high social media use will use social media for a long period of time based on the frequency and duration of use (Tubb & Moss, in Sukmaraga, 2018). Based on data obtained from databox, Indonesian people in 2020 spent more time accessing social media, such as the WhatApp application which was used for 25.9 hours per month in 2019, increasing to 30.8 hours per month in 2020, Twitter which was previously 7.6 hours per month to 8.1 hours per month, and the application that has recently become popular with everyone is TikTok which has had the biggest increase in time in 2020, as much as 13.8 hours per month, from the previous access time in 2019 of only 3.2 hours per month (databoks.katadata.ac.id).

The intensity of media use is based on certain motives that encourage individuals to use online media to fulfill their needs (Baffi, 2018). This is supported by pre-research through interviews conducted by Riska Marini (2019) regarding TikTok social media, it was found that several students were familiar with TikTok social media, and some of them were still using it, some had stopped using it for different reasons. . One of the students who still uses TikTok social media said that this social media is very entertaining with lots of videos in various forms.

Judging from the pre-research conducted previously by Riska Marini (2019) which has been described, it can be seen that each individual chooses to use social media in accordance with their need gratification or psychological needs motives which are influenced by the satisfaction and usefulness of the media itself. Need Gratification in the use of social media which refers to the uses and gratification theory focuses attention on forms of active individual behavior. In the assumptions of this theoretical approach, what individuals do with the media they use is the choice they make to consume messages from a media. Need gratification in social media is a person's motive for using social media. Each individual has different motives for using social media to achieve their own satisfaction.

Based on the uses and gratification theory, the media plays an active role in fulfilling the audience's motives. Individuals are active in choosing media to fulfill their motives so that their needs will be met (Nurudin, in Willanti & Oktavianti, 2019).

Research conducted by Rizca Haqqu (2020) entitled "Uses and Gratification Test in the Intensity of Watching Talk Show Programs on Television". It can be concluded that intensity does not influence the relationship between entertainment motives and entertainment satisfaction. The entertainment satisfaction that respondents get does not come from the intensity when watching talk show programs via television media, but rather the high level of entertainment satisfaction they get comes from the large motivation for the information they provide.

Motive is an impulse within an individual to do something. Four motives encourage individuals to use social media, namely: information motive, self-identity motive, integration and social identity motive, and entertainment motive (Ardianto, in Willanti & Oktavianti, 2019).

Personal identity motives are linked between narcissistic behavior and the intensity of social media use (McQuail, in Liang 2021), such as frequently showing oneself off, frequently updating status and frequently changing profile photos (Carpenter, in Liang 2021). This is supported by research conducted by Nurul Desidiah Esa (2018) entitled "The Relationship between Narcissistic Tendencies and Motives for Posting Selfie Photos on Instagram among Adolescents at Sidayu Gresik State High School." It was concluded that adolescents who have high narcissism tendencies will post selfie photos. on Instagram with various motifs.

The content in TikTok videos develops into various topics, such as comedy, education, vlogs (video blogs), fashion and talent. Previously, TikTok was synonymous with dancing content (Gandhawangi, 2020 in Kompas). Based on facts on the ground found by researchers, there are many videos that show affection with a partner, videos of dancing while exposing intimate parts, challenging TikTor users to tell stories about first date experiences, and various other videos, to attract the attention of other people to watch. Excessive use of the TikTok application is included in the personality disorder, known as narcissism.

Humans have several personality types, one of which is narcissistic personality. According to (Apsari, in Pratama, 2017) narcissistic tendencies are a form of self-defense aimed at protecting and appreciating by focusing attention on oneself. Individuals with narcissistic personality tendencies do excessive things in order to attract attention from other people who see them from their physical appearance or the things they do, and these individuals are obsessed with showing their greatness and charm by doing unique things compared to other people (Suhartanti, in Pratama, 2017). Research conducted by Fitri Muliati Siregar (2018) entitled "The Relationship between Narcissism and the Intensity of Posting Selfies among Adolescent Instagram Users" concluded that there is a positive relationship between narcissism and the intensity of posting selfies, this research is in line with research conducted by Shania Liang (2021) entitled "Tendencies for Narcissistic Behavior and Intensity of Use of Social Media Instagram" concluded that there is a positive relationship between the intensity of use of social media Instagram and tendencies for narcissistic behavior in college students in Surabaya.

Narcissistic behavior according to Yustinus (in Kelly, 2017) is an individual's tendency to love himself excessively. Individuals with narcissistic behavioral tendencies have an exaggerated view of their abilities and uniqueness, these individuals focus on fantasies, success and high power, they view themselves as superior to others, always exaggerate their achievements in the hope that others will recognize them. himself as a superior (Kurniasari, 2018).

