

TikTok as a Cathartic Space Content Analysis of the @hendrabdrudy Account in Alleviating Work-Related Stress

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ABSTRACT This study analyzes how the TikTok account @hendrabdrudy functions as a cathartic space to alleviate work-related stress, particularly in the educational environment. Using a qualitative approach and content analysis techniques, this research explores key themes in the videos uploaded by Hendra Brudy, as well as audience responses reflected through comments, likes, and shares. The findings indicate that the use of humor, relatable personal narratives, and strong visual expressions are key elements in helping users manage stress. Additionally, social interactions in the comment sections reinforce TikTok's role as a virtual community where individuals feel heard and supported. The Spiral of Silence theory is applied to analyze how social media facilitates individuals in speaking out about work-related stress that they may have previously suppressed. The results show that TikTok not only serves as an entertainment platform but also as an effective tool for supporting mental health in the workplace. This research contributes to the literature on social media and mental health, offering practical insights for content creators and organizations on how to utilize social media as a means to foster a more supportive work environment.

KEYWORDS *TikTok; Catharsis; Work stress; Humor; Spiral of Silence*

INTRODUCTION

TikTok has become one of the most popular social media platforms in the world, with over one billion monthly active users in 2023 (Foster & Baker, 2022; Joiner et al., 2023; Lyu et al., 2024; Nugraha et al., 2024; Yurliana, 2022; H. Zhao & Wagner, 2023). In Indonesia, TikTok is not only used as a medium for entertainment, but also as a means to express oneself and share personal experiences (Azman et al., 2021). One interesting phenomenon that has emerged is the use of TikTok as a cathartic space, where individuals can relieve emotional stress, including work-

related stress (Kauffman et al., 2022). This phenomenon can be observed through various content uploaded by users, including popular accounts such as @hendrabdrudy.

The @hendrabdrudy account is known for its content related to everyday life at work, including challenges, pressures, and humor related to the professional world (Tribun Makassar, 2025). These contents often receive positive responses from other users who feel connected to similar experiences. This suggests that TikTok can function as a space to relieve work stress through creative



expression and social interaction (Siles et al., 2022). However, despite this increasingly popular phenomenon, there is little research that specifically analyzes how content on TikTok is used as a cathartic mechanism to relieve work stress.

Interestingly, Hendra Brudy's personal background, which has been the center of attention in several news reports, shows how stress in the workplace can affect a person's life. Hendra Brudy, who previously worked as a civil servant teacher in Soppeng, openly revealed the reason he quit his job because he felt uncomfortable with the stressful work environment (Tribun Makassar, 2025). In addition, he also served as the BOS treasurer and faced a work environment situation that he considered toxic, which also influenced his decision (Kompasiana, 2025). This personal experience was then processed into TikTok content that resonated with many people who experienced similar situations in their workplaces (Z. Zhao, 2021).

Previous studies on the use of social media to relieve stress have focused more on platforms such as Facebook and Instagram. For example, research by (Triantafyllopoulou et al., 2022) showed that sharing personal experiences on social media can help individuals feel more relieved and socially supported (Sadagheyani & Tatari, 2021). Meanwhile, research by (Hamal et al., 2023) such as depression and dissociation. Aims: We investigated the association between bullying victimization and self-cutting in a Finnish adolescent population and whether depression and dissociation act as mediators in this association. Methods: We used cross-sectional questionnaire data from Finnish

students (age 13–18; N = 3345; boys n = 1454; girls n = 1891) found that humor on social media can serve as an effective coping (Moon & Shim, 2019). However, these studies have not specifically examined TikTok, which has a different format and interaction dynamics than other platforms.

In the context of TikTok, some early studies suggest that the platform has unique potential as a cathartic space. According to research by (Matondang et al., 2023) the short video format and algorithms that support viral content allow users to quickly find communities that support and understand their experiences (Aji & Iriani, 2023) such as cyberbullying, data theft, and sexual crimes. Digital bounty or competition to find perpetrators digitally is one of the activities of cyberbullying and digital vigilantism (doxing). In addition, research by (Giumetti & Kowalski, 2022) revealed that creativity in creating content on TikTok can help individuals manage stress and improve mental well-being (Setiawan, 2023). However, these studies are still general and have not focused on the specific aspect of work pressure.

