

## Narcissism Of Hijabi Women Among Students On The Tiktok Application

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**Abstract.** Advances in information and communication technology have opened a new stage for people to obtain information autonomously. This research aims to determine the narcissism of women wearing the hijab among students on the Dehasen Bengkulu University TikTok application. This research uses Santrock's theory of narcissism with qualitative research methods. The subjects of this research consisted of 3 informants from the 2020 and 2023 Communication Science Study Program at Dehasen University. Data collection techniques were carried out using observation, interviews and documentation. From the results of the author's observations, it can be seen that the form of narcissism found in women who wear the hijab is those who love themselves without caring about other people's opinions about themselves, who make trending videos on the TikTok application using the hijab, and often use excessive filters. Such as using lipstick filters, false eyelashes and bleach on their faces to make them look more beautiful and show off their strengths. When live, they also show body language and body shape while swaying and wearing tight clothes while wearing the hijab. It is better for women who wear the hijab not to do this. However, the informant considered this appearance to be a simple thing, because according to the informant, wearing the hijab was an obligation, while creating trends on the TikTok application was just self-indulgence and entertainment..

**Keywords:** *Tiktok, Narcissism, Women Wearing The Hijab, Students*

### INTRODUCTION

Advances in information and communication technology have opened a new stage for people to obtain information autonomously. The development of information and communication technology (ICT) is something that must exist and be followed by modern society today. Basically, what is meant by communication technology is a set of tools that enhance people's ability to communicate or devices from human-engineered systems that are used as a medium for transmitting or transferring and conveying ideas, messages or ideas to others (Taqr, 2009).

The Internet can reach and connect many people from around the world interacting with each other through digital platforms. Application developers are competing to create digital platforms with variety and innovation, one of which is TikTok social media which allows users to present themselves as well as interact, share and communicate with other users in a virtual social bond (Nasrullah, 2015).



Figure 1 Tiktok Application Logo



application". And this research will be carried out at one of the universities in Bengkulu, namely Dehasen University, specifically only researching the Communication Science Study Program class of 2020 and 2023 because students who wear the hijab tend to actively follow trends on the TikTok application and the number of followers is higher. of 100 people.

## **LITERATURE REVIEW**

### **Narcissism**

Narcissism is a sense of self-love that prioritizes itself and is then channeled into its behavior. Individuals who have narcissistic personalities consider themselves as special people, they will consider other people low and are less happy if someone else criticizes them, they take advantage of the existence of others to display their sympathy only for their own interests.

Santrock (2011) explains narcissism is a self-centered approach to others. Usually narcissists are unaware of their own actual state and how others perceive them. This ignorance creates adjustment problems for them. Narcissists are very self-centered, always emphasize that they are perfect, and view their wishes and expectations as important.

According to Kristanto (2012), narcissism is a description of people who love themselves. Within certain limits, self-love can be considered normal, but if it is excessive and disturbs others or disturbs oneself, it is considered deviant or a personality disorder.

### **Hijab**

Hijab is a headscarf worn by many Muslim women. Hijab usually refers to a cloth worn around a woman's head and neck, which covers the hair but not the face. Hijab and jilbab are two vocabularies that many people use to mean something that generally refers to women's clothing that covers their head and body. The term hijab tends to be equated by the public with the term veil, so it is also interpreted with jilbab and vice versa, the term "jilbab" is defined as women's clothing worn by covering all heads except the face then coupled with clothes so that all bodies are covered except hands and feet. Meanwhile, according to the Big Indonesian Dictionary, it is defined as a wide-sized veil worn by a Muslim woman to cover her head and neck up to her chest (so that her curves are not visible). With reference to the word hijab found in Surah al- Ahzab verse 53.

### **Social Media**

Social media is an online medium where users can easily participate, share and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common forms of social media used by people around the world, and are used by people to interact with each other by creating, sharing, and exchanging information with ideas in a virtual network and communication.

According to Ardiansah and Maharani (2021) social media is a means or forum used to facilitate interaction between fellow users and has the nature of two-way communication, social media is also often used to build a person's self-image or profile, and can also be utilized by companies as a marketing medium.

