

University students' self-presentation on Tiktok in the context of group communication

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Abstract The phenomenon of self-presentation is increasingly trending to reveal, develop identities, manipulate and customise individuals' self-images on social media. University students present themselves on TikTok through video uploads, music, and distributed using TikTok's highly personalised algorithms in group communication: watch history, re-watches, likes, comments, and post-view activity. We present the concept of online impression management through the lens of self-presentation theory as the practice of conveying self-impression and controlling personal information to represent one's self-image to be liked. This study uses a qualitative approach, uses phenomenological methods to find the meaning and interpretation of self-presentation through uploads on TikTok. They expressed personal information to their reference group and experimented based on different roles when constructing identity. Some strategies are used to give a positive impression to their friends. They projected different versions of themselves depending on self-category and group communication context when receiving positive feedback or likes.

Keywords: group communication; self-presentation; social media

INTRODUCTION

Social Networking Sites (SNS), such as Facebook, Twitter, TikTok, and Instagram are new media for online self-disclosure, self-presentation, and impression management. The phenomenon of self-presentation is increasingly trending to reveal, develop identity, manipulate and customise individual self-image. Various studies have illustrated how university students have become a generation of connected users with intensive use on their preferred SNS platforms, such as Instagram or TikTok as a space of freedom to build "self-identity" based on today's online world. (Huang & Su, 2018; Jaffar et al., 2019; Winaldy, n.d. 2022). Although there are similar features, such as prioritising visual publications (posts), each SNS can promote or limit different practices for user self-presentation. For example, Instagram is designed to share photos and videos online that can be edited using filters and digital retouching. Thus, social media offers control over self-presentation, showcasing a different lifestyle through posts about daily life, important life situations, social interactions, gossip through anonymity, and self-expression.

Currently, TikTok is one of the most popular social media platforms among university students. It allows them to create, edit, and share short videos with various filters and soundtracks, including the latest music trends and other genres. (Hernández-Serrano et al., 2022). This consideration prompted the researchers to analyse the creativity of university students on the TikTok application in self-presentation, which may inspire others to imitate or surpass it through challenges. In addition to interpreting experiences, reducing ambiguity, and helping to create a positive impression while avoiding negative ones from others. (Klug et al., 2021; Scott & Fullwood, 2020; Kang & Lou, 2022).

In 2021, the number of internet users in Indonesia has reached 201.6 million, which means that 73.7% of the total population of 279.9 million people use the internet. The growth of internet usage has contributed to the development of social media, with TikTok being one of the most popular social media platforms in Indonesia. According to 2020 data, Indonesia is the second-largest user of TikTok in the world. (Luthen & Soelaiman, 2022).

This application is popular among various groups, including university students, children, adults, public figures, and even the elderly. (Aryani & Reniati, 2023; Fadhilah & Erianjoni, 2021; Kennedy, 2020). Most university students regularly use TikTok to communicate within groups for approximately 1-9 hours daily. They use the platform to express themselves, demonstrate their existence, and form and maintain social group relationships (Pertwi, 2022; Khan Tareen & Khan Tareen, 2021; Vizcaíno-verdú & University, 2022).

TikTok has created an interactive video mode to understand the percentage of oneself on social media, contextualising and symbolising the meaning of moments between groups of users (Schellewald, 2021; Hollenbaugh, 2021; STH & Palupi, 2022). Consequently, when appreciation and affirmation from others' self, the intensity of online display will continue to increase. Positive impressions from group members, the longer they communicate through uploading posts as a form of self-presentation (Yang & Bradford Brown, 2016a; Moon et al., 2016; Phylactou Phivos, 2019; Salim et al., 2017a; Ong et al., 2011).

