

## THE INTENSITY OF TIKTOK APPLICATION USERS TOWARDS THE CREATIVITY OF GENERATION Z IN JAKARTA

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### *Abstract*

*The rapid proliferation of the TikTok application among Generation Z necessitates an exploration into its potential influence on their creative abilities, considering the platform's unique format and immersive engagement. This study aims to investigate the following questions: a) Does the intensity of TikTok application usage have an impact on creativity within Generation Z? b) To what extent does the intensity of TikTok application usage influence creativity in Generation Z? c) How does the TikTok application affect creativity within Generation Z? Drawing from Hovland's Stimulus-Organism-Response (S-O-R) theory, a mixed methods approach combining quantitative and qualitative descriptive methods is employed in the research methodology. The findings of this mixed methods study reveal that both quantitative and qualitative aspects contribute to the influence. In quantitative terms, both the intensity variable and creativity variable demonstrate validity and reliability. The coefficients of determination and significance signify a moderate effect size. This aligns with the qualitative findings, which emphasize that the intensity level among TikTok application users significantly impacts the creativity of Generation Z. This also addresses the question of the TikTok application's influence on creativity within Generation Z. In conclusion, this mixed methods approach underscores the complementary nature of the results, enhancing data comprehensiveness and offering supplementary insights.*

**Keywords:** Creativity, Gen Z, Intensity, TikTok

### 1. INTRODUCTION

The development of technology and social media is currently progressing so fast. All information can easily be accessed anytime and anywhere with smartphone connected to the internet network (Setiana, 2022). With the widespread availability of smartphones and their connectivity to the internet network, accessing information has become effortless and convenient. Users can now access a vast array of information anytime and anywhere, simply by using their smartphones. This easy access to information has transformed the way people interact with the world and obtain knowledge

Based on survey data according to the Asosiasi Jasa Penyelenggara Internet Indonesia (AJPII), it shows that in Indonesia the number of internet users reached 210 million people in the period 2021-2022. The majority at most 98,2% use it to access social media (Firmansyah, 2022). In this case, the most prominent and very popular social media development that is widely used among teenagers is the TikTok application (Aprilian et al., 2020). TikTok's impact on popular culture cannot be understated. It has revolutionized the way content is created and consumed, giving rise to a new generation of content creators and influencers. The platform has also become a hub for creative expression, with users showcasing their talents, humor, and creativity through short video clips.

Based on the results of Sensor Tower's research for the period October 2022, one of the most downloaded applications in Southeast Asia is TikTok with 14 million installations. Indonesia is included with the largest number of countries downloading TikTok with 44,5% (Hidayat, 2022).

TikTok is an application released by Zhang Yiming in September 2016. This application present short videos of 15-60 seconds with music, filters, and others interesting features. The concept of the TikTok application is a new standard in creation and to open the creative minds of online content creators in the world (Adawiyah, 2020).

TikTok application users have now reached throughout all society of life, one of which Generation Z who utilizes the TikTok application as a media to express themselves. Generation Z is considered to have quite creative abilities in creating content on TikTok so as to be able to entince the audience to maintain existence through the creative content they create. Therefore, the more conten created on TikTok, the more creativity they have. Increased creativity is also assisted by experience and learning from the content they created, so that Generation Z who uses TikTok can also be creative in their daily lives (Ferniansyah, Nursanti, Nayiroh, 2021).

According to Kupperschmidt, Generation Z, namely the generation born in 1995-2010 known as *igeneration* (internet generation) because this generation grew up in age connected to the internet to be able to do everything with technological advances that are developing so fast. Generation Z is very closely related to the technology (digital native), because the generation was born in the era of smartphone development and has reach with internet access that is easier than the previous generation (Sakitri, 2020). This makes it very easy for the Generation Z to reach and interact with the information around them, so that the Generation Z grows smarter and skilled in using technology which makes them more creative (Chritiani & Ikasari, 2020).

Ryan Jenkins (2017) through his article "Four Reasons Generation Z will be the Most Different Generation" states, Generation Z can benefit from technological changes in various aspects of their lives. Generation Z can access and react quickly to waves of information surrounding them.

As is the case with Bina Sarana Informatika University (BSI), as a bridge for young people who routinely hold programs in the form of creativity competitions to make TikTok videos. This activity is carried out every year and has started since 2021. In 2023, Bina Sarana Informatics University is again holding a competition to make TikTok video reels for the public and students to develop creativity. BSI's role in holding this TikTok competition event, apart from being intended for students, is also intended for the general public and young people with the theme Sobat BSI Festival (Sobi Fest) (Azizah, 2023).

