

Using The Tiktok App To Publish Your Love Imperfections Works Through The “*Love Imperfections Campaign*”

Yohana Putri Damayanti Adi Pangestu^{a*}, Daniel PERNANDES^a, Maria Yuli Indrawati^a, Maria Lusiana Prihatin^a

^a*Department of Guidance & Counseling, Atma Jaya Catholic University of Indonesia, Jakarta*

*Yohana Putri Damayanti Adi Pangestu

Department of Guidance & Counseling, Atma Jaya Catholic University of Indonesia, Jakarta

yohana.201903540002@univ.atmajaya.ac.id

Abstract

The COVID-19 pandemic required every person to stay at home and made them look for entertainment. Social media such as TikTok become one of the forms of entertainment that are easy to reach along with the development of technology. TikTok users in Indonesia as of June 2020 reached 30.7 million users. The writing of this scientific work aims at how much influence the Love Imperfections campaign has on TikTok users. This research aimed to see how far the love imperfections campaign influenced TikTok users. The subject of this research was early adolescence divided into the small scope and large scope. The method was research and development. Data was collected through Google Form to small and large scope. The results of the experiment showed that quite a lot of participants felt insecure in themselves with different problems and backgrounds, then also the results on a large scope showed that the average participant felt that the Love Imperfections campaign was very useful, interesting, good, and informative. Then participants want this Love Imperfections campaign to continue to be developed and continued.

Keywords

TikTok App; Love Imperfections; Campaign; Media Psychology; Trend

Introduction

The world community is being made restless by the corona virus or COVID-19 (Situmorang, 2020a). COVID-19 is an infectious disease that causes respiratory infections, ranging from mild symptoms such as flu, to lung infections such as pneumonia. The virus is spread from person to person through droplets from the mouth and nose when an infected person coughs or sneezes, similar to the way the flu is transmitted. The Public Health Emergency of International Concern (PHEIC) indicates that COVID-19 is a global threat (Makmun & Hazhiyah, 2020, in Syahara, et al, 2021). This emergency condition requires all citizens of the world to carry out movements to stay at home or stay at home at the beginning of the pandemic (Putri, et al., 2021). Many individuals ranging from children, once, even to adults have started looking for entertainment with their time on social media such as Tiktok, Youtube, Instagram, and other social media (Situmorang, 2021a).

Most of them are more interested in accessing the Tiktok application which is one of the current applications. Aji and Setiyadi (2019) in (Bulele, 2020) stated that there were 10 million users of the Tiktok application in Indonesia. Tiktok is a short video sharing social network that allows users to make videos of singing, as well as dancing. Tiktok is widely used by young

people to express various self-services achieved in the field of physical appearance and academic and non-academic achievements. This is packaged in a short video that anyone can see on TikTok's For Your Page (FYP). One of the reasons they access TikTok is because they also find it useful and get a lot of information. However, not all positive things can be obtained in accessing the TikTok application, there are also negative things to get. The existence of this pandemic period which requires individuals to stay at home creates feelings of suspicion from the outside world and limited space for adult individuals to improve themselves. Seeing other people repeatedly on social media especially TikTok can cause insecurity in early adulthood individuals.

This study aims to see how the participants view the use of the TikTok application as a way to publish works of loving one's imperfection. Deriyanti and Qorib (2018, Bulele & Wibowo, 2020) stated that TikTok can change the views of other users and get benefits such as networking, getting entertainment, and providing information. The researchers hope that the existence of the work "Love Imperfections" can entertain as well as provide information regarding how to love one's imperfections.

Literature Review

Social Media

According to Purnamawati and Eldarni (2001), media is anything that can be used to transmit messages from sender to receiver so that it can stimulate students' thoughts, feelings, concerns and interests in such a way that the learning process occurs. According to Michael Cross (2013), social media is a term that describes a variety of technologies used to bind people into collaboration, exchange information, and interact through web-based message content. Because the internet is always developing, the various technologies and features available to users are always changing. This makes social media more hypernym than a specific reference to various uses or designs.

