The Life Apperception Influence Factor Analysation of Content Creator of Tiktok in China

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The Life Apperception Influence Factor Analysation of Content Creator of Tiktok in China

Zhin Zi Ying[1] , Hari Iskandar[2] , Rustono Farady Marta[3]

[1]Taylor University, Malaysia
[2]Taylor University, Malaysia
[2]Universitas Bunda Mulia, Jakarta, Indonesia
[3]Universitas Satya Negara Indonesia, Jakarta, Indonesia
[3]Atma Jaya Catholic University of Indonesia, Jakarta, Indonesia

Abstract

Users' information acquisition habits are an important supplement and transformation of traditional news direction.The Tik tok application became the largest amount of account all over the world nowadays.As the rapid increase of Tik tok users thatmore and more users try to creat their own world via the platform.The study explore the content creators' ability gainess through use and gratification (UGC) and self-determination theory (SDT) which using the quantitative analysis method through 302 purpose sample .The article concluse that the content creators of Tiktok users could promite life apperception ability through the self-expression and creation awareness.This research values contribute to two sides:On the one hand , Tell the difference between passive recievers and content creators through complexed and detail data analysisation,aim to encourage more users not just be a passive recievers but try to imitateand seek for new contents by the social media application.Espacially those who want to improve or even change their some personal faits. On the other hand ,the paper provide a new view to explore Tik tok users deeply which could also provide wisdom to other socialmedia research.

PENDAHULUAN

Human who walking on the earth by two feet hold their power in gain information ,think and create new product. With the advancement of technology, people now have more options for their behavior and are at the forefront of social media communication (Yasinsogut，2022）. In this sense, rather than relying solely on in-person interactions, people now live in a time where they may connect with one another swiftly and readily via technology apps.（Yasinsogut，2022）and exposure themself under the shotwhatever eating，talking，or sleeping .The environment among people becaming virtualas almost everything could done in front of the screen . As different personal traits,there are two kinds of users,one group of them is absorbed in creating products in various methods and the other group of them is absorbed in watching videos created by others . with the hedonic orientation of Web 3.0, entertainment awareness pemeate in each corner of life, self-presentation consciousness are explored .As they share more videos the character strengther of wisdom with personal growth. Concept of confidence and maturity of lents are built.Users are absorbed in creating content by their wisdom brain to convey some views

Corresponding Author:
Master of Communication Science Program, Diponegoro University, Indonesia
Jl. Erlangga Barat No.7 Semarang, 50241, Indonesia.
Email: email@gmail.com

and values they persued to the public. The purpose of this context is to comprehend the TikTok content creator regarding the establishment of social media applications and their connection to the producers' perception of their lives in terms of the self-determination theory and the Uses and Gratifications approach. Using the purposive sampling method, 302 samples were chosen from the TikTok accounts of the main creators of applications with over 100,000 followers in China to comprise the study population. The quantitative analysis method was used to examine the collected data.

KAJIAN PUSTAKA

Metodologi

The self-administered questionnaire consists of five scales that were taken from the body of existing literature and demographic questions. The survey used a 5-point Likert scale format, with 1 denoting "strongly disagree" and 5 denoting "strongly agree." Items on five scales assessed expressiveness, interaction, creativity, activity, and life perception.

The self-expression was adapted from the study of Omar & Dequan(2020). Expressive was composed of 3 items, including mirror language (measured by three items), face emotion (three items), body language (three items), and brain flexibility(two items). And Interaction was adapted from the study of Gordon(2019).For Interaction was including 3 items, which were intended to gauge the methods and preparation of involving user's social behavior. For the creation, 9 constructs already adopted from the study of Lee and Jan (2015), including the reality of limits to growth (two items), anti-digital absorbed (three items), the devotion of natures and life (two items), and the rejection of lying-down (two items). For the activeness was adapted from the study of Yoon et al. (2001), including 4 items. A 6-item scale for life apperception was constructed to assess the extent of a user's intentionto life apperception, based on the findings of Nicholas et al. (2009).