As quoted from one of the online media sindonews.com, explained that the TikTok competition to demonstrate skills in the non-academic field at Bina Sarana Informatics University with the theme Sobi Fest 2023 is being held again. This event competes for various artistic creativity, one of which is TikTok video reels, with the aim of increasing the abilities and competencies of young people in developing their own creativity (Apridawaty, 2023).

Achmad Barokah (Head of MarCom BSI), said that by holding creative video making contests that are intended to build student creativity, especially Generation Z,

it will continue to develop, besides that it is also a place to show talent and creativity in non-academic fields (Nidia, 2023).

Imaliya (2021) in her article states that TikTok is able to increase creative abilities for Generation Z to express themselves. One of the examples of creativity carried out by Generation Z through the TikTok application is to create challenge content, which is a special challenge carried out by Generation Z who have creative ideas in creating content on TikTok. In this way, Generation Z can be trained to become creative and innovative individuals.

Based on the description above, namely the interest of Generation Z in using the TikTok application, there are problems: a) is there any influence of the intensity of TikTok application users on creativity in Generation Z, b) how much influence the intensity of TikTok application users on creativity in Generation Z, c) how the TikTok application influence creativity in Generation Z. The aims of the research are: a) to find out whether there is an influence of the intensity of using the TikTok application on creativity in Generation Z, b) to find out how much influence the intensity of using the TikTok application has on creativity in Generation Z, 3) to find out how the TikTok application influences creativity in Generation Z.

This research provides benefits for practitioners in providing knowledge, understanding and information regarding the intensity of using the TikTok application on the creativity of young people, especially Generation Z and the general public. While academic benefits can provide references to other researchers who are interested in conducting similar and relevant research.

## 2. LITERATURE REVIEW

In this section, we delve into the existing body of research concerning the influence of TikTok application usage intensity on the creativity of Generation Z. The researcher has uncovered various references from prior studies that shed light on this subject:

**Table 1. Previous Studies**

Name	Title	Theory	Methods	Result
(Astuti & Andriani, 2021)	Intensity of Use of the TikTok Application on Adolescent Imitation Behavior	S-O-R	Quantitative Descriptive	The effect of TikTok on imitation behavior in students is 42.8%
Darwanto (2019)	Mathematical Creative Thinking Ability	-	Qualitative	Creativity is a high-level thinking ability that must exist and begin to be developed

(Fitri, Pertiwi, Sary, 2021)	The Influence of TikTok Social Media on the Creativity of Jakarta State University Communication Studies Students Batch 2019	New Media	Quantitative	TikTok social media has an influence on the development of student creativity
(Adawiyah, 2020)	The Effect of Using the TikTok Application on Adolescent Confidence in Sampang Regency	Uses and Gratification	Quantitative	The influence of TikTok on adolescent self-confidence is 54.5%

The similarity of this research is from previous studies that both examine the use of the TikTok application. While the difference lies in the type of methodology used, namely the mixed methods. Due to limitations in the research, the authors limited the research to participants in the TikTok reels competition held by Bina Sarana Informatika University, Jakarta.

### 2.1. Intensity

According to Kloah in (Astuti & Andrini, 2021), intensity is the level at which a person performs certain activities based on the enjoyment of the activities carried out. Feeling the joy of an activity can motivate you to do the activity repeatedly. Conversely, if someone does not like these activities, they will rarely do activities that they do not like.

If intensity is associated with users of the TikTok application in this study, then there are several indicators, namely: (1) Attention, an interest or interest in a particular object that is used as the target of behavior. For example, there is a stimulus or stimulus that comes to the object, then the stimulus is responded to, and the response is in the form of taking the individual's attention and time with the intended object, (2) Appreciation, an absorption and understanding of the existence of information, then the information is understood and also stored so as to make knowledge that is new for each individual, (3) Duration, how long it will take the individual to behave and become a target, (4) Frequency, or the number of repetitions of behavior and become a target (Astuti & Andrini, 2021).

### 2.2. TikTok Application

TikTok is an application that is currently being widely used among teenagers and has also spread widely in Indonesia, which provides entertainment for its users. This app is easy to use to create short videos with lots of music choices so users can do demonstrations like dancing and freestyle to push their creativity as content creators (Pangestu, 2022).

