

ABSTRACT

The use of the TikTok application for teenagers who access it is considered to have the opportunity to use creative abilities in creating content on TikTok, but the TikTok application, in reality, will also have a negative impact on individuals, especially teenagers who are still very unstable. Tiktok can have a negative impact by making its users more addicted day by day. This research aims to understand and analyze the implementation of creativity and addictive behavior of TikTok users. Implementation uses the Torrance Test of Creative Thinking (TTCT) and addictive behavior using the Bergen Social Media Addiction Scale. There are four aspects of creativity, namely fluency, flexibility, elaboration, and originality. While addictive behavior has aspects of salience, tolerance, mood swings, withdrawal and relapse. The method used is quantitative descriptive, to find out more about the relationship between creativity and addiction used by TikTok users. Based on the findings, 82% were able to implement their creativity in the TikTok application with the greatest aspect lying in flexibility in utilizing the ability to identify problems or provide solutions to the problems they had by utilizing the features and visualizations available on TikTok. Meanwhile, for addictive behavior, it was found that 75% of them had addictive behavior, with the largest dimension being changes in mood, this was because TikTokers were looking for fun and entertainment to forget their problems for a moment.

Keywords: Addiction, Creativity, Social Media, TikTok, TikTokers