### **TikTok App**

TikTok is a social networking application and is one of the social media platforms that provides the possibility for its users to create short videos with a duration of up to 3 minutes that support music filters, and various other creative features. The TikTok app originated in China and was launched in early September 2016 by an entrepreneur named Zhang Yiming who is also the founder of a technology-based company, ByteDance. Before being widely recognized

by the world community, this application was formerly known as Douyin in its home country. Where users only use this application to share short videos with a duration of 15 seconds with all other users. Because it felt successful in introducing in its own country, ByteDance finally tried to introduce this application to the world community. So ByteDance decided to change the name Douyin to TikTok. TikTok users in Indonesia alone reached 30.7 million recorded in July 2020. Even now, the TikTok application has been downloaded by more than 100 million users on the Google Play Store.

## **METHODS**

Qualitative research method according to Creswell quoted by Eddles-Hirsch (2015) Qualitative research is a study that is interested in analyzing and describing the experience of an individual phenomenon in the everyday world.

According to Sugiyono (2018) Qualitative research methods are research methods based on philosophy, which are used to research on scientific conditions (experiments) where researchers are instruments, data collection techniques and qualitative analysis emphasize more on meaning.

According to Moleong (2014) qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from the behavior of people who can be observed.

## **RESULTS**

### **Confession**

The first confession on how to get likes in the TikTok application according to sister Firdha Cintia Ananda in the interview results as follows: "If I make interesting video posts or make videos that are trending in the TikTok application". (F, interview on February 26, 2024, at 09.00 WIB).

The same thing was also expressed by Iis Narlana and Elvi Ratna Sari, as follows: "My way to get likes in the TikTok application is by often making cool interesting videos and also using Hastag. (I, interview on 26 February 2024, at 10.30 WIB).

Meanwhile, Elvi also said the same thing as said by other informants, that to get likes through the TikTok application by making interesting videos so that followers like it. "To get likes on the TikTok application, I usually create content that is interesting to watch and also use the FYP feature." (E, interview on 26 February 2024, at 11.30 WIB).

Based on the results of interviews and documentation, it can be seen that of the three informants of the 2020 and 2023 batch of Communication Science study program students at Dehasen University Bengkulu, they all use the same method to get likes in the TikTok application, namely by making interesting videos so that the videos get likes so that they are liked by their followers. The results of this interview are corroborated by the author's observations in the field where they are really TikTok users with a series of likes.

Furthermore, this acknowledgment is reinforced by what kind of acknowledgment is desired in TikTok social media. From the results of interviews from informants, the following statements were obtained: "Of course I want to get positive recognition for the videos I make and also I want to get comments that praise my posts with good words such as good videos and good outfits." (F, interview on 26 February 2024, interview on 26 February 2024). " (F, interview on February 26, 2024, at 09.00 WIB).

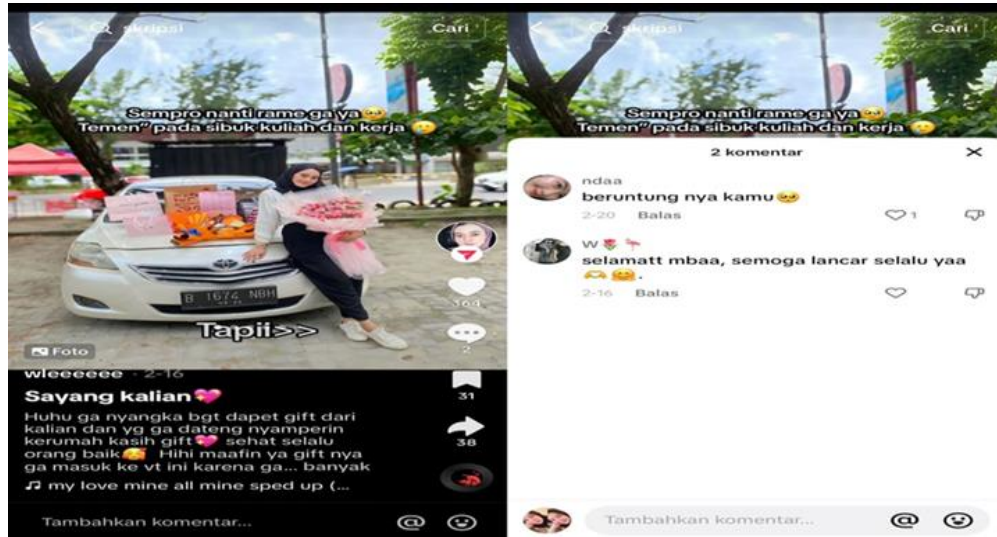


Figure 3 An Example Of A Video Made By Firdha And A Response From One Of Firdha Cintia Ananda's Followers