The research shows an increasing trend in online self-presentation, with a focus on the exposure of selfie behaviour (taking/posting and investment/manipulation) to modify the internalisation of positive self-impressions, gain social approval, and promote oneself on online media. (Rousseau, 2021; Nurul Nurul Aiyuda, 2019; Djafarova & Trofimenko, 2017; Ong et al., 2011; Chua & Chang, 2016). Although users may appear more attractive than reality, it is important to refrain from making subjective evaluations to avoid negative impressions (Chua & Chang, 2016; Devito et al., 2017; Winaldy, n.d. 2022). Research shows that adolescents in doing self-presentation on social media display things that are not in accordance with the daily lives of adolescents. Smith and Sanderson (2015) and Fullwood, James, and Chen-Wilson (2016) and Felita, et al (2016), they revealed that when interacting in social media, adolescents are more likely to present a "good" self in accordance to the standards present in social media or the ideal self (Ridha Rahmah et al., 2019; Yang & Bradford Brown, 2016a; Hendraswara et al., 2021; Chua & Chang, 2016; Salim et al., 2017b; Yau & Reich, 2019). TikTok as a "fun" platform supports each other in supporting "be yourself" attitudes, normalising the expression of positive and difficult emotions and experiences (Jande & Ibrahim, 2020).

User-Generated Content (UGC) is a primary approach in digital media. On TikTok, UGC allows users to decentralise their profiles, enabling them to transform, share, and understand current messages (Meneghello et al., 2020). The Uses and Gratification theory (UG) provides satisfaction for entertainment/affection needs. It is relevant for understanding various behaviours on TikTok. Users are passive message receivers, but also message creators who communicate within groups (Montag et al., 2021).

University students' self-presentation on TikTok in the context of group communication is based on need motives. Satisfying interactive needs, exchanging messages, togetherness, mutual support, and collaboration between fellow TikTok users. Important aspects of the context of group communication, social relationships, and in uploading videos as a form of self-expression (Montag et al., 2021). Humans are actors on the stage of life, therefore what is presented on stage will be based on arrangement.

In the communication process, there is a symbolic interaction that focuses on the self by Mead, which is a social process, namely 'I' and 'Me'. When individuals take on roles and attitudes, active groups in behaviour, build social expectations and collective selves as a form of self-exploration (Ridha Rahmah et al., 2019; Bahfiarti et al., 2020; Eka et al., 2021). Self-expression in the context of the language and message content used, such as uploading photo and video themes, and replying to comments or chats, to maintain togetherness (Sofyan et al., 2022).

In the context of Social Presence Theory (Short et al., 1976) and media richness theory (Daft & Lengel, 1984), both perspectives discuss the existence of a media based on its technological characteristics. In social presence theory, the technological characteristics of TikTok, an online media platform, have the ability to transmit information in the form of facial expressions, body movements, and vocal signals. As an online technological product, TikTok

conveys information to groups and provides social presence online, reducing uncertainty and anxiety (Scott & Fullwood, 2020; Meng et al., 2020; Lai, 2019; Yang et al., 2021).

The conception of online impression management comes through Goffman's (1959) theory of self-presentation and Leary and Kowalski's (1990) two-component impression management model. Goffman's theory of self-presentation is conveying an impression of self, controlling personal information to represent a self-image to be liked, and assuming conflicting identities in an audience setting. Goffman elaborates, "During any interaction, an actor performs for the audience either as an individual or as part of a team" (Khan Tareen & Khan Tareen, 2021; Hong et al., 2020).

Self-identity can be constructed based on how individuals present themselves. Self-presentation or impression management is an act of presenting oneself performed by each individual to achieve an expected self-image. The front stage is where the performer adopts or creates an identity for oneself to match the appearance, and the backstage is where the performer becomes himself. Goffman uses the term impression management for individual performance on stage, thus influencing the creation of group members (Jande & Ibrahim, 2020; Pramiyanti, 2019; Lu & Chia, 2023).

University students' self-expression on TikTok in the context of group communication, using this TikTok virtual world as a stage and creating self-identity in accordance with the expectations of the intended group members. Group communication context (GCA) centred on the temporal semantic properties of online discourse with Social Network Analysis (SNA). Emergent and adopted socio-cognitive roles during peer interactions (Dowell & Poquet, 2021; Cuevas-Calderón et al., 2022).