Individuals with narcissistic behavior always see and create a good and positive image of themselves, want to look different from other people, have high self-confidence so they

always look for ways to create something different and extreme to look for and want to always be admired by other people.

Based on the background and several studies that have been stated above, Need gratification and narcissistic behavior are different constructs or focuses of attention, research that compares and looks at the influence of these two variables on the intensity of use of social media TikTok is still lacking, so researchers are interested in examining the "Influence Need Gratification and Narcissistic Behavior Tendencies on the Intensity of Use of TikTok Social Media among Adolescents During the Covid-19 Pandemic".

LITERATURE REVIEW
Social Media Concept

Social media applications have become the biggest use of applications in the era of internet use. Social media is an internet-based application where each user can interact with other users, can create, share and receive information content from other users (Kominfo & Cyber Kreasi). According to Kominfo & Cyber Kreasi, the concept of social media can be said to be an application created by someone to make it easier to communicate remotely by requiring the use of the internet to be able to connect with users of the same application, apart from that, the application provides features to be able to receive and share various things. kinds of content with other users.

Furthermore, social media is a medium on the internet where users can represent themselves, and can be used to interact, collaborate, share and communicate with other users virtually (Nasrullah, 2020). According to Nasrullah, the concept of social media, here he sees social media as a medium that is used as an intermediary for every individual by using the internet to express themselves, interact with other people, or share everything they have, and social media can be a means of establishing cooperative relationships. between individuals and each other using a form of virtual communication, meaning that everyone can interact with each other without having to meet in person.

Meanwhile, social media as a group of internet-based applications are built based on the ideological and technical aspects of web 2.0 and which enable the creation and exchange of user-generated content (Kaplan & Haenlein, 2010). In the beginning, there was only print media, such as newspapers and magazines. As time goes by, technological developments also develop, electronic media also develops with television, radio and others. Now the media that is being intensively used by all groups is social media. According to Kaplan & Haenlein, social media is present due to the increasing development of the internet, making it easier for individuals to complete work, easier to interact, and able to exchange information with other people. At first interacting remotely with other people was a bit difficult due to conditions such as time and money, but with the existence of social media it has made it easier and brought changes in the lives of each individual, both in interacting with other people or simply obtaining information from social media.

This research uses the concept of social media referring to Kaplan & Haenlein (2010) who define social media as a group of internet-based applications that are built based on the

ideological and technical aspects of Web 2.0, and which enable the creation and exchange of user-generated content.

Characteristics of social media

Social media has characteristics that can differentiate it from other media. According to Nasrullah (2020) the characteristics of social media are as follows:

1. Network (Network) Between Users: Network is a term in the field of technology in computer science which means a bridge that connects computers with other hardware. The word network is not only a term in computer technology but has also developed in cultural or social studies. Social media is formed based on the structure formed in a network or what is usually called the internet. Characters in social media form networks between users, social media becomes a medium for users to connect with technology.

2. Information: In social media, information becomes an important entity, in social media information can be created and shared which is the reason information in social media is very easy to obtain. Social media users can also reveal their identity, create content and interact with other users to obtain information.

3. Archives: Every upload on social media will become an archive that stores any information for its users, this data information can be accessed via any device. For example, for Instagram application users, users can see other users' account profiles starting from posts, followers, following, likes and comments on their posts.

4. Interaction: The formation of a network between social media users makes it easier for social media users to expand their social relationships or circle of friends, so they can interact with their friends even from a distance. Simple interactions that occur on social media such as liking or commenting on each other's social media accounts.

5. Social Simulation: The meaning of social simulation based on Jean Baudrillard's work "Simulations and Simulacra (1994)" reveals that simulations in the minds of audiences regarding real life awareness are increasingly being replaced by pseudo-reality caused by audiences being continuously exposed to media. Apart from that, the simulacra factor, reality on social media is an illusion, and does not reflect reality. For example, on social media, someone can change their identity, such as using someone else's profile photo, gender and other identities.

6. Content by Users: content by users or what is usually called User Generated Content (UGT), every social media account user can create a full account, every social media user not only creates content, but every social media user can also view content from other users .

7. Dissemination: Social media is provided with technological devices that provide features to spread content. Social media not only allows content owners to share their own content but other users can also share existing content. For example, on TikTok social media content, apart from the account owner himself sharing it, it can also be shared by other users either on the same platform or on other social media such as Instagram or other internet media.

Types of social media

From several sources obtained related to types of social media, Nasrullah (2020) concluded that there are six major categories in the division of social media, including:

1. Social Networking Media (Social Networking): Social Networking is included in the most popular social media category. In the virtual world, users utilize this social network to form social relationships with other users who are known in the real world and those who are not yet known in the real world. Of course, in social relationships connected to this social network there are consequences and effects that will be received. The interactions that occur in this social network are not only in text messages, but can also share content such as user profiles, activities and opinions.