There are two factors in using the TikTok application, namely internal and external factors. Internal factors such as attitudes or prejudices, feelings, and a characteristic of the individual, a desire and the learning process include attention

(focus), or physical state, and the existence of needs and motivation. While external factors such as background, knowledge and needs around, information obtained, size, intensity, opposites, new things or unfamiliarity of an object (Astuti & Andriani, 2021).

### **2.3. Creativity**

Torrance, through a book on learning theory in elementary schools, explained that creativity is a process that includes components of fluency, originality, flexibility, and elaboration. Creativity can lead to persistence and discipline related to mental activity and a process of becoming aware of a problem (Ferniansyah, Nursanti, Nayiroh, 2021).

In this study it refers to the Andiyana concept in (Darwanto, 2019) by using several indicators of creativity, namely: (1) Fluency, an ability to get various ideas. This is one of the strongest indicators of creativity, because the more ideas, the greater the possibility of getting a meaningful idea, (2) Flexibility, an ability to overcome a mental obstacle, changing the approach to a problem. Not trapped in estimating rules or provisions that cannot be used in a problem, (3) Originality, referring to the uniqueness of a given response, (4) Elaboration, an ability to describe a particular object and as a link that needs to be passed by someone to express their creative ideas. This factor determines the value of an idea that is shared with someone other than himself.

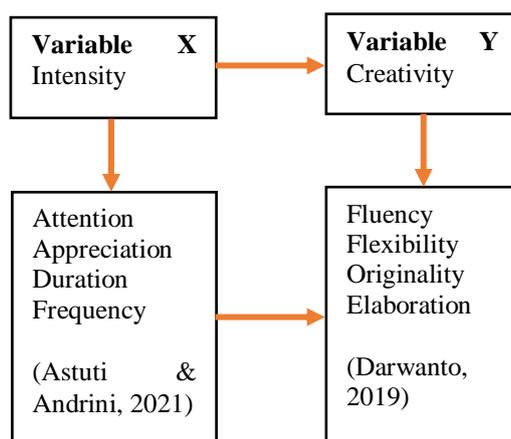
### **2.4. The S-O-R theory**

The emergence of the TikTok application aims to be a different entertainment medium, where users can freely access whatever they want. With the TikTok application, users can make short videos of 15 seconds duration, plus use background music and other features as desired, so that this can be connected with the S-O-R theory (Astuti & Andriani, 2021).

The S-O-R theory is one of the mass communication theories proposed by Hovland, et. al 1953. S-O-R is a stimulus-organism-response in which the material object is a human whose soul consists of elements such as attitudes, opinions, behavior, cognition, affection, and connections (Syahdi & Romyeni, 2016).

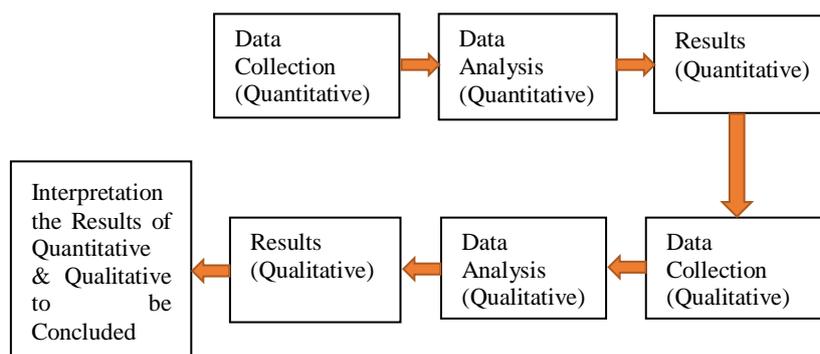
The connection between the S-O-R theory and this research is: (1) There is a stimulus in the research in the form of user intensity on the TikTok media application, (2) The organisms in this research, Generation Z are users of the TikTok application, (3) while the response in this study is Generation Z's creativity is influenced by the intensity of the media used, namely the TikTok application. The S-O-R theory describes the way a stimulus gets a response, so this theory assumes that organisms provide a behavior when it occurs in a certain stimulus state. So the effect that will appear is a specific reaction to a stimulus or stimulus (Astuti & Andriani, 2021).