Another opinion was expressed by Kaplan and Henalein (2010, in Safitri et al., 2021) which stated that social media is an internet-based application that allows users to create and exchange content. This is relevant to the author's topic of discussion about TikTok. All TikTok users are free to create and exchange content with each other.

Insecurity

According to Abraham Maslow, insecurity is a condition in which a person who feels insecure, perceives the world as a threatening forest and most humans are dangerous and selfish. They will try to regain the feeling of secure (safe) in various ways. Meanwhile, the American Psychology Association (APA) defines insecurity as feelings that are not good, such as a lack of self-confidence and an inability to deal with a problem. Lack of self-confidence can have an impact on poor developmental productivity (Situmorang, 2014). Therefore, everyone must have their own sense of insecurity and also things that become a problem such as small heart problems will make it difficult for us to move on.

According to clinical psychologist Melanie Greenberg, Ph. D., there are 3 common factors that cause a person to feel insecure, namely: First, insecurity due to recent failures or rejections. Events that have just happened can affect our moods and feelings and therefore unhappiness has an impact on self-esteem, failure and rejection can have an impact on self-confidence. Second, insecurity due to experiencing social anxiety occurs because of the fear of being evaluated by others and causes anxiety and in the end they avoid social situations because they feel uncomfortable, this insecurity is based on distorted beliefs about self-esteem. Third, perfectionism-driven insecurity, that is, some people have very high standards in everything they do, but life doesn't always turn out the way you want it to. If you're constantly disappointed and blame yourself for being less than perfect, feelings will arise. uncomfortable and not worth it.

Social Comparison Theory

Social comparison theory is a process of mutual influence and competitive behavior in social interactions caused by the need to evaluate oneself (self-evaluation) and this need can be influenced by comparing oneself and others (Festinger, 1954). The theory of social comparison was first formulated by Festinger in 1950, Festinger said that if social comparison is a process of mutual influence and is also a competitive behavior in relation to social interaction caused by the need for self-assessment. Festinger himself argues that humans tend to do unidirectional drive upward comparisons, according to him, if one can choose someone will choose another person whose opinion or ability is close to his own opinion or ability to be used as a comparison. Therefore, most people also tend to choose their own peers or peers to be a source of comparison (Myers, 2007).

In terms of comparing oneself with others, consciously or unconsciously, the individual can choose other people who are different from himself. The meaning of these differences will be explained in two types of social comparison. First, upward social comparison, which is when someone compares his abilities, opinions or characteristics with other people who are judged to be better than himself. In contrast to downward social comparison, which is a situation where a person compares his abilities, opinions or characteristics with other people who are judged not as good as himself (Arinson, Wilson, & Akert, 2013).

Method

Participant

The number of respondents was 30 people who were divided into small scopes consisting of 5 people and large scopes consisting of 25 people. The target in the study conducted by the group "Love Imperfections" was adolescents to adults without discriminating between the gender of the respondents.

Procedure & Design

The data is being pooled using Google Forms. It was spread to respondents in a small scope

of 5 respondents and into a large scope of 25 respondents through social media networks.

Measurement Tools

The type of research and development used in this research is Research and Development (R&D). Sugiyono (2009) stated that research and development methods are research methods used to produce certain products and test the effectiveness of those products. To be able to produce a product using research, there should be analysis (qualitative survey methods are used) and to test the effectiveness of the product to function in the wider community, a method is needed to test the effectiveness of the product (experimental methods are used).

Data Analysis

Statistical analysis was conducted based on the pooled data on Google forms. The authors continued the process by analyzing the result based on the data and relevant theories.

Results and Discussions

A. Need Assessment Analysis Results

Assessment via Instagram Story

We have published Q&A posters on target participants through Instagram Stories on March 17, 2021. Questions are a manifestation of the needs of participants regarding the answers to questions. Here are some questions asked by the audience through the Q&A column:

- **Yohana Putri D A P (@fhanaputri)**

Participant 1: "How to love yourself?"