In the Impression Management (or self-expression) Theory approach, viewing people as actors on the stage of life and social behaviour as participants' self-expression, paved the way for a series of studies on self and self-expression in social psychology. Subsequently, Jones and Pittman first proposed this concept in the 1980s and further conceptualised self-presentation strategies through induction and identification, finding five common self-presentation strategies in interpersonal interactions: ingratiation, self-promotion, intimidation, supplication, and exemplification (Yan et al., 2023).

This research seeks to examine the self-expression of university students when constructing their identity and the management of the results of their identity construction. The impression of self-expression through signals, language, and gestures to be interpreted in groups while role-playing. TikTok has opportunities for the construction of users' self-expression identities. Festinger's theory of shared reality and social comparison argues that individuals are more likely to rely on the consensus of others in situations where physical reality is ambiguous group behaviour (Wang et al., 2022; Manago et al., 2021).

Self-presentation on TikTok is a phenomenon for identity development. It is a form of expression to maintain, manipulate, and adjust one's self-image. Adolescence is a transitional age from childhood to adulthood and an active age in the search for their self-identity. (Ningsih et al., 2020). A contextualised negotiation process (Eek-Karlsson, 2021). Communication Privacy Management Theory (CPM), explained by Altman (1975) is a form of privacy process of setting dialectical boundaries (Petronio & Child, 2020).

Communication Privacy Management Theory (CPM) argues that people need to disclose information (self-disclosure) and hide information (privacy) and resolve the dialectical tension by setting boundaries of rules and privacy (Petronio et al., 2021). Developing and negotiating a set of privacy rules in various factors to achieve the desired identity and self-presentation in the hyperpersonal model that self-presentation leads to the formation of positive impressions and positive feedback as a form of confirming a positive image (Zhang & Fu, 2020; Yang & Bradford Brown, 2016b). In that sense, CPM provides a framework for understanding how one makes personal information boundary decisions prior to public disclosure.

Self-expression on TikTok may be more open or accompanied by feelings of self-control than offline self-expression, or vice versa. Thus, enacting self-expression follows a conscious assessment of the situation and the outcome of that self-expression. CPM has been used to understand the process of personal information disclosure not only offline but also in online contexts including e-commerce, blogs, healthcare institutions and social media (Choi, 2021).

The focus of this research is the self-representation of university students on TikTok in Makassar city in the context of group communication. An important phenomenon conveyed in

posting various message meanings on TikTok. The process of achieving the desired meaning identity characteristics. The goal is to depict self-presentation in online situations on TikTok social media in the context of group communication as a form of online self-presentation for Makassar City university students. This research provides a depiction and novelty of self-presentation in the current era of new media.

METHODOLOGY

This research uses a qualitative approach, where researchers use phenomenological methods. Phenomenology studies phenomena and interprets human experience. It tries to understand human behaviour and consciousness from an individual and subjective point of view. This research was conducted at the Faculty of Social and Political Sciences (FISIP), Hasanuddin University in Makassar, as the educational centre and capital of South Sulawesi, Indonesia in November-December 2022. The subjects were university students majoring in Communication Sciences FISIP Unhas because students in Communication Sciences were required to enhance their understanding and mastery of technology and social media applications in the current era, by which creativity is facilitated and supported.

Therefore, the TikTok application is very interesting to study as a medium or means of communication for university students who regularly upload photos, images or videos of themselves on TikTok. This form of group communication is based on two basic concepts, namely: (1) Screen (computer or gadget) as a stage that replaces the arena and proscenium; and (2) Digital technology as the main means of conveying content, techniques, and aesthetics of performance forms (Zillich & Riesmeyer, 2021).

In selecting respondents, the researchers used a purposive sampling method. It is a sampling technique where the researcher selects respondents based on the characteristics of the informants and the research objectives. This depends on the researcher's considerations in selecting population members to become research informants.

The study involved nine informants, selected based on the criteria; residing in the city of Makassar, owns a TikTok account, willing and accessible to researchers, having a follower count between 500-1000 and the total number of posts uploaded is between 15-40 posts. Then, informants were asked to show the uploads that they had posted on TikTok.