The gap in this research lies in the lack of studies that examine in depth how TikTok, especially through accounts such as @hendrabrudy, is used as a tool to relieve work stress. While there is evidence that social media can function as a cathartic space, further understanding is needed on how this mechanism works on TikTok, and how users respond to and utilize content related to work stress.

The research questions that arise from this gap are: How does the content on the

TikTok account @hendrabdrudy function as a cathartic space to relieve work stress? What elements in the content are most effective in helping users relieve stress? How do audience responses to the content reflect their need for a cathartic space on social media?

The purpose of this study is to analyze the content of the TikTok account @hendrabdrudy in the context of relieving work stress and understand how users respond to the content as a form of catharsis (Ceribeli, 2024; da Cunha & Orlikowski, 2008; Rezende Ribeiro, 2018; Stanciu, 2015). This study aims to provide new contributions to the literature on social media and mental health with a focus on TikTok as a relatively new and dynamic platform.

The novelty of this study lies in its specific focus on TikTok as a cathartic space for work stress, which has not been widely explored in previous studies. By analyzing the content of the @hendrabdrudy account, this study is expected to provide new insights into how the short video format and social interactions on TikTok can help individuals manage work stress.

This study also enriches the literature on the role of social media in mental health, which has so far focused more on platforms such as Facebook and Instagram. The results of this study can provide guidance for individuals and organizations on how to utilize TikTok positively for mental well-being, especially in the context of the workplace.

This study aims to analyze the content elements on social media, particularly in videos uploaded by the @hendrabdrudy account, that have the potential to reduce

work pressure by identifying the main themes and audience response patterns based on interactions such as comments and likes. Using a content analysis approach, this research is expected to provide practical benefits for content creators and companies in designing more effective internal communication strategies to create a supportive work environment, improve employee well-being, and strengthen relationships between management and employees. In addition, the findings of this study are expected to make an academic contribution to the development of research on the use of social media as a means of internal communication in the workplace.

Method

This research method uses a qualitative approach with content analysis techniques to explore how the TikTok account @hendrabdrudy is used as a cathartic space for work pressure. Content analysis was chosen because it allows researchers to systematically evaluate the messages contained in the video, including themes, communication styles, and audience responses (Bintz, 2023; Khairina, 2019; Kresovich et al., 2021; Kyngäs, 2020; Shvetsova & Antropova, 2020). The focus of this study is on videos that discuss work experiences, workplace pressure, and the use of humor or satire as a tool to relieve stress. With this approach, it is hoped that it can be revealed how content on TikTok can facilitate the release of emotions and become a means for users to share their experiences.

Data collection was conducted by documenting and analyzing videos uploaded by the @hendrabdrudy account over the past six months. The videos selected

were those relevant to the theme of work pressure, including personal experiences in a challenging or toxic work environment. Each video was analyzed based on the theme, delivery style, and audience response, such as the number of comments, likes, and shares, which reflect the level of user engagement (Ming et al., 2023). User comments were also examined to see the response patterns that emerged, whether in the form of support, empathy, or similar experiences. In addition, secondary data in the form of news articles discussing Hendra Brudy's background, such as the reason he resigned as a civil servant teacher in Soppeng because of a stressful work environment (Tribun Makassar, 2025) and his experience as a BOS treasurer in a toxic work environment (Kompasiana, 2025), were also used to enrich the analysis.

In analyzing the data, this study used the Spiral of Silence theory developed by Elisabeth Noelle-Neumann. This theory states that individuals tend to choose silence when they feel that their views are contrary to the majority opinion (Bandrovskiy, 2020; Noelle-Neumann, 1959, 1979). However, social media platforms such as TikTok provide a safer space for individuals to share their experiences, especially if they feel supported by a community that has similar experiences (Noelle-Neumann, 1981). This study explores how content from the @hendrabrudy account facilitates users to talk about work pressures that they may have previously kept to themselves. Thus, TikTok functions not only as an entertainment platform, but also as a medium that breaks the silence on sensitive issues in the workplace.