The same thing was also revealed by Lis Narlana and Elvi Ratna Sari "The form of recognition I want is for more people to recognize me through the videos I upload on the TikTok application. (I, interview on 26 Feb 2024, at 10.30 am).

Meanwhile, Elvi also said the same thing as said by other informants, that the form of recognition she wanted was good recognition in the TikTok application. "The form of recognition I want is a good form of recognition, because I not only make videos that are trending and I also often cover songs, therefore I want to get recognition from TikTok followers as a content creator who has a beautiful and pleasant voice to listen to. (E, interview on February 26, 2024, at 11.30 WIB).

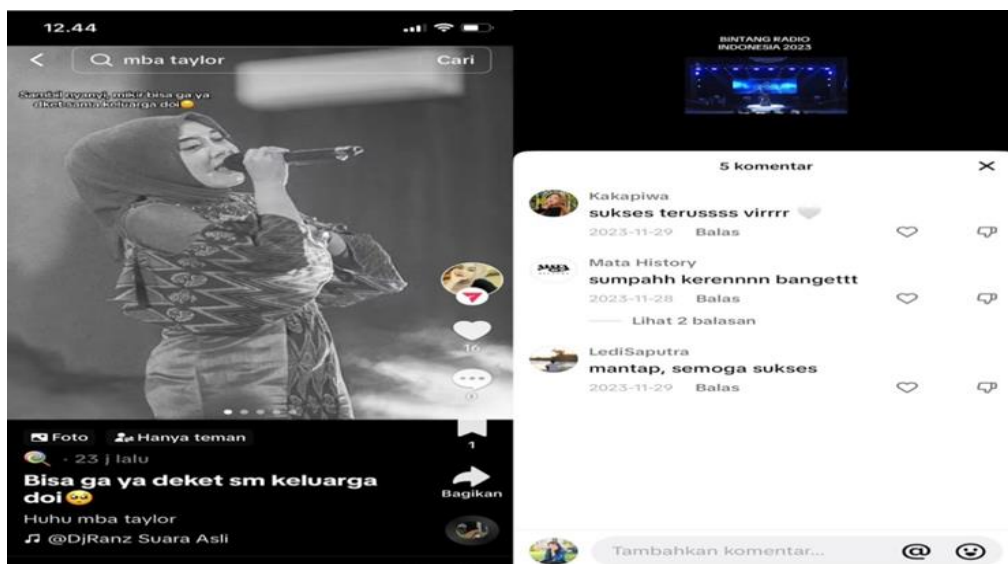


Figure 4 Example Of A Video Made By Elvi And A Recognition Response From One Of Elvi Ratna Sari's Followers

Based on the results of interviews and documentation, it can be seen that of the three informants, students of the Communication Science study program class of 2020 and 2023, Dehasen University Bengkulu, they all use the same method to get recognition in the TikTok application by wanting to get good recognition from followers.

In this recognition, the researcher wants to know whether these three informants feel narcissistic as TikTok users. From the results of informant interviews, the following statements were obtained: "of course I feel narcissistic because I am a student who is quite following the trend and often makes TikTok videos so I can also be called a narcissistic student" ". (F, interview on 26 feb 2024, at 09.00 WIB).

The same thing was also revealed by lis Narlena and Elvi Ratna Sari: "Yes, I feel narcissistic and make my ego increase when I make videos on TikTok and I also often use effects so that the videos I make look prettier." (I, interview on 26 February 2024, at 09.00 am). (I, interview on 26 feb 2024, at 10.30 am).

