The Influence of TikTok and Youtube Social Media use on the Young Generation in the Jakarta Special Capitol

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Abstract— The study will identify how far the use of social media TikTok and YouTube has influenced the self-quality of the young generation in the Jakarta Special Capitol. Thus, the objective of the study is to identify the influence of the use of the social media TikTok and YouTube on the self-quality of the young generation in Jakarta Special Capitol. In conducting the study, the Stimulus-Response Theory has been implemented because in the use of the social media TikTok and YouTube the public or the young generations will define the initiative upon their alternatives with regards to the needs of satisfaction on certain media. Both the public and the young generations are provided with the decision on the needs within the media society which has been known to compete with one another. As a result, the positivist paradigm has been adopted in the study. Then, the study itself took place in Jakarta Special Capitol from February until March 2022. The design that the researchers have adopted in the study is the causal method whereas the data analysis within the study is conducted by using the PLS. The results of the study show the influence of Tiktok and YouTube social media platforms on the self-quality of the young generations in the Jakarta Special Capitol. The coefficient value of TikTok (X_1) against the self-quality of the young generation (Y) is -0.038. Hence, it can be concluded that the social media platform TikTok (X_1) has a negative and insignificant influence on the self-quality of the young generations in Jakarta Special Capitol. On the contrary, the coefficient value of YouTube (X_2) against the self-quality of the young generation (Y) is 0.687 with a T-statistics value of 6.762 and a p-value of 0.000. Based on these results, it can be concluded that the social media platform YouTube (X_2) has a positive and significant influence on the self-quality of the young generations in Jakarta.

Keyword— Influence, Use, TikTok, Youtube, Young Generations, Self-Quality

I. INTRODUCTION

Technology has developed so rapidly that it starts influencing social life. In recent days, technology holds in possession a new kind of social relationship, one that is quite different from any social relationship in the previous era. In the past, people tend to establish social relationships by means of face-to-face meetings. On the contrary, at present times people can establish social relationships in cyberspace, and such social relationships are known as online interaction. It is in this century that the millennial generation has undergone so many changes due to the rapid advancement of technology. Hence, the influence of the media on social life can lead to changes in the form of behavior and social life. Then, the aspect that can influence

adolescents nowadays is social media. Basically, social media is part of the advanced technological development that enables people to establish communication regardless of age limit, establish a network for mutual content sharing, and disseminate content within the network. In the recent era of technology, information needs to be benefitted as effectively and efficiently as possible. Consequently, the fulfillment of the need for information will ease people in performing their daily activities (Firdaus, 2019).

Social media is considered an information-sharing tool but it is frequently misused. As a result, social media users, in this regard adolescents, become easily influenced by the negative things over social media. This situation is better described by the two famous social media among

adolescents namely TikTok and YouTube. TikTok is one of the most popular applications in the world as it enables users to record videos with a total duration of 15 seconds complete with music, filters, and other creative features (Adawiyah, 2020: 136). This social media application involves the process of making short videos that contain music, making the application favored by both children and adults. The recent number of TikTok users is 92.20 million users and this number has been increasing since July 2021. This situation is different from April 2020 when the number of TikTok users was only 37 million people (April 2021, Id Audience). The age of the users itself ranges between 16 years old and 24 years old and this figure comprises 41.00% of the total user base.

Based on the data, 63.00% of TikTok users belong to the range between 10 and 29 years old. Any adolescents belonging to this age group are vulnerable because they need self-control. It is this age group that gives TikTok the benefit as one of the social media platforms that are very profitable since it targets the Z generation. At the same time, the young generation nowadays has been very active in the use of social media such as TikTok and Instagram. According to the Ministry of National Development Planning in a survey by IDN Research Institute, the millennial generation refers to the population whose age ranges between 20 and 35 years old. Along with the increasing popularity of TikTok, nowadays Instagram users also take participation in the trend of using TikTok. This trend itself departs from a famous person that defines his or her self-quality through the use of new social media such as TikTok.