This research uses mixed methods, quantitative data will be analyzed first from variable X, namely the intensity of the TikTok application and the existence of variable Y, namely the creativity of Generation Z. After obtaining quantitative results, this research is continued by analyzing and comparing quantitative and qualitative results. If depicted, like the chart below:



**Figure 1. Conceptual Framework**

After the quantitative data has been analyzed, it is then followed up with qualitative analysis with in-depth interviews to be analyzed and obtain results or conclusions. This phase is also known as a two-phase design with the Explanatory Sequential Design type (Vebrianto et al., 2020). If depicted, like the chart below:



**Figure 2. Research Flow**

Source: Creswell (2018)

### 3. RESERACH METHODS

This research uses mixed methods with descriptive quantitative and qualitative, the aim is to describe circumstances, facts, phenomena, variables or situations that exist in this research and in presenting data simply. Sugiyono in (Andrini, 2018). The descriptive quantitative component of the study focuses on providing a clear and straightforward presentation of numerical data. It aims to describe and quantify various circumstances, facts, phenomena, variables, or situations that are relevant to the research. This method involves collecting and analyzing data through structured surveys, questionnaires, or other quantitative data collection tools.

At the beginning of this study, researchers used quantitative methods first, then analyzed and got the results. Then the research continued with the collection of the necessary qualitative data, so as to obtain the results of both to be concluded. The research sample was taken using purposive sampling technique with the 10% slovin formula (selection of samples based on certain considerations) and simple random sampling (selection of samples from the population at random). In this study, the

population was participants in the TikTok reels competition at Bina Sarana Informatika University (Riyanto & Hatmawan, 2020):

$$\begin{aligned}n &= N / (1 + N e^2) \\ &= 130 / (1 + (130 \times 0,01)) \\ &= 56,521 \\ &= 57 \text{ respondents}\end{aligned}$$

Data collection techniques in research use online questionnaires to make it easier for respondents to answer questions. Sugiyono (2017:142) defines a questionnaire, which is a data collection technique that asks a series of questions or written statements to be answered by respondents. An online questionnaire is a digital version of the traditional paper-based questionnaire. It involves a series of structured questions or written statements that are presented to respondents through web-based platforms or survey software. Respondents can access the questionnaire using their computers, smartphones, or other internet-connected devices, enabling them to answer the questions at their own convenience and from any location with internet access.

In quantitative research, the scale measuring the variables studied with the Likert Scale model uses 5 alternative answers, namely: 5). Strongly Agree, 4). Agree, 3). Neutral, 2). Disagree and 1). Strongly Disagree. The Likert scale is a scale that is used to be able to measure an opinion, attitude, and perception of a group or individual about a symptom or phenomenon. By using a Likert Scale, the variables in this study were then described and measured to become variable indicators (Dadang, 2020). Then the data is processed using SPSS software version 29.0.1 by conducting validity test, reliability test, linear regression analysis, and hypothesis test.

Whereas in qualitative research by observing, literature or field studies, and in-depth interviews using the Miles & Huberman interactive model, namely a data reduction stage, how to present data, and how to draw a conclusion. Qualitative research is used to obtain descriptive data in the form of words, both spoken and written, as well as from observing behavior through the object under study (Rahmadani & Andriani, 2021).

## 4. RESULTS AND DISCUSSION

### 4.1. Research Results

#### 4.1.1. Data Description

The sample taken from this quantitative study was 57 respondents from Generation Z youth who took part in the TikTok competition, out of a total population of 130 creative contest participants in making TikTok videos. In the quantitative research the questionnaire was distributed to 57 Tiktok contest participants using the Google form, the results obtained included age among Generation Z, as seen in the following diagram:

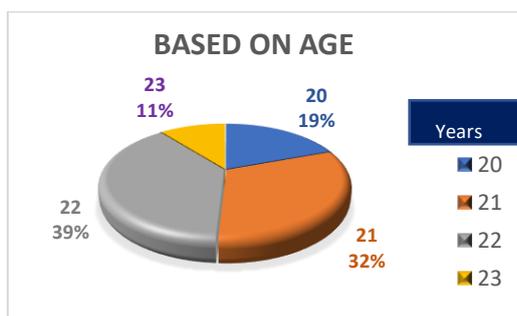


Figure 3. Age Category

Based on the results of the questionnaire above, the age of the respondents at the age of 20 years was 19%, 21 years old was 32%, 22 years old was 39%, and 23 years old was 11%. So, it can be concluded that the contestants among Generation Z who use the TikTok application the most are young people aged 22 years.