Like the other three informants, Elvi expressed a similar opinion by saying: "of course yes because with this I can be recognized by many people and in the neighborhood. (E, interview on 26 February 2024, at 11.30am). From the results of the interviews above with the three informants, research can see that each informant has the same form of confession. The results of this interview are confirmed by the author's observations in the field where the TikToks they make every day are in accordance with what they planned or in accordance with their goals and produce the form of recognition they want.

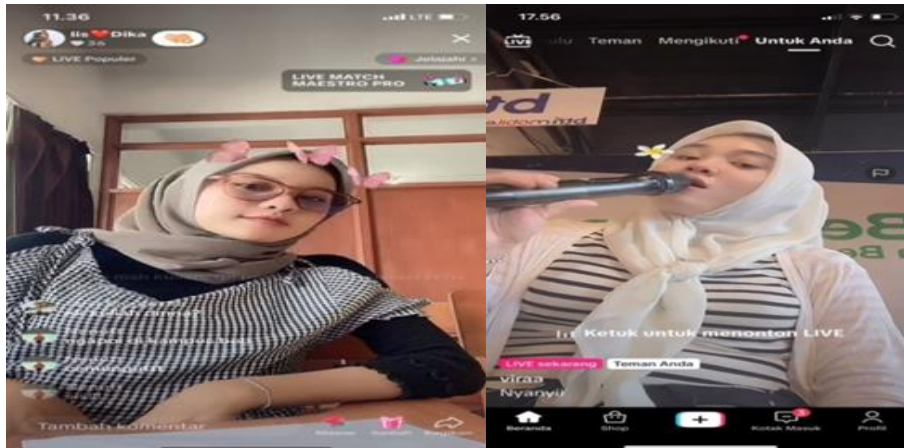
### **Audience**

An 'audience', in this digital information era, is a reflection of individuals connected through various media, including blogs, social media, and other platforms. They are a community that not only shares experiences, but also influences each other through the strong social relationships that exist between them. The audience concept in making TikTok refers to who is the main focus on how to get viewers in the TikTok application. From the results of interviews with informants, several statements were obtained as follows: "It's almost the same as getting likes, so to get viewers I usually make interesting videos and add fyp features" (F, interview on 26 February 2024, at 09.00 WIB).

The same thing was also expressed by lis Narlena and Elvi Ratna Sari: "Actually, it's easy, after making a video, we just add hashtags like, fyp, civil service couples, hit girls, Bengkulu girls and others. (I, interview on 26 February 2024, at 10.30 WIB). Like the other two informants, Elvi expressed the same opinion by saying: "The way I get viewers on TikTok is by just uploading cool and interesting videos. (E, interview on 26 February 2024, at 11.30 WIB).

Based on the results of the interviews above, it can be seen that of the three informants from the 2020 and 2023 Communication Science study program students at Dehasen Bengkulu University, they initially had their own targets to get viewers when creating TikTok. The results of this interview are confirmed by the author's observations in the field where their target goal in creating TikTok was achieved, with the reach of viewers who followed the informants. This audience was further strengthened by the statement on how to get followers in the TikTok application. From the results of interviews with informants, several statements were obtained as follows: "Of course, I often make videos on current trends and they end up on that person's home page, usually that person follows me. (F, interview on 26 February 2024, at 09.00 WIB).

lis Narlena also expressed the same thing "Apart from making videos, I also often go live on TikTok, greeting people who watch my live, that's where we follow each other and follow each other's TikTok accounts. (I, interview on 26 February 2024, at 10.30 WIB).



**Figure 5 Live Example Broadcast By Iis Narlana And Elvi Ratna Sari**

Elvi Ratna Sari expressed the same thing as Iis "The way I get followers on TikTok is that I often go live on TikTok and I automatically get followers, so that person follows me first (E, interview on 26 February 2024, at 11.30 WIB).

### **Influence**

Influence is the power that exists or arises from something (person, object) which helps shape a person's character, beliefs or actions. Surakhmad (1982:7) states that influence is a force that arises from an object or person and also internal phenomena that can provide changes to what is around them.