Data analysis was conducted by identifying key themes that emerged in the videos and comments from the audience. Patterns in social interactions on TikTok were analyzed to understand how users respond to content related to work pressure and how they support each other in this virtual space (Busetto et al., 2020). Audience responses, such as the level of engagement through comments, likes, and shares, were used to measure the extent to which the content served as a cathartic space. In addition, this study also analyzed whether the existence of accounts such as @hendrabrudy was able to reduce the effects of the silent spiral by providing a safe space to talk openly about work pressure.

This study is expected to provide a deeper understanding of how TikTok functions as a cathartic space for work stress, as well as how the Spiral of Silence theory can be applied in the context of social media. By understanding how individuals feel more comfortable sharing experiences on this platform, this study can provide insight into new social dynamics in the digital era and how social media can be used to support mental well-being in the workplace (Papacharissi, 2015). In addition, the results of this study are expected to contribute to the literature on social media and mental health, as well as provide guidance for content creators and companies in utilizing social media to create a more supportive work environment.

DISCUSSION

The Function of @Hendrabdrudy's TikTok Account Content as a Space to Relieve Work Pressure

The content uploaded on the TikTok account @hendrabdrudy displays various dynamics of stressful work life, ranging from stories about toxic work environments to personal experiences in dealing with stress at work. In this context, the account not only functions as a medium for entertainment, but also as a cathartic space for its followers. Catharsis itself refers to the process of releasing pent-up emotions or feelings through certain expressions, and in this case, TikTok becomes a place where individuals can channel their emotional burdens through consumption and interaction with content (Dhungana Sainju et al., 2021; Pelurson, 2021). By packaging stressful work experiences in the form of short, relatable videos, this account helps the audience feel understood and not alone in facing similar challenges.

Furthermore, the cathartic function of @hendrabdrudy's content is increasingly visible through the humorous and satirical approach used in conveying his messages. Humor is often an effective tool to relieve tension, especially in the context of work pressure which is often considered a sensitive topic to discuss openly (Haynes, 2024). By presenting difficult work situations from a humorous perspective, this content provides space for viewers to laugh at their own experiences, thereby reducing the emotional burden they feel. In addition, the use of relaxed language and casual delivery style makes the audience feel closer and more comfortable to interact

with the content, either through comments or sharing similar experiences.

The content on this account not only provides temporary emotional release but also creates a virtual community where users feel heard and understood (Sazali & Matondang, 2024). This phenomenon reinforces TikTok's function as a cathartic space because it allows for two-way interaction between content creators and audiences. In the comments, many users share their personal experiences related to workplace stress, indicating that the content has succeeded in opening up a space for discussion that may have previously been inhibited by social norms or fear of stigma (Edgar & Williams, 2021). Thus, the @hendrabdrudy account plays an important role in providing a platform that supports workers' mental health through creative expression and positive social interactions.

The content displayed on the TikTok account @hendrabdrudy shows how social media can be a cathartic space in dealing with work pressure, especially in educational settings. In the first image, Hendra Brudy shows a serious expression while holding a stack of books in the teacher's room with the text that reads, "Sometimes what makes you tired is not in the classroom, but in the teacher's room...". This statement reflects the fact that the stress in a teacher's job does not always come from the teaching process in the classroom, but from the social and professional dynamics that occur in the teacher's room. This indicates that the workload is often exacerbated by a work environment that may be less supportive, such as disharmonious relationships between

