

ABSTRACT

This research focuses on the phenomenon of social media using TikTok as a forum for narcissistic behavior among Generation Z students of the Faculty of Social and Political Sciences (FISIP), Universitas Pasundan (UNPAS), Bandung City. Gen Z is known as a generation that is highly connected to technology, using TikTok to express themselves and shape their social identity online. As a video-sharing platform, TikTok gives users the opportunity to showcase different aspects of their lives, often with the aim of gaining recognition and admiration from others.

This study aims to deeply understand the motivations, meanings, and behaviors behind the narcissistic behavior shown by FISIP UNPAS students on TikTok through a phenomenological approach. Data were collected through in-depth interviews with selected informants and direct observation of their activities on TikTok. The research shows that the main motivation for this narcissistic behavior is the desire to look attractive, popular, and admired by other TikTok users. To fulfill the social expectations created by the digital environment, users often express an idealized version of themselves that is different from the reality of everyday life.

In addition, this study found that using TikTok can increase narcissistic tendencies, especially when users receive positive feedback in the form of comments, likes, and an increase in the number of followers. This suggests that there is a strong relationship between the intensity of social media use and increased narcissistic behavior.

Keywords : *Social media, narcissistic, college students, behavior.*