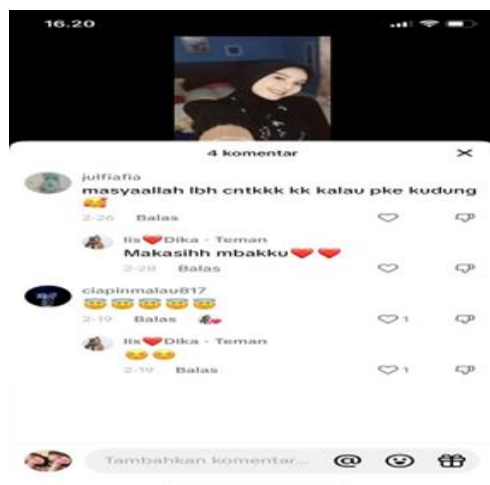
According to Robert Dahl, influence is likened to the following: A has influence over B to the extent that he can cause B to do something that B would not otherwise do. Influence can also be referred to as an abstract thing that cannot be seen but its existence and use can be felt in human life and activities as social creatures.

The first influence is why you prefer to use the TikTok application as a medium for narcissism rather than other applications. From the results of interviews with informants, there are several statements as follows: "Because the TikTok application is more easily accessible and has a wider reach than other applications. (F, interview on 26 February 2024, at 09.00 WIB). The same thing was also expressed by Iis Narlana and Elvi Ratna Sari: "Because TikTok's reach is wider than the WhatsApp, Facebook and Instagram applications, even videos seen on the Instagram home page have already appeared on TikTok. (I, interview on 26 February 2024, at 10.30 WIB).

Meanwhile, Elvi also said the same thing as what other informants said "Because many young people express themselves by making TikTok videos compared to other applications and also currently the TikTok application is becoming a trending application among students" (E, interview on 26 February 2024, at 11.30 WIB).

Based on several statements from the three research informants, they all stated that TikTok had an influence on themselves. The results of this interview were confirmed by the author's observations in the field where these informants admitted that the TikTok application was accessed very quickly compared to other applications. The influence is further strengthened by the positive impact felt from using TikTok. From the results of informant interviews, several statements were obtained as follows: "Of course it has a huge impact on my daily life, I am more recognized by people with the trendy videos that I upload on TikTok. (F, interview on February 26, 2024, at 09.00 WIB).

The same thing as lis was also revealed by Elvi Ratna Sari "The positive impact that I feel when posting videos is that I am often said to be beautiful and given good comments by followers." (I, interview on 26 February 2024, at 10.30 WIB).



**Figure 6 Example Of Comments On lis Narlena's Tiktok Account**

Elvi Ratna Sari expressed the same thing as lis "There are quite a lot of positive impacts, firstly I can channel my singing hobby and also I am always praised and using TikTok can make me happy and relieve stress in my opinion. (E, interview on 26 February 2024, at 11.30 WIB).

Based on the results of the interviews above, it can be seen that of the three informants from the 2020 and 2023 communication science study program students at Dehasen Bengkulu University, they all have their own targets to get a positive impact from making TikTok. The results of this interview are confirmed by the author's observations in the field where their targets are in creating TikTok. This influence is further strengthened by the statement about the negative impacts felt after using TikTok. From the results of interviews with informants, there are several statements as follows: "The negative impact that I feel on TikTok is not always positive and there are some viewers who don't like the videos I post, for example there are some viewers who comment negatively or judge in the comments column of my posts." (F, interview on 26 February 2024, at 09.00 WIB).

lis Narlena also expressed the same thing: "There were only a few negative impacts felt about the video I made, and it made me uncomfortable." (I, interview on 26 February 2024, at 10.30 WIB). A different thing was expressed by Elvi Ratna Sari: "The negative impact was quite small, namely that I was called a narcissist by my friends who don't use TikTok" (E, interview on 26 February 2024, at 11.30 WIB).

Based on the results of the interviews above, it can be seen that of the three informants from the 2020 and 2023 Communication Science study program students at Dehasen Bengkulu University, they all had a negative impact from the content they created. The results of this interview are confirmed by the author's observations in the field where their targets are in creating TikTok. This influence is further strengthened by stating how you feel after your TikTok content is seen by many people. From the results of interviews with informants, several statements were obtained as follows: "I certainly feel happy, because I think it's not in vain that I make videos that are trending" (F, interview on 26 February 2024, at 09.00 WIB).

lis Narlena also expressed the same thing: "I'm happy when my video is seen by many people, and my goal is also to be recognized by people around me, so the more people who

see it, the more enthusiastic I will be in making TikTok videos" (I, interview on 26 February 2024, at 10.30 WIB).

