

Self-existence and Narcissistic Behavior (Generation Z Student) At Indo Global Mandiri University, Palembang City in Tiktok

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Abstract

This study investigates the self-existence and narcissism behavior among Generation Z female students at Indo Global Mandiri University in Palembang City, specifically focusing on their interactions on the social media platform TikTok. The research aims to understand the extent to which these young women engage in self-promotion and exhibit narcissistic tendencies within the context of their virtual presence. Through a mixed-methods approach combining surveys and content analysis of TikTok posts, the study explores the factors driving their behavior and assesses the potential consequences on their overall well-being and relationships. The findings shed light on the influence of social media on the self-identity and self-presentation of this demographic, offering valuable insights for educators, parents, and mental health professionals seeking to comprehend and address the implications of digital self-expression on the younger generation's psychosocial development.

Keywords: Generation Z, Narcissism, Self-Existence

1. Introduction

Now that we have entered the era of the 21st century industrial revolution, in this era there have been many major changes to the way humans work and the way humans interact, as a result of technological advances, it is undeniable that every individual needs technology to facilitate and accelerate individual or group development. One of the technologies that is developing very quickly is communication technology, which presents various choices of shapes and sophistication offered that is widely used by everyone to be used as a communication tool and to become a separate container for interacting and self-existence (Faizal et al., 2022)

Technology that has experienced very significant growth has explicitly had a very large impact on today's human social life. Humans as social beings who need other humans and a group that at least recognizes their existence or maximally a group that can depend on other people because humans cannot live alone, humans need togetherness in their lives to give and benefit from each other, according to Abraham Maslow (Prabowo, 2019) states social beings are humans who have social needs, namely in the form of affection, acceptance by society, group membership and solidarity. To realize their needs as social beings so that their existence is recognized by others, humans need to have their own existence, according to (Safrina, 2018) self-existence is everything that is possible if we realize individuals in an authentic existence, existence is very closely related to self-actualization.

As for ways to express self-existence, we need a platform to show self-existence, either through the internet, because it is a need for many people to be able to access and find all available information. Based on a report by the Association of Indonesian Internet Service Providers (APJII), that internet users in 2022 will experience an increase from the previous year, because the latest survey results from (APJII) state that the number of internet users in Indonesia has reached 210 million people. Internet services are very diverse and constantly innovating according to needs which are also supported by the existence of social media tools for information places. (Kominfo, 2021) also stated that the various motivations of social media users (81%) are to establish friendships on social interactions and self-expression so that they can be channeled. There are several ways to show one's existence in order to get recognition from others, one of which is by behaving narcissistically.

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Narcissism itself is ingrained which can be interpreted as a person who loves himself excessively and treats himself as superior to others so that he wants to expect recognition from others as being superior to him. There is also a feature of narcissism, namely someone who can upload photos to social media accounts. They usually access accounts more than 10 times a day. If accumulated, they are able to spend between 8-10 hours a day. In this case, usually these teenagers can upload 1-3 photos a day and the rest of the time they spend looking at other accounts and looking for the information they need. The photos they upload are photos that display a narcissistic attitude or photos that are proud of themselves, whether they are personal photos or photos with friends. With the actualization process of self-existence, a person can create an image about himself to the public through social media. The presence of social media and all effective and efficient communication tools is one of the factors that results in the birth of individual and selfish human beings. But social media also has a function as a revitalization of social relations among users. According to Van Dijk (Zuhri, 2021) social media is a media platform that has focused on a user's self-existence that will facilitate them in their activities and collaborations, namely creating content.

The population in Indonesia is 274.9 million, those who have actively used social media in Indonesia are 170 million, which means that if the percentage is 61% of the total population in Indonesia in 2022 and also the number of internet users is 210 million, which means 73% of the total population in Indonesia. In addition, social media users experienced a rapid increase, namely in the form of the TikTok application, as much as 63.1% of the previous year's total population of 38.7%, while other applications, such as Instagram, Facebook, experienced a decrease in users from the previous year. For users of the TikTok application, the TikTok application began to appear in Indonesia in September 2017. TikTok entered Indonesia due to the presence of new professions such as YouTubers, Instagrammers, Vloggers and Bloggers which are a separate reason for the application's optimism. The TikTok application in 2018 was named the best application in the Play store owned by Google in (GHOZALI, 2018).