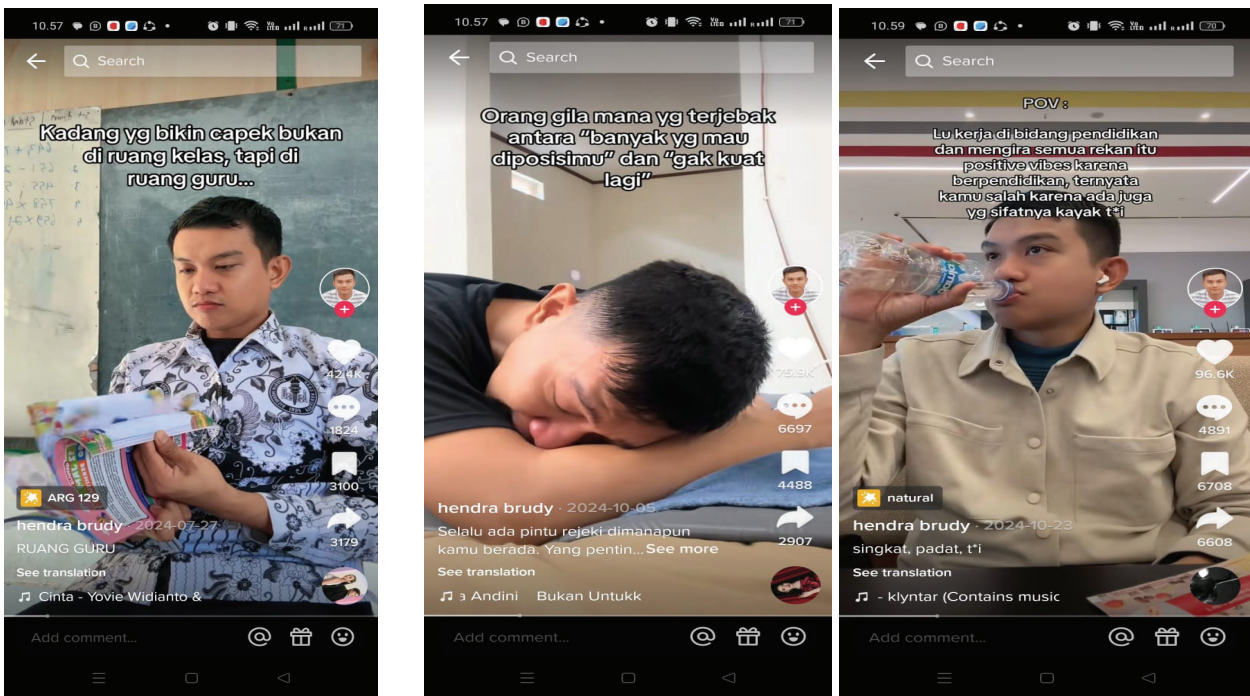


Figure 1. Hendra Brudy's expression when facing pressure

colleagues or excessive administrative burdens.

In the second image, Hendra shows a tired expression with his head resting on his arm, accompanied by the text, "Which crazy person is trapped between 'many want to be in your position' and 'can't take it anymore'". This message illustrates a common dilemma felt by many workers, where they feel trapped between the demands of staying in a position that is socially considered prestigious, but personally is already mentally and emotionally exhausting. This context highlights how external expectations and social pressures can exacerbate work stress. The video provides a space for viewers to identify with the situation, which in turn creates a sense of togetherness in facing similar challenges.

The third image shows Hendra drinking water with a blank expression, accompanied by the text, "You work in education and think all your colleagues have positive vibes

because they are educated, but you are wrong because there are also those who are like this"*. This text clearly expresses disappointment towards colleagues who do not meet expectations, especially in the context of the world of education which is ideally filled with individuals who have open minds and positive attitudes. This content shows that even though someone works in an environment that should be supportive, the reality can be different, and this can be a source of stress in itself.

These three contents show how Hendra Brudy uses TikTok as a tool to express his feelings of frustration and stress at work. With a light and humorous style, he managed to attract sympathy and empathy from his audience who may be experiencing similar things. This is in accordance with the concept of catharsis, where individuals can relieve emotional tension through creative expression, either in the form of humor or satire.

Audience engagement, such as high comments and likes, shows that many people feel connected to the content. This reflects that stress in the workplace, especially in education, is a relevant issue and is felt by many people. The comments that come in are often in the form of support or sharing similar experiences, which strengthens TikTok's function as a community space for individuals experiencing work stress.