The same thing was also expressed by Elvi Ratna Sari: "After my content was seen by many people, it made me happy and more enthusiastic about making videos on TikTok" (E, interview on 26 February 2024, at 11.30 WIB).

Referring to several interviews and observations with research informants, it can be seen that their opinions are almost the same regarding their feelings after the TikTok content they create is seen by many people.

### **Self-Confidence**

Self-confidence is the ability to convince ourselves of the abilities we have or the ability to develop positive judgments both for ourselves and the surrounding environment and that the actions chosen are the best or most effective.

Self-confidence is the highest form of human motivation. Self-confidence produces the best in humans. However, it takes time and patience and does not discount the need to train people so that their skills can increase their self-confidence.

The emergence of this understanding is due to positive descriptiveness. This means accepting yourself as you are, and how the informant feels confident when uploading videos on TikTok while wearing the Hijab. From the results of interviews with informants, several statements were obtained as follows: "Of course I am confident when wearing the hijab, because in my opinion wearing the hijab means dressing modestly, and wearing the hijab makes us look neater." (F, interview on 26 February 2024, at 09.00 WIB).

Iis Narlana said something different: "I'm very confident because I wear the hijab every day and if I make a video without wearing the hijab, I feel like there's something missing in me when I don't wear the hijab." (I, interview on 26 February 2024, at 10.30 WIB).

A different thing was expressed by Elvi Ratna Sari: "I am very confident, because wearing the hijab makes my self-confidence increase when my head is covered by the hijab." (E, interview on 26 February 2024, at 11.30 WIB).

Based on the results of the interviews above, it can be seen that of the three informants from the 2020 and 2023 communication science study program students at Dehasen Bengkulu University, they all have their own way of uploading videos on TikTok while wearing the hijab. This self-confidence is further strengthened by stating whether you believe your TikTok video will have a positive assessment for you when making videos on TikTok. From the results of interviews with informants, several statements were obtained as follows: "No, because of what is called social media, especially TikTok, people definitely see me not only in positive ways and there are some people who think negatively" (F, interview on 26 February 2024, at 09.00 WIB).

The same thing was expressed by Iis Narlana: "Not really for a positive assessment, because there are some people I see commenting on the videos I make that are negative." (I, interview on 26 February 2024, at 10.30 WIB).

The same thing was expressed by Elvi Ratna Sari: "Actually, you can say no and yes, because I have also encountered negative comments, although not many, and secondly, I really believe in positive assessments because some of the content I created was praised by my followers." (E, interview on 26 February 2024, at 11.30 WIB).

Based on the results of the interviews above, it can be seen that of the three informants from the 2020 and 2023 Communication Science study program students at Dehasen Bengkulu University, they all have their own ways of getting positive assessments from other people when they see the content they create. This self-confidence is further strengthened by stating what you think if someone comments negatively on the video you posted. From the results of interviews with informants, there are several statements as follows: "If there are hate comments, of course, if it's within reasonable limits, I'll just leave it alone and if the comment goes too far, I'll

hide it and delete it, maybe I'll block the person who commented" (F, interview on 26 February 2024, at 09.00 WIB).



**Figure 7 Example Of Hidden Comments On Firdha Cintia Ananda's Account**

Iis Narlana said something different: "If someone makes a negative comment, I will probably reply to the comment with more positive words." (I, interview on 26 February 2024, at 10.30 WIB).

The same thing as Firdha was expressed by Elvi Ratna Sari: "If there are comments that are negative or disturbing, I will mute or delete the comments" (E, interview on 26 February 2024, at 11.30 WIB).

Based on the results of the interviews above, it can be seen that of the three informants from the 2020 and 2023 communication science study program students at Dehasen Bengkulu University, they all have their own ways of dealing with negative assessments of the videos they make. This self-confidence is further strengthened by stating why you create rocking video content wearing the hijab. From the results of interviews with informants, several statements were obtained as follows: "In my opinion, wearing the hijab is an obligation, then when it comes to rocking content, the movements I do are still normal, so I think it's just normal." (F, interview on 26 February 2024, at 09.00 WIB).

