

## TIKTOK MEDIA OVERLOAD: EMOTIONAL BALANCE IN DIGITALIZATION

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**Abstract:** The TikTok application is an application that is widely downloaded by the public. The problem in this article concerns the excessive use of TikTok media which continuously causes emotional imbalance and affects individual mental health. Emotional imbalance due to the influence of TikTok media is a problem that often occurs among teenagers and even adults. The purpose of this article is to find out how emotional balance in digitalization affects individual mental health. The research method used by the author is literature study which consists of data collection, selection and clarification of data sources, data analysis and compiling reports. Overuse of TikTok media can lead to anxiety due to social communication, negative content, negative comments, and mood swings that disrupt one's emotional balance. When your emotional balance is not optimal, your mental health can be affected and lead to high levels of stress, depression and anxiety disorders. Excessive consumption can lead to addiction which negatively affects emotional balance as well as mental and physical health. Every individual needs to maintain and supervise the use of social media, especially TikTok. Individuals can use time management and limit their use of TikTok media to maintain emotional balance.

**Keywords:** digitalization, emotional balance, mental health, TikTok media.

### INTRODUCTION

Digitalization continues to develop from year to year. Digitalization can be said to be a change from analog technology to digital technology. Along with the rapid development of technology, social media has become the main view for society. The ever-increasing technological developments mean that individuals always use social media in their daily activities (Amelia et al., 2022). One example is the TikTok platform which is part of our daily needs. TikTok social media is an application that is liked by various age levels, namely from children to adults.

TikTok is a social media application in the form of audio visuals which contains entertaining short videos uploaded by oneself or others with interesting features with the addition of viral music, various facial filters, etc. (Chandra Kusuma & Oktavianti, 2020). The TikTok application is the most widely used and downloaded social media, with almost 63.3

million downloads showing an increase of 1.6% since August 2019 (Cross, 2013). The TikTok platform is mostly used by various groups from children to adults, so it is possible that the application contains content that contains negative things (Adawiyah, 2020). This has also triggered an increase in use of the platform.

TikTok platform provides video content with a short and random duration. Individuals who use TikTok media sometimes get caught up in the videos provided so that they continue to use the media. A study revealed that around 80% of teenagers spend time online, with an average of 20% accessing social media (Iswanto et al., 2021). The duration of social media use affects an individual's mental health. The increasing use of the TikTok platform has an impact on a person's emotional balance.

In the psychology dictionary, emotional balance is also defined as emotional stability, namely the characteristics of individuals who have a good way of controlling emotions. Emotional balance is also called emotional maturity, which means a condition where individuals can reach a level of maturity in their emotional development (Fitrianah, 2018). Emotional balance has an important role for someone to live well and effectively (Laura et al., 2023). Emotions are said to be stable if they show an objective emotional expression towards events and are accustomed to facing challenges. Optimal emotional balance can control emotional expressions that are not in accordance with social values (Laura et al., 2023).

One of the causes of the emotional balance felt by an individual is content that leads to opinions among its users. So it is not uncommon for an individual to assume for himself what he feels. A person's assumptions about their health that do not come from experts are usually called self- diagnosis. Self- diagnosis can also be said to be an effort to decide that an individual has a disease based on the information obtained (White and Horvitz, 2009). Self- diagnosis can cause excessive anxiety which causes mental health disorders (Maskanah, 2022). Cases of self- diagnosis due to video content on TikTok media are quite increasing. Based on the Millennial Mindset: The Worried Well survey , data shows that 37% of the millennial generation sometimes self-diagnose mental health that they do not have, in line with the millennial lifestyle as the first generation to grow up with "Doctor Google" (Consumer, 2014). The survey proves that self- diagnosis due to content is increasing and can have a negative impact. The negative impact that will arise, namely resulting in errors in determining the disease because the symptoms experienced are different, can even cause an individual to be reluctant to consult with experts (Komala et al., 2023). This will certainly disturb an individual's mental health because they feel afraid, worry about something that is uncertain, and have an unstable emotional balance.

