

## Virtual identity in the use of Tiktok for youth in Jakarta, Indonesia

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### Abstract

In this digital era, the use of social media has grown very rapidly. The use of TikTok social media among teenagers is considered as a place where they can find their identity, so the presence of TikTok is a very interesting phenomenon among teenagers. This study aims to determine the identity of the use of virtual tiktok in adolescents in the Jakarta. This research method is descriptive with a qualitative approach by interviewing adolescent informants (15-24 years) in the Jakarta who actively use Tik Tok social media as a primary data collection technique and also conduct literature and documentation studies as secondary data. In the results of the study, social media users, especially teenagers who use TikTok can control various aspects of themselves that they want to be displayed in digital public spaces. There are several teenagers who fall into the real-life identity type and some for pseudonymity (real identity begins to blur and even fake), none of them have fully become anonymized in this study because each content they create is often held by themselves and things they enter into. It's also an identity because with their faces people will recognize them and it doesn't really matter to them if there are other teenagers who choose to become different (anonymity).

**Keywords:** virtual identity, social media, public spaces, teenagers.

### Introduction

The formation of self-identity is a long and complex process, which requires continuity from the past, present and future (Schwartz & Halegoua, 2015). The formation of self-identity does not occur in a vacuum. Aspects of the social world play an important role in the formation of a stable identity (Pan, Lu, Wang, & Chau, 2017). This study looks at self-identity from a different perspective, where the media plays an important role in the process. Self-identity is self-awareness to explain who one is, so that one feels as a person who is unique and different from other people (Berzonsky, 2010; Escalas et al., 2013).

Identity in the virtual world of the internet is something that is not easy to explain (Holmes, 1997). It is easily exchanged in this realm (Michaelson & Pohl, 2001) Turkle explains the concept of identity in the virtual world. The virtual world offers a different form, group identity that is freer, less decentralized, more fluid, flexible and always in progress (non-stop). Therefore, anyone in this virtual world feels that their imagination has really been perfectly expressed. Descriptions that so far can only revolve in the brain of each human being can be described as well as represented by their chosen 'avatar' in the world of cyberspace.

There are three types of identity in interacting on the internet, namely real-life identity, pseudonymity, and anonymity. The first identity shows who the individual really is. In pseudonymity, real identity begins to blur and even become fake, although in some cases there are representations that can show one's real identity. Finally, anonymity or anonym is a new form of identity that is completely separate and cannot be referred to who the identity belongs to (Nasurallah). , 2004:145),

In the current digital era, the use of social media facilities has grown very rapidly. Based on the results of Sensor Tower's research in 2020, the category with the most application downloads in the 3rd quarter of 2019 - 2020, stated that Tiktok managed to become the application with the most downloads downloaded through the App Store and Play Store in more than 150 countries in the world. According to TikTok Indonesia's Head of Public Policy as reported by sindonews.com, TikTok's own application users are dominated by Generation Y and Generation Z, aged fourteen to twenty-four years. "We call it gen Z and gen Y, gen Y is millennial and gen Z is below it, millennials aged 14-24 are the most TikTok users," found on TikTok, making this application

widely used by the public, especially among teenagers who come from big cities including DKI Jakarta. Based on a survey conducted by the fashion company Superdry, which is a well-known clothing company, it made a list of which cities, countries, and iconic objects attract the most attention on TikTok. They analyzed 193 countries, 292 cities and 1,095 interesting objects in 2021 from around the world in this survey, and the result is the capital city of this homeland ranks fourth as the most viewed city on TikTok with a total of 37.1 million. One of the causes of the high use of TikTok social media in DKI Jakarta is the development of a qualified telecommunications network. According to Mr. Donny Eryastha as the Head of Public Policy of TikTok Indonesia in an interview in the mass media, he stated that TikTok users in Indonesia are also dominated by teenagers with an age range of 14-24 years. In line with the data above which shows that teenagers are the most users of TikTok with various reasons underlying their use of social media, ranging from just entertainment or being used for other interests. But what is the focus here is that teenagers are involved in social media users, so they also have and display an identity on the media. It was explained in the results of previous research regarding the phenomenon of adolescents using social media in forming identities that from a personal orientation, adolescents use social media because they want to establish communication with their friends. So they decided to have more than one social media account. Individual values displayed on social media, teenagers try to create a positive image of themselves on social media. Teenagers are quite open on social media in showing their identities. This is shown by their self disclosure through their desire to exist by uploading the activities they are doing and disclosing personal problems on social media, in an implied form (Roli, 2017). Adolescence is a period of developmental transition from childhood to adulthood. The age limit for adolescents is 10-24 years. Teenagers often feel confused by this situation, because they are still like children but on the other hand they also have to behave like adults. It can be understood that teenagers sometimes have moods that are volatile, tend to be emotional, and have an unstable self because they are still in the stage of finding their identity and often have not found their identity. As said by Aprilia, et al, that in the use of social media, middle-aged adolescents tend to use it to fulfill their curiosity about various things contained in social media and also teenagers use social media because social media is becoming a trend among their peers (Aprilia, et al, 2020:42).