When interviewing, we ensured we did not know the interviewees personally. The participants received no compensation for participating in the study. Informants were given the time and freedom when they would provide information relevant to the study. In this study, the researcher analysed and then wrote a description of each photo and video contained in the posts of all subjects.

Observation of posts uploaded by research subjects as a way of collecting primary data. Observations were carried out in November-December 2022. Each post observed has a different duration or period on TikTok (the length or newness of the post varies), considering that the frequency and pattern of uploading posts owned by each subject is different. All informants used initial names on the posts, videos, and images uploaded on their accounts to represent specific intentions and self-presentation strategies to protect their privacy.

The conceptual framework, theoretical concepts, and research questions underlying the study served as important sources for creating the category system. The choice of thematic analysis as a data analysis method to identify, analyse, and interpret patterns of meaning (themes) in qualitative data. Afterwards, we selectively retrieved and organised the coded transcripts to systematically compare them and recognise patterns of repetition (Miles & Huberman, 1994), we constructed a typology and grouped participants into categories that could be described by a combination of norms, reference groups, and self-presentation strategies they were similar to and possibly different from other types. (Harahap, 2021; Sadikin & Hamidah, 2020).

RESULTS AND DISCUSSION

Demographic Information

The demographic information of the informants taken in this study includes gender, age, number of followers, and where they live using the TikTok account (Table 1). From table 1, the majority of the most followed TikTok accounts belong to females at 66.67%, and only 33.33 per cent are

male. Therefore, the assumption made is that females are more popular on TikTok than their male counterparts.

Table 1. Gender of the study population

Gender	Frequency	Percentage
Male	3	33.33
Female	6	66.67
Total	9	100

Source: Research Results (2023)

Table 2. Age, and domicile, of the study population

Age	Domicile	Frequency	Percentage
19-21 years old	Makassar	4	44.44
22-24 years old	Makassar	5	55.56
Total		9	100

Source: Research Results (2023)

For table 2, the most followed TikTok accounts are aged 22 to 24 years at 55.56%, and only 44.44 percent are aged 19 to 21 years. Therefore, it is assumed that those aged between 22 and 24 years use TikTok as a medium of self-expression, compared to the age group 19 to 21 years for the category of Social and Political Sciences students, Hasanuddin University who live in the city of Makassar.

Table 3. Number of Years the account has been active

Number of years	Frequency	Percentage
4 to 6 years	1	11.11
1 to 3 years	7	77.8
Total	9	100

Source: Research Results (2023)

From these data (Table 3), most TikTok accounts have been active for more than 1 to 3 years at 77.89% and between 4 to 6 years at 11.11%. This means that accounts that have been active for a longer period of time can be analysed for the self-presentation orientation used.

Self-presentation is a form of communication that can facilitate relationship maintenance. An act of conveying an image or presentation of oneself, and in the group of followers. The data collected from the study helped provide in-depth value to the researcher by reflecting on the orientation and thinking behind the images of self-expression on TikTok. Data was collected from nine university students, three males and six females. They were selected based on their openly accessible TikTok account, aiming to build a good impression and influence their surroundings.

The process of starting from one's own impression, adjusting, and controlling the information conveyed to others, especially about oneself and empowering one's own self-presentation orientation, by expressing oneself. A self-presentation orientation allows individuals to create TikTok posts and then connect with others to share personal thoughts and information. The following are three categories of self-presentation orientation and the relationship with self-presentation strategies applied by the informants of this study. In impression management (or self-expression) theory, seeing a person as an actor on the stage of life and social behaviour as an expression of the participant's self.

Category 1: Entertainment oriented

TikTok is a trending social media platform used. TikTok as an alternative means to present oneself, apart from other media platforms. TikTok can display photo videos through group member accounts showing their activities and lifestyles.