Mental health is an important aspect that can create overall health (Ridlo, 2020). Mental health is an individual's ability to adapt to unknown people, oneself and the surrounding environment (Daradjat, 1988). Furthermore, mental health is also defined as the creation of a balance between the functioning of a person's soul and the creation of adjustment as a form of adaptation between society, itself and the environment which is based on faith which aims to obtain a meaningful life (Hasneli, 2014). Optimal emotional balance will result in optimal mental health as well. Negative feelings from the influence of digitalization that arise due to emotional imbalance will influence individual anxiety. Anxiety experienced by individuals if it continues will result in mental health problems. This article aims to provide an illustration

that emotional balance in the ever-growing digitalization can affect an individual's mental health.

### **METHOD**

Literature review research method to provide an explanation of the data found regarding existing data so that it can be used as an example of survey research in summarizing and clearly discussing the content of the problem being studied. Literature review is a research method for identifying, evaluating and interpreting all findings regarding relevant research results related to certain research questions, certain topics, or phenomena of concern (Kitchenham, 2004).

In the initial stage, the author determines the topic and writing objectives to be achieved through this literature study research, namely to explore the basic concepts of digitalization, impacts, factors, individual characteristics, their influence on mental health, and the implementation of guidance and counseling services in dealing with it. Next, the author collected data through literature studies from various sources related to the research topic, such as scientific journals, books, articles and other publications. After the data is collected, the researcher selects and classifies data sources that are relevant to the research topic, and evaluates their quality and reliability. After that, the author carried out data analysis by identifying, abstracting and summarizing the information contained in relevant data sources. Data analysis is also carried out by comparing and integrating information from various data sources. After the data analysis was completed, the author prepared a report containing research results, conclusions and recommendations regarding emotional balance in digitalization affecting mental health.

Although in this literature study research no data was collected through observation or experimentation, the data collected came from written sources. From this research, the content is related to the use of systematic literature review research methods in the use of the research "Tiktok Media Overload : Emotional Balance in Digitalization".

### **RESULT AND DISCUSSION**

#### **A. Digitalization Affects Mental Health**

Digitalization is the process of changing from analog to digital using technology and digital data in an automatic and systematic process. Digitalization is the process of moving media from print, audio and video formats to digital formats (Sukmana, 2006). The aim of the digitalization is to create document archives in digital form such as documentary videos on the TikTok platform. Digitalization can be interpreted as balancing digital technology in everyday life and creating significant changes to emotional balance.

Digitalization has brought changes in the way people interact on social media, especially TikTok media . Tiktok media is a media that shows different recorded videos compared to music that can be chosen randomly, whether popular music, Islamic music, DJ music or dangdut music (Anggraini & Ubidia, 2022). The role of social media in everyday life is very influential and certainly has positive and negative impacts on the lives of every individual. So that it encourages users to have a high sense of enthusiasm, happiness and joy in carrying out

daily activities. However, the videos displayed by the TikTok application can affect emotional balance, which creates an approach to the problem regarding the positive and negative impacts that will arise from TikTok videos on emotional balance. So many individuals have mental health problems due to digitalization. The positive impact of social media, especially the TikTok platform, is as follows,

- a. Providing welfare, such as social welfare to individuals. Social welfare is the condition of a person who has good interpersonal relationships, a stable social community, and peace in living life (Cicognani, 2014). This well-being can take the form of making friends or communicating with family on social media.
- b. Social media, especially TikTok, can provide a good or positive view of the individual (Wong et al., 2021). The resulting reaction is like a feeling of joy when many people pay attention to their posts by giving buttons or positive comments.
- c. Reduce stress and use it as stress coping by playing tiktok (Husodo et al., 2021). TikTok media is also limited entertainment for its users. Experience in using entertainment in media that is very varied and continues to develop can provide many opportunities for entertainment venues (Berger et al., 2014). Tiktok provides users with the opportunity to create creative videos that can be used as a stress coping strategy. Making entertaining videos on the TikTok application plays a role in improving mood and providing positive feelings for emotional balance (Brown, 2019).
- d. As a venting media that can be used to express themselves so that individuals can get emotional support from other people on TikTok media (Putri et al., 2021)

TikTok platform provides several positive impacts. However, behind the positive impact it is certainly accompanied by a negative reaction. Negative reactions to social media can affect the emotional balance experienced by individuals. The negative impact of TikTok media on emotional balance for mental health is as follows,