2. Online Journal (Blog): Blog as a social media where users can upload user activities, comment on uploads and share information, as well as other web links. Initially, the blog was a personal site containing a collection of links to other sites that were considered interesting and could be updated every day, apart from that there was also a comments column that other visitors could fill in (Blood, in Nasrullah 2020). The character of the blog itself was initially for personal use where the content was related to the user's activities. Over time, to meet the needs of the audience, agencies or companies managed blogs with content that included company activities from a third person perspective (Cross, in Nasrullah 2020). Mechanistically, the type of blog as social media, first for the homepage category (using its own domain name such as .com or .net); secondly, to use page provider facilities such as WordPress (www.wordpress.com) or blogspot (www.blogspot.com).

3. Simple Online Journal (Microblogging): Microblogging as social media that provides facilities for users to write, disseminate information and provide opinions. For example, on Twitter social media where users can discuss current hot issues by using certain hashtags.

4. Media Sharing: Media sharing is social media that provides facilities for users to share media, such as documents, videos, audio, images and others.

5. Social Bookmarking: Social bookmarking is social media that organizes, stores, manages and searches for information and news online. In social bookmarking, the information provided is not complete. The information provided can be in the form of text, photos or short videos, and users will be directed to the link to the source of the information they are looking for.

6. Shared Content Media or Wiki: This type of social media is a site where users can collaborate on their content. This means that users or visitors to this site can work together to fill in content. Based on its development, Saxena (in Nasrullah, 2020) divides Wikipedia into 2 types, namely: private and public. Public wikis can be accessed freely, while private wikis can only be edited in a limited way, meaning the administrator gives access to people of their choice.

TikTok as Social Media

TikTok is the fastest growing social media in the world. TikTok users can create short videos with a duration of 15 seconds, which have now increased in duration to 1 minute accompanied by music, filters and several other features. Tiktok encourages every user to become a creator with the ease and simplicity of making 15 second videos to express their creativity. This application that focuses on short videos attracts attention because it does not take up much time. Users can immediately identify the content of their choice and switch to another video if they are not interested.

TikTok Features

1. Music: One of the main features in the TikTok application is the music feature. This music feature supports users to create interesting video content. The music provided in this application can be adjusted to the type of video that will be made, because there are many music titles that can be selected as background sound.

2. Voice Changer Function: This voice changer function can provide different sound effects, ranging from squirrel voices, male voices, vibration sounds, echo, electronics, mic, elf and giant to add creativity and excitement to making videos.

3. Use Stickers and Effects: TikTok users can determine the concept and theme of the video they want to make, by adding effects and stickers to their video. This feature makes videos more varied. For example, stickers that you can try are horror stickers which can be adjusted to the user's facial expression as well as the background or conditions around the user so that TikTok account users can explore themselves with various kinds of expressions.

4. Filters: After there are stickers and music features, you can also beautify your physical appearance with the filters provided by TikTok. There are lots of filters offered in various categories. For example, if the object is a view, the tones and hues will be adjusted to the concept of the scene so that it looks fresher and more natural. If the object is in the form of food, the tone and hue will be adjusted so that the object looks more appetizing.

5. Timer: This feature certainly functions as a personal assistant for aiming at objects. If TikTok users don't have friends who can help take pictures or videos, with this feature users can do it themselves thanks to the timer feature.

6. Beautify: TikTok provides various filters to make users' faces look different. With this feature, users will look much prettier or more handsome, even cooler and more unique. This feature can also adjust the shape of the face, eye color, and refine the face so that it looks more beautiful, handsome and more attractive.

Intensity of Social Media Use

The concept of intensity as a measure of strength is based on the quality of individual interest and attention in which interest and appreciation arise, based on quantity, the intensity seen from individual activities is based on frequency and duration (Hasibuan, 2019). The concept put forward by Hasibuan regarding intensity here is as interest and attention so that you have an interest in carrying out an activity, where the activity carried out is seen based

on duration and frequency. The intensity of social media use seen from its use is the quantity of individual interest and attention in using social media (Aziz, 2020).

Tubbs and Moss (1983) suggested that intensity is influenced by the amount of time spent doing something. The amount of time is viewed from the duration spent when the individual carries out the activity and the frequency with which the activity is carried out (in Sukmaraga, 2018). The concept put forward by Tubbs and Moss is intensity as the amount of time spent by an individual as seen from the duration and frequency when the individual does something.

The concept of intensity proposed by Wulandari (2000) refers to the use of time in carrying out a certain activity by repeating the activity over a certain period of time. The definition of intensity according to Wulandari looks at the use of time duration by individuals in carrying out all their activities as well as activities that are carried out repeatedly within a certain period of time (in Ardari, 2016).

From several definitions it can be concluded that the intensity of social media use is an individual's behavior seen from the interest that arises in spending time a day using social media based on frequency and duration.

