



Developing Self-Potential for Introvert Teenagers through TikTok Creative Content

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Abstract

The development of technology and social media has opened up new opportunities in developing the potential of adolescents, especially for those with introverted personalities. This study examines the role of the TikTok platform in facilitating the self-development of introverted adolescents through the creation of creative content. The main focus of the study is to analyze how TikTok's unique characteristics can support self-expression and the development of social skills in introverted adolescents, while considering the potential risks and challenges that may be faced. Through a qualitative approach with a literature study method, this study analyzed various academic sources published in the last five years, including scientific journals, research articles, and study reports related to introversion, the influence of social media on adolescent psychology, and the impact and benefits of TikTok as a medium for creative expression. Data were collected from leading academic databases and analyzed thematically to identify key patterns and themes in the existing literature. The results of the study revealed several significant findings. First, TikTok has a positive contribution to the development of adolescent creativity, with an influence of 43.2% on the creative abilities of Generation Z. Second, this platform provides a more comfortable space for introverted adolescents to express themselves and interact socially virtually. However, a negative correlation was also found between the intensity of TikTok use and the level of adolescent self-confidence, indicating the need for a balanced approach in the use of this platform.

Keywords: Introverted Teens, Tiktok, Self-Development, Social Media, Self-Confidence.

1. Introduction

The rapid development of information technology has affected almost all aspects of life, including in the social and communication fields. One product of this technological development is social media, which has changed the way individuals interact, express themselves, and build identities. Social media, especially video-based platforms such as TikTok, has become an integral part of the lives of teenagers around the world (Alodat et al., 2023). TikTok, with its easy-to-access short video sharing format, allows users to share a variety of creative content such as dance, music, tutorials, and comedy content.

As one of the most popular social media platforms among teenagers, TikTok is not only a place for entertainment, but also for self-expression. One group that has different challenges in interacting in the social world is introverted teenagers. Introversion is a personality trait characterized by a tendency to feel more comfortable with more solitary activities and need time alone to recharge their energy. Introverted teenagers often have difficulty interacting in large groups or intense social situations. They may tend to avoid public attention and feel less confident in communicating verbally with others (Rahayu, 2020). Therefore, introverted teens often face challenges in developing social skills and feeling protected in a world that tends to prioritize extroversion and active social interaction.

TikTok, as a social media platform that prioritizes short-form video, offers a space for individuals to express themselves in ways that may be more comfortable for introverted teens. One of TikTok's strengths is that it enables users to control how they present themselves to their audience. Using easy video editing features, introverted teens can choose to share moments from their lives, skills, or personal interests without having to engage in direct social interactions that can feel stressful or uncomfortable. The platform also gives them the opportunity to interact with their audience through comments or creative challenges without the pressure of face-to-face interactions.

One of the main aspects that sets TikTok apart from other social media is its ability to facilitate the creation of a wide variety of content, from dancing, lip syncing, to educational videos (Ratri et al., 2024). This allows introverted teens to participate in trends that align with their interests, while building confidence in expressing their creativity. TikTok content creation allows introverted teens to utilize their creative abilities in a way that does not require direct

interaction with many people, but can still gain recognition or appreciation from a virtual audience. This can encourage them to explore their potential in a more authentic and less emotionally relaxed way.

While TikTok can offer a variety of benefits for introverted teens, social media use in general also has the potential for negative impacts. Excessive social media use can increase levels of anxiety and depression, especially in teens who tend to be introverted (Prasad et al., 2023). The urge to follow trends or gain recognition through the number of likes and followers can cause teens to feel anxious about their self-image or even feel accepted if their interactions do not get the desired response. Therefore, it is important to understand the positive and negative sides of TikTok use in the context of introverted teen self-development.

