

# CHAPTER I

## INTRODUCTION

### 1.1 Background

The internet has given rise to many benefits to people in our generation. Things such as communication, entertainment and social interaction have become easily accessible now due to the internet. Various services have emerged only possible because of the advancement of the internet and accompanying technology alike, one such service that is on the rise globally is TikTok. TikTok is a social network site developed for mobile operating systems that was released in 2016, that lets users post short form videos for other users to see. The content of videos in TikTok range from comedy skits, funny moments involving people around them, educational videos and many more. It is one of the most downloaded applications in 2022 and reportedly has reached an estimated of 672 million downloads globally in 2022 [1]. In Indonesia alone it has around 112.97 million monthly unique users as of April 2023, making the Indonesia one of largest country in terms of total number of users in TikTok [2]. In terms of age group, the majority of TikTok users are between the ages of 18-24 [3].

### Leading mobile apps worldwide in 2022, by downloads (in millions)

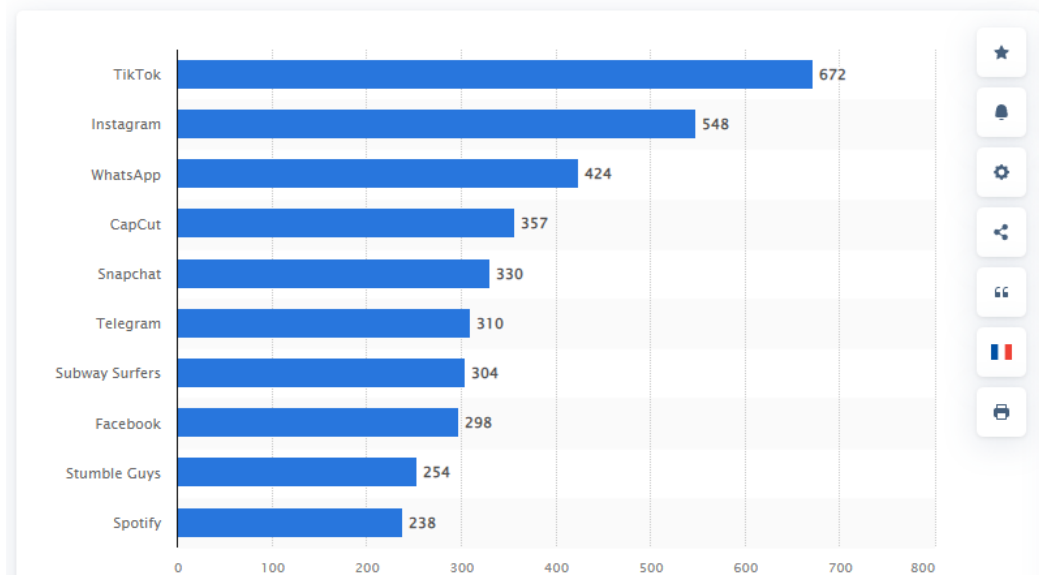


Figure 1. 1 Top Downloaded Apps in 2022

Source: Published by L. Ceci, "Leading mobile apps worldwide in 2022, by downloads", Statista, 21-May-2023. Available: <https://www.statista.com/statistics/1285960/top-downloaded-mobile-apps-worldwide/>.