#### 4.1.2. Results of Instrument Test

##### a. Validity Test

Table 2. Validity Test Result

Percentage Points in R (df = 51-57)					
df	0.1	0.05	0.02	0.01	0.001
51	0.2284	0.2706	0.3188	0.3509	0.4393
52	0.2262	0.2681	0.3158	0.3477	0.4354
53	0.2241	0.2656	0.3129	0.3445	0.4317
54	0.2221	0.2632	0.3102	0.3415	0.4280
55	0.2201	0.2609	0.3074	0.3385	0.4244
56	0.2181	0.2586	0.3048	0.3357	0.4210
57	0.2162	0.2564	0.3022	0.3328	0.4176

Source: gurubelajarku.com (2023)

In this study, the validity test used the degree of freedom (df) with  $df = n-2$  ( $57-2 = 55$ ) and a significance value of 0.05 which found the results of the rtable value to be 0.269.

##### b. Reliability Test

Table 3. Reliability Test Result

Variable	$\alpha$	N
Intensity (X)	0,937	16
Creativity (Y)	0,957	16

Based on the results of the reliability test above, an alpha value of 0.937 was obtained for the Intensity variable (X) and 0.957 for the Creativity variable (Y), which means that these two variables can be trusted.

### 4.1.3. Data Analysis

#### a. Simple Linear Regression

**Table 4. Linear Regression Test**

Model	Unstandardized Coefficients		Standardize	t	Sig.
	B	Std. Error	d Coefficients Beta		
1 (Constant)	6.650	1.735		3.834	<.001
Intensity of TikTok Application Users	.622	.102	.634	6.075	<.001

a. Dependent Variable: Creativity

#### The equation formula of simple linear regression $Y = a+bX$

a: The constant in this study is 6.650. This number is a constant value which means, if there is no intensity (X) then the value of consistency for creativity (Y) is 6.650.

b: The regression coefficient in this study is 0.622. This means that for every 1% increase in intensity level (X), Creativity (Y) increases by 0.622. Based on this, the regression equation is  $Y = 6.650 + 0.622 X$ .

#### b. Determination Test ( $R^2$ )

**Table 5. Categorization of Intensity and Creativity**

Category	F	Percentage (Intensity)	F	Percentage (Creativity)
Low ( $X < 32$ )	4	7,0%	3	5,3%
Medium ( $32 \leq X < 48$ )	28	43,9%	25	43,8%
High ( $X \geq 48$ )	25	49,1%	29	50,9%

**Table 6. Determination Test Result**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.657a	.432	.388	6.728

a. Predictors: (Constant), Intensity of TikTok Users  
b. Dependent Variable: Creativity

The coefficients of determination are 0 and 1. From the table above, the R Square results are 0.432% so that the effect of variable X on variable Y is 43.2%. While the remaining 56.8% is influenced by other variables not examined in this study. So that the influence in this study is categorized as medium.

**c. Hypothesis Test (T Test)**

The formula for finding the t table uses  $df = n-2$  ( $57-2 = 55$ ) with a significance value of 0.025.

**Table 7. T Table Hypothesis Test**

Percentage Points in T (df = 51-57)				
df	0.25	0.10	0.05	0.025
51	0.67933	1.29837	1.67528	2.00758
52	0.67924	1.29805	1.67429	2.00665
53	0.67915	1.29773	1.67412	2.00575
54	0.67906	1.29743	1.67356	2.00488
55	0.67898	1.29713	1.67303	2.00404
56	0.67890	1.29685	1.67252	2.00324
57	0.67882	1.29658	1.67203	2.00247

Source: WikiElektronika.com (2023)

In the t table, the value is 2.004.

**Table 8. Hypothesis Test**

	Model	Unstandardized Coefficients		Standardize	t	Sig.
		B	Std. Error	d		
				Beta		
1	(Constant)	6.650	1.735		3.834	<.001
	Intensity of TikTok Application Users	.622	.102	.634	6.075	<.001

a. Dependent Variable: Creativity

Based on this, it is known that t count (6.075) > t table (2.004) and the sig. (0.001) < 0.05. This means that the intensity variable has a positive and significant effect on creativity.

## 4.2. DISCUSSION

### 4.2.1. Attention

Furthermore, this research was re-analyzed with qualitative methodology through in-depth interviews with Ahmad Barokah (AB) as a key informant, and Nurul Ihsan (NI), Muhamad Ridwan (MR), and Rizka Haliza (RH) as supporting informants. The following are the results of his interviews with the informants.