According to Sensor Tower, a survey-providing institute for the global economy application from the United States of America, TikTok has successfully been the number 1 mostly downloaded application in 2019. The application has been downloaded 1 billion times in both App Store and Google Play; at the same time, the application has gained the highest popularity in six countries, including Indonesia (Mikhael, 2019. p.5). In addition to TikTok, another social media that has been widely known to the public is YouTube. YouTube facilitates all people to access and make their own masterpieces in the form of videos and uploaded these videos to their own YouTube accounts. Some of these videos are related to education and thus the presence of education-related videos on YouTube can be very helpful for the educational process in terms of both understanding and example (Herlanti, 2014, p.32).

The presence of the content broadcasted by new media such as TikTok and YouTube has led to the shaping of self-quality through the use of these social media. Social media, or the so-called applications, are mostly used by various people from various age groups but, unfortunately, this opens up the opportunity of disseminating videos with negative content. The presence of such negative content will certainly be dangerous for the mental development of social media users whose ages are around 18 years old since these users have not been well-established in terms of paradigm and standpoint. Adolescence is a period of transition from childhood to adulthood. During this period, numerous physical and mental developments are in progress. Despite that, there are age limits that have usually been defined by the experts and the age limit can be classified as follows: (1) preliminary adolescence (12-15 years old); (2) middle adolescence (15-18 years old); and (3) final adolescence (18-21years old) (Desmita, 2010).

This kind of situation can influence the self-quality of the young generation and result in the degradation of self-concept value orders and self-quality within the public. Thus, the quality of the young generations will deteriorate in both the near and far future. With regard to the statement, the researcher adopts the stimulus-response theory in the study because the use of new media such as TikTok and YouTube pertaining to the messages that have been delivered, be they verbal or non-verbal, can trigger certain responses to the young generations. In turn, the young generations will define the initiative over their choice toward satisfaction in using certain media. Both the public and the young generation is provided with the decisions to meet the competing needs of one another. At the same time, the new media may also provide information on news, education, and alike complete with entertainment such as songs so that the young generation can make their decision in meeting their needs by using the new media.

In defining self-quality, an individual should have a self-concept, which refers to the belief, perception, point of view, and paradigm about all aspects in possession. Furthermore, self-quality can consist of attitude, perception, self-character, capacity, life objective, needs, and self-appearance. The presence of self-confidence defines the life quality of an individual. According to Coleman (2015), the self-confidence of an individual is attained by identifying and understanding an individual's own personality in a complete manner. Psychology, aspiration, achievement, physical characteristics, and emotional level may influence self-concept. Maslow (in Kartini, 2019) states that self-confidence departs from self-concept. In relation to the statement, Sullivan argues that self-concept holds the meaning of embracing the self-identity, which is one of the core concept stability forms. Both the environment and the individuals can be influenced by their self-concept. As has been explained by Jiang (2000), positive social

development comes from good self-concept and self-confidence.

When individuals have a positive self-concept, throughout the association in their daily life these individuals will not have feelings of anxiety, fear, loneliness, and excessive anxiety. On the contrary, these individuals will develop a sense of freedom and optimism deep inside their personalities. Ever since their childhood, these individuals have been influenced and shaped by numerous experiences they have encountered in their relationship with other individuals, specifically with their significant others, or numerous experiences from their past that make them view themselves better or worse based on the given reality (Centi, 1993, 71). The way individuals view themselves will shape their own self-concept. However, self-concept is an important part of an individual's life because self-concept defines how an individual reacts to numerous situations (Calhoun & Acocella, 1996:66).

Self-concept is also considered as a key role in integrating the individual personality in order to motivate mental health. The expectation of self-concept will define how an individual reacts in their life. Thus, if an individual thinks that he is capable of doing something then this individual will likely gain success in this life. On the contrary, if the individual deems that he is already failed then actually then the individual is actually preparing himself for the failure. Therefore, it can be said that self-concept is part of the self that holds the influence over every single aspect of experiences such as individual mind, feeling, perception, and behavior (Calhoun & Acocella: 1960, 67). In brief, self-concept is a mental illustration of every individual and it consists of knowledge of one's self, expectations for one's self, and assessment for one's self, which has been proposed by Stuart & Sudden (in Heideman: 2009, p.60).

