Differences in Emotional Expressiveness Reviewed by Gender in TikTok Application Users

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Article Info	ABSTRACT
Keywords: Emotional Expression, Expressiveness, Emotions, Gender, Tiktok.	Students in early adulthood often face various emotional and social challenges. TikTok, a platform that allows users to share short video content, has become a popular medium for students to express their emotions. This study aims to examine differences in emotional expression between male and female students. Based on Ekman's theory (2003), it is understood that several emotions are considered universal and are similarly recognized by individuals across different cultural backgrounds. These universal emotions include anger, disgust, fear, happiness, sadness, and surprise. This study hypothesizes that (1) there is a difference in emotional expression between males and females; (2) there is no difference in emotional expression between males and females. A quantitative approach with a survey design was used, employing a comparative research method. The sampling technique was purposive sampling, and data were collected through questionnaires distributed to students aged 17–24 years in Padang City. The participants included 15 male and 39 female students. Statistical analysis was performed using SPSS software. The results showed no significant difference in emotional expression between male and female TikTok users (p-value = $0.244 > 0.05$). These findings are consistent with the research hypothesis.
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INTRODUCTION

Individuals who are pursuing higher education in universities are called students. Becoming a student is both an honor and a challenge, as students are faced with various responsibilities and expectations. Cole (as cited in Astuti, 2003) states that students, who are generally in early adulthood,

often have needs that are difficult to meet. Common issues they face include academic pressures, financial concerns, family matters, health, and romantic relationships.

One of the phenomena that has gained attention among students today is the use of social media applications like TikTok. TikTok has become one of the favorite platforms for students as a source of entertainment and a way to freely express their emotions. In addition to being a source of entertainment, TikTok also serves as a medium for emotional expression. The content displayed on TikTok, such as sad quotes, culinary videos, and humor, can affect the emotions of its viewers. Audiences tend to respond to such content with emotions that align with it, such as sadness, hunger, or happiness.

TikTok is a social media platform that allows users to create short videos, ranging from fifteen to sixty seconds, enhanced with music, stickers, and visual effects. Launched in 2016 by ByteDance, TikTok quickly became one of the most popular social media applications worldwide, including in Indonesia (Adawiyah, 2020). With over 100 million users in less than a year since its launch, TikTok has become a significant platform in shaping language and social expression among its users. Keltner & Ekman (2003) state that there are several emotions considered universal and understood similarly by people from various cultural backgrounds. Some of these common emotions include anger, disgust, fear, happiness, sadness, and surprise.

Previous studies have shown that the language style and emotional expressions used in TikTok content can influence social interactions and language use in various contexts (Mulyanto et al., 2023). Therefore, it is important to explore how emotional expressions in TikTok content contribute to the development of language and social interactions.

This study aims to examine the differences in emotional expression on TikTok among students based on gender, specifically between males and females. In this regard, the research is expected to enhance the understanding of how social media impacts the development of emotions and social interactions among students and contribute to the study of linguistics and social dynamics in the digital era.

Research on gender differences in emotional expression has attracted the attention of psychology researchers. Biological differences and social constructs often influence how males and females express feelings and respond to various emotional stimuli. With its short and interactive video format, TikTok provides a unique platform to observe this phenomenon in the digital media space.

By examining various content, expression styles, and audience responses on TikTok, this study will comprehensively explore how gender influences emotional expression patterns. Through a

psychological approach and in-depth analysis, this research aims to provide new insights into the dynamics of emotional expression in today's social media era.

This study also discusses how individuals within a social environment use social media. Generally, women tend to seek more support from those around them to manage their emotions, while men often engage in physical activities to express their emotions, as gender differences in emotional expression are closely related to social environments. They play these roles (Yolanda & Wismant, 2017). Further differences are also seen in women, where they are considered more adept at recognizing emotions verbally or through expressions, while men use their physical abilities to express their emotions (Mulyana et al., 2020).