TikTok is a medium in group communication for self-presentation that accommodates one's identity as part of producing their life story. TikTok can also tell its followers' side of the story and is a means of expressing themselves. The results of the informant's interview clearly present themselves by providing information about themselves to their group or followers. This information is related to the hobbies they like, such as being oriented as a place to get entertainment while they are studying, in line with the expression of the initials ASR (24/4/2023):

"For entertainment, for example, content that I upload related K-Pop songs as a form of entertainment expression in the form of expressing feelings of entertainment while

following the song. Lots of positive like comments and support, especially campus friends. (ASR , Personal Interview, 24 April 2023)"

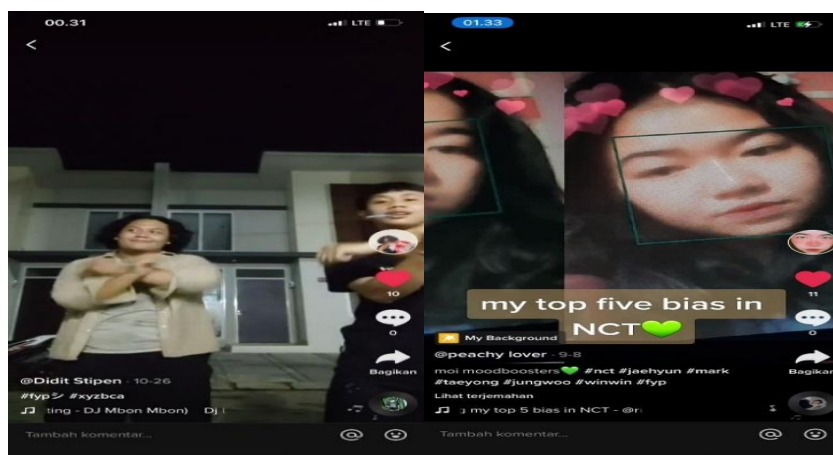


Figure 1. Uploaded informant forms of self-expression
Source: Author Data Compilation (2023)

This informant uploads videos according to his wishes and mood when uploading (Figure 1). The dominant informant uploads videos of himself providing information about K-Pop as the most popular form of entertainment. The same opinion was expressed by the informant who uploaded things according to his preferences with the initials RSC (24/6/2023), as follows:

"I create video content that entertains happy feelings, just for entertainment. "Videos of singing or lip-slapping as an expression get entertainment, for example K-Pop, have received comments from group friends." (RSC, Personal Interview, 24 June 2023)

Informants prioritise entertainment aspects through uploading song content, or through lip singing, to avoid boredom and fill their free time. Furthermore, the last informant who uploaded a video as a form of entertainment, with initials SAA (24/6/2023), as indicated in the following quote:

"Upload dancing, just entertainment because I like dancing, especially when avoiding boredom. The humorous content and corresponding songs are only for entertainment and often get likes from friends after seeing the uploaded content." (SAA, Personal Interview, 24 June 2023)

The TikTok platform in self-presentation in group communication aims to empower themselves as university students as part of producing their life stories. The ability to tell the side of the story to TikTok groups or followers allows them to create photo-videos to connect with followers, sharing thoughts and personal information, for network building and connectivity.

Group communication connections are usually caused by two-sided relationships: friends, family, colleagues, and acquaintances. The context of group communication after parasocial interaction is connected to each other through notifications between them. Parasocial relationships emerge after ongoing interactions with content creators and their followers (friends) in a network of friendship groups. Followers also have a desire to connect.

Category 2: self-confidence

Informants upload videos based on their desires and self-confidence, accompanied by the mood they are experiencing. Display facial expressions when happy and video editing quotes of words when sad accompanied by supporting songs to show feelings in the video. For example, the five informants expressed themselves by uploading content showing their faces. The form of video that displays faces, namely lip syncing (lipsing), singing, putting on makeup, and playing facial expressions when making point of view videos (Figure 2) is usually called Point of View (POV).