Self-concept refers to ideas, mind, trust, and standpoints that have been inherent within an individual and holds influence in the relationship with other people. As an alternative, according to Burns (1989: p.66) self-concept is an illustration of how an individual thinks of himself, what other people think about him, and what an individual wants himself to be. Thus, self-concept can be understood as the combination of multiple aspects such as self-impression, affective intention, self-evaluation, and responding tendency. Hurlock (1993: p.237) proposes that self-concept is a mental illustration that an individual has with regard to himself and it includes physical impression and psychology.

According to Rahmat (in Ghufron & Risnawita: 2011, p.4), self-concept does not only deal with the descriptive illustration but also with the individual assessment with regard to an individual's own personality. Self-concept thus can be considered as referring to what an individual has been thinking and perceiving about himself. Then, there are two types of self-concept namely the cognitive components and the affective components. The cognitive components are known as self-image whereas the affective components are known as self-esteem. Cognitive components refer to an individual's knowledge about his own personality and this includes the knowledge of "who I am," which provides the self-description known as self-impression. In the meantime, affective components refer to an individual's assessment of himself and this assessment will shape how an individual embrace himself and his self-esteem (Ghufron & Risnawita: 2011, p.4).

The self-quality of young generations nowadays holds the capacity of uncovering self-esteem as a form of self-appreciation and self-control in accordance with the realistic aspects. This kind of feeling has an influence on the feelings, perceptions, values, objectives, and thinking process of an individual's life. In other words, the self-confidence of an individual is influenced by his or her self-esteem. Similarly, Cohen (in Azwar: 2000) states that high self-esteem will influence the self-confidence of an individual. Thus, the higher the self-esteem of an individual is the higher his or her self-esteem will be in comparison to individuals with low self-esteem. On the contrary, Maslow (in Azwar:2000) proposes that an individual with self-esteem may develop and maintain the self-potentials under his or her possession appropriately. The situation will be much better if the individual displays positive things since the positive things are able to improve his or her self-confidence. In line with the statement, Thursan Hakim suggests that an individual with low self-esteem can be easily offended and it explains why this kind of person has the tendency of avoiding any association. An individual with low self-esteem will have difficulties in sharing arguments or making action. If the situation persists, this individual will eventually lose his self-confidence.

The study on the influence of social media has been conducted by several researchers. First, the results of a study by Khattab Mona (2019) entitled "Synching and Performing: Body (Re)Presentation in the Short Video App Tik-Tok" in Finland show that self-impression plays a role in the issues of gender and sexuality. Both gender and sexuality are considered as the product of self-representation through body performance that can be changed and shaped in order to be adjusted to the stereotypical ideas about beauty, masculinity, and feminity. In fact, while challenging such norms, the users of TikTok have clearly admitted their presence by, for instance, show in normative awareness against the description of sexuality

that defines beauty and the gender binary that defines the visual gender transition.

Second, the results of a study by Dwi Putri Robiatul Adawiyah entitled "The Influence of TikTok on Adolescents' Self-Confidence in the Regency of Sampang" show that the use of TikTok can significantly influence the self-confidence of adolescents in the Regency of Sampang. The significant influence has been shown by the rate of the significance of 10.00% since the t-count value ≥ t-table value (10.841 ≥ 1.660). Consequently, the first hypothesis proposed in the study has been accepted while the null hypothesis in the study has been rejected with a value of 54.50%. The percentage value itself indicates that 45.50% of the adolescents' self-confidence in the Regency of Samping has been influenced by factors other than the variable (X) or the social media named TikTok. On the contrary, the data from the regression show a positive (+) value. Therefore, it can be defined that the use of social media TikTok has a positive influence on self-confidence with the regression formula $Y = 4.703 + 0.791X$. The formula thus implies that self-confidence will undergo 0.791 points of change for every unit of change that takes place on the use of the social media TikTok.