In this research, the concept of intensity of social media use proposed by Tubbs and Moss (1983) is used. The concept of intensity is influenced by the amount of time spent doing something. The amount of time an individual spends doing something in terms of the duration spent doing the activity as well as the frequency with which the activity is carried out. This is because Tubbs and Moss's (1983) presentation regarding the concept of intensity of social media use more clearly describes the intensity of social media use.

The graphic, visualization, and usability center, the Georgia institute of technology (in Sabekti, 2019) classifies internet users based on the intensity of internet use into three categories, namely: 1). Heavy user: use more than 40 hours per month, 2). Medium user: usage between 10-40 hours per month, 3). Light user: less than 10 hours of use per month

Aspects of Intensity of Social Media Use

According to Andarwati and Sukanto (2005), the intensity aspect of social media use includes the frequency and duration of internet media use (in Sabekti, 2019).
1. Frequency: as an illustration of how often individuals use the internet for various purposes based on a certain time period. For example, per day, week or month
2. Duration: as an illustration of how long individuals use the internet for various purposes which are seen based on a certain time period. For example, in minutes or hours

Basics of Need Gratification Theory

Uses and Gratification (U&G) theory is a theoretical framework that studies how media, including social media, is used to meet user needs with various different purposes. Each individual differentiates various forms of media according to the needs they hope to fulfill (Katz, Gurevith, & Haas, 1973; Perse & Courtright, 1993 in Smock et., al, 2011). In the U & G theory, this is present because the previous theory considered individuals to be

passive in using media. In this U & G theory, individuals are active parties, where individuals are free to choose the media used to fulfill their needs.

According to Rubin (2009), uses and gratification theory states that media users play an active role in using media to fulfill their needs. The definition presented by Rubin regarding the uses and gratification theory sees that in order for individuals to fulfill their needs, they are free to choose media and content to fulfill their psychological needs (in Wardhani, et., al, 2019).

Furthermore, the Uses and Gratification (U & G) theory is a mass media theoretical model that views audiences as active audiences in using social media. This theory is the opposite of the hypodermic needle theory, where in the hypodermic needle theory the media is considered active while the audience is passive (Nuruddin, in Haqqu, 2020). This U & G theory is the opposite of the previous theory which views media as being considered active. In the uses and gratifications theory, every audience actively chooses the media to use and is free to choose the content to meet their needs.

The uses and gratification theory is an extension of Maslow's theory of needs and motivation (Maslow, in Turner & West, 2010). Maslow stated that every individual is active in fulfilling his hierarchy of needs. The research conducted by Herzog played an important role in the development of uses and gratification theory, because his first research provided an in-depth study of media gratification. The uses and gratification theory is an extension of Maslow's hierarchy of needs theory, therefore the U & G theory also views individuals as active seekers in fulfilling their needs in consuming mass communication. The Uses and Gratifications Research Theory then began when researchers created a typology that represented individual reasons for using media (in Turner & West, 2010). For example, Alan Rubin (1981) found that motivations for using television were grouped into categories including: to pass time, for friendship, excitement, escape, enjoyment, social interaction, relaxation, information, and to learn about certain content. Other researchers (McQuail, Blumler, & Brown, 1972) suggest that media use can be categorized with only four basic divisions: diversion, personal relationships, personal identity, and control (in Turner & West, 2010).

Palmgreen (1985) formulated gratification sought (GS) and gratification obtained (GO). SG is a motive within an individual that encourages media consumption, and GO is the satisfaction that an individual gets after using media.

Based on several theories that have been explained, it can be concluded that need gratification is an individual need that is driven by several motives originating within the individual such as personal motives and social context by choosing media to use in interacting with other people or to achieve the desired satisfaction.

In this research, the explanation regarding the definition of need gratification is based on Palmgreen theory, this is because the theory presented more clearly describes gratification itself.

Basic Assumptions of Uses and Gratification Theory

Katz, Blumler and Gurevitch's gratification approach theory (in Turner & West, 2010) explains the basic assumptions in the gratification approach theory, namely:

1. In communication behavior, there is a choice of media use that is goal-directed, purposeful and motivated. Each individual is active in choosing the use of media and its content which has consequences for each individual.
2. In the communication process, each individual takes the initiative in linking the satisfaction of needs with the choice of particular media lying with audience members;
3. Media compete with other resources for the satisfaction of needs;
4. Each individual has enough self-awareness about their media use, interests, and motives to be able to provide researchers with an accurate picture of that use;
5. Assessment of the value of media content can only be assessed by the individual himself." (Kunczik, Zipfel, 2006: 190).

The assumptions of the uses and gratifications theory underline that individual communication behavior in using media is directed towards certain goals. Usually individuals use media based on the individual's desires and expectations for that media. These desires and hopes come from within the individual, such as using media to obtain information and interact with other people.