From the large number of social media users, it has had a significant impact on the behavior of media users, the birth of social media has made people's behavior patterns have experienced a shift both in terms of culture, ethics of media users and existing norms considering that social media is followed by many different cultures, races, religions, to the point that there are also those who choose a real hedonistic lifestyle which will never be satisfied in their lives and also creates a lot of potential to refer to other social changes. Based on research conducted by (Katkar, 2018) shows that as many as 48% of social media users experience changes, one of which is narcissism, which is formed so that others see the subject as perfect, kind, intelligent and others, with the goal and hope that the subject can attract attention and get praise, especially among generation Z.

The results of a survey of active social media users, the Statistics report notes, most social media users in Indonesia are aged 18-24 years (Databoks, 2018). In detail, male and female users are 20.6% and 14.8%, respectively. The next position is users aged 18-24 years. In detail, male and female users are 16.1% and 14.2%, respectively. The number of social media users in Indonesia is at least 55-64 years old. From the results of this survey it can be concluded that social media users are widely used by generation Z. Social media users from generation Z using social media applications that are too excessive will cause feelings of anxiety, envy, arrogance, competition, and emotional (Katkar, 2018). this is reinforced by a statement from the (Kominfo, 2020) explaining that social media users are widely used by female students, while female students are not very active in using social media, and someone who is addicted to social media in the form of feeling unfulfilled in seeking public attention is one of the characteristics of narcissism. From feeling anxious and hoping to be acknowledged as superior continuously it is caused by narcissistic behavior.

Several studies have been conducted in several scientific disciplines such as from social sciences according to Juntiwarakij (2018) in the journal Framing emerging behaviors influenced by internet celebrity suggesting that narcissism is a feeling that tends to be selfish and feels that they are entitled to special treatment at every university. Some young people have narcissistic behavior. In addition, research from Sheldon et al. (2016) in the journal Narcissism as a Predictor of Self-Presentation explains that narcissism is the pursuit of satisfaction from vanity or self-admiration and selfishness towards self-attributes and any narcissistic behavior involves social media applications such as Facebook, Instagram and TikTok which are widely used by students of communication programs at major universities in Thailand. From this research, it means that if someone experiences narcissistic dependence it will have an impact on human life in the psychological and mental health fields. Referring to the results of this study, it can be seen that the phenomenon of self-existence by means of narcissism is currently common among female students, so it can be assumed that among female students who use social media a lot and a narcissistic phenomenon is born to show self-existence on social media.

The city of Palembang is currently one of the 15 largest cities in Indonesia with the highest social media users among young people with 87.45% of internet content being accessed, namely the TikTok application and second place for the

whatsapp application (statistik.kominfo.go.id). Related to social media users access is selfies and TikTok users will do anything to catch the number of likes and behave strangely to get the maximum effect. However, some people dub TikTok users as "the generation that destroys the nation's morals" because almost its users do not place moral values on all the videos they make. If it is related to the phenomenon of self-existence in narcissism, then the people of Palembang are included in the category of those who spend time showing self-existence behavior on social media and this is already included in the category of self-existence in narcissism.

Narcissism becomes a social problem because it appears in social conditions the need for power over others. Situation because Narcissistic individuals need to be appreciated, acknowledged, praised, and considered successful. This need reflects the narcissistic individual's dependence on external sources of satisfaction but rejects the consequences or responsibilities of external sources (Campbell et al, 2000). However, the general public rejects such a person. There are many reasons. Narcissists exaggerate their activities, only want to be friends with people who admire them, are critical, arrogant, aggressive, selfish, and unpopular. In this case, there is a need for guidance for children who are addicted to TikTok, as well as the role of families and parents in educating children. Not to mention other situations that will have a bad impact on users, because the bad behavior they commit will ultimately harm themselves.

The use of the TikTok application as a means of self-existence is the phenomenology of using TikTok among students at UIN Shultan Thatta Jambi (Sari, 2021), the relationship between the use of the TikTok application and the behavior of self-existence (Rahmawati et al., 2018). The research that discusses more specifically the narcissistic behavior of social media users was carried out by Qubailatul (2022). Qubailatul Mukarraomah's research focuses more on describing the narcissistic behavior of female female students using social media TikTok. While this research focuses more on the causes of self-existence and narcissistic behavior found in social media users and the impact of self-existent and narcissistic behavior in the use of the TikTok application on generation Z female students. Seeing the above phenomena, the researcher is interested in conducting research on the causes and impacts of self-existence and narcissistic behavior in the use of social media TikTok on female generation Z students and it is known that existence on social media has influenced the public and public assessment of this behavior so that it makes researchers interested in further analyzing "Self-existence and Narcissistic Behavior (Generation Z Student) at Indo Global Mandiri University Palembang City In TikTok".