Third, the results of a study by C. Blair Brunette, Melissa A. Kwitowski & Suzanne E. Mazzeo entitled "I Don't Need People to Tell Me I'm Pretty on Social Media: A Qualitative Study of Social Media and Body Image in Early Adolescent Girls" conducted in the United States of America show that social media have seemed to contribute to the bodily dissatisfaction among the teenagers despite the presence of the empirical studies. This study involved six focus groups (total N = 38) for exploring the relationship between social media use and body impression among girls in their early adolescence (12-14 years old). The thematic analysis has been used in the study for identifying the data pattern and the samples of the study have indicated the high use of social media.

Female adolescents do support the presence of issues related to social appearance and comparison, especially among their peers. Despite that, they display a high level of media literacy, appreciation of differences, and self-confidence. All of these three aspects turn out to be a helpful strategy for alleviating the potential negative relationship between social media exposure and body impression. Then, the female adolescents in their study report that these characteristics have been maintained by the positive influence of the parents and the supportive school environment. Hence, the results of the study support the ecological approach to the prevention of bodily dissatisfaction. Despite that the peer influence has been going stronger during adolescence, recently the findings of

the study show that both the parents and the school environment have a close relationship with the attitude and the behavior of female adolescents pertaining to social media and body impression (Blair et al., 2017).

Departing from the above explanation, the researchers would like to propose the following problem formulations:

1. How far does the social media TikTok influence the quality of the young generations in the Jakarta Special Capitol?
2. How far does the social media YouTube influence the quality of the young generations in the Jakarta Special Capitol?

In relation to the above problem formulations, the objective that the researchers would like to achieve in the study are as follows:

1. To identify the influence of the social media TikTok use on the quality of the young generations in Jakarta Special Capitol
2. To identify the influence of the social media YouTube use on the quality of the young generations in Jakarta Special Capitol
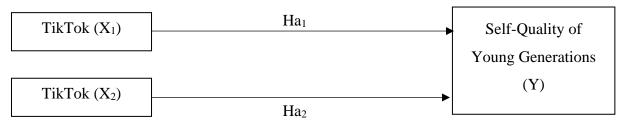
In conducting the study, stimulus-response theory has been adopted. Stimulus-response theory refers to a simple learning principle in which effect has been defined as the reaction toward a certain stimulus. Thereby, it can be understood that there is a relationship between the message within the media and the reaction of the audience. Then, the main elements of the stimulus-response theory are stimulus (message), receiver, and effect (response) (Djamal, 2011, p.69). The underlying assumption that can be seen from the stimulus-response theory is all forms of the messages that have been delivered in both verbal and non-verbal manner leading to the occurrence of the response. If the stimulus-response quality that has been delivered is good then the response will be very significant. The individuals in the communication thus will have influence over the occurrence of the response. At the same time, the stimulus that has been delivered to the communicant may either be accepted or rejected. The attention of the communicant will influence the communication process. After the communicant retrieves and processes the message, the willingness to change the attitude will be achieved (Effendy, 2003: p.255).
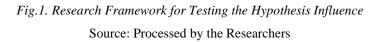
The theory is shown as a very simple process of action (stimulus) and reaction (response). The theory can be considered as a process of information trading or exchange (Effendy, 2003: p.255). The stimulus-response principle is the basis of the hypodermic needle theory, a very influential classical theory that explains the process of mass media effect occurrence. As having been implied, the hypodermic needle theory views mass media coverage is analogous to

the needle that has been injected into the blood vessel of the audience and the audience thus will react as having been expected.

In mass society, the stimulus-response theory assumes that information is prepared by the media and is systematically distributed on a wide scale. As a result, the message can be retrieved by a large group of individuals at the same time. Such impact can be seen in the use of the social media TikTok and YouTube by the young generations who want to convey their message to a large group of individuals. Thus, the increasingly significant users of telematic technology intend to reproduce and distribute the information in order to maximize the number of message retrievers and to improve the response from the audience at the same time (Bungin, 2006: pp.281-282).

RESEARCH FRAMEWORK

Fig.1. Research Framework for Testing the Hypothesis Influence

Source: Processed by the Researchers

Departing from the above framework, the hypotheses that will be tested in the study will be elaborated as follows:

1. Ha_1 : The use of the social media platform TikTok has influence on the self-quality of young generations in Jakarta Special Capitol.
2. Ha_2 : The use of the social media platform YouTube has influence on the self-quality of young generations in Jakarta Special Capitol.