Typology of Need Gratified Media

Need Gratification or needs in media use developed by Katz, Gurevitch, & Haas, 1973 (in Turner & West, 2010), as follows:

1. Cognitive needs: Individuals will obtain information, knowledge and understanding.
2. Affective Needs: Individuals will gain emotional experiences, as well as pleasure.
3. Personal needs: Individuals can increase their self-confidence.
4. Social integrative needs: Individuals can build relationships with family, friends and so on even though they are separated by distance.
5. Tension release needs: Individuals can distract themselves from everyday life, and get entertainment by using media.

The fulfillment of individual needs (gratification) for media developed by McQuail, Blumer and Brown (in, Arifin 2013) combines the concepts of social interaction and personal relationships, namely:

1. Supervision: The individual's need to use the media to obtain information in the form of knowledge and news directly or indirectly, where this information can make the individual aware of their environment.
2. Personal Identity: An individual's need to use media to gain reinforcement of the values that the individual believes in, search for personal references, and explore reality. For example, in choosing a product, individuals will not feel in vain in buying the product because there are advertisements in the mass media that make individuals confident about the product.

3. Personal Relationships and Social Interaction: The sense of friendship that individuals get from social media and using social media to interact to build good relationships with other people.

4. Diversion: Individuals escape from routine, burden of problems, and release emotions to entertain themselves, or fill free time.

Apart from that, in the typology of gratification or needs explained by Rubin, there are 7 typologies including:

1. Social interaction: using social media to communicate and interact with other people.

2. Information: using social media to obtain information about the surrounding environment so that you can follow developments and find out what is happening, apart from that, you can also use the information you obtain to learn from yourself.

3. Passing time: using social media to fill time and relieve boredom

4. Entertainment: using social media to get entertainment and fun

5. Relaxation: using social media to relieve the stress of each individual's life by providing relief from stress.

6. Communicative utility: in this category it is defined as communication facilities and providing information that will be shared with other people.

7. Convenience utility: social media provides convenience and ease for individuals to use it.

Furthermore, research conducted by Haase and Young in 2010 on Facebook media, there were 6 typologies of gratification:

1. Entertainment: using social media as a means to escape responsibility and pressure.

2. Empathy: social media as a place to express concern and friendship for other people.

3. Style: social media helps users to keep up with developments to look fashionable and stylish as well.

4. Sharing Problems: social media as a place to talk to other people about various problems that occur.

5. Social Skills: using social media to meet new people and overcome social barriers.

6. Social Information: using social media to see what is happening in the surrounding environment.

In this research, we use the typology of gratification from Quan-Haase and Young (2010) because the typology presented represents the typology of other researchers, apart from Haase and Young's research, there is gratification or the need for style and sharing problems, which currently many individuals who use social media to look more fashionable and as a place to exchange opinions or get support from other people for the problems they are facing.

Narcissistic Definition

Raskin and Terry (1988) define narcissism as admiration for the individual himself, characterized by often overestimating himself, liking to be the center of attention, not liking criticism about himself, having relationships with other people who prioritize themselves, are exploitative and lack empathy (in Pratama, 2017). Raskin and Terry's view of narcissism, they see that individuals with narcissistic behavior view themselves excessively, meaning

they think that no one else is superior to themselves, likes to be the center of attention, when they are faced with other people, they don't like being criticized, lack of feeling. Empathy towards others by putting themselves first.

Furthermore, the definition of narcissism put forward by Kernberg (1980) reveals that narcissistic tendencies occur due to poisoning between the ideal self and the true self, however narcissism is not a serious personality disorder because there is still a cohesive structure within the individual himself (in Kurniasari, 2018) . The definition put forward by Kernberg sees that individuals who have a tendency towards narcissistic behavior have a conflict in their life between their true self and their ideal self, where the individual always has high expectations, so they tend to impose their desires on the ideal life they desire.

Meanwhile, the Diagnostic and Statistical Manual of Mental Disorders V (DSM V) defines narcissistic personality disorder as a pervasive pattern of grandiosity in terms of fantasies and behavior, a desire for praise and a lack of empathy starting in young adulthood. and appears in various aspects. Narcissistic as defined by DSM V, views that individuals with narcissistic tendencies experience developmental disorders, where the individual fantasizes that he has special abilities so that he often exaggerates himself, feels he is different from other people, continues to desire praise, and lacks empathy within himself. when relating to other people.

It can be concluded that individuals with narcissistic behavioral tendencies always exaggerate themselves, love themselves excessively, always want to be the center of attention to achieve popularity, always want to receive praise, always put themselves first. As well as a lack of empathy for other people.