Referring to the context of the Spiral of Silence theory, this content breaks the silence that usually surrounds discussions about work stress in professional environments. Typically, individuals are reluctant to talk about work stress for fear of being seen as unprofessional or weak. However, with platforms like TikTok and relatable content like that created by Hendra, individuals feel more courageous to share their experiences because they find a supportive community.

Visually, Hendra's facial expressions in each image add to the strength of the message he wants to convey. The serious, tired, and flat expressions shown strengthen the narrative about the work pressure he experiences. This shows that non-verbal communication in social media content also plays an important role in conveying messages and building emotional connections with the audience.

This content also shows how humor is used as a coping mechanism. By parodying stressful situations, Hendra not only relieves his own stress but also helps his audience see the lighter side of the problems they face. This is in line with research that shows humor is an effective tool for reducing stress and improving mental well-being (Martin & Ford, 2018).

The content from the TikTok account @hendrabdrudy serves as an effective cathartic space for himself and his followers. Through a combination of personal expression, humor, and social interaction, Hendra has managed to create a space where people feel safe to share their experiences of work stress. This shows that social media, when used in the right way, can be a powerful tool for supporting mental health.

Effective Elements In @Hendrabdrudy's Content That Help Users Relieve Stress

The content uploaded by @hendrabdrudy on TikTok not only serves as entertainment, but also contains certain elements that are effective in helping users relieve stress, especially those related to pressure in the work environment. One of the main elements that stands out is the use of humor as a tool to express challenging work experiences. This humor is often wrapped in the form of satire or subtle sarcasm towards difficult work situations, such as disharmonious relationships between coworkers or excessive administrative burdens. By presenting a light-hearted perspective on serious problems, this content is able to reduce emotional tension and provide a sense of relief for its viewers. Humor has long been known as an effective coping mechanism, allowing individuals to view difficult situations with a more relaxed perspective (Martin & Ford, 2018).

In addition to humor, visual elements and relatable personal narratives also play an important role in reducing audience stress. Hendra's honest facial expressions, often showing fatigue or disappointment, create an emotional connection with viewers who may be experiencing similar things. The narrative,

which is based on personal experience, provides a sense of authenticity and makes viewers feel understood, which ultimately creates a virtual support community. The combination of strong visuals and stories that are close to the audience's reality makes this content effective as a cathartic medium. The active interaction in the comments column, where many users share similar experiences or provide support, shows how these elements have succeeded in building a safe space for emotional expression on social media.

The content displayed by @hendrabrudy on TikTok stands out for its ability to combine humor, visual expression, and relatable messages, making it an effective tool to relieve stress for its followers. In the first image, Hendra and his colleagues make a crossed hand gesture in front of their chest while smiling, accompanied by a text that reads, "Love yourself, mental illness is indeed invisible, but very deadly. From now on, keep your distance from anyone who makes your soul uncomfortable." This message explicitly

reminds viewers about the importance of maintaining mental health by staying away from toxic environments or people. The visual elements in the form of cheerful expressions from the participants provide an interesting contrast to the serious message conveyed, creating a balance between humor and self-awareness.

Humor is one of the most prominent elements in this content. By wrapping the issue of mental health and unhealthy work environments in a light and entertaining video, Hendra managed to reduce the tension that usually accompanies discussions of these topics. This humor allows the audience to laugh while reflecting on the message being conveyed, making the catharsis process more accessible. As is known, humor is an effective coping mechanism for dealing with stress and improving mental well-being (Martin & Ford, 2018).

In addition to humor, narratives based on personal experiences are also key elements in Hendra's content. In the second image, Hendra appears with the Petronas