Participant 2: "Your thoughts?" (on loving yourself)"

Participant 3: "In your opinion, does our happiness depend on self-love?"

- **Daniel Pernandes (@vpdaniel_)**

Participant 1: "How do you love yourself?"

- **Maria Yuli Indrawati (@maria_ylndwti)**

Participant 1: "How can we be confident without having to look at the advantages of others?"

- **Maria Lusiana Prihatin (@cepiwiw)**

Participant 1: "How do you get rid of insecure feelings?"

The results of a simple assessment through the Instagram Story question box were intended to get information about the needs of participants. Most participants asked how to love themselves and eliminate feeling insecure. This showed that there is a need for participants to answer related to loving themselves and facing a sense of inferiority. The results of participants' questions inspired the author to create a work that was spread through the TikTok application.

B. Evaluation Results of Educational Technology Products

Small Scope Evaluation Results

This campaign targeted those adults who experienced insecurity. All the content is being spread through Tik Tok and was made originally using PowToon as an interactive animation. There are five people participating in this small scope interview. Respondents were being interviewed indirectly through Google Form which contains ten questions related to the campaign.

Respondent 1

Initial Name : NPY
 Institution : UNIKA Atma Jaya
 Age : 20

Table 1.

Question & Answer of Respondent 1

QUESTION	ANSWERS
1. "Have you ever felt insecure about yourself?"	"Yes."
2. "Do you find the #LoveImperfections campaign theme interesting?"	"Yes."
3. "If you are willing, please explain your insecurity. Why and how?"	"The insecurities associated with my appearance. When I entered Vocational High School, my weight increased drastically, which made me feel insecure."
4. "How do you see yourself?"	"In the beginning, I didn't feel very attractive."
5. "What helps you to get through this?"	"I can let go of my insecurity and lack of confidence with gratitude and self-love."
6. "What content would you like to see from the Love Imperfection account?"	"It is normal for somebody to be imperfect, for there to be no shame in being imperfect."
7. "What do you expect from the Love Imperfection campaign?"	"Bringing good impact to social media users regarding one's imperfections."
8. "What are your impressions of the Love Imperfections campaign video that you have seen?"	"It is quite good and contains enough information."
9. "What are the criticisms of the Love Imperfections campaign?"	"In the first video, the duration is a bit too fast so I can't read the 'symptoms and signs of insecurity' part."
10. "What are your suggestions for the Love Imperfections campaign?"	"For now, there is not any yet.."

Respondent 2

Initial Name : PJ
 Institution : UNIKA Atma Jaya
 Age : 19

Table 2.
 Question & Answer of Respondent 2

QUESTION	ANSWERS
1. "Have you ever felt insecure about yourself?"	"Yes."
2. Do you find the #LoveImperfections campaign theme interesting?"	"Yes."
3. "If you are willing, please explain your insecurity. Why and how?"	"There is a sense of inferiority within myself when I am surrounded by smart and financially good people. Since high school, I have done with my insecurity that is related to finances. However, I am now very insecure about people with good finances and very insecure to be in a circle full of educated and knowledgeable people."
4. "How do you see yourself?"	" I see myself as a woman who has a high fighting spirit to improve the situation. On a scale of 1-10, I rate myself at number 7. At points 1-6 I feel that I am a helpful person to others, both family and friends around me. I believe I can be a blessing to my neighbors both those I know and those I have never known. The rest I feel that I have not been able to be optimal as a human being, which I still have envy, pride, and my faith is not as strong as before, so I really want to improve the quality of myself."
5. "What helps you to get through this?"	"1) Lord, because God still allows me to live, breathe, be a blessing to others, grow, and reap blessings Parents, because they are the people, I love for the first time after I was born 2) My family (sister), for providing support and always being by my side 3) Distant family (let's call it family X), who are always willing to protect me, provide support, prayers, help, 4) Especially myself because I want myself to be able to grow, rise, be a blessing, and want to prove myself to many people."
6. "What content would you like to see from the Love Imperfection account?"	"Some inspiring stories from someone's life experiences."
7. "What do you expect from the Love Imperfection campaign?"	"Bring good impact for me and also those in need."
8. "What are your impressions of the Love Imperfections campaign video that you have seen?"	"The video is enough to give me an understanding of love imperfections, it's just that some of the readings are too fast so it's hard to understand."
9. "What are the criticisms of the Love Imperfections campaign?"	"The criticism is that this campaign should be narrowed down to phenomena related to teenagers who have a sense of inferiority during this pandemic. And because this project is very good if it is carried out well, it's good that all members can have a good fighting spirit so that this project runs well and becomes a blessing to those around them."
10. "What are your suggestions for the Love Imperfections campaign?"	"The suggestion is that your project can be disseminated to various social media so that your campaign can be seen by other women who also have feelings of