- a. TikTok media users who see more negative content will have an effect on changes in emotional stability and are more likely to post negative content. An individual who uses social media to receive emotional stimulation for a long time will result in mood changes which cause changes in stability (Josefsson, et.al., 2019).
- b. Causing social comparison attitudes for social media users. TikTok media provides various different videos which make viewers compare and lack confidence in their physical appearance or the life they experience (Fardouly, et.al., 2015).
- c. Give rise to a comparative attitude towards lifestyle and personal life. This comparison occurs because TikTok users often share holiday moments or activities and hobbies (Deters, 2013). These comparisons can trigger negative emotions such as feelings of jealousy, low self-esteem, and even anxiety.
- d. Getting negative comments or cyber bullying. Negative comments and cyber bullying will trigger individuals to feel anxious, stressed, traumatized, and even afraid to participate or socialize on social media, especially TikTok, which can cause anxiety and depression (Jubaidi & Fadilla, 2020).

The negative impact of TikTok media can certainly have an impact on the emotional balance of its users. Emotional balance that is not optimal will have an impact on mental health. It is not uncommon to find TikTok media users experiencing anxiety disorders due to negative comments or videos they see. Apart from that, the mental health impact that arises in the era of digitalization due to suboptimal emotional balance is stress. Continuous stress can have a negative impact on mental health (Cohen, et.al., 1983). Therefore, TikTok media users need to be careful in choosing the content they upload or view by considering the impact it will have on themselves and others.

#### B. Characteristics and Behavioral Indicators in Digitalization

Continuous use of TikTok media will result in changes in behavior and stability in its use. A person's behavior is influenced by his habits. The tendency to use TikTok media can be exposed to videos that will cause stress, feelings of insecurity or loss of self-confidence due to comparing oneself with other people, cyberbullying, and other things that cause stress (DM et al., 2023). One of the negative impacts of excessive TikTok media is that users always compare themselves with other people (Fauziah, 2020). Self-comparing behavior causes feelings of inadequacy, feeling inferior, feeling the need to evaluate, and often having negative feelings (Mars & Parker, 1984) (Morse & Gergen, 1970). Social media users usually compare physiques, lifestyles and skills. Social comparisons, such as comparing oneself with others, usually occur in comparisons made to people who are higher than themselves. Comparisons to people who are superior are comparisons made to people who are seen as more perfect than oneself, so that it can give rise to bad feelings about oneself (Dibb, 2019). Individuals often compare their feelings or lives with the lives of other people, which will give them a sense of same fate and shared responsibility (Fauziah et al., 2020). Individuals who spend their vacation time at home have a high chance of depression and suicide. This happens because there is a connection between physical and mental health which influences an individual's lifestyle.

One of the tasks of teenagers is to have self-confidence (Singgih, 2008). Teenagers often experience feelings of insecurity, especially regarding physical appearance. TikTok users can indirectly receive praise and insults when the individual posts their videos on TikTok. This is one of the things that causes individuals to feel insecure (Harnata & Prasetya, 2022). Lack of self-confidence is a feeling of anxiety or fear about something that leads to dissatisfaction with oneself. The effects of a lack of self-confidence result in delusional disorders, eating disorders, depression, and problems related to body image. Apart from that, when there is a feeling of lack of self-confidence, the individual will feel anxious or anxious in carrying out their daily life.

Social comparison in the use of TikTok media can have a negative impact on an individual's emotional balance. Social comparison is related to emotional balance. TikTok users who like to compare themselves with others will feel dissatisfied and feel a lack of self-worth (Kircaburun et al., 2020). Individuals who often feel dissatisfied have an emotional imbalance because they have high emotions that come from uncertainty and worry about other people's judgments. Apart from that, the behavior of comparing oneself with others will result in pressure to gain validation from others (Kircaburun et al., 2020). This behavior is called insecurity. Insecurity often takes the form of feelings of dissatisfaction with achievements, physical appearance or other aspects that cause negative feelings such as anxiety and fear, which have an impact on emotional imbalance. Additionally, social comparison can be self-defeating and create feelings of insecurity due to fear of others' rejection of oneself which creates feelings of anxiety and leads to greater emotional imbalance. Self-insecurity in interacting with other people due to social comparison will also have a negative impact on an individual's emotional balance.