II. METHOD

In conducting the current study, the quantitative method has been selected. According to Bungin, a quantitative study views a phenomenon as a measurable, observed, and conceptualized social behavior within society. On the contrary, the paradigm that has been adopted in the current study is the positivism paradigm. The positivism paradigm is free from any value and has a subjective assessment that views a phenomenon based on the apparent thing (Bungin, 2007). Then, the design that the research has adopted in the current study is the causal design. Sugiyono (2014) defines that a causal study bears a cause-and-effect and, therefore, there will be an independent (influencing) variable and a dependent (influenced) variable involved in the study.

Pertaining to the previous explanation, the population is defined as referring to the area of generalization that consists of objects or subjects with certain qualities and characteristics that research has assigned for learning and verifying (Sugiyono: 2018, p.117). The size of the population thus refers to the overall amount of members under research. It is under this definition that defining the population is an important step in gathering and analyzing the data. In the context of the current study, the population refers to the young generation in Jakarta Special Capitol. Since the number of the population has not been clearly identified, the number of samples that will be selected for the study is defined by using Rao Purba's Formula (Sugiyono, 2010: p.62).

$$n = \frac{Z^2}{4(moe)^2}$$

$$n = 1.96^2$$

$$n = 96{,}7;\ dibulatkan\ menjadi\ 100$$

Figure 2.

Rao Purba's Formula in Defining the Sample Size

Based on the above calculation, the number of samples that will be used in the study is 96 respondents. In order to ease the conduct of the study, the number of samples is rounded to 100 respondents. Then, the sample selection method that will be implemented in the study is Non-Probability Sampling in which all elements do not have an equal opportunity to be selected as the sample. The decision has been made due to the limited time. On the contrary, the sample-gathering method that has been selected is Accidental Sampling. Thus, the samples will be selected based on coincidence; in other words, the

researcher will select any individual that she meets on the spot as the data source (Sugiyono, 2000). In relation to the statement, the object of the study is the young generations in Jakarta Special Capitol.

The independent variables in the study are the use of the social media TikTok (X_1) and the use of the social media YouTube (X_2), whereas the dependent variable in the study is the self-quality of the young generations in Jakarta Special Capitol. In order to deliver a more sound definition, the researcher has set a list of operational variables. According to Sugiyono (2014), operational variables are the definitions that have been given to one variable through significance, activity representation, or justification toward a necessary operational activity for measuring the given variable.

Table 1 Operational Variable

Variable	Dimensions	Indicators	Scale
Variable X_1 The Use of Social Media TikTok	Information	• Attaining the most updated news and information • Attaining necessary information • Serving as information and experience-sharing means • Updating content related to one's self	**Likert**
	Personal Identity	• Updating the profile in the social media TikTok • Making content for improving creativity	**Likert**
	Social Interaction and Integration	• Facilitating social relationships with friends and families • Giving comments over the posts by peers or other TikTok users • Adding the list of following in the social media account TikTok • exchangingDM to other users of social media TikTok	**Likert**
	Diversion/Entertainment	• Making content for self-entertainment • Spending the spare time • Performing sales and purchase	**Likert**
Variable X_2 The Use of Social Media YouTube	Information	• Attaining the most updated information and education in the YouTube content • Attaining necessary information • Serving as the means for sharing information, experience, and lifestyle of an individual as the YouTube content • Updating the content pertaining to one's self and one's organization	**Likert**
	Personal Identity	• Updating the profile on the YouTube account • Making content for improving creativity in the use of the social media YouTube	**Likert**
	Social Integration and Interaction	• Facilitating social relationships and communication with friends, families, and wide society • Giving comments on the upload by peers or other YouTube users	**Likert**