Sample and data collection

The survey was conducted from May 2023 to July 2023. The target population of this study was content creaters of Tiktok that the amount of fans over 100 thousands. Content creaters were selected by means of quota sampling considering age, gender, education level,and relationship with the Tiktok platform (i.e., personally running Tiktok, working sector of company and neither of them). To calculate the percentages of each quota, the statistical data from human resource apartment was used. A total of 305 producers participated in the survey. According to Hair, Black, Jr., et al. (2019), the minimum sample size is 200 for models with seven constructs or fewer, modest communalities (0.5), and no underidentified constructs. In this study, there are 4 constructs,about 20 parameters. So, 305 samples are far enough.

A pilot study was carried out on July 20 and July 25, 2023, prior to the data collection. 302 valid questionnaires were gathered in total.Those who completed the questionnaires in less than two minutes or more than thirty minutes were not included.The Cronbachs alpha, percentage of missing data, mean, standard deviation, item discrimination, skewness, kurtosis, correlation coefficients, and factor loadings were examined in order to evaluate the questionnaire items and Likert scales. Eight Tiktok producers and two academics with expertise in social media operations provided feedback on the questionnaires' item comprehensibility, which was used to further evaluate the questionnaires' content validity.

Using the variance-based PLS-SEM technique, we chose to test the hypotheses. using Smart PLS 4.0 software. This choice was made primarily for two reasons. PLS-SEM is superior to covariance-based SEM

techniques in that it can analyze formatively measured constructs (e.g., self-expression) without the need for additional modifications. Second, complicated structural models with several constructs can be handled by PLS-SEM. (Hair, 2017 p. 15).

Kajian Konseptual

According to Christian (2019) in (Wijaya et al., 2021) mentioned that Advertising is the proper way to promote something. One component of the marketing mix that is most frequently used to promote products is advertising. There are several benefits associated with advertising, including its ability to achieve specific goals, adapt to different display formats, stage the desired level of interactivity, and convey a desired amount of information.

TikTok Application has experienced significant growth since its inception in 2016 by more than 138 million US users that are actively engaged alone (Schukow et al., 2022). The platform allows users to produce and share short content-based videos, which can entertain, educate,and engage other users (Schukow et al., 2022). TikTok has become particularly popular among young people whom Eighty percent of American users are between the ages of sixteen and thirty-four. (Schukow et al.,2022).

Research on TikTok user behavior has identified various motivations for using the platform. These include archiving, self-expression, social interaction, and seeking novelty(McCashin & Murphy, 2022). Users engage with TikTok to meet their own needs and feel content and involved with the material (McCashin & Murphy, 2022). The platform's algorithm continually produces novel yet relevant content, which contributes to its appeal(McCashin & Murphy, 2022).

The concept of Advertise has been evolved from time to time. According to Lukitaningsih in (Marta et al., 2022) said the Greek word for "advertisement" is "to urge people to think about something." All non-personal actions intended to present and promote concepts, products, or services that are funded by a particular sponsor are included in advertising. In addition to representing a community's culture and way of life, advertising can communicate social values into society in order to fulfill its marketing purpose (Rohmawati & Lailiyah, 2020).

Use and Gratification Theory

In the field of communication studies, the Use and Gratification Theory (UGT) has long been a mainstay. Developed in the 1970s, this theory investigates why people deliberately select and consume media in order to fulfill their unique needs and desires (Blumler, J. G., & Katz, 1974). After then, UGT has found application in various media contexts, including television, radio, newspapers, and digital media. For instance, research in the realm of television has explored how viewers select particular programs to fulfill specific needs, such as information or relaxation (Rosengren & Windahl, 1989). In the age of social media, studies have investigated how individuals use platforms based on modern telecommunication technologies such as facebook, twitter,and so on.In response to to gratify their social integration and self-exression needs. An additional researcher from Montag et al. (2021) studied the psychology of TikTok use from a field perspective. and found that TikTok users are often adolescents, who may be more vulnerable to the influence of social media. Users interact with TikTok to fulfill their personal needs and are gratified and drawn in by the content (McCashin & Murphy, 2022). Young people use TikTok's features, especially those for Gen Z, to discuss social and environmental issues and to express their generational sentiments. (Zhao & Abidin, 2023)