Therefore, the characteristics and behavior of comparing oneself with others needs to be avoided and prevented. This behavior has a very negative impact on the individual's emotional balance. An individual's emotional balance that is not optimal will have an impact on mental health problems.

### C. Factors That Influence Emotional Imbalance

Digitalization affects emotional balance refers to broad changes in the way we interact, access information and consume content through digital devices. Behaviors that arise due to excessive use of TikTok can occur due to several factors. Factors are influences on how behavior can occur. Factors that influence emotional balance in excessive use of TikTok have a relationship that is not much different from the impact resulting from TikTok media . Factors that influence emotional balance in digitalization, especially in excessive use of TikTok media, are as follows,

#### 1. Endless content display

TikTok media is a media that displays videos that are played randomly. The appearance of videos on individual homepages cannot be determined so sometimes the videos provided by TikTok make the emotional balance become irregular due to changes in the video atmosphere. Content that is continuously played will also affect emotional balance which can create a high level of curiosity. This happens because of the fear of losing or being left behind information which ultimately results in excessive behavior in its use (Fathadika & Afriani, 2018). Social media access that lasts approximately 5 to 6 hours per day can be categorized as an addiction (Syamsuedin et al., 2015). Continuous use of TikTok media will certainly emit bright light from the cellphone screen which can inhibit the selection of the hormone melatonin which regulates an individual's sleep capacity. The habit of delaying bedtime can have an impact on sleep disorders, such as insomnia (Andiarna et al., 2020). This sleep disorder will have an impact on the individual's psychology, namely uncertain emotional balance due to changes in mood (Rizqiea & Hartati, 2012). Lack of hours of sleep can provide stimulation that makes it difficult to balance emotions which can increase subjective states of stress and anxiety, as well as increase sympathetic reactions which affect unpleasant stimuli (Simon et al., 2015).

#### 2. Social interactions and emotional responses

TikTok media is a social media that is usually used to exchange messages, comments and likes, the same as other social media. TikTok media allows its users to connect with millions of people around the world (Fauzan et al., 2021). An excessive social media user tends to have less social life in the real world (Hou et al., 2019). Excessive use of TikTok media can lead to social isolation. Users who are too involved in cyberspace are more likely to experience decreased social interactions in the real world and sleep disorders such as insomnia (Griffiths, 2018). Social interactions carried out in cyberspace are certainly different from the real world. This causes a lack of socialization with the surrounding environment because quite a few individuals prefer to use social media rather than socializing directly (Fauzan et al., 2021). Lack of social interaction will result in hampered individual development due to not being able to socialize well in their environment so that individuals cannot respond well to those around them.

In addition, emotional responses in TikTok media such as giving likes, comments and sharing videos can influence emotional balance through comparative effects and the need to gain validation from others. Giving negative comments can trigger stress, anxiety, trauma, and even fear of interacting with other people and can affect an individual's mental health (Jubaidi & Fadilla, 2020). Social interaction on social media, including TikTok , can be the main source for individuals to obtain the need for social validation. Individuals often feel compelled to get recognition from others in giving likes and comments and do not get satisfaction if they get a negative response which causes emotional changes (Kircaburun et al., 2020). TikTok users often compare the number of likes, follower comments and

positive responses with other users. Thus placing an additional burden on the individual's emotional balance.

### 3. Trends and pressures of conformity

TikTok often brings up the latest trends that challenge its users and can trigger significant conformity pressure. This results in FoMo or Fear of Missing Out. FoMo behavior can result in users continuing to monitor content created by other people and always feeling the need to participate in events or things that are trending and being discussed in cyberspace (Sachiyati et al., 2023). TikTok trends often create a comparative effect, users compare themselves to others in popularity, creativity, or success in following the trend. Social comparison can give feelings of inferiority and negatively influence individuals' emotional balance (Kircaburun et al., 2020). Trends provided by TikTok can give users feelings of anxiety, worry if the individual cannot do the same thing (Darmayanti et al., 2023). In addition, TikTok trends can create conformity pressure for its users (Kircaburun et al., 2020). Conformity pressure causes anxiety and discomfort if individuals cannot keep up with the trend. This can trigger feelings of inadequacy or social anxiety, and can disrupt an individual's emotional balance. The impact of trends spread on TikTok media causes an emotional impact on its users. This impact is, namely, a wave of feelings that creates relatively short mood fluctuations, short changes in mood based on the video one sees. Changes in feelings and moods cause emotional balance that is not optimal.