This previous research was conducted by a team consisting of Rizki Briandana, Feni Fasta, Eli Jamilah Mihardja, Amer Qasem (2021: 303-314) aims to analyze adolescents' interpretation of their identity through Tasya Farasha's YouTube content. The development of adolescent identity today cannot be separated from the role of social media. In this context, Tasya Farasha's content is examined from the point of view of the audience watching it. The results showed that the informants interpreted the content of Tasya Farasya's broadcast as a reference for youth in forming identity both culturally and persuasively in action. The self-identity described by Tasya Farasya leads to a cosmopolitan identity. The identity that views human equality in a community, this self-identity also shows its resistance to various dogmas that discriminate against differences. This research is a reference because it has the same topic regarding self-identity, especially virtual identity, but what is different is that this previous research examines vlog content on Youtube media while the current research is focusing on TikTok media.

The use of TikTok social media among teenagers is considered as a forum that can help them to find their identity, so that the presence of TikTok social media is one of the most interesting phenomena among teenagers. They do not hesitate to upload all their personal activities or just follow all the existing trends to be conveyed to the wider audience through their TikTok social media account as a form of revealing their identity. Identity creates a picture of a person through physical appearance, racial characteristics, skin color, language used, self-assessment, and other perceptual factors, all of which are used in constructing identity. Through TikTok social media, teenagers can easily form, express, display their identity, and build an existence according to their wishes.

The various features provided by TikTok make teenagers compete to create trending content, ranging from dance video content, lip sync videos, parody videos, challenge videos, and

others that are interesting. They do all these things just want to be recognized for their identity and want to form a self-image to a wide audience, so that they can be admired and get recognition from a wide audience. Teenagers' self-identity concerns the quality and existence that has meaning and has a personal style to be addressed to a wide audience. The number of post updates they have is one form if they want to be known to a wide audience. Therefore, they continue to strive to show their existence in front of a wide audience by creating trending video content. Through TikTok social media, they can freely and openly show their identity.

### **Method**

The research method used is a descriptive-qualitative research method, aiming to get a complete (in-depth and contextual) picture of the use of TikTok as a medium for self-identification of adolescents in the DKI Jakarta area. Descriptive research - qualitative according to Sugiyono (2020: 29) is a method that serves to describe or provide an overview of the object under study, in this case looking at the activities of adolescents in exploring the use of TikTok as a medium for their self-identification in the digital world.

Informants who were interviewed to obtain the data needed in this study were teenagers in the DKI Jakarta area. The criteria for research subjects or informants in this study were: (a) Teenagers aged 15-24 years in the DKI Jakarta area; be it West Jakarta, South Jakarta, East Jakarta, and North Jakarta. (b) Actively using the Tik Tok social media in their daily lives, especially those who consistently create content to be posted by showing their identity on the social media.

The informants in this study were (1) Ahmad Fadhli Mustafa, an active user of social media TikTok who lives in the Tanjung Priuk area, North Jakarta. He is a student who belongs to a youth group (20 years old) and likes to create content on his TikTok account which has 12.6 thousand followers. (2) Melati Suci, an active TikTok social media user domiciled in the Cipinang area, East Jakarta. He is a student who belongs to a youth group (22 years old) and likes to create content on his TikTok account which has a total of 2,419 followers. (3) Lakeisha Fitri Dayanti, an active social media user of TikTok who is domiciled in the North Meruya area, West Jakarta. He is a student who belongs to a youth group (23 years old) and likes to create content on his TikTok account which has 88 followers. (4) Zafira Wanda Nurcholiza, an active social media user of TikTok who is domiciled in the Kramat Kwitang area, Central Jakarta. He is a student who belongs to a youth group (20 years old) and likes to create content on his TikTok account which has 1,029 followers. (5) Tazkia Mayda Syarief, an active user of social media TikTok who is domiciled in the Kemang area, South Jakarta. He is a student who belongs to a youth group (20 years old) and likes to create content on his TikTok account which has a total of 439 followers.