From several explanations related to the definition of narcissism above, this research uses the theory of Raskin and Terry (1988) defining narcissism as admiration for the individual himself, characterized by often overestimating himself, liking to be the center of attention, not liking criticism about himself, having a relationship with other people who prioritize themselves, are exploitative and lack empathy. This is because the presentation more clearly describes narcissistic behavior.

Characteristics of Narcissistic Tendencies

According to Muis (in Kurniasari, 2018), narcissistic tendencies have the main characteristics, namely the tendency to focus on oneself and lack empathy. Several characteristics related to narcissism: 1). Having great self-interest, 2). Believe in yourself as special and unique, 3). Having a big feeling, 4). Preoccupation with fantasies of success, strength, intelligence, and beauty, 5). Requires excessive appreciation, 6). The attitude of feeling jealous of other people, 7). Without empathy in action.

According to Campbell (in Husni, 2019) individuals with characteristics of narcissistic tendencies include: 1). Having a self-concept that is always positive about himself (always thinking that he is good at everything), 2). Egocentrism (always thinking about himself without wanting to listen to other people's views), 3). Always feeling special and unique, 4) Having poor interpersonal relationships.

According to Mitchell (in Husni, 2019), the characteristics of individuals with narcissistic tendencies are categorized into 5 characteristics, including: 1). There is a tendency to expect special treatment, 2). Less able to empathize with other people, 3). Difficult to give affection, do not have strong moral control, 4). Not rational.

According to the Diagnostic Statistical and Manual Mental Disorder V (DSM V) from the American Psychology Association (in Laeli., et al, 2018), individuals with characteristics of narcissistic personality tendencies begin in adolescence, early adulthood, and adulthood which appear in various contexts. , as shown in the following aspects:

1. Great feeling that he is an important individual. For example, exaggerating one's talents and achievements, hoping to be recognized as a superior individual without commensurate achievements.
2. Enjoy unlimited fantasies about success, strength, intelligence, beauty or ideal love.
3. Excessive need to be admired, adored, and cared for.
4. Lack of empathy, unwilling to recognize or know the feelings and needs of other people.

Aspects of the Narcissistic personality

According to Raskin and Terry (in Sabekti, 2019) there are 7 aspects of narcissistic personality, including:

1. Authority

   Individuals are more dominant and appear to be in a role that prefers to lead, often making their own decisions compared to other people

2. Self Sufficiency

   Individuals feel that they have high self-ability to fulfill their needs. This aspect is in line with assertiveness, independence, self-confidence and the need for achievement

3. Superiority

   Individuals with narcissistic behavioral tendencies feel that they are the best than other people, feel great and perfect.

4. Exhibitionism

   Individuals often pay more attention to their physical appearance in order to gain recognition from others regarding their identity. For example, someone who often takes selfies so that other people will see and admire them.

5. Exploitativeness

   Individuals tend to use other people to increase their self-esteem, by putting people down to gain admiration from others.

6. Vanities

   Individuals do not receive input or other people's points of view regarding themselves. It can be said that the individual has a haughty, arrogant and stubborn nature

7. Entitlement

   Individuals tend to choose something that suits their wishes without paying attention to the surrounding environment, even though they receive opposition from people around them.

Teenager

Hurlock (1990) divides the adolescent phase into early adolescence with an age range of 13-17 years, and late adolescence with an age range of 17-18 years (in Hidayati & Farid, 2016). According to Monks et al, the adolescent phase is between 12-21 years, with a division of early adolescence with an age range of 12-15 years, middle adolescence with an age range of 15-18 years, and late adolescence with an age range of 18-21 years (in Fakhrurazi, 2019) . Meanwhile, according to WHO, the age limit for teenagers is between the ages of 12-24 years (in Astuti, 2020). In this study, the age limits for adolescents as outlined by WHO were used.

Characteristics of Adolescent Development

Blos, a follower of the psychoanalytic school, believes that development is a form of self-adjustment (coping), namely a way to deal with stress and find a way out of various problems. In the process of adjusting to maturity, there are 3 stages of adolescent development (in Sarwono, 2004):

1. Early Adolescence: This stage is when teenagers are surprised by the changes that occur in their bodies and the urges that accompany these changes. Teenagers will develop new thoughts, are quickly attracted to the opposite sex and are easily aroused erotically. Excessive sensitivity combined with a lack of control over the "ego" makes it difficult for teenagers to understand and be understood by adults.
2. Middle Adolescence: At this stage teenagers need friends; teenagers will feel happy if lots of friends like them. At this stage there is a "narcistic" tendency, namely a condition where an individual loves himself, by liking friends who have the same characteristics as him. Apart from that, teenagers are in a state of confusion because they don't know which one to choose: sensitive or indifferent, optimistic or pessimistic and so on. Adolescent boys must free themselves from the Oedipus Complex by strengthening relationships with the opposite sex.
3. Late Adolescence: This stage is a period of consolidation towards the adult period which is marked by 5 achievements, namely: a). Increasing interest in intellectual functions, b). His ego seeks opportunities to unite with other people and in new experiences, c). A sexual identity is formed that will not change again, d). Egocentrism (focusing too much attention on oneself) is replaced by a balance between one's own interests and those of others, e). Walls grow that separate the private self and the general public.