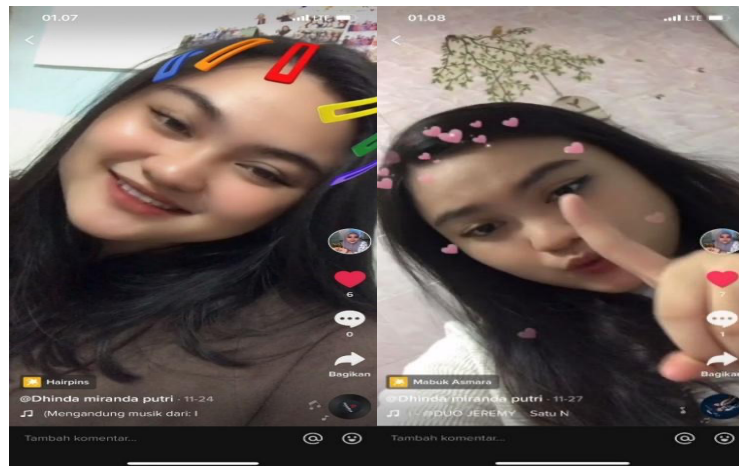


Figure 2. Uploaded informant forms of self-expression
Source: Author Data Compilation (2023)

This is proven by the statements of the five informants who uploaded content showing their faces on TikTok according to expressions from interviews with the author. This was also done by the next informant by MSW (23/6/2023):

"Upload a video via Fyp with a song; on your own initiative, the video is equipped with testing the words, cool or sometimes create a thread on Twitter (X) for screenshots, as an expression of self-confidence, the response of friends by giving likes, has made my heart grow stronger. Enthusiastic" (MSW, Personal Interview, 23 June 2023)

Even though the informant's content is mostly edited videos, the informant has created content dancing a viral dance, namely 'pargoy'. A form of expression full of confidence. As stated by the informant with the initials SAAZ (24/6/2023), as follows:

"I am very confident when I gather with friends, make viral dances, dance, endure shyness and have to be confident. Playing on TikTok increases self-confidence because there is feedback from friends." (SAAZ, Personal Interview, 24 June 2023)

Another informant creates dance content, especially trendy dances. Expression her self-confidence, "I upload dance videos to train and increase my self-confidence" as stated by RSC Putri (25/6/2023):

"I usually upload trendy content that has fun dancing. This content is a form of self-expression regarding hobbies, to increase self-confidence, and is part of a self-challenge." Many people responded; some laughed and gave like symbols." (RSC Putri, Personal Interview, 25 June 2023)

Category 3: hobby orientation

The content the informant uploaded aligned with his interests, particularly singing videos and posts related to his hobbies and aspirations. In line with the DMP informant he uploaded a video showing self-presentation, as stated in the following quote (23/9/2021):

"The content is similar to the words in the song. My hobby is singing, so I express it on TikTok through singing, even though I don't like dancing, just singing; several friends also responded with symbols of laughter." (DMP, Personal Interview, 23 September 2023)

Another informant, as per the statement provided during the author's interview with SAZ (23/6/2023) is as follows:

"The content I upload is a hobby. For example, my hobby is doing makeup, make-up or skincare tutorials with friends, although I sometimes upload it in the form of an edited work. I get comments on TikTok, and more positive ones because of other people's support." (SAZ, Personal Interview, 23 June 2023)

The informant's hobbies are singing, editing, and enjoying K-pop. The informant will create dance content that matches the sound combined with his favourite dance style so that the dance content is very interesting (Figure 3).

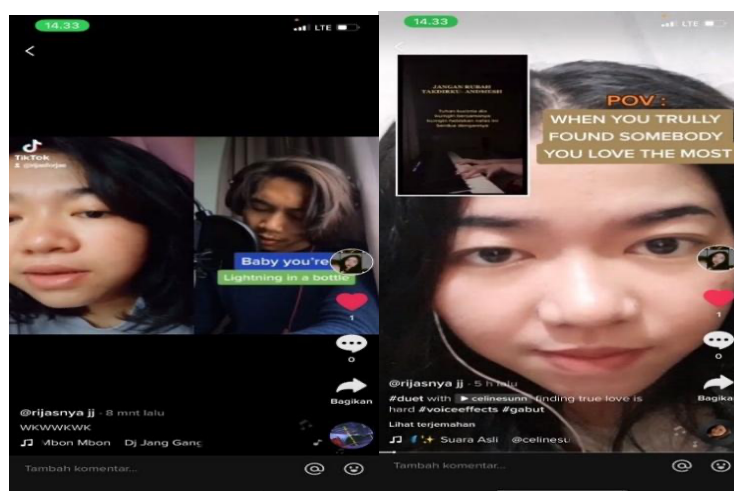


Figure 3. Uploaded informant forms of self-expression
Source: Author Data Compilation (2023)