METHOD

In this study, the researcher applies a quantitative approach using a survey design. The quantitative approach allows for the numerical measurement of variables to obtain data that can be analyzed statistically. The survey research design is used to collect data from a sample that represents the population, using a questionnaire as the primary instrument. The type of research used is comparative research. Comparative research aims to compare two or more groups based on certain variables. The variables compared remain consistent, but this research involves more than one sample or is conducted at different times (Arsyam & Tahir, 2021; Darna & Herlina, 2018).

The population in this study consists of students studying in Padang City who actively use the TikTok application. The sampling technique used in this study is purposive sampling, where sample selection is based on specific criteria to ensure that the data obtained is more representative (Sugiyono, 2010). The sample in this study consists of students aged 17–24 years who use the TikTok application in Padang City. The instrument used in this study is a questionnaire (survey) created using Google Forms, which is then distributed via WhatsApp. This questionnaire is designed to measure the extent of TikTok's influence on students' emotional expression. The data obtained is in the form of numerical answers from respondents, which are then analyzed using statistical analysis techniques.

The data analysis technique for the collected data is statistical analysis, where the researcher tests the relationship between the variables being studied. Data analysis is conducted using SPSS version 25. The researcher uses a t-test to examine the differences between the two sample groups.

RESULTS AND DISCUSSION

Result

Description of research data

This study uses a questionnaire in data collection, The number of samples involved in the study was 54 people, who met the following criteria:

a) Students

b) Aged 17-24 years

The following is a detailed description of the data obtained:

1. Gender

Gender	Amount	Percentage
Man	16	28,6%
Woman	38	71,4%
Amount	**54**	**100%**

2. Age

Age	Amount
17	2
18	9
19	6
20	23
21	10
22	4
Total	**54**

1.   Uji Reliabilitas

Reliability testing is used by researchers to assess how consistent the items in the questionnaire used are. In this study, questionnaire items are considered reliable if their alpha value is greater than 0.60. The results of this questionnaire reliability test are 0.939, which means that the item is included in the reliable category because its value is above 0.50.

Case Processing Summary

		N	%
Cases	Valid	54	100,0
	Excluded[a]	0	,0
	Total	54	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,939	40

2. Validity test

Validity testing is conducted to determine whether a questionnaire on each variable meets the validity criteria. The results of the validity test conducted in this study indicate that all items are valid.

3. Normality Test

The normality test was conducted by researchers using the Kolmogorov-Smirnov test, and the results showed a p-value of 0.200 > 0.05. The p-value indicates that the data is normally distributed.

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
ekspresi_emosi	,093	54	,200*	,965	54	,115

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

4. Difference Test

The results of the test of differences in emotional expression reviewed from the male and female genders of TikTok application users using comparative independent sample t-test techniques show that there is no difference in emotional expression between men and women in using TikTok.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Hasil	Equal variances assumed	1,388	,244	,058	52	,954	,27692	4,79333	-9,34160	9,89545
	Equal variances not assumed			,049	19,534	,961	,27692	5,60379	-11,43028	11,98413

Discussion

One of the trending phenomena in social media today is the TikTok application, which is widely popular among women in Indonesia. Most of the videos and hashtags on TikTok are dominated by content created by women. This shows that women are more interested in making videos on TikTok than men. It has become common for women to create videos on TikTok, as they tend to have more narcissistic traits. This app provides women with the freedom to communicate and express their creativity through body movements, facial expressions, and storytelling in videos. Currently, content created by women on TikTok often fills the For You Page (FYP), and even on other platforms such as YouTube and Instagram, TikTok videos from women are always visible. Women's self-expression on TikTok has become a real form of their freedom to express themselves, whether it be emotions like happiness, sadness, anger, and others. There are no strict rules that bind women in presenting themselves on TikTok. Women's freedom in expressing their emotions on TikTok creates an image that reflects their desire to be accepted and understood. However, the expressions displayed by women on this platform also reflect their strength in the public sphere. Thus, women are not only symbols of physical appearance and personality but also demonstrate their power through their freedom to express themselves and their emotions on TikTok (Puspita, 2021b). However, it is also possible for men to express their emotions through TikTok. They also have the potential to express their emotions, whether actively by creating content or passively through emotions conveyed in TikTok content.