Data analysis techniques were carried out based on the interactive model of Miles, Huberman, and Saldana (2014: 12-14). The components in the data analysis of Miles, Huberman and Saldana (2014: 12-13) are as follows: Data Collection, Condensation, Data Presentation, Drawing Conclusions/Verification. In this study using source triangulation.

### **Results and Discussion**

Research conducted in 2008 by Graham Nichols Dixon in 2008 with the title "Instant Validation: Testing Identity in Facebook" shows the result that cyber existence and the emergence of Facebook have brought a new focus on how a person or group of people constructs their identity online. This research also shows that identity is not just a process or part of a person's attributes, but dramatically the construction of that identity is not in a static condition; means that identity is simultaneously continuously constructed by individuals.

Stuart Hall (1996) emphasized that the development of the modern era has led to new developments and transformed forms of individualism; as a "place" where new conceptions of individual subjects and how that identity works. There is a transformation that occurs in modern individuals where they try to break away from traditions and social structures that have existed, and

are considered to be shackled. According to Hall, one of the characteristics of modernity that is strongly suspected of changing the existing social order, according to Hall, is the invention and development of machines in which Hall (1990) places identities as follows: "...there are two kinds of identity, identity as being (which offers a sense of unity and commonality) and identity as becoming (or a process of identification, which shows the discontinuity in our identity formation)." Tim Jordan (1999) states that there are two conditions that can describe how an individual exists and the consequences of interacting on the internet, namely (1) to establish connectivity in cyberspace, everyone must log in or perform certain procedures to be able to access certain pages. When this procedure is passed, the individual will get an individual space where they have a special page that can only be accessed by themselves as an account, (2) entering the virtual world sometimes also involves openness in self-identity as well as directing how the individual identifies or constructs himself in the virtual world.

In using social media, for example, individuals will build a network of friends, express their thoughts and feelings, and carry out virtual activities with other users. This virtual interaction can ultimately produce self-definition and offer self-invention. Every individual has the unlimited ability to create who he is in cyberspace and it is this creation that will later represent the individual in playing his role and interacting in cyberspace. This phenomenon became known as the three basic elements of individual power in the cyber world, namely identity fluidity, modified hierarchies, and information as reality. Identity fluidity means a process of forming a virtual identity and the identity that is formed is not necessarily the same as the identity in the real world (offline identity).

Meanwhile, renovated hierarchies is a process in which hierarchies that occur in the real world are reconstructed in cyberspace to become online hierarchies. The end result of identity fluidity and renovated hierarchies is what is then referred to as informational space or information as reality, namely information that describes reality that only applies in the virtual world.

Tim Jordan (1999:62-87) is said to be 3 (three) basic elements of individual strength in cyberspace, namely: 1) Identify fluidity, meaning a process of forming an identity online or virtual and this identity that is formed does not have to be the same or close to identity in the real world (offline identities); 2) Renovated hierarchies, is a process where hierarchies that occur in the real world (offline hierarchies) are re-designed to become online hierarchies. Even in practice Tim Jordan defines this term as anti-hierarchical; 3) Information as reality. The end result of identity fluidity and renovated space is what then becomes information space, namely information that describes reality that only applies in the virtual world.

The fact proves that an individual's identity online is an individual who has 2 (two) possibilities, namely (1) it could be the same or (2) it could be a different identity offline. Not only that, individuals do not only have one identity, but can have multiple identities with different characteristics online, so it's not surprising that this online identity is one of the triggers for "freedom" of expression in cyberspace that can pass "limit". Identity in the virtual world of the internet is not an easy thing to explain (Holmes, 1997). These are easily interchangeable in this realm (Michaelson & Pohl, 2001). Turkle explains the concept of identity in the virtual world. The virtual world offers a different form, group identity that is freer, not decentralized, more fluid, flexible and always in progress (not stopping). There are three types of identity in interacting on the internet, namely real-life identity, pseudonymity, and anonymity. The first identity shows who the individual really is. In pseudonymity, real identity begins to blur and even becomes fake, although in some cases there are representations that can show someone's real identity. Lastly, anonymity is a new form of identity that is completely separate and cannot be referred to who the identity belongs to. (Nasurullah, 2004:145).