inferiority, especially during this pandemic, and make it simpler.”

Respondent 3

Initial Name : MIT
 Institution : UNIKA Atma Jaya
 Age : 21

Table 3.
 Question & Answer of Respondent 3

QUESTION	ANSWERS
1. “Have you ever felt insecure about yourself?”	“Yes.”
2. Do you find the #LoveImperfections campaign theme interesting?”	“Yes.”
3. “If you are willing, please explain your insecurity. Why and how?”	“I feel physically overweight. Then every time I see girls my age or younger than me already glow-up. Their bodies are so good, I feel like I'm the only one who hasn't glowed up yet even though I'm already at this age, but I feel like I look like a high school kid. I also can't do makeup, so sad.”
4. “How do you see yourself?”	" I'm as it is. If there is any, I say yes, if there is no, I say no, if I can, I say I can, if I can't say I can't."
5. “What helps you to get through this?”	“God's love. I would not have been able to stand and survive until now without God's love. Every time I see a Jesus cross, I think, "He was crucified for me, so I have to be able to endure, be strong." I'm so spiritually cool, wow. but this is serious.”
6. “What content would you like to see from the Love Imperfection account?”	“Content about confidence and self-love.”
7. “What do you expect from the Love Imperfection campaign?”	“Embracing social media users to accept and love themselves.”
8. “What are your impressions of the Love Imperfections campaign video that you have seen?”	“Interesting and very educative.”
9. “What are the criticisms of the Love Imperfections campaign?”	“There are no critics yet.”
10. “What are your suggestions for the Love Imperfections campaign?”	To embrace social media users to love themselves.”

Respondent 4

Initial Name : VD
 Institution : UNIKA Atma Jaya
 Age : 19

Table 4.
 Question & Answer of Respondent 4

QUESTION	ANSWERS
1. "Have you ever felt insecure about yourself?"	"Yes."
2. Do you find the #LoveImperfections campaign theme interesting?"	"Yes."
3. "If you are willing, please explain your insecurity. Why and how?"	"I feel insecure when there is someone that I thought has more capability than me, for example, she/he is smarter than me."
4. "How do you see yourself?"	"I think I am an objective person with what is in front of me. So I live life as it is/in accordance with the existing situation."
5. "What helps you to get through this?"	"My family, there's always hope that we can give them happiness."
6. "What content would you like to see from the Love Imperfection account?"	"Motivation, maybe there's a motivation to make me feel more confident."
7. "What do you expect from the Love Imperfection campaign?"	"I hope this project will have a good impact on anyone who sees it even if it is simple."
8. "What are your impressions of the Love Imperfections campaign video that you have seen?"	"There are two videos that I have seen. About the 23-second video, I don't know what the concept is. When I played the video, I didn't immediately understand what it meant, it felt so fast and rushed."
9. "What are the criticisms of the Love Imperfections campaign?"	"Maybe the video should be at ease because it uses text, so it doesn't seem to be rushed."
10. "What are your suggestions for the Love Imperfections campaign?"	"The text in the video changed to dubbing."