Previous studies have shown a relationship between social media use and the development of social skills, especially in adolescents with introverted personalities. Several studies have indicated that social media can provide a sense of connection for introverted adolescents who may find it difficult to interact in person. However, social media also has the potential to increase feelings of insecurity, because virtual interactions sometimes do not fully reflect reality. On the other hand, TikTok as a platform that focuses on visual creativity provides a unique opportunity for introverted adolescents to express themselves in a freer and more innovative format, which can help develop their communication skills and self-confidence.

In the broader literature, several studies have revealed that adolescents who engage in creative activities, such as video content creation, tend to have higher self-confidence and the ability to manage their feelings better. Content creation on TikTok allows adolescents to experiment with various forms of self-expression, be it through music, comedy, or visual storytelling. This can be an effective medium for the development of creative skills, while also improving their ability to communicate and engage with audiences virtually. TikTok also offers direct feedback from the audience, which can strengthen the sense of achievement and provide a sense of positive validation.

This study aims to explore more deeply how TikTok can be used as a tool for developing the potential of introverted adolescents. In this study, the author will examine how content created by introverted adolescents on TikTok can facilitate the improvement of social skills, self-confidence, and creativity. Furthermore, this study will also identify potential risks that may arise from using this platform, such as social anxiety and dependence on external validation. Thus, the main objective of this study is to comprehensively evaluate the benefits and challenges of using TikTok in the context of introverted adolescent self-development.

As the number of TikTok users among adolescents increases, especially among introverted adolescents, it is important to understand how this social media can affect their personal development. This study will focus on the positive aspects of TikTok as a platform that can support introverted adolescents in overcoming their social barriers, while also discussing more critically the potential negative impacts that need to be watched out for. Through a literature study approach, this study is expected to provide deeper insight into how TikTok plays a role in the formation of self-identity, social skills, and the development of creativity for introverted adolescents.

2. Literature Review

2.1. The Concept of Introversion in Adolescents

Introversion is a personality dimension that is often associated with individuals who tend to focus more on their internal world and feel more comfortable in quieter and more socially limited situations (Nguyen et al., 2022). In introverted adolescents, this tendency can cause them to feel less confident in crowded social situations or intense face-to-face interactions. Several studies have shown that introverted adolescents often have difficulty building social relationships, which can potentially impact their emotional well-being. They may prefer to interact in small groups or with close friends, rather than being in a crowd.

2.2. Developing Self-Potential in Introverted Adolescents

Students with introverted personalities may have their own challenges in expressing themselves through social media. Looking at the conditions that occur in the field after conducting initial observations, there are some students who find it very difficult to interact directly, both. Students with introverted personalities may have their own challenges in expressing themselves through social media. Looking at the conditions that occur in the field after conducting initial observations, there are some students who find it very difficult to interact directly (Darwis et al., 2024).

2.3. Social Media and Its Impact on Teenagers

Social media has become an integral part of teenagers' lives in the digital era. TikTok, as one of the most popular social media platforms, offers an easily accessible short video format, allowing teenagers to share creative content and interact with audiences virtually. Research by Sahronih et al., (2024) Unsupervised use of social media can have a negative impact on character education, including: 1) students become indifferent to their surroundings; 2) students are not focused when following teacher instructions; 3) loss of student politeness; 4) students are lazy to do assignments. In addition, social media has positive impacts such as: 1) improving students' ability to work together

and communicate; 2) training students' creativity; 3) through social media can improve students' tolerance; and 4) through social media such as YouTube and Google students can search for and repeat lessons. Thus, it can be concluded that the use of social media on character education in the era of society 5.0 has negative and positive influences based on its use.

2.4. TikTok and Self-Development in Introverted Teenagers

TikTok has become one of the most popular social media platforms among teenagers, with over one billion active users worldwide. This platform offers an opportunity for teenagers to create and share short videos that can include various types of content, from dances, music, to tutorials or social messages (Endrianto et al., 2023). For introverted teenagers, TikTok can be a space to express themselves creatively, without having to be the center of attention in direct social interactions. Through TikTok, introverted teenagers can share their interests and creativity with a wider audience, which can strengthen self-confidence and provide a sense of accomplishment.