The youth in this study were taken from representatives of each region in the DKI Jakarta area, somewhere from West Jakarta, East Jakarta, South Jakarta, and North Jakarta. When it comes to the identity that they show in the virtual world, namely through their TikTok account, then there are several parts that can be analyzed to find out how that identity is shown or indeed seen by the

audience, in this case, be it followers or audiences who see their content on TikTok social media.

### **Purpose of Using TikTok**

The presence of social networking sites or often referred to as social media is a medium used to publish content such as profiles, activities, or even user opinions as well as media that provide space for communication and interaction in the network. social media in cyberspace (Nasrullah, 2014: 36). The latest data from the 2022 digital report published by we are social shows a variety of reasons for someone to use social media, ranging from wanting to stay in touch with family and friends, filling spare time, looking for things that are being discussed and so on. In the results of this study, in addition to aiming for entertainment, other teenagers also use TikTok as a medium to channel their creativity, from here it can be seen that teenagers also know the part of TikTok that can be used to support the resulting creativity and of course in line with the interests of these teenagers, such as someone who is interested in traveling, fashion, drama, singing and others.

### **Selection of the TikTok username**

One of the things that is included in a digital identity on social media is the username displayed on the account. Each username on social media can only be owned by one user, so other people cannot use the same username, but frequently the use of the username is combined with letters, symbols, numbers, or characters. The results of the research that interviewed several youth representatives from various regions in Jakarta showed that most of them did not use usernames that matched their real names, some were completely different and had no elements from their real names as did Melati and Keisha, and some others choose to use usernames with little or no sign of their real names such as Tazkia and Zafira who choose to abbreviate initials for their TikTok account names. There is only one teenager who uses the same username as his real name, but that has also been changed because previously he used a different username from his real name, namely Fadhli, this is because now he wants to focus on introducing himself on his TikTok social media. Each of these teenagers had reasons why they didn't use the same username as their real name, some stated that they didn't want to show their identity on the username, they felt uncomfortable if their name was fully visible on their TikTok username.

It is related to what David Bell (2004) said that cyberspace liberates the body from its biological basis and allows new freedoms, including the freedom to experiment with aspects of personal identity, especially gender. In line with this statement, identity in the context of online life becomes a thought, because the existing communication is mainly based on text. It means that participants or anyone who is in it has the opportunity to present themselves as desired. (Slater in Bell, 2001:116). So TikTok social media users, including teenagers, do have the freedom to be able to package an identity that will be seen by the audience by one of them determining the username used.

### **A teen's virtual identity on a Tiktok account**

Someone can define and limit what others want to know about themselves. In the virtual world, characteristics that are seen in the real world such as gender, racial group, invisible fashion, and vice versa internet technology offer the possibility to control aspects of self-identity as a consideration for the public. (Wood and Smith, 2005). Seen from the statement above, social media users, including in this case, teenagers who use TikTok can control various aspects of their identity that they want to be displayed in digital public spaces.

For teenagers who create content on their TikTok with a light or not very specific type, their identity in terms of their appearance is shown as what is in their daily lives, so there is no difference between what is seen in their TikTok content and what they see on their TikTok content. actually. However, for teenagers who have certain interests or interests that they intentionally want to display through their TikTok content, there is a difference between the side that exists as their virtual identity on TikTok and their identity in the real world. There are parts that they are more daring to show on TikTok media than in their daily lives.

There are three types of identity in interacting on the internet, namely real-life identity, pseudonymity, and anonymity. The first identity shows who the individual really is. In pseudonymity, real identity begins to blur and even becomes fake, although in some cases there are

representations that can show someone's true identity., anonymity is a new form of identity that is completely separate and cannot be referred to who the identity belongs to (Nasrullah, 2004:145). From the results of this study, there are several teenagers who fall into the real-life identity and some of them choose pseudonymity, none of them have fully become anonymity because in every content they create they often show themselves and this enters into an identity as well because by showing face, people will recognize themselves, including the use of usernames, some of which still choose to implicit the real identity of their names in their TikTok account usernames. Teenagers who in this study entered Generation Z did not really mind if there were other teenagers who chose not to show their identity clearly on their TikTok account or indeed become a different identity (anonymity) with notes that they are still within reasonable limits and do not mention SARA elements. which can harm others.