Based on the research conducted, it has been proven that there is no difference in emotional expression based on gender in the use of the TikTok application, as supported by the available information. In the "Group Statistics" table, the mean score for emotional expression for male users is 109.2000, and the mean score for female users is 108.9231. This insignificant difference in the mean values shows that there is no significant difference in emotional expression between men and women. The standard error for men is 5.13921, and the standard error for women is 2.23407, with a p-value of 0.244 > 0.05. Furthermore, this small difference indicates that there is no significant difference in the spread or variation of emotional expression data between the two genders. This hypothesis is also supported by qualitative explanations, which state that women are more dominant on the TikTok platform due to their freer and more complex emotional expressions. Although men are less involved in content creation, they also have the potential to express their feelings through various types of

creative content. Overall, the quantitative data and qualitative descriptions on TikTok indicate that there is no significant difference in emotional expression between male and female users. This suggests that TikTok has become an online platform that allows all users to express themselves freely regardless of gender. TikTok has evolved into a platform that supports freedom of expression without gender distinctions, enabling its users to show emotions and creativity in the same way. The results show that TikTok not only expresses people's emotions but also demonstrates gender equality on the internet.

This research is in line with findings from previous studies, where dramatic emotional expressions are also characteristic in TikTok content. Users often portray dramatic and theatrical emotional expressions in their videos, such as excessive sadness, extreme excitement, or excessive fear (Okta Viana Sari & Abidin, 2024). This contributes to understanding how language style and expressions in TikTok content affect the use of Indonesian language in social contexts. The social implications of the language style and expressions in TikTok content can help in developing and maintaining an Indonesian language that is adaptable to the development of social media such as TikTok (Khasanah et al., 2024). This research can assist in enhancing our understanding of language use in the digital era and how language and culture are influenced.

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regardless of gender. TikTok has evolved into a platform that supports freedom of expression without gender distinctions, enabling its users to show emotions and creativity in the same way. The results show that TikTok not only expresses people's emotions but also demonstrates gender equality on the internet.

The findings of this study help us understand how language style and expressions in TikTok content influence the use of the Indonesian language in social contexts. The social implications of the language style and expressions in TikTok content can help us develop and maintain an Indonesian language that is in line with the development of social media such as TikTok (Khasanah et al., 2024). This study can help enhance our understanding of language use in the digital era and how our language and culture are influenced.

CONCLUSION

This study helps understand the dynamics of emotional expression on modern social media platforms, particularly TikTok. It was found that there is no significant difference in emotional expression between men and women, which significantly changes our understanding of digital communication and gender equality in the online space. Our understanding of social interactions in the computer and internet era is deeply influenced by the findings of this research. Although the data shows that women create more content, statistical analysis reveals that both genders have an equal opportunity to express their emotions. This indicates the development of social media platforms toward a more open and inclusive space where creativity and self-expression are not restricted by conventional gender constructs. Academically, this research provides empirical evidence of cross-gender emotional expression patterns on social media platforms, expanding the study of digital communication. We find that TikTok has successfully created an environment that promotes fair participation, free from gender limitations, encouraging discussions on the democratization of expression in the digital era. As a result, this research not only uncovers user behavior but also demonstrates how social media can foster equality and inclusion.

This study helps understand the dynamics of emotional expression on modern social media platforms, particularly TikTok. It was found that gender does not have a significant impact on emotional expression, which significantly alters our understanding of digital communication and gender equality in the online space. Our understanding of social interactions in the computer and internet era is greatly influenced by the findings of this research. While the data indicates that women create more content, statistical analysis shows that everyone has the same opportunity to express their emotions. This points to the development of social media platforms toward a more open and

inclusive space where creativity and self-expression are not limited by traditional gender constructs. Academically, this research offers empirical evidence of emotional expression patterns across genders on social media platforms, expanding the field of digital communication studies. We have found that TikTok has successfully created an environment that encourages equitable participation, free from gender constraints, promoting discourse on the democratization of expression in the digital era. Consequently, this research not only uncovers user behavior but also illustrates how social media can foster equality and inclusion.

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