METHOD

This type of research is quantitative research with survey research methods. The population in this study were Indonesian teenagers aged 12-24 years who used the social media TikTok. The sample was obtained based on the Lemeshow formula, the number of samples was 96 respondents, so this research used a minimum sample of 100 respondents. By sample characteristics:

1. Male or Female
2. Aged 12-24 Years

3. TikTok social media users

The sampling technique in this research uses the Nonprobability Sampling technique using Incidental Sampling, this is because the sampling of sample members is based on chance, namely anyone who happens to get a link to the scale of this research that matches the sample criteria.

In this research, a psychological scale was used as a data collection tool. Psychological scales contain stimuli or items in the form of questions or statements that do not directly reveal the attribute to be measured but rather reveal behavioral indicators of the attribute in question. To measure the variable intensity of social media use, the researcher adopted the intensity scale of social media use, which was used by I Gusti Bagus Gantih Sukmaraga in his thesis research entitled "The Relationship Between Intensity of Instagram Social Media Use and Materialism in Adolescents". The intensity scale for social media use was created by I Gusti Bagus Gantih Sukmaraga, which was based on the theory of Tubb and Moss which was seen as based on duration and frequency consisting of 4 items. In measuring the need gratification variable, this research adapted the gratification measuring tool from Quan-Haase and Young (2010) in their research entitled "Uses and Gratification of Social Media: A Comparison of Facebook and Instant Messaging" using items from Leung (2001). This gratification scale contains 6 gratification typologies consisting of 24 items. The scale in this study adopted and modified the Narcissistic Personality Inventory (NPI-16) scale which was adapted by Hanif Paramasatya Pratama in his research entitled "The Relationship Between Narcissistic Personality and Risky Driving Behavior in Adolescents in Sleman Regency".

Data analysis used descriptive data by conducting correlation tests between variables and multiple correlation tests, classical assumption tests were carried out which included normality tests, multicollinearity tests, heteroscedasticity tests and multiple linear analyzes were carried out which included F tests, coefficient of determination tests, calculation of Effective Contribution (SE).), Relative Contribution (SR), and regression equation test.

RESULTS AND DISCUSSION

Based on the results of the hypothesis test, it can be seen that the need gratification variables and the tendency for narcissistic behavior simultaneously have an influence on the intensity of use of TikTok social media. During the pandemic, to meet individual needs, social media is used to make it easier to send messages and obtain information (Yuanita, et.al,. 2020). The use of social media TikTok as a medium in this research is because during the Covid-19 pandemic TikTok was in the spotlight because there was an increase in the intensity of use so that it managed to rank 9th as the social media with the most use. The need gratification variables and the tendency for narcissistic behavior influence the increase in the intensity of use of social media TikTok, which influences 13.3%, and 86.7% is influenced by other factors not examined in this research.

The influence of need gratification is in accordance with the uses and gratification theory, which is a mass media theoretical model that views audiences as active audiences in using social media (Nuruddin, in Haqqu, 2020). This uses and gratification theory relates to individuals fulfilling their needs, being able to differentiate between various forms of media

according to what is expected to be fulfilled (Katz, Gurevith, & Haas, 1973; Perse & Courtright, 1993 in Smock et., al, 2011).

*Need gratification*is an individual's need to use media including several motives that originate within him, such as personal motives and the social context for interaction. The context of this personal motive is in line with research conducted by Amandeep Dhiir and Chin-Chung Tsai (2016) which states that there is an influence of gratification on the intensity of use of social media (Facebook), with gratification being the most influential in increasing the intensity of use of social media, entertainment factors. The social context for interaction is in line with research conducted by Gina Masullo Chen (2011), which found that the more individuals who are active on Twitter by fulfilling the need for interaction with other people to build friendships, the more time they spend.

Apart from the influence of need gratification, this research shows the influence of narcissistic behavioral tendencies, pre-research conducted by Mega Watis (2021) who observed junior high school students playing TikTok in public by making various movements accompanied by music, from the results of interviews with students It was found that the student felt that he was beautiful and had increased self-confidence, felt that other people were no better than him and tended to look down on other people, which was seen from the student's statement "The TikTok that I made was good with a combination of choreography and the edits that I uploaded" according to with the narcissism theory of Raskin and Terry (1988), which sees that individuals who have narcissistic behavior are characterized by often overestimating themselves, liking to be the center of attention, not liking criticism about themselves, having relationships with other people who prioritize themselves, are exploitative and lack empathy.