2. Research Method and Materials

This study uses a qualitative method approach, this is done by describing a result of the informant in the phenomenon under study is referred to as descriptive. Qualitative research emphasizes an analysis that the researcher examines through a deductive and inductive inference process as well as an analysis of the dynamics of the relationship between observed phenomena which will result in a description of the problem with the phenomenon studied (Yusuf, 2006). This qualitative research process involves important efforts, such as asking questions and procedures, collecting specific data from participants, analyzing data inductively from specific themes to general themes, and interpreting the meaning of the data. In this study, the phenomenon studied was the Z generation female students who demonstrated self-existent and narcissistic behavior, through social media in the TikTok platform as a tool to support the daily activities of the Z generation female students UIGM (Indo Global Mandiri University) Palembang, South Sumatra. The results of this descriptive qualitative research have a flexible structure or framework that can describe in detail and comprehensively, where later reports from the results of this research can be collected in depth about changes in the phenomenon of female students using social media as a process of self-existence in a narcissistic way in the virtual world.

The location of this research is at the Indo Global Mandiri University (UIGM), which is one of the universities in the city of Palembang, South Sumatra. The research location and unit of analysis in this study were determined purposively (purposively) which was carried out on generation Z students in Palembang City at Indo Global Mandiri University Palembang. The reason that became the basis for choosing the location of this study was based on the results of initial observations conducted by researchers on Generation Z female students at Indo Global Mandiri University, Palembang, indicating that female students had narcissistic behavior. Through these conditions can describe the phenomenon of self-existence and narcissistic behavior that occurs in the current millennial era.

The primary data source in this research is the selection of Generation Z students at Indo Global Mandiri University (UIGM) in Palembang as informants to find out more about the Self-existence of Generation Z students at Indo Global Mandiri University Palembang City. In TikTok, generation Z students are based on the category of female student informants, especially at UIGM. Thus, the informants in this study are women aged between 21-25 years. The results of the primary data obtained, namely:

- a) Observation, observing the physical environment of generation Z female students and observing female student interactions. Initial observations were carried out 5 times in 1 2023 until early April 2023, which were then followed by in-depth interviews.
- b) Transcripts of interviews with 6 informants, obtained information about the background of the informants, patterns of use of TikTok, causes and impacts of TikTok users.
- c) Photography, in the form of photos collected by researchers or photos uploaded by informants

In contrast to primary data taken directly in the field, researchers also took secondary data obtained from previously existing sources. For example, those obtained from references to articles, news, books, as well as journals and the internet, for example from the Uigm website and data from the Central Statistics Agency, which are relevant to this research so that the data collected can produce more accurate data in research on the self-existence and narcissistic behavior of Generation Z female students at Indo Global Mandiri University, Palembang City in TikTok.

Data collection techniques are research instruments (Abdussamad, 2021) which include efforts to collect data from data sources and will be able to produce data that has high credibility provided that at this stage the technique cannot be wrong and must be carried out according to procedures from qualitative characteristics, collecting information through observation and interviews, whether structured or not, documentation, visual materials, and efforts to record or record information in the field. Data collection techniques in this study were interviews, documentation, and observation. The data checking technique used is the triangulation technique. Triangulation is a data validity checking technique that utilizes something else. Beyond the data for checking purposes or as a comparison of the data. To determine the validity of the data, an accurate data inspection technique is needed. The data checking technique used is the triangulation technique. Triangulation is a data validity checking technique that utilizes something else. The unit of analysis in the research that will be examined is Self Existence and Narcissistic Behavior (Generation Z Students) at Indo Global Mandiri University, Palembang City in TikTok. Data analysis is the final process in qualitative research. The technique was chosen because this research will start from the typical findings in the field which are then interpreted in general.