Variable	Dimensions	Indicators	Scale
		• Adding the list of subscribers to the YouTube account	
	Entertainment	• Making content for entertaining the self and the wide society • Making various contents	**Likert**
	Personal Issues	• Sharing personal issues	**Likert**
	Thoughts and Ideas	• Sharing ideas with other people • Sharing perception over common situations	**Likert**
	Religion	• Showing the capacity to share knowledge and experience about religion	**Likert**
Self-Quality of Young Generations	Interpersonal Relationship	• Establishing a bond or relationship outside the coverage	**Likert**
	Self-Emotion Statement	• Making an emotional statement • Sharing feelings and attitudes against the situation with other people	**Likert**
	Problems	• Sharing conflicts and disputes experienced by individuals	**Likert**

Source: Data Processing by the Researcher

III.   RESULTS AND DISCUSSIONS

Preliminary Loading Factor

Outer Model Evaluation

The outer model evaluation with the reflective indicators is evaluated by using the convergent and discriminant validity from the indicators and the composite reliability for the blocks of indicators (Chin in Ghozali, 2011). Then, the preliminary model of the study is the constructs of the social media TikTok users with 13 indicators: (1) attaining the most updated news and information; (2) attaining the necessary information; (3) serving as the means for sharing information and experience; (4) updating the contents related to one's self; (5) updating the profile on the TikTok account; (6) making contents for improving creativity; (7) facilitating the social relationships with friends and families; (8) giving comments to the posts by the peers or the other TikTok users; (9) adding the list of following in social media TikTok; (10) mutually sending DM to the fellow TikTok users; (11) making content for self-entertaining; (12) spending the spare time; and (12) performing sales and purchase.

On the contrary, the social media YouTube users are measured by using 11 indicators namely: (1) attaining the most updated news and information in YouTube content; (2) attaining the necessary information; (3) serving as

information-sharing means; (4) sharing the life and the experience of an individual as a YouTube content; (5) updating the content pertaining to one's self and one's organization; (6) updating the profile on the YouTube account; (7) making contents for improving creativity in the use of the social media YouTube; (8) facilitating the social relationships and communication with friends, families, and wide society; (9) giving comments to the upload of the friends or the other YouTube accounts; (10) adding the list of subscribers in the social media YouTube; and (11) making various contents for entertaining one's self and the public.

Last but not the least, the self-quality level is measured by using 8 indicators namely: (1) sharing personal issues; (2) sharing ideas with other people; (3) sharing perception on common situations; (4) having the capacity to share knowledge and experiences on religion; (5) facilitating the relationship or the bond outside the coverage; (6) making emotional statement; (7) sharing the conflicts; and (8) sharing the disputes experienced by individuals.

Cross Loading

Cross loading refers to the correlation between the constructs and the measurement items. If the cross loading is bigger than the other measurement constructs, then it can

be implied that the latent constructs predict the measurement in their blocks better than the measurement in the other blocks (Fornell & Larcker in Ghozali, 2011). The results of the Cross Loading testing can be seen in Table 2 below.

Table 2 Cross Loading Results

Indicators	TikTok (X_1)	YouTube (X_2)	Self-Quality of Young Generations (Y)
X1.4	0.674	0.215	0.189
X1.5	0.743	0.245	0.211
X1.6	0.785	0.343	0.18
X1.8	0.661	0.249	0.136
X1.15	0.724	0.312	0.100
X1.18	0.636	0.284	0.100
X1.19	0.702	0.504	0.277
X1.20	0.739	0.292	0.205
X2.4	0.383	0.723	0.507
X2.7	0.301	0.542	0.328
X2.11	0.237	0.676	0.400
X2.12	0.274	0.776	0.562
X2.13	0.152	0.730	0.623
X2.14	0.203	0.584	0.367
X2.15	0.273	0.552	0.403
X2.16	0.517	0.799	0.532
X2.17	0.306	0.698	0.398
X2.18	0.315	0.749	0.424
X2.19	0.257	0.744	0.410
X2.20	0.429	0.788	0.470
X2.21	0.393	0.798	0.605
X2.24	0.419	0.719	0.462
Y.3	0.212	0.488	0.784
Y.4	0.152	0.359	0.715
Y.5	0.018	0.341	0.67
Y.6	0.185	0.443	0.748
Y.7	0.135	0.412	0.736
Y.8	0.331	0.461	0.616
Y.9	0.177	0.524	0.799