Self-Determination Theory

In the 1980s, American psychologists Deci Edward L. and Ryan Richard M. proposed the idea of self-determinism. The motivational sources of self-determined behavior are considered to be drives, inner needs, and emotions, with an emphasis on the active role of the ego in this process（Deci Edward L. et al.,1980).SDT applied various fields which across domains including education, healthcare, psychotherapy, parenting, and virtual environments, in addition to the disciplines of management and work-related motivation (Deci & Ryan 1985a, Ryan & Deci 2017).

According to McLuhan (1964), we become aware of the significant societal ramifications when our values, customs, and methods of doing things shift as a result of new technology. Among these essentially novel fields, social media presents intriguing prospects for addressing social psychology research questions (Greitemeyer, 2011; Greitemeyer & Kunz, 2013; Muscanell & Guadagno, 2012). This is the case with the self-determination theory (SDT) a useful framework for enhancing our comprehension of human motivation in a wide range of contexts, such as the workplace, parental roles, education, health care, sports, and interpersonal interactions. (BanackSabiston& Bloom, 2011; Deci et al, 2001; Ryan & Deci2000b; Ryan,PatrickDeci,&Williams, 2008;Vallerand et al.1992;VansteenkisteSimonsLens，Sheldon，&Deci2004). The role of motivation in the context of social media is a highly relevant area that SDT has not yet explored..

Life apperception

TikTok has gained immense popularity and has become a significant platform for users toexpress themselves and engage with others. With over 1 billion active monthly users (Nguyen et al., 2022), TikTok has become a space where users can create and share videos, showcasing their talents, creativity, and opinions.

One aspect of self-expression on TikTok is the emergence of "TikTok tics" which are different from the normal tic disorders that people with Tourette syndrome experience. (Olvera et al., 2021). These tics are characterized by severe and frequent movements, including coprolalia and self-injurious behavior (Olvera et al., 2021). Researchers have analyzed the most videos with a large audience that highlighted the TikTok tics of well-known content creators to understand the phenomenology of these tics (Olvera et al., 2021). The study found that arm movements were the most frequent type of tic observed (Olvera et al., 2021).

TikTok also serves as a platform for activism and raising awareness. Young people, particularly Gen Z users, make use of TikTok's features to share their generational sentiments and engage in discussions about social and environmental issues (Zhao & Abidin, 2023). The platform's features, such as association, editability, and visibility enable users to make a video and audio content and take part in public discourse (Zhao & Abidin, 2023). This form of activism on TikTok, termed "gesticular activism," focuses on generating visibility and virality to raise awareness (Zhao & Abidin, 2023).

In addition to self-self-expression and activism, TikTok has an impact on users' daily lives. A study conducted in Kuala Lumpur, Malaysia, found that TikTok influences young adults' viewpoints, preferences, knowledge, and buying behavior (Hao et al., 2022). The platform can boost users' self-confidence, creativity, and social skills (Hao et al., 2022).
This suggests that TikTok has become an influential platform that shapes the attitudes andbehaviors of its users.

It is important to note that while TikTok provides a space for self-expression and engagement, there are also concerns about the reliability and quality of the content shared on the platform. Research has indicated variations in video quality according to the qualifications of the content producers. (Nguyen et al., 2022). Therefore, users should exercise caution and critically evaluate the information they encounter on TikTok.

Overall, TikTok has become a significant platform for users to express themselves, engage in activism, and shape their daily lives. However, It is essential that consumers exercise caution when consuming content and assess it critically. shared on the platform.

Self-expression

The self-expression is definited as a sign language which means the self-expressions and postures of the face and body that contribute to the formation of words when signing.