3. Results and Discussion

3.1. Causes of self-existence and narcissistic behavior in users of the TikTok application in generation Z female students

The existence of social media as entertainment for female students currently has an addictive effect on female students, especially those who mostly use the TikTok platform are among the Z generation, especially female students who constantly open the platform. From the results of female students' observations at UIGM, they cannot go even a day without opening TikTok because TikTok has become a medium of entertainment for female students in their free time or when they are not in a good mood and one female student also said that TikTok knows what is in their hearts. Since TikTok has been present in society, especially among female students, it has created an addictive effect to keep on opening, even if it's just watching TikTok from morning to night, and TikTok users cannot escape its influence, which has caused some TikTok users to become more existent in showing themselves on social media. So that it causes an addictive effect on students to follow trends on TikTok, because from the results of observations most students see from the broadcasts on TikTok then there is a desire to follow it. Although there are also those who keep their videos private because they feel embarrassed if other people see them.

Narcissistic behavior has an exaggerated view of himself by exaggerating his talents with the aim of getting praise from others. Various ways are done by female students to attract attention from others by posting excessive things. As well as having high self-confidence about their physique because the most important appearance is seen by TikTok users. So, the factors that cause narcissistic behavior are found in social media because they want to find a place to show their abilities by seeking the attention of many people to get praise so they can increase their self-confidence. Regarding female students who make TikToks around campus. Where the picture is a student who is making a TikTok but there are other students who see it then upload it to TikTok with the words above who intend to ask for her Instagram but she doesn't dare. It can be said that the female student is looking for attention because she makes TikTok in a crowded place so that she becomes the center of attention. However, there are also female students who are quite different where the female student displays various photos of her friends who say that the female student is the most famous at UIGM. This has to do with wanting to get praise where the female student uploads photos of her and her friends, of course to get the attention of many people and many provide comments from posts on TikTok and more and more people know her.

Table 1. Causes of self-existence and narcissistic behavior for UIGM Generation Z students

Name	Age	Internal factors	
(Initials)	(Year)	Entertainment Media	Want to Get Compliments
DW	19	√	√
BT	20	√	
GA	19	√	√
F	23		√
US	19		√
HH	21		√

Source: processed by researchers

Judging from the observation results, the factor that causes UIGM Palembang students to be narcissistic on social media is to seek the attention of others which is included in the narcissistic exhibitionism factor, which means students are looking for ways to get them noticed by many people by making videos that are viral or trending on TikTok. Students who are narcissistic on social media pay a lot of attention to their appearance when uploading videos on their social media accounts in the hope that many will give likes and comments. In knowing that narcissistic students only see from the conversation that only talks about appearances, talents that are owned and selfish, considers the best and most capable in all things. Even though the narcissistic attitude actually has a lack of confidence in himself, therefore students look for social networks to be able to express themselves so that they have good self-confidence.

The development of information technology has brought a change in society, especially among female students who are starting to shift social values, attitudes and behavior patterns that no longer care about their surroundings and are addicted to playing social media. This can certainly cause a lack of direct interaction that occurs. However, social media provides a forum for female students to actualize themselves easily which can make the human mindset always show their existence. Because it's easy to provide information about personal problems and talents that are owned by doing various ways to be able to exist in cyberspace even though in the real world he is more reserved. Many people who use TikTok in the current era, including UIGM students, have an influence that makes today's children inseparable from cell phones, where time is spent just opening TikTok almost all the time. Not only that, other causal factors can also be seen from technological developments which are increasingly undergoing rapid changes which make students to keep up with the times where students are currently influenced by increasingly sophisticated technology where students can share life activities or other things on social media which are not only used as a medium of communication but are used to actualize themselves and students who exist on social media are free to upload anything on social media TikTok whose purpose is none other than to get. Now, with the development of technology, existence is carried out using the internet, various social media such as Facebook, Twitter, blogs, YouTube accounts to Instagram, which are places for the existence of today's youth. Which means that social media currently provides space for young people to exist in cyberspace, especially for users of the TikTok application.

TikTok is a music video platform where users can create, edit and share short video clips complete with filters and accompanied by music as a support. With this application, users can create interesting short videos quickly and are very easy to share. TikTok is increasingly popular, so it cannot be separated from human life, especially among female students, who are currently very easily influenced by something that is trending or viral on TikTok. so that they will easily imitate viral videos on TikTok without thinking about the impact of the videos they make. Their goal was initially to just follow along but gradually became interested. However, if it is done excessively, such as wanting to exist too much, that is also not good. College students make TikTok just to see something that is going viral and entertain them in their free time but over time they are interested because they can make the videos we want by adding filters in the

application which add confidence to ourselves and make us known to many people if the videos they make are liked by many people. However, there are also TikTok users who only save videos made privately because they feel embarrassed to upload them.