## Countries with the largest TikTok audience as of April 2023 (in millions)

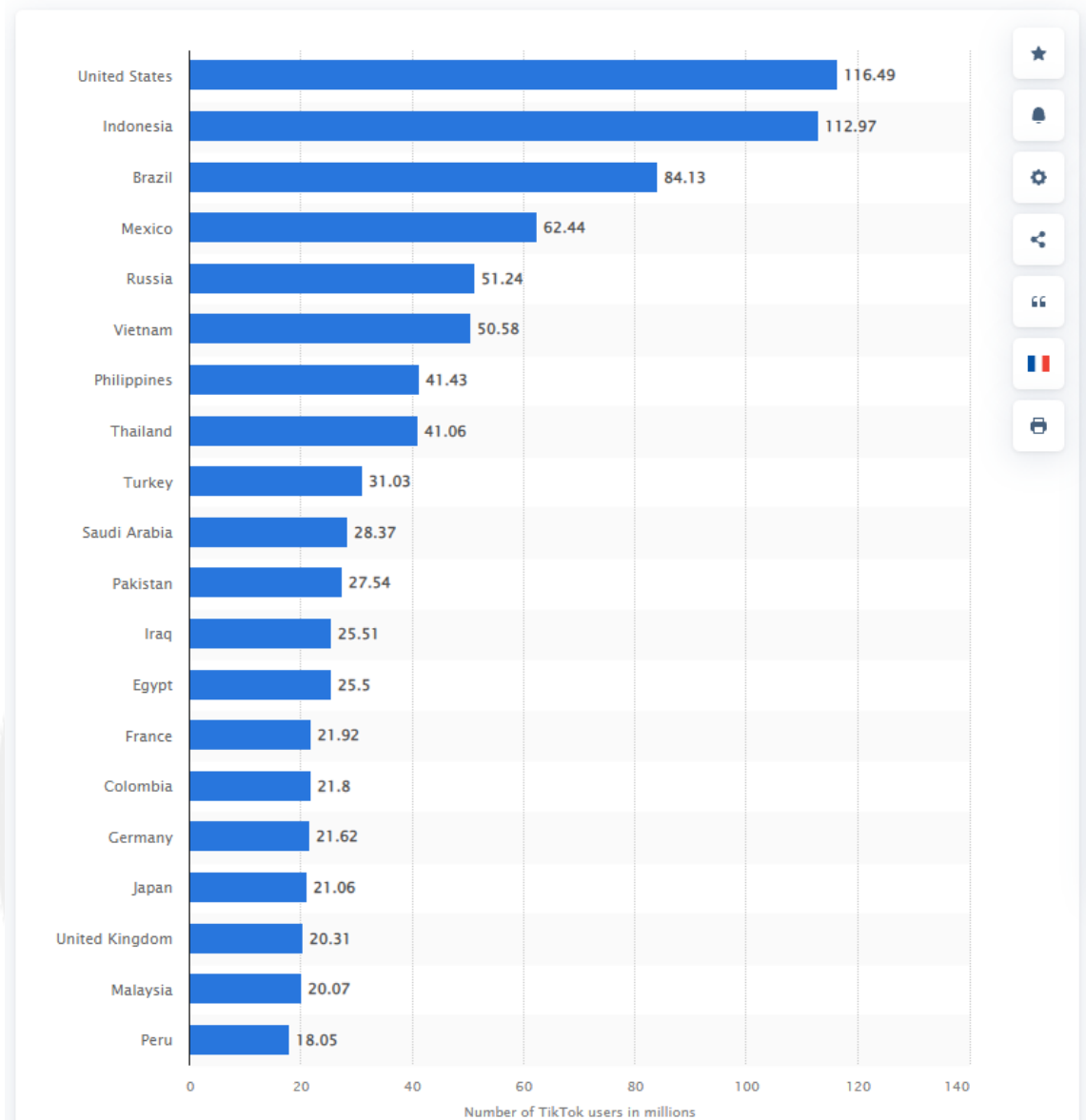


Figure 1. 2 Largest monthly unique TikTok users by country in 2023

Source: Published by L. Ceci, "Countries with the Largest TikTok Audience as of April 2023", Statista, 21-May-2023. [Online]. Available: <https://www.statista.com/statistics/1299807/number-of-monthly-unique-tiktok-users/>.