Users of the well-known social media site TikTok can make and share brief videos. The self-expression of users on TikTok is influenced by various factors, including their motivations, personality traits, and the features of the platform itself. According to a study by (Omar & Dequan, 2020), users' motivations play a significant role in their TikTok usage. The study discovered that there were important correlations between TikTok usage behaviors and motivations like archiving, self-expression, social interaction, and peeking.

The varying degrees and impacts of these incentives suggest that users utilize TikTok for a variety of reasons. Self-self-expression is one of the motivations identified in the study by (Omar & Dequan,

2020). This finding is supported by the research of Chiang and Hsiao, who discovered that the primary driving force behind YouTube users' sharing behavior is their desire for self-expression (Omar & Dequan, 2020). TikTok provides a platform for users to express themselves creatively through short videos, which may contribute to its popularity among users. Another factor that influences the self-expression of users on TikTok is the platform's emphasis on creative self-expression. The psychological aspect of TikTok use has also been explored in research. Montag et al. (2021) conducted a study on the psychology of TikTok use and found that TikTok users are often adolescents, who may be more vulnerable to the influence of social media.

Understanding the psychological factors behind TikTok use can provide insights into how users express themselves on the platform. In addition, TikTok can serve as a means of escapism for users (Abbasi et al., 2023) .found that the TikTok app can help users relieve mental anxiety through escapism. This implies that users might use TikTok as a means of entertaining themselves and escaping from their everyday lives. Additionally, TikTok plays a significant role in children's political and creative self-expression and activism in India, according to research by Sarwatay et al. (2022). According to the study, Indian youth and children used TikTok to showcase themselves and express themselves creatively also contributing to their digital cultures. This study shows how TikTok can give people a platform to voice their opinions and ideas and give marginalized voices a chance to be heard. Hence，there are try to investigated the relationship between involvement and life apperception. Following all of above, The hyptohesis put forth are as follows:

H10   :There is no significant and positive impact of self-expression on life apperception.

H1   :There is a significant and positive impact of self-expression on life apperception.

Interaction

Interaction means two or more individuals communicate by words,picture ,gestures or others,there are Gordon Pask and Gerard de Zeeuw developed the theory known as the interactions of actors. It's an extension of Pask's previous conversation theory: The primary distinction lies in the fact that conversation theory examines the particular elements that enable a dialogue to start between two people, while interaction actor's theory concentrates on the larger conversational space where discussions can start, stop, and resume over time.

The existence of social bots, the platform's algorithm, and the necessity of social interaction and self-expression all have an impact on how users interact on TikTok.

One study by Shao et al. (2018) found that social bots are heavily involved in the dissemination of content with little credibility on social media platforms like TikTok. These bots target users with many followers through replies and mentions, manipulating them into resharing content. This highlights the vulnerability of human users to manipulation by social bots.

Another study by (Klug et al., 2023)Klug et al. (2023) explored The manner in which TikTok provided a forum for adolescents to discuss and manage their personal COVID-19 experiences. Due to physical distancing measures, participants turned to TikTok to converse and exchange experiences with others. Sharing similar audiovisual styles, TikTok videos promoted communication and parasocial interaction., allowing participants to connect with others during a time of limited physical interaction.Hence，there are try to investigatet the relationship between interaction and life apperception.

Following all of above, the following hypotheses are proposed:
H20   :There is no significant and positive impact of interaction on life apperception.

H2:   There is a significant and positive impact interaction on life apperception.

Activeness

Many study has been done for this topic which users' motivations play a significant role in their TikTok usage behaviors. Motivations such as archiving, self-self-expression, social interaction, and peeking have been found to be significant predictors of TikTok usage (Omar & Dequan, 2020). These motivations differ in levels and influence, indicating that users engage with the platform for different reasons (Omar & Dequan, 2020). For example, some users mayuse TikTok as a means of self-self-expression, while others may use it for social interaction or entertainment purposes.