The use of the TikTok application has a positive influence on Generation Z if the use of the application is used as needed. As revealed by the informant who won the TikTok competition, namely:

*“TikTok is a multifunctional application because it provides features according to user needs that are easy to use and not boring. Through the TikTok application, users can share their daily activities, so the content doesn't seem monotonous because it varies.” (Supporting Informant MR, 25 May 2023).*

They consider that the TikTok application contains a lot of varied interesting content so that it is not boring, and users can easily find something they need anytime and anywhere.

*“The TikTok application attracts the attention of its users because it is able to create new features that are different and also unique, as well as the informational videos in this application that are of short duration which make it easier for users to gain knowledge but not boring so that this application is liked by young people, especially Generation Z.” (Key Informant AB, 24 May 2023).*



Figure 4. Feature of TikTok

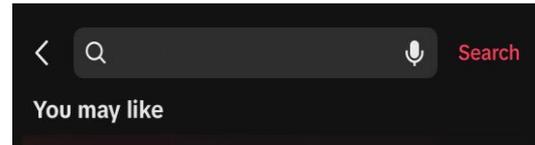


Figure 5. Feature of TikTok

The image above is one of the features of the TikTok application where users can easily find informational videos that they like. The search field is a place where users can write the video they want. Because this feature will display several video content recommendations according to the interests of each user.

#### 4.2.2. Appreciation

Users use the TikTok application as an information medium to increase knowledge and find the references they need.

*“Through TikTok, users can find information according to what they want, so it's also easier to understand this information.” (Supporting Informant MR, 23 Mei 2023).*

With so much information that can be obtained through the TikTok application, as a wise user, Generation Z also continues to sort out the information they will digest.

*“As a user, you also have to be wise in filtering existing information, you still have to choose what to digest because social media is widespread, various kinds of information can be found.” (Supporting Informant MR, 25 Mei 2023).*

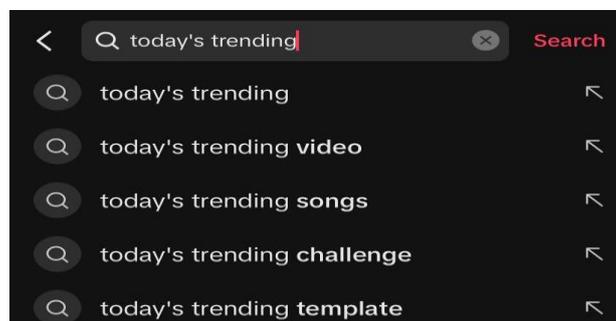


Figure 6. Feature of TikTok

The figure above is a feature of the TikTok application where the feature displays several information recommendations when the user wants to find the video he wants, by pressing the search button, a feature like the one in the image will appear.

#### 4.2.3. Duration

The TikTok application can be used at any time, but Generation Z still has limitations in using the application according to their needs.

*“TikTok can be used whenever we want, but there are still limitations. The method is usually used according to needs, for example what we want can already be stopped using it.” (Supporting Informant RH, 25 May 2023).*

The duration of using the TikTok application is also adjusted to the needs of users in their daily use.

*“Using the TikTok application usually depends on your needs. It could be around 30 minutes to 1 hour, or if you only have spare time, around 15-30 minutes is enough.” (Supporting Informant RH, 25 May 2023).*



Figure 7. Feature of TikTok

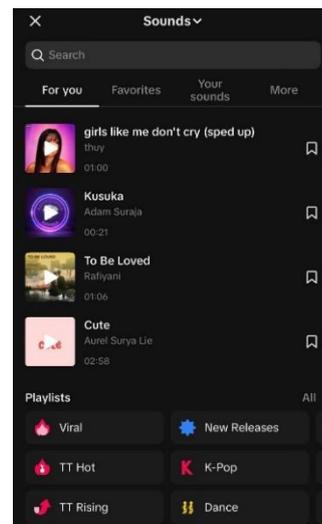


Figure 8. Feature of TikTok

The image above shows, if the user wants to do the video editing process. When you press edit, you will see a display like the image above. If you want to see the sound features in TikTok, you can press the symbols as shown above, for example the symbols from TikTok Viral, TT Hot, TT Rising, New Releases, and others.

#### 4.2.4. Frequency

The benefits obtained from using the TikTok application, Generation Z can improve their abilities that can be applied in everyday life.