Another factor is following the trend from the observations of UIGM Palembang students who are very up-to-date in making viral videos on TikTok seen from their TikTok accounts and many students make TikToks together with their friends, whether it's done in class or around the UIGM Palembang campus area. The next factor is seen from the environment where what I got from the results of interviews with UIGM Palembang students was that they were influenced by their friends who used to exist on social media. Every activity that is carried out is definitely immortalized on social media, even though it is in the form of captioned photos and making TikTok videos when gathering with friends by looking for trending videos or seeing the movements they like and there are also students who used to be quiet, so they are influenced by friends who like to exist or are very narcissistic on social media. The narcissist referred to here is a person who has narcissistic traits not only likes to take pictures of himself and then uploads them on social media, but also likes to pride himself on others. Meanwhile, according to Freud (in Razak, 2017) reveals narcissism or self-love phase or ego formation phase (a phase of self-concern), a narcissistic person is amazed at himself, he often stands in front of the mirror to pay attention to his beauty or skills. So the influence of this environment can make a person have narcissistic traits as a result of friends who like to exist on social media.

3.2. *The Impact of Self Existence and Narcissistic Behavior in the Use of the TikTok Application on Generation Z Female Students*

The positive and negative impacts of the narcissistic behavior of TikTok application users on UIGM students are as follows:

a. Positive impact

The use of social media when accompanied by narcissistic behavior does not lead to negative as long as it is used as something good and not excessive. Although everyone has a different point of view in responding to this. As in the view of one UIGM student that everyone has a different view depending on where he sees the use of TikTok. Some female students not only use social media to seek attention, but there are still many narcissistic female students who benefit them as long as they make the best use of social media, not only following the trend on TikTok but looking at the positive side. Following are some of the positive impacts of having narcissistic behavior in using the TikTok application from the results of the interviews that have been collected.

1) Known by Many People

Social media has a strong appeal, one of which is TikTok. TikTok is a social media that is currently used in almost all circles, especially UIGM students because the application is currently very trending and viral among teenagers. The attractiveness of female students using the TikTok application is because it is easy to make people famous, just by frequently posting unique and interesting videos that can easily make many people known. In addition, TikTok users can freely view any videos that have been made by other users so that they can easily build friendships on TikTok, unlike other social media which can private their accounts so that people cannot see their activities, so it is difficult to be known by many people. From the results of the initial observations, many female students only participated in posting trending videos on TikTok, but in time many gave likes and comments, of course this made her feel happy and so she often posted anything on her social media account which can increase her followers on her social media account and this can certainly support us to be known by many people, even though only among female students.

2) Increase self-confidence

The existence of narcissistic behavior can increase the self-confidence of social media users. Because social media is now equipped with a variety of interesting features that make their self-confidence increase, such as trending social media users like TikTok. This TikTok application makes people compete to exist on TikTok so that many people can recognize it and have more confidence to appear in public places. Everyone is born narcissistic, and even Andrew Morrison believed that having enough narcissism would result in a person having a balanced view of his needs with that of others. This means that if someone who is narcissistic does not go overboard on social media it can increase their self-confidence very well, so this can be beneficial for those who are less confident about appearing in public places. Since getting to know social media, many students have started to dare to share their lives on their social media accounts. Self-confidence that begins to increase has a good influence on oneself and others.

3) *Develop talent*

This social media not only has a negative effect on users but also has a positive side, especially for female students who are narcissistic on social media who use social media to support themselves. In the observation that fkip students in making interesting videos and creating creative videos may be different from the others by looking for applications that can support the results of photos or videos that will be uploaded on social media such as giving a brighter effect than photos that are initially dark, this can develop their talents in editing photos and videos that previously these students did not know but because they found out from friends or from other media so they could make interesting videos. It can be concluded that the use of social media TikTok can give their creativity in making videos that are made but can also increase their knowledge in editing photos and videos. Especially on students who are narcissistic on social media because of feelings they don't want to be in beat other people then you will find a way so that the videos you make get a lot of likes person. Even though there are currently many paid applications, there are many places who open services for editing photos or videos that you want.