Personality traits have also been studied in relation to TikTok usage. Nonetheless, the results indicate that users' motivations— rather than their personality traits—have a major impact on their use of TikTok. (Omar & Dequan, 2020). This indicates that individuals with different personality traits may still engage with TikTok for similar reasons, depending on their motivations.

One aspect of user activity on TikTok is the emergence of alternative activist spaces for young people. TikTok serves as an app for creating and sharing videos, allowing users to engage in what is termed "gesticular activism." This form of activism utilizes the inventive use of sound and audio memes, carefully chosen images, particular visual filters and effects, and audiovisual aesthetics of TikTok stories, to give meaning toonline activist narratives(Zhao & Abidin, 2023). This type of activism focuses on generating Visibility and virality as strategies for

generating and increasing consciousness (Zhao & Abidin, 2023).

The age demographic of TikTok users is predominantly adolescents, making research onTikTok use highly relevant as it provides insights into the behaviors and experiences of potentially vulnerable individuals (Montag et al., 2021). The immersive platform design of TikTok, with features such as personalized and endless content, likely contributes to users spending more time on the app than intended, potentially leading to addictive-like behavior (Montag et al., 2021).

In summary, the active engagement of users on TikTok is influenced by their motivations and the immersive platform design of the app. Users' motivations, such as self-self-expression and social interaction, play a significant role in their TikTok usage behaviors. Personality traits, on the other hand, have been found to have less influence on TikTok use compared to motivations. Understanding these factors can provide valuable insights into user behavior on TikTok and inform strategies for promoting responsible and healthy use of the platform.Hence，there are try to investigate the relationship between active and life apperception. Hence, Following all of above, the following hypotheses are proposed:

H3$_0$:There is no significant and positive impact of activeness   on Life apperception.
H3：There is a significant and positive impact of activenss   on   life apperception.

Creation
The platform provides users with the opportunity to express themselves creatively through video content (Zhao & Abidin, 2023). Users can engage in various activities on TikTok, including watching videos, sharing content, and creating their own videos.With over 1 billion active monthly users (Nguyen et al., 2022), TikTok has become a space where users can create and share videos, showcasing their talents, creativity, and opinions.

By actively participating in the TikTok community, users can gain followers, increase their visibility, and potentially become influencers or content creators themselves. Users can connect with a worldwide audience, express their creativity, and display their talents on TikTok. Research has shown that users' motivations play a significant role in their TikTok usage behaviors (Omar & Dequan, 2020). Motivations such as archiving, self-self-expression, social interaction, and peeking have been identified as predictors of TikTok usage behaviors (Omar & Dequan, 2020). These motivations differ in levels and influence among users (Omar & Dequan, 2020). For some users, TikTok serves as a platform for self-self-expression and creative outlet (Zhao & Abidin, 2023). They can record, edit, andcirculate short videos that reflect their interests, talents, and perspectives (Zhao & Abidin, 2023). This aspect of TikTok has contributed to the emergence of user-generated media and the empowerment of young people to participate in public discussions and activism (Zhao & Abidin, 2023).
TikTok aims to encourage users' creative self-expression and provide pleasure (Fan et al., 2023). This focus on creativity and enjoyment may attract users who are looking for a platform to showcase their talents and express themselves in a fun and engaging way.

TikTok has also been used as a platform for activism and awareness-building(Zhao & Abidin, 2023). Users have leveraged the platform's audiovisual aesthetics and affordancesto create online activist narratives (Zhao & Abidin, 2023). This form of activism, termed "gesticular activism," focuses on generating visibility and virality to raise awareness and promote

social change (Zhao & Abidin, 2023). The platform's features, such as the ability to edit and associate with others, have facilitated the production and dissemination of audiovisual content related to various social issues, including intergenerational politics and climate change (Zhao & Abidin, 2023). In addition to self-self-expression and activism, TikTok has also been used as a platform for disseminating information and raising awareness about various topics, including dermatology and healthcare (Nguyen et al., 2022). However, the reliability and quality of the content on TikTok can vary, with some videos lacking proper references and treatment risks and benefits (Nguyen et al., 2022). It is important for users to critically evaluate the credibility of the content creators and the information presented in TikTok videos (Nguyen et al., 2022).