#### **Characteristics of social media TikTok related to adolescent visual identity.**

As a content creator, there are several things that need to be done in operating social media. As Chris Heuer said as a Founder of the Social Media Club & New Media Innovator (Heuer in Solis, 2010: 263) that there are 4Cs in operating social media, such as:

a. Context

Context is how the message is formed, how the content of the message and what kind of language needs to be used. The results of the study show that teenagers who use TikTok personally have not gone towards certain professions or businesses, do not have a special schedule that becomes their agenda time table for creating and posting content, but they are quite active and often upload content especially when there are things which are being discussed, such as certain TikTok content trends, filters, sounds, challenges and others. One of the teenagers who became the resource person mentioned posting content 3-4 times a week. The types of content created also vary, some follow trends, or also according to their interests in certain things such as dance, dubbing, vlogs, drama, comedy and others.

The research finds that these teenagers are quite skilled in drafting the concept of content that will be created even though from a technical point of view it has not yet been designed in a particular draft and written designs for guidelines, but rather their frame of mind starts from determining content ideas, looking for references. and collecting information relevant to the theme of the content to be created where at this stage they brainstorm to verify information so that there are no errors in the content of the content later, then they conceptualize the content, create the content itself with all the equipment, tools and supporting attributes, to the stage of finalizing the content and uploading it to their TikTok account. They adjust from what is conceptualized for the content with the identity they want to display, because they understand very well from the content, the audience can judge the self-image or brand identity of the content creator.

b. Communication

Communication is a way to package and share messages, including adding pictures and so on that make the message conveyed well. As explained above, the series of content creation processes that will be posted on their TikTok account also includes a step on how they ensure that the content of the message can be conveyed properly to the results of the content, namely by drafting concepts including video shooting, camera layout, appearance of the creators themselves, to other supporting attributes such as lighting, supporting filters, effects, and others. Regarding the communication carried out by these teenagers on their TikTok account, it is also inseparable from their identity, who are still teenagers and have the scope of public friendship on their social media, most of whom are also their peers so that the way they communicate adapts to themselves and their audience.

c. Collaboration

Collaborating with other users or accounts to form things that are effective and efficient. Because the teenagers who use TikTok social media personally and have not reached the level of professional influencers, the collaboration that is carried out here is not in terms of creating content with other users who are already well known to get more

attention from the audience who watch it, but the collaboration that is made is an interaction with other users when they want to respond to certain content, in social media TikTok itself does provide a stitch feature to be able to quote TikTok videos from other users.

d. Connection

Connection is doing something sustainable so that the audience feels closer to a content creator. Trends in TikTok social media are very diverse and keep updating over time, teenagers make this to be able to get involved in trends on TikTok so that they can remain active as users and also indirectly engage with other users who also participate in the TikTok trend, especially for users who follow certain trends that are going viral on TikTok algorithmically, they also have the opportunity to appear as FYP (For Your Page) which is a recommendation page or the start page on the TikTok homepage so that it can be seen directly by other users when opening their TikTok social media, this is can finally increase the number of likes, viewers and lead to good engagement for the content because it is considered popular.

### **Privacy Management**

The following is a description of the findings regarding the management of late teens' privacy communication with their stepparents:

1. The Choice of Expressions Made by Late teens with StepParents

Families who live in the same house are very likely to meet intensely and communicate every day. In the findings of this study, there are differences in the communication patterns between the 3 pairs of informants in their daily lives. In communicating with each other, there will definitely be information conveyed about the things that are sorted to be conveyed or not.

2. Management of Self-Regulations and the Adaptation Process between the Roles of Children and StepParents

The presence of stepparents who are included in the family realm, which is the closest sphere for us, can influence how we behave and communicate. In this case, the researcher took data through interviews to find out how the roles of each from the child's side and the stepparent's side since they had a step relationship and lived in the same house. The existence of new relationships from different characters and backgrounds that become the nuclear family requires adaptations to establish relationships so that they have an impact and development of relationships from the intense daily meetings at home. The process of getting to know each other is fairly easy because there is self-acceptance from each individual and it opens up space to get to know each other personally so that intimate relationships are carried out better and privacy limitations are low. In this case, during the adaptation process between each pair of children and stepparents there are differences, some of which choose to communicate as necessary and choose not to tell about themselves, some choose to reduce or limit communication between others on the grounds that they do not like it. talk a lot about things that are less important, some choose to be open with each other regarding any matter.

