

# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

Humans are social beings who cannot survive independently and require assistance and connection with other humans. Therefore, communication is very vital in human life. Communication can foster a sense of mutual understanding between one another. In the opinion of Judy C. Pearson and Paul E. Nelson, cited by Mulyana (2010), communication has two functions; namely, the first is to live one's life, protect oneself, and stand out to others. The second is to survive and foster good relations in the community.

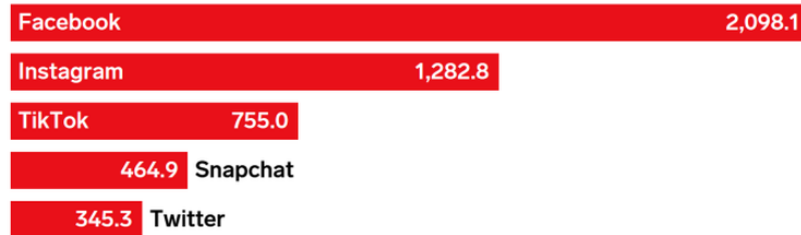
Nowadays, communication can not only be done face-to-face but can also be done online through existing platforms, especially social media. This situation can happen because the times are developing, and the technology that allows communication through social media platforms is also developing. With social media, humans can easily communicate with other humans in any part of the world without being limited by distance and time. In contrast to face-to-face communication, on social media, humans communicate by sharing information in text, images (visual), and video (audiovisual). According to Nasrullah (2015), social media is a media that is on the internet that allows users to express themselves, communicate, collaborate, share, interact with other users, and form a virtual social bond.

Various types of social media are often used by humans today. One of the social media that is widely used is Instagram. According to eMarketer's (2022) survey in November 2021 for internet users of various ages who use social networks at least once a month, Instagram is the second most used social media with around 1.28 billion active users. Below is an image showing the results of the survey. Twitter is the most used social media with more than 2 billion users, followed by Instagram in the second position. Then, in third place is TikTok with about 755 million users, in fourth place is Snapchat with about 464 million users, and in the last position is Twitter with about 345.3 million users.

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## Social Network Users Worldwide, by Platform, 2022

millions



Note: internet users of any age who use a social network via any device at least once per month

Source: eMarketer, November 2021

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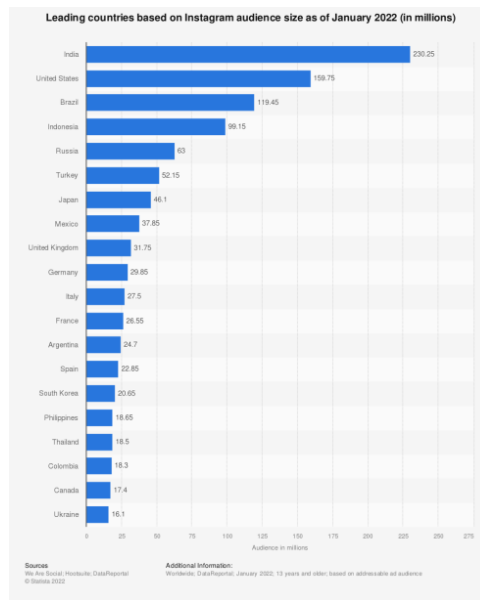
eMarketer | InsiderIntelligence.com

**Picture 1. 1 Social Network Users Worldwide, by Platform, 2022**

Source: *insiderintelligence.com*

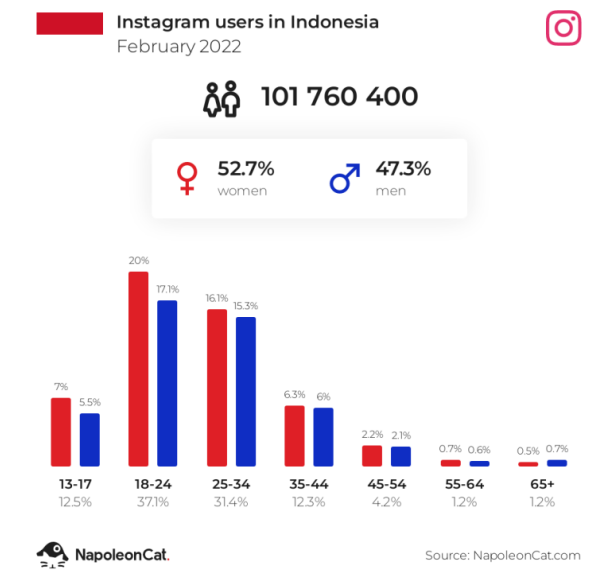
Instagram is an image-based social media where users can share content in the form of photos or videos online. Instagram consists of the word *insta*, which comes from the word *instant*, or means direct, and *gram*, which comes from the word *telegram*, which is a social media that can send messages quickly. Instagram has instastory, direct message (DM) features, and captions. Instagram aims to help users express themselves through photos and posts that can be uploaded on the app. Instagram first appeared in 2010, created by Kevin Systrom and Mike Krieger.