*“The benefits of the TikTok application can further improve our skills so that they can be used in everyday life, especially in the field of content creators.” (Supporting Informant RH, 25 May 2023).*

*“The trend in the TikTok application is quite interesting because it is able to hone user skills in a way that is as fun as possible so that users enjoy following it.” (Key Informant AB, 24 May 2023).*

This TikTok application also indirectly allows Generation Z to gain new knowledge about things that were not initially of interest because of the For Your Page (FYP) feature where this feature automatically displays video content without users having to search for it first.

“Through this FYP feature it is very easy to find the information you are looking for, also sometimes information appears that was initially not of interest so that you can add more new knowledge.” (Supporting Informant RH, 25 May 2023).

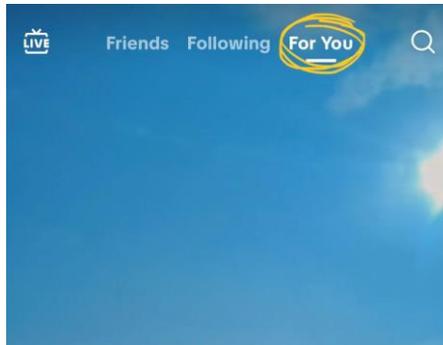


Figure 9. Feature of TikTok

The picture above is the display when the TikTok application is first opened. Videos from TikTok will be displayed according to the interests of each individual on which there are options for the Live, Friends, Following, For You features.

#### 4.2.5. Fluency

Through intense use of the TikTok application, it can make it easier for Generation Z to find interesting ideas and develop these ideas.

“Repeated use of the TikTok application makes it easier to get ideas that were hard to come by at first, because there are lots of references too.” (Supporting Informant MR, 25 May 2023).

“The TikTok application makes it easier for users to find interesting ideas because there are many references in it, so interesting ideas can naturally appear through references from videos found.” (Key Informant AB, 24 May 2023).

Apart from being easy to obtain, the information in the TikTok application is also easier to digest because the content is interesting to look at.

“In the TikTok application, the content is packaged in an attractive way so that the information conveyed is easier to digest and then develop.” (Supporting Informant RH, 25 Mei 2023).

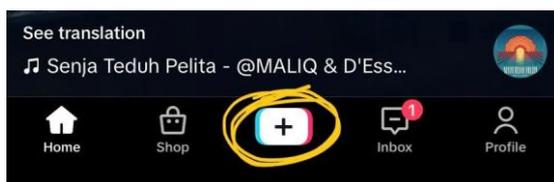


Figure 10. Feature of TikTok

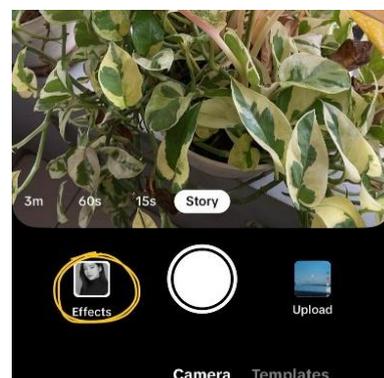


Figure 11. Feature of TikTok

Based on the image above, it is one of the features of the TikTok application where users can create video content through the TikTok application which is equipped with interesting filters that can be selected according to the needs of its users. For example, if a user wants to make a video, open the TikTok application and then press the plus button, the TikTok video will start and be created.

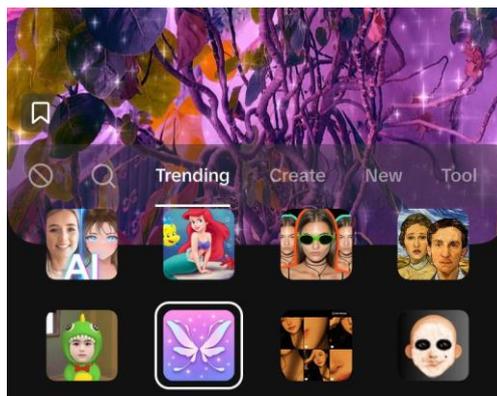
#### 4.2.6. Originality

The content in the TikTok application has many creations so that it is not monotonous for Generation Z to see as users.

*“The TikTok application allows its users to practice creativity in a fun way so it's not stiff and more creative than before.” (Supporting Informant MR, 25 May 2023).*

Moreover, the TikTok application helps its users in creating creativity in a way that is fun and not boring.