## Number of TikTok accounts in Indonesia in 2022, by age group (in millions)

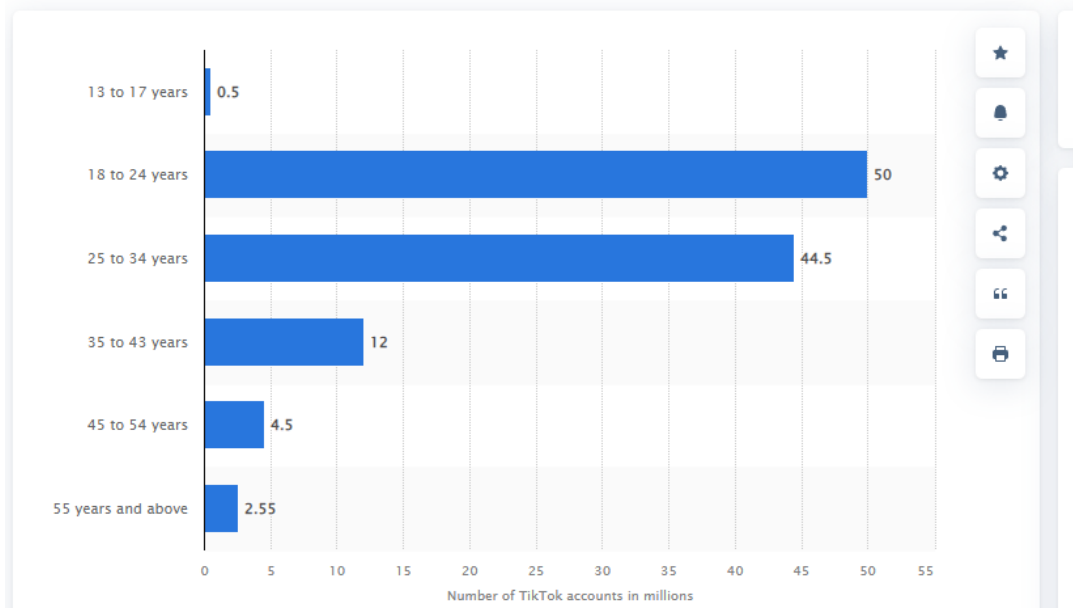


Figure 1. 3 TikTok accounts in Indonesia by age group

Source: Published by L. Ceci, “Number of TikTok accounts in Indonesia in 2022, by age group”, Statista, 26-May-2023. [Online]. Available: <https://www.statista.com/statistics/1377378/indonesia-number-of-tiktok-accounts-by-age-group/>.

TikTok’s appeal comes from its platform that enables users to express themselves creatively and freely, access to all kinds of entertainment in bite sized portions, and social interaction between people. The platform has also given rise to various popular trends and challenges along with serving as a platform for aspiring influencers, various content creators, and even celebrities. The rapidly growing user base of TikTok along with the nature of its content being short form videos of TikTok and with most of the users being teenagers and young adults brings some concerns that come to mind such as social media addiction and being a cause of distraction in learning and working environments. This research aims to see the correlation of over usage of TikTok with cyberloafing and procrastination on student’s academic performance in Indonesia.

### 1.2 Research Questions

- What kind of correlation does TikTok Usage have with cyberloafing and procrastination?
- Does cyberloafing and procrastination affect a student’s academic performance?
- Does emotional intelligence moderate the effect of cyberloafing and procrastination on academic performance?

### **1.3 Research Gap**

This research studies the possible effects of the consumption of TikTok specifically to students in Indonesia. It discusses the correlation between several factors such as problematic or addictive social media, cyberloafing, procrastination and academic performance with emotional intelligence as a possible moderator between some of these relationships. Not much research has been done in Indonesia on the effects of TikTok as it is a more recent addition of trending social networking sites. Previous research has studied the effects of addictive social media usage on school performance measured by GPA, this research aims to not only study the effects of the previous mentioned but also, it's possible correlation with procrastination and cyberloafing behaviors along with the role of Emotional Intelligence (EI) as a mediator.

### **1.4 Research Framework**

- a. The survey will be conducted via google form and targeted towards students.
- b. Data collection will only be conducted on students within Indonesia.
- c. The research will use Grade Point Average (GPA) as the main measurement tool for student academic performance.

### **1.5 Research Objectives and Contributions**

Based on the background statement, this study has the following research goals and benefits as follows:

#### **1.5.1 Objectives**

- a. Find out the correlation of TikTok over usage with cyberloafing and procrastination.
- b. Find out the impact of cyberloafing and procrastination on academic performance.
- c. Find out the impact of emotional intelligence as a moderator between cyberloafing and procrastination with academic performance.

#### **1.5.2 Contributions**

- a. The conclusion of this study can be used for further research on the matter.

## **1.6 Methodology**

- a. Literature study: this method is used to understand the concepts that will be relevant in the research. The literature being used includes books, research papers, scientific articles, etc.
- b. Survey: survey participants will be given a questionnaire relevant to the study.

## **1.7 Writing Structure**

The research has been systematically organized into 5 chapters, resulting in a concise and clear study. The structure of this thesis is as follows:

### **CHAPTER 1: INTRODUCTION**

This chapter provides an overview of the research background, problem formulation, research gap and novelty, problem limitations, research objectives, research benefits, methodology, and writing structure.

### **CHAPTER 2: LITERATURE REVIEW**

This chapter presents the theoretical foundation from reputable sources that are relevant to the research and explained in a theoretical manner. The theories in this chapter will serve as a basis for observing hypotheses.

### **CHAPTER 3: RESEARCH METHODOLOGY**

This chapter explains the research framework, research instruments, data collection methods, and data analysis plan.

### **Chapter 4: DATA ANALISYS**

This chapter describes the research object's description, data presentation, data calculation, data analysis, and interpretation of research results.

### **CHAPTER 5: CONCLUSION AND RECOMMENDATIONS**

This chapter discusses the findings, research implications, limitations, and recommendations regarding the topic of the thesis.