The factors above can affect emotional balance if you use excessive use of TikTok media. Excessive use of social media, especially TikTok, can cause addiction. Tiktok is a medium that can be used to create videos with a duration of 15 to 10 minutes. When compared to other social media, TikTok is a social media platform that can produce videos based on the needs and interests of its users, but sometimes produces negative videos (Darmayanti et al., 2023). Therefore, TikTok users must be careful in choosing and avoiding video content displayed on the homepage.

### D. Emotional Balance Affects Mental Health

The emotional balance possessed by each individual influences mental health in the digital era. Mental health is harmony in life that is achieved between the functioning of the soul, the individual's ability to face problems, and the ability to feel positive about his own happiness and abilities (Darajat, 1982). An individual who has optimal emotional balance tends to be better able to face challenges in everyday life. One part of emotional balance is the ability to feel or experience and be able to express positive feelings. Emotional imbalance in daily life will have an impact on an individual's mental health. The impact of emotional imbalance on mental health is as follows,

#### 1. Causes stress

Stress is a natural response given by the body to challenges and demands. However, continuous stress can have a negative impact on an individual's mental health (Cohen et al., 2019). Emotional imbalance will increase stress levels. Stress can cause anxiety, depression and discomfort. A person who has symptoms of stress tends to experience physical disorders such as headaches, eating disorders, or increased heart rate (Kiecolt-Glaser et al., 2022). The stress experienced by teenagers is very dangerous and can cause negative things. Apart from that, what happens to teenagers can affect their development, one of which is hampering emotional balance due to addiction.

#### 2. Causes depression

Depression has a close relationship with emotional balance. Depression is a mental health disorder with symptoms in the form of feelings of sadness, loss of interest in and carrying out activities, fatigue, and feelings of hopelessness within the individual (American Psychiatric Association, 2013). Depression not only occurs among adults, but can also occur among teenagers. Adolescents in their

development have a phase of emotional and social growth. Depression that occurs in adolescents will inhibit emotional growth in adolescents, affecting the individual's ability to overcome stress and social pressure within them. Apart from that, depression in adolescents will damage social relationships, causing social isolation and difficulties in building good social relationships.

There are scientific studies that show a close relationship between emotional balance and the risk of depression. About 30% of students report feeling depressed due to the use of social media (American College Health Association, 2011). Depression experienced by individuals occurs because emotional balance is not optimal when individuals face the impact of digitalization, especially social media. The impact of using TikTok media on mental health was seen when cases of depression were found at 48%, anxiety at 28% and a combination of the two at 18% (Poon & Sudano, 2020). This happens because social media has a big influence on an individual's emotional balance, especially when individuals use it continuously.

### 3. Worry

Anxiety disorders are a common occurrence due to emotional imbalance. Negative emotions will result in high anxiety. Digitalization is a factor that causes anxiety disorders. In particular, excessive use of the TikTok application will affect an individual's well-being and mental health (Septiana, 2021). Social anxiety due to TikTok media can occur due to the erratic TikTok algorithm so that the videos displayed sometimes give emotional changes from happy to sad or vice versa. Therefore, if an individual spends most of his time playing on social media without realizing it, it can have an impact on negative emotions, so that high levels of social media use can trigger problems of depression and anxiety disorders (Nurlina et al., 2022)

It can be concluded that emotional balance affects mental health. Optimal emotional balance will produce a healthy mentality and vice versa, if a person's emotional balance is not good then their mental health will be disturbed and can cause anxiety, stress and even depression. Therefore, each individual must maintain emotional balance regarding things that are challenges in the development of digitalization.