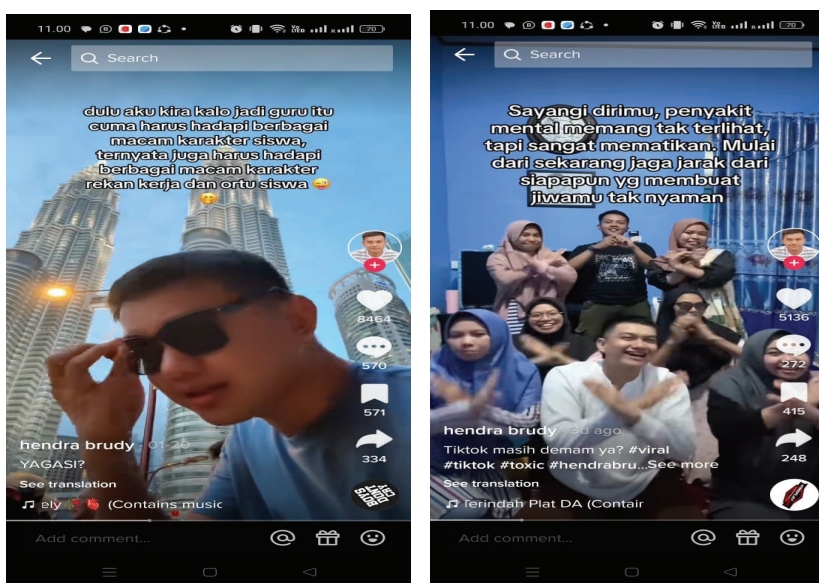


Figure 2 Elements in Hendra Brudy's Upload in Dealing with Stress

Twin Towers in the background, wearing sunglasses while looking at the camera with a blank expression. The text in the video reads, “I used to think that being a teacher only meant having to deal with various student characters, but it turns out I also have to deal with various characters of my colleagues and parents.” This message highlights the fact that challenges in education do not only come from students, but also from interactions with colleagues and parents. Narratives like this make viewers feel that they are not alone in facing similar challenges in the workplace.

Visual elements also play a significant role in reinforcing the message being conveyed. Hendra’s honest and sometimes dramatic facial expressions reinforce the narrative conveyed in the text. The combination of strong visuals and relatable messages creates an emotional connection with the audience. This is important in the context of social media, where non-verbal communication is often as powerful as written messages in building relationships with the audience.

Audience interaction is also an important part of the effectiveness of Hendra’s content. The comments section of his videos is often filled with users sharing similar experiences or providing support. This shows that the content has succeeded in creating a virtual community where individuals feel heard and understood. This interaction strengthens TikTok’s function as a cathartic space, where individuals can release their emotions in a supportive environment.

The use of appropriate music in each video also increases the effectiveness of the content in relieving stress. The music chosen by Hendra often has a cheerful or

calming tone, which fits the theme of the video and helps create a lighter atmosphere. Music as an additional element strengthens the message conveyed and increases the emotional involvement of the audience.

Flexibility in delivering messages is also a strength of Hendra’s content. He is able to convey serious issues in a relaxed and easy-to-understand way, without losing the essence of the message. This approach makes topics that are usually heavy more accessible to a wider audience, including those who might normally shy away from discussing work pressure or mental health.

The effectiveness of Hendra’s content is also evident in his ability to break the silence around issues that are often considered taboo, such as work pressure and mental health. By using a light and relatable approach, he helps open up discussion spaces that may have previously been blocked by social stigma. This is in line with the Spiral of Silence theory, which states that individuals tend to remain silent when they feel their views are at odds with the majority opinion. However, with a supportive community like the one Hendra has built on TikTok, individuals feel more comfortable speaking up and sharing their experiences (Noelle-Neumann, 1959, 1979).

Elements such as humor, personal narratives, visual expression, interaction with the audience, and the right use of music make @hendrabdrudy’s content very effective in helping users relieve stress. The combination of these elements not only makes his content interesting and entertaining, but also provides a space for the audience to release emotions and feel connected to a community that understands

their challenges. Thus, TikTok is not only an entertainment platform, but also a powerful tool to support mental health in the digital age.

Audience Response to @Hendrabdrudy's Content and Reflection on the Need for Cathartic Space on Social Media

Audience responses to content uploaded by @hendrabdrudy on TikTok show how social media can be a significant cathartic space in modern life. By raising the theme of work pressure, toxic work environments, and challenges as an educator, Hendra managed to create an emotional connection with his followers. Many audiences responded with positive comments, feeling that the content represented their personal experiences, so they did not feel alone in facing similar situations. This kind of reaction shows that social media does not only function as a

means of entertainment, but also as a place to share experiences, get emotional support, and release mental burdens that have been pent up.