The same thing was expressed by Iis Narlana: "Because every day I like making trendy videos that rock, if I wear the hijab, I wear the hijab every day because I'm a Muslim woman. (I, interview on 26 February 2024, at 10.30 WIB).

A different thing was expressed by Elvi Ratna Sari: "Actually, making trendy videos is just for fun because it follows the trend, as long as it doesn't cross the line, I will still do it" (E, interview on 26 February 2024, at 11.30 WIB).

Based on several statements from the three research informants, they all stated that it was normal for them to wear the hijab and that they were Muslim women who felt entertained by using the TikTok application.

## **DISCUSSION**

After writing the data exposure and findings generated by researchers from interviews, observations and documentation, then the researchers will analyze the data that has been collected. From the data exposure and the results of the researcher's findings described in the previous subchapters, it is necessary to analyze the research results. This is done so that the

resulting data can be interpreted so that it can draw research conclusions in accordance with the formulation of the problems posed.

The results of the author's observations carried out by informants can be seen that the form of narcissism found in women with hijab who are in the Communication Studies Program at Dehasen University Bengkulu, namely those who love themselves without caring about the opinions of others about themselves who make video trends in the TikTok application using the hijab, even often they use excessive filters such as using lipstick filters, false eyelashes and bleach on the face so that they look more beautiful and they often want to show their strengths, such as when they live they show body language and show their body shape while swaying and wearing tight clothes when using the hijab.

Recognition or assumptions from others about oneself. In this case, the author sees that the activities of TikTok users involve fame and self-recognition related to the use of TikTok. This involves gaining recognition and shaping how people perceive them. Through this activity, individuals can identify whether they are known by many people about recognition through the TikTok application and this is an easy and effective way to reach the general public, and researchers see recognition from the number of viewers and posts made by the Informant because he shows love for himself.

Audience is someone who communicates with you through any media, be it blogs, social media and so on. This audience tends to contain individuals who are inclined to be influenced by the social relationships between them. Through the stages of interviews, observation, and documentation, the authors found data findings in this Audience, TikTok users have a target of attention when they make videos that are trending on TikTok such as making interesting videos so that they become the center of attention so that the videos they make get a lot of likes and viewers and make them love themselves more, and the number of followers is very important to show themselves. From this Audience also involves and interaction between individuals, through this activity individuals can reach each other.

Then there is influence where this influence can be felt in its existence and usefulness in human life and activities as social beings. In this influence involves the impact that occurs on informants, be it a negative or positive impact when they succeed in showing themselves through posts to the many people who see the TikTok video trend they created.

Furthermore, namely self-confidence, states that this self-confidence is a trait possessed by someone with a sense of trust and confidence in the abilities within himself and can support someone to establish relationships with people around him. Through the stages of interviews, observation, and documentation, the authors found data findings on this self-confidence, TikTok users have a high sense of satisfaction after they upload videos on the TikTok application. This involves feeling happy and recognized when their confidence is seen by many people. And from this activity the informants of this study can find out that a simple thing like uploading a video on social media can make them feel good. This activity can encourage individuals to know and understand their narcissism when they overdo things and often use exaggerated effects to be liked by their followers.

## **CONCLUSION**

This research is entitled Narcissism of Women with Hijab Among Students in the TikTok Application, it can be concluded that women with hijab are those who love themselves without caring about other people's opinions about themselves who make video trends in the TikTok application using the hijab and they often want to show the advantages of themselves, because according to them using the hijab is an obligation while making trends in the TikTok application is self-pleasure and entertainment for them.

## **LIMITATION**

Based on the results of the research, discussion and conclusions obtained. The author feels that informants should make trends as interesting as possible so that the trend videos made can be seen by many people, and if you want to be recognized, you can, but to upload TikTok trend videos you should be careful, because social media is seen by anyone who uses it. And hijab-wearing women should take better care of their behavior, such as not wearing tight clothes and swaying when live because anytime and anyone can see this.

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