Several studies have stated that TikTok can function as a tool to build communication and social skills for introverted teenagers. Based on research conducted by Wicaksono et al., (2024), TikTok provides a lighter social interaction experience for users who tend to be introverted, where they can choose when and how they want to interact with their audience. In addition, this platform also allows teenagers to express their identity in a unique and authentic way. With various creative features available, such as visual effects and background music, introverted teenagers can use TikTok to develop their potential in the creative and artistic fields.

2.5. Risks and Negative Impacts of TikTok Use for Introverted Teens

Although TikTok offers many benefits for introverted teenagers, there are also potential risks that need to be considered. One of the main risks is anxiety that can arise due to social comparison and pressure to gain validation from the audience. The ponders inspected four primary themes related to TikTok utilize, specifically, the in general affect on pre-adult mental wellbeing, the hazard of risky utilize and behavioral enslavement, results on body picture and self-esteem, and the potential disease of mental sickness behaviors. In spite of the fact that TikTok offers imaginative openings for self-expression and association with peers, concerns within the writing point to its potential negative impacts on teenagers, such as lower life fulfillment, expanded chance of "contagion" of certain psychiatric side effects, and risky utilize designs. Critical variety in consider strategy and result measures was watched (Conte et al., 2024).

The impact of using the Tiktok application on adolescent social interactions where the Tiktok application significantly affects adolescent social interactions. The form of interaction between Soreang adolescents is divided into two, namely, associative interaction where adolescents build cooperation and friendship in the media realm, while dissociative interaction occurs in interactive relationships in the game media space that compete for victory. the negative aspect is that adolescents are easily exposed to the influence of negative content that is less ethical and violent content that affects adolescent attitudes. Meanwhile, the Impact of the Tiktok application is divided into two, namely, positive impacts and negative impacts. The positive impact obtained is getting increased creativity, self-expression and motivation from the Tiktok application (Khaerul, 2024).

3. Research Methods

The research method used in this study is a qualitative method with a literature study approach, which aims to review and analyze various relevant literature related to the development of introverted adolescents' self-potential through TikTok creative content. Data collection was carried out by accessing scientific journals, articles, books, and research reports published in the last five years, related to the concept of introversion, the influence of social media on adolescent psychology, and the impact and benefits of TikTok as a medium for creative expression. After data collection, analysis was carried out thematically by categorizing literature based on related themes such as the benefits of TikTok, the potential for introverted adolescent self-development, and challenges in using social media.

4. Results and Discussion

4.1. Results

4.1.1. The Influence of Social Media on Introverted Teenagers

Personality type is the most distinctive part, reflecting or representing a person's personality. Introverted teenagers can also be influenced by social media, with a balance of conditions between the digital world, social media, and daily realization in the family. An introvert builds more personality nutrition through the addition of thoughts accessed from social media. Thoughts that are too advanced and complicated can be breakfast for an introvert. However, parents may be a little surprised when they see their child's appearance on their social media account, which in quotation marks is the opposite (Mazaya, 2024).

Based on the research results of Adrianto & Ariesta (2021), there is an influence of social media on introvert behavior in elementary school students at SDN 01 Tanjung Duren. This is based on the results of a simple linear regression test analysis, a significance value of 0.000 was obtained and it is known that the significance value is less than 0.05. In addition, there is an influence of social media on interpersonal communication in elementary school students at SDN 03 Pondok Ranggon, East Jakarta. This is based on the results of a simple linear regression test analysis, a significance value of 0.004 was obtained and it is known that the significance value is less than 0.05.

From the results of Rayo's research (2021), female Facebook users have higher social connection scores than male users, which means that female users tend to use social media as a means of social interaction and connectedness. Individuals with social anxiety (especially women) are more likely to use social media, especially more interactive social media applications such as TikTok, to connect with others.