Table 2. The Impact of Self Existence and Narcissistic Behavior on Generation Z UIGM Students

Name	Age	Positive impact		
(Initials)	(Year)	Easy famous	Self-confident	Talent
DW	19	√	√	
BT	20			√
GA	19	√		√
F	23	√		
US	19			√
HH	21	√	√	

b. Negative impact

1) *Have low self-esteem*

Excessive narcissistic behavior of UIGM students will do various ways to get other people's attention. We can see that nowadays the attractiveness of TikTok's influence has made them lose their shame as women who are the most dominant in using this application. It can be concluded that female students who are too narcissistic on social media are certainly not good as happened on the UIGM campus where some female students lost their shame in making videos on TikTok. Judging from her TikTok account, there are many female students who do not use headscarves when making TikToks. of course it will have an unfavorable impact on other students not to follow it. An example can be seen in figure 5.9 about a female student making a TikTok in the UIGM campus parking lot and she herself gave a caption in her video that the TikTok in the parking lot embarrasses her by wearing the blue UIGM alma mater.

2) *Overconfidence*

Currently social media is one of the important things and cannot be removed from the life of today's modern society. So that it can cause addiction to social media users, especially among female students which makes them forget the time and are lazy in doing anything that only focuses on cyberspace. There is a strong attraction that makes them interested in trying to follow trends that are currently viral, such as the TikTok application which can currently change the mindset of female students who used to be very anti-social media but now are very existing and dare to present themselves by uploading personal lives. Strong influence makes users have high self-confidence because it is supported

by the interesting features contained in the TikTok application. Having self-confidence is good, but if it's too much and it makes other people feel bad, you will always feel the best of others because excessive love is also not good for yourself, like students who are too over showing themselves to others, of course it will make people uncomfortable. Usually female students like this have a trait that is always jealous of seeing other friends who have many followers on their social media accounts. So exaggeration is meant here, like following the trends on TikTok, regardless of whether the videos made are good or bad, and this can set a bad example for other female students, especially the children who follow them. Students who are too active on social media don't feel that they are too proud of themselves because they are closed off from other people's opinions.

3) *Have haters*

Haters come from English. Haters comes from the word Hate. Hate itself literally means hate. The word Hate is given a suffix to refer to the subject or person. So haters are haters or hateful people who try to bring other people down by various means of comments given on their social media accounts such as ridicule or harsh words that are often found in cyberspace. Intensity can also affect student narcissism because the frequency of sharing their activities on social media makes other people uncomfortable because they want to continue to be praised by many people. From the results of observations where some female students use social media as a medium to vent or share about feelings that have been experienced and other students are disturbed in this case because their personal problems are also included in their social media. Actually haters also come from other people who don't like us and then incite them so they don't like them for fear of being beaten or competed. It can be concluded that haters appear because our own posts are excessive, but these students don't realize it. Female students usually get comments from friends about posts made on TikTok. An example can be seen in appendix 5.10, a female student who is too active on social media and exaggerates so that she gets unfavorable comments on her social media account saying that "poorly it's sold out". This means if you are jealous please.

4) *Make people uncomfortable*

Excessive use of social media will make people uncomfortable, especially female students who exist on social media. For researchers who are also directly involved in the use of social media TikTok who also experience the same thing. Where is it uncomfortable if everything is posted on TikTok and then made into a story on other social media. Of course that's an exaggeration because they want to seek attention or praise, even though that's normal, but there are some female students who use excessive make-up, plus the filters on TikTok, don't wear headscarves and sway happily, I think that's an exaggerated thing, coupled with the use of noisy songs. From the results of observations where female students are uncomfortable if someone often posts something that is not useful and wants to be said to be the best at doing something. It can be concluded that what makes other people uncomfortable is because the posts that are made are too excessive and post something that is useless and too narcissistic on social media so that many female students are uncomfortable.

4. Conclusion

Based on the results of the research and discussion on Self-Existence and Narcissistic Behavior (Generation Z Students) at Indo Global Mandiri University Palembang City in Tiktok, it can be concluded that the research results obtained on UIGM Palembang students are factors that cause narcissistic behavior of social media users, because they are influenced by internal factors, namely entertainment media wanting to get praise. Meanwhile, external factors are influenced by the strengthening of technological development factors, making TikTok because it follows trends, environmental factors and provides attractive features. From the impact that narcissistic behavior causes in using the TikTok application on UIGM Palembang students, there are two different sides where there are positive and negative impacts. The positive impacts include being known by many people, increasing self-confidence, developing talent while the negative impacts include having low self-esteem, over-confidence, having haters, making people uncomfortable.

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