Not all audience responses were positive. Some users viewed the content as a form of complaint that was inappropriate to share in a public space like social media (Octaviani, 2021). This criticism shows that there are different perspectives on the use of social media as a cathartic space. However, this diversity of responses actually emphasizes the importance of digital platforms as a place for individuals to express themselves freely. Social media like TikTok provides a space where individuals can find a community that supports and understands their experiences, while also opening up discussions about the importance of mental health and well-being in the workplace.

Table 1. Netizen Comment Responses

No	Netizen Comments	Response Type	Reflection of the Need for Catharsis
1	"Oh, how relatable! I also feel the same thing at the office. Thanks for creating this content!"	Positive	Seek emotional support from a community experiencing similar things.
2	"Hahaha, that's true! Sometimes coworkers are more toxic than students themselves."	Positive	Using humor as a tool to relieve stress related to the work environment.
3	"Content like this makes us realize that mental health is important. Thanks for sharing!"	Positive	Leveraging content as a trigger for awareness about the importance of maintaining mental health.
4	"Oh, I'm just complaining. Just work, why are you posting about it on social media?"	Negative	There is resistance to the idea of making social media a space for catharsis, considering it unprofessional.
5	"I thought I was the only one who felt this, but it turns out there are many. I'm not alone, it turns out."	Positive	Finding solidarity and a sense of togetherness, reducing feelings of isolation in the face of work pressure.

No	Netizen Comments	Response Type	Reflection of the Need for Catharsis
6	"It's funny, but don't be too emotional. That's how the working world is."	Negative	Ignoring the importance of talking about work stress tends to trivialize other people's emotional experiences.
7	"After watching this, I'm rethinking my current job. I think I need to find a healthy environment."	Positive	Triggering personal reflection and encouragement to make changes for mental well-being.
8	"Your content is toxic! It makes other people think negatively about work."	Negative	Viewing content as potentially influencing negative perceptions of the work environment, rather than as a cathartic space.
9	"How come it fits perfectly with what I feel, hahaha. The hardest thing is having coworkers who don't support me."	Positive	Using content as a tool to share common experiences, finding humor in the midst of stress.
10	"Rather than complaining, it's better to find a solution. Social media is not a place to vent about work."	Negative	Criticizing the use of social media to vent, preferring a perceived 'more professional' approach.

Analysis of netizen comments on @hendrabdrudy's content through the Spiral of Silence theory shows how social media influences individuals' courage to share personal experiences about work pressure. This theory, proposed by Elisabeth Noelle-Neumann, states that individuals tend to remain silent if they feel their views conflict with the majority opinion. However, in the context of social media such as TikTok, this spiral effect can be broken, especially when someone finds a community that has similar experiences. Positive comments such as "Oh, I really relate! I also feel the same way at the office" or "I thought I was the only one who felt this, it turns out there are so many" show that when someone starts talking, others feel compelled to share, creating a domino effect in opening up a discussion space about work pressure.

Not all audiences feel comfortable with the use of social media as a cathartic space.

Negative comments such as "Hey, you're always complaining. Work is just work, why share it on social media?" and "Rather than complaining, it's better to find a solution. Social media is not a place to vent about work" reflect resistance to this openness. Responses like this show that even though there is space to share experiences, some people still hold the traditional view that work matters should be resolved privately or in a professional setting, not in a public space like social media. This shows that the Spiral of Silence effect still applies to some audiences who are reluctant to acknowledge or support openness about work pressures on digital platforms.

In contrast, comments like "Hahaha, so true! Sometimes coworkers are more toxic than students themselves" show how humor can be an effective tool to break the silence. By framing negative experiences in a humorous context, users feel more comfortable sharing

without fear of negative judgment. Humor acts as a bridge between difficult personal experiences and social acceptance, helping to reduce the spiral of silence that often occurs when discussing sensitive topics such as work stress or mental health.