Indicators	TikTok (X₁)	YouTube (X₂)	Self-Quality of Young Generations (Y)
Y.10	0.182	0.622	0.868
Y.11	0.234	0.53	0.871
Y.12	0.075	0.441	0.62
Y.13	0.227	0.538	0.724
Y.14	0.278	0.635	0.803
Y.17	0.297	0.449	0.534

Source: SmartPLS Output Data Processing by Researcher (2022)

Based on the results in Table 2, the cross-loading values for the indicators of TikTok, YouTube, and self-quality of young generations with each variable show greater results in comparison to the cross-loading values with the other variables. Thereby, it can be concluded that the discriminant validity test does not display any issue by means of cross loading approach.

Convergent Validity

The convergent validity testing from each construct indicator is calculated by means of PLS (Partial Least Square). According to Ghozali (2014:39), an indicator is considered having good validity if the value of the indicator is higher than 0.70 whereas the loading factor value 0.50 until 0.60 is considered moderate. The results of the convergent validity testting in the instrument of the research are displayed in Figure 3 below.

Fig.3. Convergent Validity

Source: SmartPLS Output Data Processing by Researcher (2022)

Average Variance Extracted (AVE) and Correlation Latent

The discriminant validity test is conducted by comparing the square root average variance extracted (AVE) of each construct and the correlation from one construct to another within the model. The results of the AVE test can be found in Table 3 below.
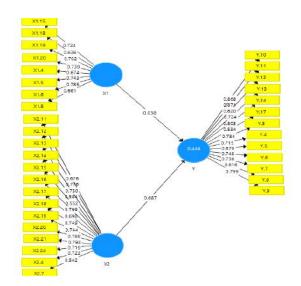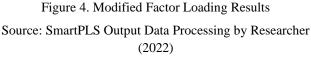
Table 3 AVE Test Results

Variables	Average Variance Extracted (AVE)
(X1) TikTok	**0.381**
(X2) YouTube	**0.430**
(Y) Self-Quality of Young Generations	**0.542**

Source: SmartPLS Output Data Processing by Researcher

Table 3 show that the data processing results in all variables imply the variable X₁ and X₂ is invalid because the AVE of both variables is lower than 0.50. Therefore, several indicators with lower outer loading values should be omitted so that all indicators composing the two variables can meet the validity test requirements. The omission of the indicators in the outer loading value and the AVE test is as follows.

Figure 4. Modified Factor Loading Results

Source: SmartPLS Output Data Processing by Researcher (2022)

Cronbach's Alpha and Composite Reliability

The subsequent convergent validity test is the construct reliability and this test is conducted by viewing the composite reliability test namely Cronbach's Alpha. A variable will be considered reliable if the composite reliability value and Cronbach's Alpha are higher than 0.70 (Yamin Kurniawan in Ghozali, 2011).

Table 4. Results of Cronbach's Alpha and Composite Reliability Test

Variables	Cronbach's Alpha	Composite Reliability	Status
(X₁) Tiktok	0.863	0.890	Reliable
(X₂) Youtube	0.923	0.934	Reliable
(Y) Kualitas Diri Generasi Muda	0.925	0.938	Reliable

Source: SmartPLS Output Data Processing by Researcher (2022)

Based on the data in Table 4 , the variable TikTok, YouTube, and Self-Quality of Young Generations show that Cronbach's Alpha and Composite Reliability has been higher than 0.70. Therefore, it can be concluded that the instrument used for measuring all variables has been consistent and reliable.

Inner Model and Outer Model

Inner model testing refers to the concept and theory-based model development that aims at analyzing the relationship between the exogenous variable and the endogenous variable that has been elaborated in the conceptual framework. The structural model test is conducted by viewing the R-square, which refers to the goodness of fit model test. The structural model or the inner model test can be measured by viewing the R-Square Model, which shows the size of the influence against the inter-variable relationship within the model.

The test itself can be conducted by viewing the R-Square results for the latent endogenous variable namely 0.02, 0.15, and 0.35. The statement implies that the model has low, moderate, and high influence on the structural model. The R-Square results can be seen in Table 5 below.