Facial displays and dancing serve as different forms of expressions according to his preferences when making videos. The TikTok option is very interesting because it uses filters. TikTok has provided a useful filter feature to enhance the appeal of videos and increase creativity. This informant uploaded an edited video related to his K-Pop singing hobby. This is proven in his statement through the results of interviews conducted with the author by RSC (25/6/2023), as follows:

"I like uploading singing activities. The content I display is singing or lipsing, photo editing. After the content was interesting, I uploaded it on TikTok. Responses varied, especially from friends, laughing or giving encouragement and the Like symbol." (RSC, Personal Interview, 25 June 2023)

Self-presentation on TikTok is revitalisation or experimentation with one's identity in group communication. The achievement strategy uses all existing features. Existing strategies are used to change uploads for social activities. This implementation is a strategy for TikTok users to change their social media.

Next, we analysed the relationship between perceived self-presentation and self-presentation strategies university students applied on TikTok when facing these situations. Jones and Pittman (1982) proposed that individuals typically use five self-presentation strategies: self-promotion, ingratiation, solicitation, intimidation, and example (Yan et al., 2023).

Table 4. Self-presentation strategies used by university student

Self-Presentation	Self-presentation strategies used by university students		
	Self Promotion	Competence)	Taking Heart (Ingratiation)
Category 1: entertainment orientation self-percentage	√	√	-
Category 2: self-presentation self-confidence orientation	-	√	√
Category 3: hobby orientation self-presentation	√	√	√

Source: Research Results, 2023

The feature that differentiates online self-presentation from self-presentation in everyday life lies in users' complete control over the information published, allowing self-presentation to be more strategic. The results of other research reveal that self-presentation with a hobby orientation, attractive strategies, and competence is compared with self-presentation with an entertainment orientation, self-promotion and competence strategies and self-presentation with

a self-confidence orientation with a competence strategy attracts feelings. Like the following table 4.

The self-presentation strategy gives informants the opportunity to manage the impression uploaded via the TikTok application. This impression comes with visual anonymity, giving users a greater freedom to present themselves as funnier, friendlier, or more likeable than in everyday life.

Category 1: Entertainment-oriented self-presentation with strategies for self-promotion and competence. Its characteristic is the dominance of perceived attractiveness to predict "posting" and "taking pictures or videos" activities. The self-presentation strategy is self-promotion and competence.

Selective self-presentation on social media, often limited to positive details, can increase self-esteem because the information posted on social media is usually carefully selected and positive.

The mediating effect of self-promotion and competence can change the form of self-presentation because of the appearance of these two self-presentation strategies, so the appearance of self-presentation style is important. With self-presentation for self-promotion strategies emphasising one's own strengths and talents, shy people who use the strategy might present themselves as more competent and knowledgeable. As a result, such a style can increase their self-esteem. However, if they use self-deprecating tactics and belittle themselves or their achievements. This approach has the potential to be negative on their level of self-esteem.

Competency strategies describe relationships with followers to build and maintain relationships. Those who are more socially competent have more effective and successful interactions than less socially competent individuals.

Therefore, they show competence to understand the determinants of an individual's social competence that is critical to understanding social anxiety and successful interactions. Self-presentation individuals try to display the best works on their social media.

Category 2. self-presentation self-confidence orientation strategies for self-competence and (ingratiation). "I am who I am". Often refers to personal values that guide an authentic and attractive self-presentation through a coherent self-image. In the proximal part, expect a self-conscious presentation of self and self-deficiency. When they don't follow the rules, it may affect the level of favourability of friends in the group and positive responses. However, this does not result in the deletion or editing of the post afterwards.