3. Self-Consideration of Late teens

Each individual must have considerations in taking action or behaving. This occurs in late teens who have step parents when they enter adulthood. In the self-consideration of late teens who choose to remain open or closed to their stepparents as described previously, there needs to be a reason behind a decision that has been chosen by each of the late teens. In controlling privacy limits, the late teen informants are quite different and each has its own space in managing privacy boundaries. The NR and RS couple, as well as the AN and DW couple love to share personal items for common use. Although the relationship between NR and RS is quite less close and intimate, it is not possible that their personal items have a match so that they can be used together.

4. Rules-Based Management

Individuals will usually regulate which information is allowed to be known collectively or privacy. Personal information may also become shared information if permitted. However, such personal information will become a new responsibility for people who know it. The following is a discussion of the management of the rules that late teens apply to their stepparents. In managing self-rules, each informant has different answers and data results, but two late teens manage their own rules to limit their relationship with stepparents due to internal factors. This internal factor occurs due to discomfort and still feels like a stranger to his stepparents. Meanwhile, one late teen manages to become a late teen who tries to understand how his stepparents are doing so he tries to build good communication and maintain good relations with his stepparents.

#### 5. Personal Management Dialectic

In the theory found by Petronio (2002), there is self-consideration that focuses on decisions inherent in being open to others and also maintaining their privacy. This happened to every informant who was studied as the object of research conducted through interviews and observations of two informants. The result of this finding is that the privacy communication managed by late teens are influenced by internal factors from the relationship with their stepparents. Internal factors that influence the management of this privacy are a feeling of discomfort, lack of familiarity and a sense of not wanting to be bothered.

Late teens informants have certain privacy restrictions based on the privacy area, information submitted and not submitted. Late teens informants have hidden information that is quite similar, namely related to the complaints and sadness experienced by them. The personal information they disclose adjusts the intimate closeness between them and their stepparents, AL has almost no intimacy so that it is very closed and has very broad boundaries of privacy, while AN has close enough intimacy that the boundaries of privacy are getting narrower. Meanwhile, NR still has direct daily communication regarding needs and needs but does not share personal information outside of needs.

### Conclusion

The conclusion of this study is that social media users, including in this case, teenagers who use TikTok can control various aspects of their identity that they want to be displayed in digital public spaces. For teenagers who create content on their TikTok with a light or not very specific type, their identity in terms of their appearance is shown as what is in their daily lives. However, for teenagers who have certain interests that they intentionally want to display through their TikTok content, there is a difference between the side that exists as their virtual identity on TikTok and their identity in the real world. There are parts that they are more daring to show on TikTok media than in their daily lives. From the results of this study, there are several teenagers who fall into the real-life identity and some of them choose pseudonymity (real identity begins to blur and even becomes fake), none of them have fully become anonymity because in every content they create they often show themselves and this goes into an identity too because by showing their faces people will recognize themselves, they also don't really mind if there are other teenagers who choose not to clearly show their identity on their TikTok account or indeed become a different identity (anonymity).

The purpose of teenagers using TikTok social media obtained from the results of the research is more to fill their spare time and entertainment because it is judged that the content presented on TikTok social media is light content and short duration, besides that it also aims to seek entertainment and as a medium for channel their creativity. Most do not use usernames that match their real names, some are completely different and have no element of their real names, and some choose to use usernames with little or no sign of their real names. Each of these teenagers had reasons why they didn't use the same username as their real name, some stated that they didn't want



to show their identity on the username, they felt uncomfortable if their name was fully visible on their TikTok username.

Teenagers are quite skilled in drafting the concept of content to be created even though from a technical point of view a written design for the guidelines has not yet been made, but rather their framework of thinking starts from determining content ideas, looking for references and gathering information relevant to the theme of the content to be created. At this stage they brainstorm up to verification of information so that there are no errors in the content later, then they conceptualize the content, create the content itself with all the equipment, tools and supporting attributes, to the stage of finalizing the content and uploading it to their TikTok account. They adjust from what is conceptualized for the content with the identity they want to display. The researcher suggests further research on topics related to the use of TikTok in a professional or business direction so that it can be seen more deeply about the formation of identity on the account. The advice for teenagers who use TikTok social media is to pay attention to the digital track record of what is displayed through the content on their TikTok account because this is also part of how the audience sees the identity of the account owner.

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