Table 5 Results of R-Square Test

Variable	R-Square
(Y) Self-Quality of Young Generation	0.449

Source: SmartPLS Output Data Processing by Researcher (2022)

Based on the results in Table 5, the R-Square value from the variable self-quality of young generations is 0.449 or equal to 44.90%. The statement indicates that the variable TikTok and YouTube can explain 44.90% variance on the variable self-quality of young generation while the remaining 0.551 or 55.10% can be explained by the other variables.

These values can be attained by using the Bootstrapping method. The values can be seen from the parameter coefficient value and the T-statistic significance value in the algorithm bootstrapping report. The T-statistics significance value should be higher than 1.96 and the p-value should be lower than 0.05. The bootstrapping results in the study can be seen in Figure 5 below.
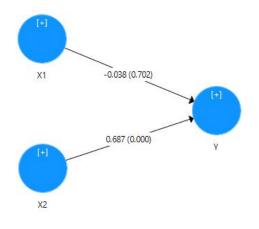

Fig.5. Bootstrapping Test Results

Source: SmartPLS Output Data Processing by Researcher (2022)

Then, the size of the strength that each of the dependent exogenous variable and endogenous variable has in the preliminary model is measured by viewing the R-Square in each endogenous variable can be seen in Table 6 below.

Table 6 R-Square Test Results

Variable	R-Square
(Y) Self-Quality of Young Generation	0.449

Source: SmartPLS Output Data Processing by Researcher (2022)

Based on the results in Table 6, the R-Square value from the variable self-quality of young generations is 0.449 or equal to 44.90%. The statement indicates that the variables TikTok and YouTube can explain 44.90% variance in the variable Life Quality of Young Generations while the remaining 0.551 or 55.10% of the variance can be explained by the other variables.

Hypothesis Testing

The results of the hypothesis testing can be seen in Table 7 below.

Table 7 Results of Hypothesis Testing

Latent Variable	Original Sample (O)	Standard Deviation (STDEV)	T-Statistics ($|O/STDEV|$)	P-Values	Status
TikTok (X^1) → Life Quality of Young Generations (Y)	-0.038	0.101	0.382	0.702	**Negative and Insignificant**
YouTube (X_2) → Life Quality of Young Generations (Y)	-0.687	0.102	6.762	0.000	**Positive and Insignificant**

Source: SmartPLS Output Data Processing Results (2022)

The results in Table 7 show the path coefficient results in each inter-variable relationship within the study. Departing from these results, the relationship between the variables TikTok and YouTuve and the variable Life Quality of Young Generations can be explained. The coefficient value of the variable TikTok (X_1) against the variable Life Quality of Young Generations (Y) is -0.338 with the T-statistics value 0.382 and the p-value 0.702. Thus, it can be implied that the influence of the social media TikTok (X_1) on the life quality of young generations (Y) is negative and insignificant. On the contrary, the coefficient value of the variable YouTube (X_2) against the variable Life Quality of Young Generations (Y) is 0.687 with a T-statistics value of 6.762 and the p-value 0.000. Therefore, it can be implied that the variable YouTube (X_2) on the life quality of young generations (Y) is positive and significant.

IV. CONCLUSIONS

Based on the analysis results and the discussions with regard to the influence of the social media platform TikTok and YouTube on the life quality of young generations in Jakarta Special Capitol, several conclusions can be drawn as follows:

1. The data processing results show the influence of the social media platform TikTok on the life quality of the

young generations in Jakarta Special Capitol. The coefficient value for the variable TikTok (X_1) against the variable life quality of young generations (Y) is -0.038 with the T-statistics value 0.382 and the p-value 0.702. Thus, it can be implied that the variable TikTok (X_1) has a negative and insignificant influence on the life quality of the young generations in Jakarta Special Capitol (Y).

2. The data processing results show the influence of the social media platform YouTube on the life quality of the young generations in Jakarta Special Capitol. The coefficient value for the variable YouTube(X_2) on the life quality of young generations (Y) is 0.687 with a T-statistics value of 6.762 and a p-value of 0.000. Thus, it can be implied that the variable YouTube (X_2) has a positive and significant influence on the life quality of the young generations in Jakarta Special Capitol (Y).

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