University students often refer to personal values that guide self-presentation, such as the category of authentic and attractive self-confidence through a coherent self-image; photo images, colours, captions and video support are in harmony. University students maximise their self-presentation. Therefore, they believe that self-presentation involves a certain amount of staging and positive reception of the posts made. Personal beliefs regarding what information should be disclosed as an illustration of Competence and Self-Ingratiation strategies.

Category 3: self-presentation of strategic hobby orientation for promotion, competence and self-ingratiation. Complementing and perfecting the two existing strategies. The various forms of self-presentation in this account follow personal norms, namely authentic self-presentation and to save personal moments and post activities. They are oriented towards others who become their hopes and references, such as idols and followers. Remember that self-presentation categories and strategies vary for each individual.

In this research, university students have a greater category of avoiding negative self-presentation on TikTok and being successful in group communication. Feedback on videos is delivered through the comment's column and FYD feature of the TikTok platform, where most users spend their time and experience. This is important to show your preferred identity to guide future content creation.

Self-presentation is crucial for individuals who may be socially less competent. Socially competent individuals often set aside the impact of self-presentation concerns on the success of their interactions. Positive and negative TikTok self-presentational motives depend on the success of more socially competent social interactions because their interactions are successful regardless of their motives. Negative self-presentation stems from social anxiety (Burke & Ruppel, 2015). Future research will be needed to clarify how these processes occur differently between social anxiety and interaction success.

The research considers the changes that individuals experience with TikTok over time and how emotional experiences and motivations shape their use of the platform. However, each informant engages with multiple platforms simultaneously.

CONCLUSION

The TikTok trend in group communication media attracts attention; apart from being a medium for users' self-presentation, it continues to develop and change from other social media platforms. Self-presentation of university students in group communication is a means of managing impressions, images, or video design. They manage impressions and edit videos for public display. Even though their posts may differ from the actual situation, they must give the impression of statements in posts and information on TikTok.

The context of peer group communication influences them, besides TikTok self-efficacy as a factor in perceptions of self-presentation. Those who are more skilled at navigating on TikTok feel more able to display the images or videos they want, college-age TikTok users feel more empowered, and they have the self-efficacy to be skilled at social media. Self-presentation on the most popular platform, TikTok, is displaying, comparing, adapting, or maintaining one's identity, a process that is systematically organised and facilitated.

Ability to plan, select, and edit videos, disclose personal information to their reference group, and experiment with different roles when building an identity. Self-presentation using several strategies is the desire to give a positive impression to friends. When receiving positive feedback or likes, they project different versions of themselves depending on their self-category and group communication context.

Furthermore, they are motivated to receive interpersonal feedback that is in line with their own self-concept. Reflecting on the benefits and risks of using TikTok, recognizing imperfections, and applying those imperfections in various categories of self-presentational use strategies. They reflect personal beliefs in the success of self-presentation on TikTok, usually through similar comparisons with others. The results show that various group communication contexts reference specific functions for self-presentation. Proximal reference group communication provides guidance and meaningful interactions that help develop self-presentation and the desire to be accepted, getting higher levels of closeness or attachment, openness, trust, and optimism, based on the presence of self-presentation. TikTok social media is used specifically for documenting and self-presentation because taking videos and immortalising events is fun and exciting. Limitations of our research results highlight the important role of adolescents as agents in negotiating self-presentation norms on TikTok. Confirmation of personal norms and applying them when presenting self-presentation. An important factor to strengthen personal perception is to differentiate obligations that are considered as references by others. Consciously support certain self-presentation practices and comply with the demands of "be yourself", and the ethics of using social media.

Future studies of social media platforms, such as Instagram, Twitter (X), Facebook are interesting as a comparison with self-presentation on TikTok. It is urgent to develop social media ethics or netiquette studies so that university students can be more media literate. Netiquette plays a role in regulating behaviour for polite communication and adhering to appropriate cultural values on the internet.

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