*“The TikTok application helps create creativity in a unique and fun way through the interesting features in it and through new trends that are created and easy to implement so that users can unconsciously hone the creativity of users without any pressure.” (Key Informant AB, 24 Mei 2023).*



**Figure 12. Feature of TikTok**

The picture above is one of the features of the TikTok application where users can be creative using the filters in the TikTok application to create or edit videos that can be adjusted to their individual tastes. This feature can be found by opening the TikTok application and then pressing the plus button, making or editing TikTok videos can be done.

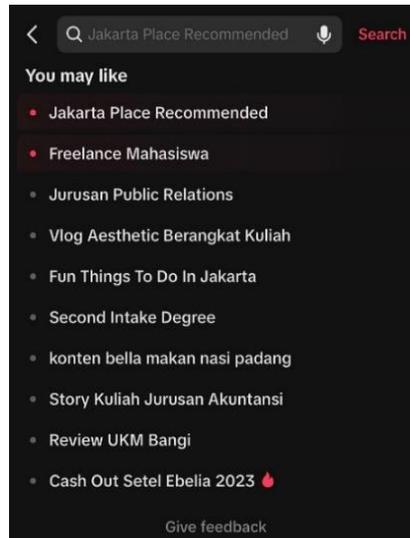
#### 4.2.7. Elaboration

The TikTok application is able to make its users gain knowledge according to existing trends so that this knowledge can be used in their daily lives.

*“With the TikTok application, you can add knowledge according to trends, so ideas don't get stuck because new references always appear to be developed.” (Supporting Informant RH, 25 May 2023).*

Apart from that, the TikTok application also usually displays random video content recommended by the TikTok algorithm for its users.

*“The way the TikTok application provides new knowledge is through a feature that generates random video information from the TikTok algorithm, which makes users previously not interested in this information become aware and make this new knowledge for them.” (Key Informant AB, 24 May 2023).*



**Figure 13. Feature of TikTok**

The image above is a feature of the TikTok application where users can find information based on their individual interests. By pressing the search button, users will automatically be presented with choices of the information they want.

#### **4.2.8. Flexibility**

The competition committee explained that the purpose of holding this TikTok creative video competition is with the hope that it can further enhance the creativity of Generation Z in the digital era.

*“Holding this competition with the hope that it can further enhance the creativity of the nation's children in the digital era, this event can also be a forum for participants to demonstrate their skills in the non-academic field.” (Key Informant AB, 24 May 2023).*

Then the competition assessment is also expected to be able to hone the creativity of the participants through the way they package the concept of ideas into a video to be broadcast on the TikTok application.

*“The evaluation criteria were taken from the content and suitability of friends, the strength of the message conveyed, and most importantly how the participants packaged the creative concept into an inspirational video to be broadcast on TikTok.” (Supporting Informant NI, 24 May 2023).*



**Figure 14. Feature of TikTok**

The image above is a feature of the TikTok application where users can search and find what they want in the search feature, which will appear like the image above for users to choose for themselves what videos they want to see.

## 5. CONCLUSION

Based on the mixed methods research results, it was found that the intensity of TikTok application usage among Generation Z has a significant influence on their creativity. The quantitative discussion confirms the validity and reliability of the intensity and creativity variables. The coefficient of determination and significance tests indicate a moderate influence, accounting for 43.2%, while the remaining 56.8% is influenced by other factors that are still significant for creativity in Generation Z. These findings align with the qualitative results, which also highlight the impact of TikTok usage intensity on creativity, particularly with the presence of TikTok creative video competitions that further enhance Generation Z's creative abilities.

The research findings also address the question of how TikTok influences creativity in Generation Z. The platform's interesting audio-visual content makes it easier for Generation Z to absorb information and serves as a foundation for creative ideas. Consequently, the study concludes that the TikTok application has a positive influence on Generation Z because they use it according to their preferences and choose how to digest content, acquire knowledge, and generate creative ideas that can be applied in their everyday lives.

Overall, the research highlights the significance of TikTok in fostering creativity among Generation Z and sheds light on the various ways in which the platform positively influences their creative expression and engagement. These insights can be valuable for educators, content creators, and marketers seeking to tap into the creative potential of Generation Z and effectively engage with this demographic through the platform. By exploring these research areas, we can gain a deeper understanding of the relationship between TikTok usage and Generation Z's creativity, as well as its broader implications for digital media, education, and society at large. These insights can

inform strategies to harness the positive aspects of the platform and address any potential challenges or concerns.

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