Based on pre-research conducted by Mega Watis (2021) who observed junior high school students. Middle school students are classified as teenagers, in accordance with the theory of adolescent development stages according to Sarwono which says that teenagers need friends, teenagers will feel happy if lots of friends like them. At this stage there is a "narcistic" tendency, namely a condition where an individual loves himself, by liking friends who have the same characteristics as him. Apart from that, teenagers are in a state of confusion because they don't know which one to choose: sensitive or indifferent, optimistic or pessimistic and so on. The tendency for narcissistic behavior, excessive admiration for oneself, will look for ways to get attention from others, this is in line with research conducted by Fitri Muliati Siregar (2018), in her research there is a positive relationship between narcissism and the intensity of selfie posting, showing that Selfie posting is a form of individual admiration for oneself for the attention received from other people in uploads on social media as seen from the number of likes and positive comments. Narcissistic behavioral tendencies have a negative side such as having a feeling of being very important, always needing praise, increasing arrogance by feeling that he is always better than others, always feeling superior and when he experiences defeat, his emotions will easily explode, and it is very difficult to receive input and constructive criticism. Thus, there is a positive side, individuals with narcissistic behavioral tendencies have feelings of superiority which makes them mentally tougher so they don't give up easily, have high self-esteem which

causes the individual's level of confidence to try new challenges which makes them tend to excel in the world of education and world of work.

From this research data, it is known that as many as 57 respondents used TikTok social media per day for 34 minutes to less than 1 hour 35 minutes, based on the graphic, visualization, and usability center, the Georgia Institute of Technology, respondents in this study were dominated by falls into the medium user category with a usage range of 10-40 hours per month. Research data also shows that women use social media more than men. The results of the descriptive data are in line with Shania Liang's (2021) research on the tendency of narcissistic behavior with the intensity of use of social media Instagram. In her research it was concluded that the use of social media is more dominated by women.

Based on the results of the need for gratification score category, respondents for both men's and women's need for gratification were classified as having a low need for gratification. Furthermore, the results of the narcissistic behavior tendency score category for both men and women are classified as having high narcissistic tendencies with 15 men who do not have narcissistic tendencies and 18 men who have narcissistic tendencies, meaning that in for men there is a difference of 3 people. Meanwhile for women who There were 74 people who did not have a tendency to narcissistic behavior and 76 women who had a tendency to narcissistic behavior, meaning that in this study there was a difference of 2 women. Apart from that, overall, the TikTok social media usage intensity score category is classified as low usage intensity, men tend to be low usage intensity, and women tend to be high usage intensity.

The low need gratification score category causes the intensity of use of social media TikTok in this study to be classified as low media use intensity because the effective contribution of need gratification is 11.4%, more than the tendency for narcissistic behavior with an effective contribution of 1.9%, meaning that the need gratification variable is more numerous. influencing the intensity of use of social media TikTok. If we look at the differences between gender and tendencies towards narcissistic behavior, in this study men showed more tendencies towards narcissistic behavior, in line with research published by Psychological Bulletin in the March edition conducted by psychologists from the University at Buffalo, with the results of the research finding that men Men show more narcissistic traits than women (Widowati, in CNN Indonesia 2015).

Based on research by Pratama and Sari (2020), high intensity use of social media can cause social impacts on teenagers such as mental health disorders in the form of apathy. Apathy is a form of indifference to certain aspects of one's surroundings, for example social, physical or emotional life. Sukmaraga's (2018) research shows that there is a relationship between the intensity of social media use and materialism in teenagers. Richins and Dawson (1992) view materialism as an individual's belief in the importance of an item in the individual's own life (in Sukmaraga, 2018).

The conclusion of this research is that it is hoped that each individual can limit themselves and use social media only as necessary due to the many negative impacts of excessive use of social media, especially in teenagers.

CLOSING

Conclusion

In research conducted on 183 respondents, from the results of data analysis there was a simultaneous influence of need gratification and tendencies towards narcissistic behavior on the intensity of use of social media TikTok among teenagers during Covid-19.

Implications

Based on data analysis, the results in this study can provide an understanding of the need for gratification and the tendency for narcissistic behavior to the intensity of use of TikTok social media. The intensity of your use of TikTok social media can be controlled by yourself and the people around you. Individuals with high intensity use of social media have a negative impact on mental health disorders such as apathy, where teenagers show an attitude of indifference to the surrounding environment. Individuals are expected to be able to use social media only as needed.

Individuals with narcissistic behavioral tendencies think that they are better than other people, always seek people's attention, do not accept constructive criticism or suggestions from other people, have a selfish nature so they do not have good interpersonal relationships. This stage of adolescent development is inseparable from the tendency of narcissistic behavior. It is hoped that parents can monitor their child's development.

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