Respondent 5

Initial Name : AEA
 Institution : UNIKA Atma Jaya
 Age : 20

Table 5.
 Question & Answer of Respondent 5

QUESTION	ANSWERS
1. "Have you ever felt insecure about yourself?"	"Yes."
2. Do you find the #LoveImperfections campaign theme interesting?"	"Yes."
3. "If you are willing, please explain your insecurity. Why and how?"	"Sometimes I feel insecure because I feel my height is higher than other women around me. I often think, "Do people really talk about me?"
4. "How do you see yourself?"	"Competitive."
5. "What helps you to get through this?"	"Achievements that I must achieve to make the people around me proud."
6. "What content would you like to see from the Love Imperfection account?"	"How do I accept imperfection?"
7. "What do you expect from the Love Imperfection campaign?"	"Love what I have."
8. "What are your impressions of the Love Imperfections campaign video that you have seen?"	"The videos are quite good and the explanations are delivered with the right timing."
9. "What are the criticisms of the Love Imperfections campaign?"	"The video seems less communicative with the audience."
10. "What are your suggestions for the Love Imperfections campaign?"	"The group can add dubbing with the appropriate intonation."

Conclusion of Interview Results on Small Scope

A total of five respondents had felt insecure about themselves with different problems and backgrounds. There were two respondents who rated themselves as unattractive and overweight. The other three respondents have a positive view of themselves, namely fighting, objective, and quite competitive. Most of the respondents stated that they have survived until now due to family factors, God's love, and self-achievements that have been achieved.

Large Scope Evaluation Results

This interview was carried out in groups with a large scope of 25 participants, each group member interviewed 6 to 7 people by conducting interviews via WhatsApp and distributing G-forms that had been made by the group. This data was collected from Wednesday, April 14, 2021, to Friday, April 16, 2021.

Table 1.
 Have you ever felt insecure/insecure about yourself at this time?

Information	Respondents	Percentage
Yes	22	88 %
No	3	12%

The first question provides an overview of how many respondents have felt insecure about themselves. There are twenty-two respondents (88%) who have felt insecure about themselves. For the rest, there are three respondents (12%) who have never felt insecure (Table 2).

Tabel 2.
On a scale 1-5, how informative is the content we share?

Information	Respondents	Percentage
5 (Very Informative)	0	0%
4 (Informative)	1	4%
3 (Quite Informative)	2	8%
2 (Less Informative)	14	56%
1 (Not Informative)	8	32%

Based on the data, one respondent (4%) stated that love imperfections campaign content is informative. Two respondents (2%) stated that the Love *Imperfection* campaign project was less informative. This shows that the information that was shared can provide information for respondents. The group has shared four contents from the beginning until the interview (Table 2)

Table 3.
On a scale of 1-5, how interesting is the content that we bring in the Love Imperfections video project?

Keterangan	Responden	Presentase
5 (Very Interesting)	12	48%
4 (Interesting)	10	40%
3 (Quite Interesting)	3	12%
2 (Less Interesting)	0	0%
1 (Not Interesting)	0	0%

The data obtained from respondents showed that 12 (48%) respondents thought that the material presented was very interesting. The content material presented included an introduction to the Love Imperfections project, recognizing insecurity (video 2), an introduction to the Love Imperfections admin (video 3), and how to overcome insecurity (video 4). A total of 3 respondents (12%) stated that the content was quite interesting.

Table 4.
On a scale of 1-5, how useful is the content we shared?

Keterangan	Responden	Presentase
5 (Very Useful)	17	68%
4 (Useful)	5	20%

3 (Quite Useful)	3	12%
2 (Less Useful)	0	0%
1 (Not Useful)	0	0%

Based on the table, there are 17 respondents (68%) considering the content provided very useful. Then, there were 5 respondents indicating that 20% of respondents stated that the content was useful. In addition, there were also 3 respondents who indicated that 12% of respondents stated that the content provided was quite useful (Table 4).