Responses that trigger personal reflection, such as “After watching this, I’m rethinking my current job. I think I need to find a healthy environment,” show that this kind of content not only opens up a space for discussion, but also encourages individuals to evaluate their own situations. This shows how social media can act as a tool for transformation, not only in sharing experiences but also in driving real change in users’ lives. In this case, social media becomes a platform that facilitates discussion and reflection that might not occur in a conventional work environment.

The above contents show how Hendra Brudy uses social media, especially TikTok, as a tool to find ease amidst the difficulties faced at work. By packaging his bitter experiences in the form of humorous and relatable content, he not only eases his own emotional burden but also paves the way for others to find comfort through similar experiences.

Hendra’s content often shows how humor can be an effective tool in dealing with work pressure. For example, when he talks about a toxic work environment or difficult coworkers, he delivers it in a light and entertaining way. Hendra’s content discussing pressure in the work environment reflects the understanding that even though the challenges are tough, there is strength within a person to face them. By sharing

experiences through social media, Hendra not only shows that work pressure is normal, but also provides an example that every individual has a way to deal with it according to their respective capacities.

In some of his content, Hendra describes how he deals with stressful situations by remaining calm and finding solutions. This shows that even though work pressure can be very emotionally draining, a person can still find a way to survive and even thrive. This is in line with the message in Surah Al-Baqarah that Allah will not give a test beyond the limits of His servant’s ability. Viewers who see how Hendra faces challenges with a positive attitude will feel inspired to apply a similar approach in their own lives.

Analysis of these two verses shows that social media can serve as a tool to realize spiritual messages in everyday life. The concept that ease always accompanies hardship, and that every test is according to one’s ability, can be translated into the form of social support found on platforms such as TikTok. The positive response from the audience to Hendra’s content shows that many people feel helped by the existence of a space to share experiences and find solidarity.

Furthermore, the use of social media as a cathartic space as done by Hendra also shows how Islamic values can be integrated into modern life. Sharing experiences about work pressure not only helps individuals to release emotional burdens, but also strengthens communities with values of mutual support and understanding. Thus, This shows that even in the digital era, spiritual values remain relevant and can be applied in various aspects of daily life.

CONCLUSION

TikTok has evolved from being a mere entertainment platform to an effective cathartic space, especially in the context of work pressure. Accounts like @hendrabdrudy prove how social media can be used to express personal experiences and share challenges faced in the workplace. By combining humor, personal narratives, and strong visuals, Hendra has managed to create content that is not only entertaining but also provides a sense of relief for audiences facing similar situations. The positive response received from users confirms that many individuals experience psychological benefits from this type of content, especially in terms of feeling heard and understood by the wider community.

The study also found that not all audiences embraced the use of social media as a cathartic space in the same way. Some comments indicated resistance to openness on public platforms, reflecting traditional views that work matters should be dealt with privately or professionally. This contrasting viewpoint shows how social media creates a new dynamic in sharing personal experiences, with some individuals feeling more comfortable speaking out, while others are still bound by more conservative social norms. However, the courage to speak out about work pressures that emerge on TikTok suggests that the platform is breaking the silence that often surrounds sensitive issues in professional settings.

The contribution of this research lies in a deeper understanding of how TikTok's short-form video format and dynamic social interactions can help individuals manage

work stress. Unlike platforms like Facebook or Instagram, TikTok offers the ease of finding communities relevant to one's personal experiences through an algorithm that favors viral content. This allows individuals to feel more quickly connected to others who have similar experiences. In addition, the creative approach to content creation, such as that taken by Hendra, shows that authentic and humorous self-expression can be an effective tool in alleviating emotional stress.

Overall, the results of this study add to the literature on the relationship between social media and mental health, particularly in the context of work stress. By focusing on TikTok, this study provides new insights into how a relatively new social media platform can be leveraged positively to support mental wellbeing. The findings also provide practical guidance for content creators and companies in creating a more supportive work environment through social media. By understanding the elements that are effective in alleviating work stress, organizations can develop better communication strategies, not only in the physical work environment but also in the digital space.

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