Overall, TikTok provides a platform for users to actively engage in various activities, including self-self-expression, activism, and information dissemination. The motivations and behaviors of TikTok users are influenced by factors such as personality traits, user motivations, and platform affordances (Omar & Dequan, 2020). As the platform continues to evolve, it is important for researchers and users to critically examine the impact and implications of TikTok on society and individual well-being. Hence，there are try to investigate the relationship between creation and life apperception.

Therefore, following all of above, the following hypotheses are proposed: H40:There is no significant and positive impact of creation on life apperception.

H4： There is a significant and positive impact of creation on life apperception

Conceptual Model
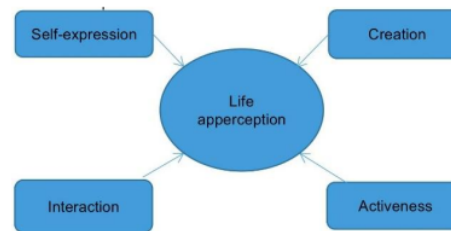
TEMUAN DAN DISKUSI

The model used in this study aims to clarify how creation variables, interactive self-expression, and activity affect how people perceive life. The data analysis for this study is broken down into two sections: (a) the structural model results analysis and (b) the measurement model results analysis. The examination of the relationships between the latent variables, also known as constructs, is what the structural model does.

The path coefficients, the predictive relevance (b), and the coefficient of determination (R) are all included in this analysis. The validity and reliability of the indicators are measured as part of the measurement model. Among the indicators looked at are the formative measurement's validity and reliability as well as the reflective measure's reliability and validity. Partial least squares structural equation modeling was used for this study's analysis (PLS SEM). The SEM's structural model, which illustrates the connections between the constructs.

Assessment of Measurement Model
Based on the measurement model, four constructs are constructed to assess quality. And the factor loadings are where the quality criteria assessment begins.

Factor Loadings

According to the definition of factor loading, it is the "degree to which each item in the correlation matrix correlates with the given principal component."Higher absolute values suggest a stronger correlation between the item and the underlying factor. The range of values for factor loadings can be from - 1.0 to + 1.0." (Pett et al, 2003.p.299). The data reveals that there was no factor loading for any of the items. less than the recommended value of 0.50(Hair et al,2016). Consequently, nothing more was taken out.Table 1 displays factor loadings, also known as outer loading. Result of the Measurement Model

The degree of stability and consistency of a measuring device is known as its reliability, according to Mark (1996). Reliability is fundamentally repeatable.

Will the results of an instrument be the same if it is used repeatedly? (p.285).Cronbach Alpha and Composite Reliability are the two most widely used methods for determining reliability (CR).In Table 2, the findings for composite reliability and Cronbach alpha are displayed.

The range of Composite Reliability statistics was 0.78 to 0.833, while the range of Cronbach's Alpha was 0.578 to 0.599. Reliability statistics for both reliability indicators are greater than the necessary.70 threshold (Hair et al 2011). Thus, construct reliability is proved.

Convergent Validity

Convergent validity is the degree of agreement between multiple attempts to measure the same concept.
In Light of Bag et al. (1991, p. 425), " The idea is that if two or more measures are valid for measuring the concept, then they should overy highly.
When the AVE value is greater than or equal to the suggested value of.50, which indicates that the items converge to measure the underlying construct, convergent validity is established. (Fornell &Larcker, 1981). Based on the AVE statistics in the current study, convergent validity results demonstrate that every construct is higher than AVE.Furthermore, all of the constructs' CR values were higher than.70. Convergent validity is therefore not a problem.The AVE value for each of the constructs is displayed in Table 2.