Table 5.
On a scale of 1-5, how much do you want this project to be developed?

Information	Respondents	Percentage
5	17	68%
4	7	28%
3	0	0%
2	1	4%
1	0	0%

Based on the answers of 17 respondents, it showed that 68% of respondents strongly believe that this project should be developed by the group. Then, 7 respondents indicated that 28% of respondents wanted this project to continue to be developed. In addition, there was 1 respondent who indicated that 4% of respondents thought that this project was not developed.

Table 6.
How do you respond to our latest videos? Give us your reasons.

Information	Respondents	Percentage
It's already good	7	28%
Interesting	5	20%
Very full of motivation	4	16%
Providing information needed	3	12%
Others	6	24%

Based on the answers, 7 respondents showed 28% of responses who thought that the latest videos we gave were "already good". Then, there were 5 respondents showing that 20% of respondents found that the videos that our group gave were "interesting". In addition, there were also 4 respondents who showed 16% of respondents said that the videos we provide are videos that can "motivate". Then, there were also 3 respondents who showed that 12% of respondents said that the video we gave was a video that provided information related to Love Imperfection. On the other hand, there were also 6 respondents showing 24% of respondents who answered with other categories, which included respondents' criticism related to the video given, among others, the writings contained in the video were too small so that respondents had difficulty in reading the writing.

Table 7.
What should we fix regarding to our Love Imperfections project video?

Information	Respondents	Percentage
Writing	5	20%
Transition	4	16%
Duration	3	12%
None	3	12%
Others	10	40%

Based on the answer of 10 respondents, it can be known that 40% of them want to give suggestions to add solutions and suggestions. As well as the words in the video should be to the point and concise. Then 5 respondents with a percentage of 20% wanted the writing in the video to fix.

Table 8.

What do you think of the content we brought in the latest video of the Love Imperfections project?

Information	Respondents	Percentage
It's already good	5	20%
Good	1	4%
Interesting	5	20%
Enough	2	8%
Others	12	48%

Based on 12 respondents, 48% thought material in the video is useful and also helps overcome their sense of insecurity and some of them stated that this content is interesting and informative.

Table 9.

How can we help you love yourself through the next content? Give me your opinion.

Information	Respondents	Percentage
Add more content	5	20%
Tips	1	2%
Showing self-love	2	8%
None	2	8%
Others	15	62%

Based on the 12 respondents, 68% gave an opinion that we can include things that are easy to understand every content, provide positive feedback, and how to love ourselves content.

Tabel 10.

Please share your criticism and suggestions for the latest video of project Love Imperfections.

Information	Respondents	Percentage
Writing	6	24%
Duration	3	12%
Add more content	4	16%
None	2	8%
Others	10	40%

Based on 10 respondents as much as 40% said that the writing, duration, and content should be added and also improved, content is also reproduced, and involve members in every content.

Discussion

The COVID-19 pandemic period requires all individuals to stay at home so that there is no more widespread spread of the virus (Situmorang, 2020b). The government has decided to encourage all citizens to work from home. This is like what happened to Jakarta residents who took two weeks off at the beginning of the entry of the virus into Indonesia. Apart from working and attending school from home, on average, some of them spend their time watching and

accessing social media and even playing games (Situmorang, 2021b). According to Michael Cross (2013), social media is a term that describes a variety of technologies used to bind people into collaboration, exchange information, and interact through web-based message content. Social media is one of the easiest and most affordable forms of entertainment during the COVID-19 pandemic. Various applications, such as Instagram, Facebook, Tiktok, Youtube, etc., become a place to express themselves for their users. According to statistical data as of June 2020, there are 30.7 million TikTok users in Indonesia. The month of June 2020 coincided with the outbreak of the COVID-19 virus (Safitri et al., 2021). The researchers focused on discussing the use of TikTok among the public in line with the experiments that had been carried out.