4.1.2. The Role of TikTok in Developing Teenage Creativity

The results of Purbaningrum & Andrini's (2023) study show that the intensity of TikTok application use among Generation Z has a significant influence on their creativity. Quantitative discussion confirms the validity and reliability of the intensity and creativity variables. The coefficient of determination and significance test show a moderate influence, which is 43.2%, while the remaining 56.8% is influenced by other factors that are still significant for creativity in Generation Z. This finding is in line with qualitative results which also highlight the impact of the intensity of TikTok use on creativity, especially with the TikTok creative video competition which is increasingly enhancing the creative abilities of Generation Z. The findings of this study also answer the question of how TikTok affects creativity in Generation Z.

Another study conducted by Chu et al., (2024) found that TikTok content personalization is positively related to perceived creativity and authenticity, which in turn leads to viral behavioral intention on TikTok. In addition, perceived TikTok content creativity is positively related to authenticity. These findings also suggest that the need for uniqueness moderates the relationship between personalization and viral behavioral intention. Overall, the results of this study provide new insights into the role of creativity, authenticity, and the need for uniqueness perceived in the impact of personalized TikTok content on viral behavioral intention. Theoretical and practical implications for advertisers are discussed.

In the research results of Budiarti & Kurniatai (2024), it was stated that the use of TikTok has the potential to influence the development of creativity in children. Active children tend to use TikTok more expressively and possessively, more imaginatively, broadly and creatively. The type of TikTok content directly affects children's ability to think creatively and generate new ideas. Parents and teachers at Al-Islam Kindergarten, Petala Bumi Village, Seberida District, Indragiri Hulu Regency, Riau Province, have an important role in guiding and supervising the use of TikTok by children. They must ensure that the content consumed by children is in accordance with their wishes and facilitate activities to strengthen children's values and creativity outside the developed world. With the right approach from parents and masters at Al Islam Kindergarten, this stage can be used as an effective educational tool to stimulate children's creativity both in the school and family environment.

McIntyre et al., (2015) research shows that social and personality factors play a significant role in compulsive internet use (CIU). Individuals with poor social connectedness are at higher risk of developing CIU compared to those with healthy social connectedness. In addition, people who are more introverted tend to be more susceptible to CIU and are more likely to experience poor social relationships. The results also showed that introversion partially mediated the relationship between CIU and social connectedness, indicating a complex interaction between personality and social factors.

4.1.3. TikTok as a Tool for Social Learning for Teens

Social media serves as a powerful catalyst for creativity, offering young people unprecedented access to a variety of content, instant feedback, and collaboration opportunities. Platforms like Instagram, TikTok, and YouTube empower young people to showcase their talents, build personal brands, and engage with audiences around the world, fostering an environment in which creativity can thrive. The interactive nature of these platforms not only enhances creative skills but also encourages cultural enrichment and innovation. However, the study also uncovered significant challenges. These negative aspects underscore the importance of advanced educational literacy and the need for strategies to balance bold and baiting activities (Kumar et al., 2024).

Social media platforms like TikTok can serve as an effective complementary tool in language learning, providing learners with a flexible, self-paced, and visually engaging alternative to traditional grammar instruction. By integrating these strategies, educators can leverage the engagement benefits seen on TikTok to make grammar instruction more engaging and effective in a variety of learning environments (Suryati et al., 2024).

There is a negative relationship between the intensity of TikTok social media use and the level of self-confidence of early adolescents. This means that the higher the intensity of TikTok social media use, the lower the self-confidence of early adolescents and vice versa, the lower the intensity of social media use, the higher the level of self-confidence of early adolescents. So it is known that the variable of the intensity of TikTok social media use has a contribution of

7.6% to the self-confidence of early adolescents and the remaining 92.4% is influenced by other factors not examined in this study (Aria & Pratiwi, 2024).