Discriminant Validity

Discriminant validity is the degree to which different concepts are measured differently. The premise is that if two or more concepts are unique, valid measures of

construct/items	Out loading
Expression	
A1	0.93
A2	0.727
A3	0.783
Interaction	
B1	0.721
B2	0.819
B3	0.607
Activeness	
C1	0.673
C2	0.787
C3	0.747
Creation	
D1	0.799
D2	0.818
Life apperception	
E1	0.831
E2	0.858

Construct	Cronbach's alpha	CR	AVE
Expression	0.751	0.857	0.668
Life apperception	0.695	0.833	0.713
Creativeness	0.771	0.791	0.654
Activeness	0.778	0.781	0.544
Interaction	0.848	0.762	0.519

Tabel 2. Result of The Measurement Model

Reliability Analysis

each should not correlate excessively (Bagozzi et al., 1991, p. 425).

Fornell and Larcker Criterion

When a construct's square root of AVE is higher than its correlation with all other constructs, discriminant validity is demonstrated, in accordance with the standards outlined by Fornell and Larcker (1981). The square root of AVE for a construct (bold and italicized) was found to be higher in this study than its correlation with other constructs (Table 2).Thus, providing strong support for the advancement of discriminant validity.

Assesment of the structural model

The path coefficient's significance, the coefficient of determination's (R2) value, the bias-corrected confidence interval, and the effect size (f2) are all considered in the structural model assessment.

hypothesis	Bate coefficient	mean	Confidence interval (Bias corrected)	f^2	T value	P values
R2= 0.511			Q²= 0.355			
Activeness -> Life apperception	0.1	0.102	0.002	0.009	1.818	0.069
Creativeness -> Life apperception	0.136	0.138	0.001	0.023	2.432	0.015
Expression -> Life apperception	0.495	0.493	-0.002	0.15	6.405	0
Interaction -> Life apperception	0.069	0.07	0.001	0.005	1.107	0.268

Table 3: Results of Hypothesis Testing

Hypotheses Testing

H1: There is a significant and positive impact of self-expression on life apperception.

H1evaluates whether self-expression significantly and positively affects life apperception.The results revealed that self-expression has a significant and positive impact on organizational performance (B =

0.495, t = 6.405, p<0.05).Hence, H1 was supported.

H2:There is a significant and positive impact of interaction on life apperception. H2 assesses whether interaction has a noteworthy and beneficial impact on life perception. The findings showed that life perception is not significantly and favorably affected by interaction (B = 0.069, t = 1.107, p>0.05).H2 was therefore unsupported..

H3 :There is a significant and positive impact of activeness on lifeapperception. H3 assesses whether being active has a major and positive impact on how people perceive their lives.   The findings showed that there is no discernible relationship between activity level and life perception. (B = 0. 1, t =1.818, p>0.05).Hence,H3 is rejected.

H4 :There is a significant and positive impact of creation on life apperception. H4 assesses whether life perception is considerably and favorably impacted by creation. According to the findings, creation significantly affects how people perceive life (B = 0.136, t = 2.432, p<0.05). Hence, H4 accepted. The structural model is presented in Table 3.

KESIMPULAN

All constructs were significant in explaining life apperception except for interaction and activeness.Experession was significant and positively impacted life apperception. which is supported by the studies done by Chen (2011),Alhabash and Ma (2017), Omar & Dequan (2020) ,Omar and Wang (2020) and Montag et al. (2021) . creation was significant and positively impacted life apperception, which is supported by the studies done by (Zhao & Abidin, 2023) and (Fan et al., 2023). However, both interaction and activenss constructs were no significant in explaining life apperception and these are not Inline with the studies done by Morgan &

Shanahan(2010). (Zhao & Abidin, 2023)and Nguyen etal. (2022) mentioned that TikTok has additionally served as a forum for distributing knowledge and increasing awareness regarding various topics.And there may be causal links between activenss and life apperception,as well as interactions. particularly the content creater that in low amounts of fans .

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