### E. Implementation of guidance and Counseling Services

An individual's inability to manage their emotions often occurs in the teenage phase. The adolescent phase is a phase where an individual still has instability in deciding things and has emotions that are still irregular so that it can affect the process of teenagers in dealing with everyday life. Guidance and counseling services have an important role in dealing with this situation. One way that can be done is to implement optimal guidance and counseling services. The implementation of guidance and counseling services is related to strategic steps to help individuals, especially teenagers, in managing the impact of social media use. The implementation of guidance and counseling services that can be carried out is as follows,

#### 1. Tailor the Approach to individual needs

Guidance teachers can identify specific needs for each individual in using TikTok . The services that can be provided include basic services, namely collecting needs assessments (data collection). These services can be applied to these situations with the aim of knowing and determining the services that will be provided and according to their needs (Bhakti et al., 2017).

#### 2. Providing education and awareness to individuals

Guidance teachers can provide education to individuals through information services. Information services are services that provide information needed by individuals. The aim of providing education to individuals is to increase awareness of the importance of managing time and social interactions

wisely. Apart from that, individuals can have sufficient information knowledge to help them take action in all matters (Nurihsan, 2018).

### 3. Develop individual skills in managing emotions

Involving individuals in developing emotional management skills can be done by guidance and counseling teachers using group guidance strategies. Group guidance strategies can help individuals improve their emotional management skills by utilizing the process of group dynamics that exist within the group (Priatmoko, 2011). In addition, it can be implemented with individual planning services that can help individuals manage students' emotions, monitor and understand their own growth and development (Nurihsan, 2018). This can be done by providing ESQ training to students which aims to provide individuals with advanced skills in managing emotions (Fauzi & Sari, 2018).

### 4. Collaborate with parents and related personnel

The mentoring process in implementing guidance and counseling services requires assistance from parents and school personnel. Guidance and Guidance Teachers implement system support which aims to strengthen, maintain and improve the overall guidance program which can be done by sharing information, providing advice and creating good relationships between the school environment and the family in supporting the individual's emotional balance (Nurihsan, 2018).

From the four implementations of guidance and counseling services above, it can be concluded that guidance and counseling teachers have an important role in the process of providing assistance to individuals. However, Guidance and counseling teachers need to collaborate with parents and school personnel. This aims to provide comprehensive and practical support for individuals in facing the challenges of emotional balance due to the digitalization of excessive use of TikTok media.

## CONCLUSION

Growing digitalization has changed the way people interact socially on social media, especially TikTok media. TikTok media is a media that provides video content about life, dance, and so on. The positive impact of TikTok media is that it provides welfare or space for individuals to establish good relationships with other people or families from different locations. However, TikTok media can also have a negative impact such as it can lead to an attitude of social comparison.

TikTok media causes changes in behavior experienced by an individual, namely, the behavior of comparing oneself with other people's lives which causes anxiety and emotional balance is disturbed due to this anxiety. Emotional balance that is not optimal affects a person's mental health. Factors that influence the occurrence of emotional imbalance due to excessive use of TikTok media, namely the continuous display of content, poor social interaction and emotional responses that do not match expectations, as well as trends and conformity pressure on individuals. The emotional balance experienced by an individual influences his mental health. Optimal balance has a good influence on mental health. However, emotional imbalance can affect mental health, such as stress, depression and excessive anxiety disorders.

Therefore, the implementation of BK services is very necessary in dealing with this problem. Counseling services can help individuals understand themselves and develop emotional management skills. Apart from that, every individual needs to maintain and supervise the use of social media, especially TikTok. Continuous use of social media will result in addiction and have a negative impact on emotional balance, mental health and physical health. These three things are related to each other. Individuals must be able to maintain and prevent things that will affect the individual's mental health.

This problem still needs to be studied further. Therefore, the author provides several recommendations that can be made to conduct further research, including:

- 1) Conduct a longitudinal study to find out the long-term impact of TikTok use on adolescents' emotional balance and mental health.
- 2) Conduct an in-depth study of contextual factors that may strengthen the relationship between TikTok use and emotional balance.
- 3) Research the effectiveness of specific interventions and treatments designed to help adolescents manage the negative impact of TikTok digitization overload on emotional balance.
- 4) Expand counseling skills for practitioners to include specific emotion management strategies related to social media use, such as TikTok.
- 5) Encourage collaboration between guidance and counseling practitioners and researchers to implement the latest research results into their clinical practice.

The recommendations aim to encourage further research on the impact of digitalization on adolescent emotional balance, as well as to prepare guidance and counseling practitioners to provide effective support for affected individuals.

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