Because a lot of social media users and the freedom that exists make everyone have the right to create content related to achievements, self-achievements, daily stories (a day in my life), dance actions, funny movements, and other expressions. The form of these expressions can be seen in a broadcast. short videos uploaded to the TikTok app. Anyone, even unregistered users, can view TikTok videos freely. There is no limit for TikTok users to see other people's achievements in a short video on the For Your Page (FYP) page. Information about other people's achievements or anything that looks "beautiful" makes other users indirectly implant it into their subconscious. This condition supports individuals to continue to compare themselves with the people they see on social media, even to their career achievements (Situmorang & Salim, 2021). This is supported by the theory of social comparison, which states that social comparison is a process of mutual influence and is also a form of competitive behavior in relation to social interaction caused by the need for self-assessment (Festinger, 1950).

Excessive use of social media can also trigger *social media fatigue*, which is the subjective feelings of social media users who feel angry, tired, disappointed, or bored because of the large amount of content found on social media (Bright, Kleiser, & Grau, 2015; Ravindran, Kuan, & Lian, 2014; Rahardjo, et al., 2020). This can be triggered by the excess of information that individuals receive through social media, where individuals receive more information than their capacity to process (Eppler & Mengis, 2004; Rahardjo, et al. 2020). TikTok users can see other people's achievements and compare themselves, thus potentially experiencing *social media fatigue* given so much content being viewed on the app.

The existence of comparisons of oneself with others on social media and the social media fatigue that occurs trigger new problems. Compared to others on social media, individuals have hopes and ideals of themselves as seen on social media. The discrepancy between reality and the ideal self makes individuals feel insecure because they do not match their expectations. This is supported by the findings of the researchers through interviews with five respondents in a small scope, all of whom stated that they felt insecure. Meanwhile, in a large scope, 88% (22 respondents) of 25 respondents stated that they also felt insecure. Looking at the facts above, it is evident that social media has a huge influence on one's life. These conditions inspired the researchers to create Love Imperfections content, where individuals are expected to accept themselves without blaming themselves for conditions that are beyond their control.

Studies show that TikTok can have a positive impact on mental health because creating and publishing content has a positive impact on psychological well-being, especially if the

content is enjoyable (Situmorang, 2021a). The existence of Love Imperfections content is expected to be able to bring psychological goodness to TikTok users who see it. The results of experiments on large and small scales consider that the content created is very useful, has a good impact, and greatly motivates them to love what they have more, accept all the shortcomings that exist within themselves, and accept all their imperfections. It turns out that the use of TikTok as a place to publish works of love for one's imperfections through the Love Imperfections campaign is very effective and can be said to have succeeded in attracting the attention of TikTok users.

Conclusion

This pandemic makes people more active in accessing social media for study, working, selling goods, and others. One of the social media that is quite widely used by the wider community is the TikTok application that provides various kinds of information and all kinds of forms of activity content, as well as funny videos, as well as others. The contents were uploaded by many people from all over the world.

From the habit and freedom to access the TikTok application, many people often compare themselves with the people in the content, whether comparing in terms of achievement, beauty, or wealth. Of these many things, people become discouraged and almost forget how to love themselves and also fail to be grateful for what is already there. For this reason, it can be proven from the way the author conducted case studies on several people in the surrounding environment where from some respondents had experienced a sense of insecurity and it was triggered indirectly by TikTok social media.

For this reason, suggestions that can be done or may be applied to the broader community at this time are wiser in using social media, filtering information obtained from social media, then also reaching that the content watched as information that must be filtered good and bad.

Then also the best advice is to reduce the opening of existing social media, and many activities with other positive things, such as reading, writing, cooking, or other things, so that this can help reduce excessive social media use and be yourself not dependent on existing social media. Then it can also make us more in love and always grateful for what we have.

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