Our think about uncovered that understudies with moo self-esteem can boost their self-assurance through social media. Be that as it may, it ought to be famous that understudies utilize these social organizing locales for data, communication, and building and keeping up connections. Amid these intuitive, numerous individuals tend to compare themselves with others, which regularly leads to expanded probability of moo self-esteem, as various considers have illustrated. Comparing oneself upwards can incite envy towards others and their ways of life, and can moreover cultivate sentiments of thanklessness for one's possess gifts. Thus, such comparisons can be negative to students' self-concept and have a negative impact on them. Social media is encountering emotional development in nearly each nation around the world.

4.2. Discussion

The results of the study indicate a complex relationship between TikTok usage and the development of introverted adolescents' self-potential. Based on the findings of Purbaningrum and Andrini (2023) which showed a significant influence of TikTok on Generation Z's creativity by 43.2%, as well as research by Chu et al. (2024) which confirmed a positive relationship between TikTok content personalization and perceived creativity, it can be concluded that this platform has great potential in supporting introverted adolescents' self-development. However, the findings of Aria and Pratiwi (2024) which indicated a negative relationship between the intensity of TikTok usage and adolescent self-confidence indicate the need for a more balanced approach in utilizing this platform.

To ensure healthy use of TikTok for introverted adolescents, several practical recommendations can be applied. First, structured limitations on platform usage time, for example a maximum of 1-2 hours per day, to avoid the negative impacts that have been identified in McIntyre et al.'s (2015) study on compulsive internet use. Second, focus on creating content that suits personal interests and abilities, not just following trends. Third, setting the right account privacy to control exposure and social interactions according to the comfort level of introverted adolescents.

The implications of these findings are relevant to various stakeholders. For introverted adolescents, understanding the potential and risks of TikTok can help them make wiser decisions in using the platform. Parents need to take an active role in monitoring and guiding their children's use of TikTok, as suggested in the study by Budiarti & Kurniati (2024). Educators can integrate the positive aspects of TikTok into learning strategies, following the findings of Suryati et al. (2024) on the effectiveness of TikTok as a learning tool.

A critical evaluation of the existing research methodology reveals several limitations. The majority of studies use a quantitative approach with relatively small samples, which may limit the generalizability of the findings. In addition, many studies focus on the general impact of social media without considering the specific characteristics of introverted adolescents. The quality of the studies also varies, with some studies lacking in variable control and in-depth analysis of moderating factors.

For future research, several concrete suggestions can be put forward: Longitudinal studies to understand the long-term impact of TikTok use on the development of introverted adolescents, Mixed-method research that combines quantitative data with in-depth interviews for a more comprehensive understanding, Comparative studies between various social media platforms in the context of developing the potential of introverted adolescents, and Experimental research on the effectiveness of various moderation strategies for using TikTok. Referring back to the initial research objective to explore how TikTok can be used as a tool for developing the potential of introverted adolescents, these findings provide a clearer picture. The results of the analysis show that TikTok does have significant potential in supporting the development of creativity and social skills of introverted adolescents, but its effectiveness is highly dependent on how this platform is used. The balance between utilizing positive potential and mitigating negative risks is key to optimizing TikTok's role as a medium for developing introverted adolescents.

5. Conclusion

Based on the results of the literature analysis and discussion that have been carried out, it can be concluded that TikTok has a dual role in developing the potential of introverted adolescents. On the one hand, this platform provides an effective platform to express creativity and develop social skills gradually, in accordance with the characteristics of an introverted personality. This is evidenced by research findings that show a significant influence of TikTok on the creativity and expressive abilities of adolescents. However, the use of TikTok also needs to be managed carefully considering the potential negative impacts, especially related to self-confidence and social anxiety. The success of using TikTok as a self-development medium is highly dependent on the implementation of the right strategies, including: Structured usage time restrictions, Focus on developing content according to personal interests, Appropriate management of privacy and social interactions, Active support from parents and educators. This study also underlines the importance of the active role of various stakeholders in supporting the healthy and constructive use of TikTok. Parents and educators need to understand the potential and risks of this platform in order to provide appropriate guidance to introverted adolescents.

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