In Indonesia, Instagram is widely used by all circles. Based on a survey from *statista.com* in which the data is attached in the image below, Indonesia occupies the fourth position with the most Instagram users, with 99.15 million users in January 2022. The country with the most Instagram users in India with 230.25 million users, followed by the United States with 159.75 million users, Brazil with 119.45 million users, Indonesia with 99.15 million users, Russia with 63 million users, and other countries.



**Picture 1. 2 Leading countries based on Instagram audience size as of January (in millions)**

*Source: We Are Social*



**Picture 1. 3 Instagram users in Indonesia**

*Source: NapoleonCat.com*

Based on the picture above, in February 2022, Instagram users in Indonesia reached 36.7% of the entire population of Indonesia, namely 101,760,400 users. According to Napoleon Cat, Instagram users have skyrocketed due to the Work from Home (WFH) policy set by the government for companies amid the COVID-19 pandemic. The data above shows that most Instagram users in Indonesia are women, 52.7% of all Instagram users in Indonesia, while 47.3% are men. Instagram users in Indonesia are dominated by late adolescents (age range from

18 to 24 years). From the table in Figure 1, it is found that the age category that uses Instagram the most is users aged 18 to 24 years, with a percentage of 37.1%.

In addition to being used for communication, Instagram is also used as a medium to express oneself. Of the many types of social media, Instagram is one of the social media that is growing and used to express oneself (Al-Kandari, A., Melkote, S. R., & Sharif, 2016).

Self-disclosure is one of the essential factors in communication and one factor that influences the success of social interaction. According to Devito (2011:64), self-disclosure is a type of communication in which we reveal information about ourselves that is usually hidden or not disclosed to others. Self-disclosure is a process or activity of sharing information with others, including information related to personal experiences, dreams, feelings, and others. When we open up, we can provoke people to open up to us by sharing what we experience and feel.

With the current technological developments, self-disclosure can be done directly or face-to-face but can also be done through intermediary media. One of the intermediary media that is currently popular is social media. On social media, users often share their personal information, such as how they are feeling and what they are doing. In general, social media users express themselves through pictures, videos, statuses, comments, or chats to express their feelings.

Age 18 to 24 years can be called the age of late adolescent, which is the age when they are looking for an identity. Fatimah (2019) stated that late adolescent is a time towards maturity which has a selfish nature where he is concerned with himself and seeks new experiences. Furhmann (2015) (in Novriwinda, 2018) described that the task of adolescent development is closely related to the development of intellectual capacity, adolescent stress, and the new expectations that adolescents must go through to make it easier for them to face problems. These disorders are in the form of thinking disorders in adolescents and mental disorders such as stress, sadness, anxiety, loneliness, and self-doubt. Through Instagram, they express their feelings, opinions, events that are being experienced, and as what gives rise to a relationship of openness. Judging from the characteristics of late adolescent who have a selfish nature where they are concerned with themselves, late adolescents are easier to show their strengths. As a result, adolescents frequently overexpose their lives on social media; in other words, they engage in excessive self-disclosure.

The process of self-disclosure through Instagram can be seen in the photos on Instagram, where visual perception is formed, and the recipient of the information can be eaten

as a specific value system (Nurudin, 2012:16). By revealing themselves on Instagram through Instagram stories, it makes users feel comfortable, and their needs are satisfied (Mahardika, R.D., Farida, 2019).

A reciprocal relationship will emerge from the self-disclosure relationship carried out on Instagram. This reciprocal relationship can get positive and negative responses. The impact of adolescent self-disclosure can be categorized into two, namely, positive and negative impacts (Wiyono, T., & Muhid, 2020). From a positive perspective, users who open up can feel comfortable and safe, can recognize themselves better and accept themselves, and can solve problems that exist in their lives. In addition, self-disclosure can develop and strengthen relationships with others.

On the negative side, other people can misinterpret our self-disclosure. Other people can also use our information for bad things, such as controlling or hurting us. Both known and unknown individuals, as there are no limitations on who can view or access our information on social media. When we share our personal information on social media, it becomes easier for people to know more about us, and the information will stay on the internet. There are many ways that other people can do to access this information, even people we do not know, therefore the more significant the crime that can occur.

The development of social media was very rapid, and the desire to express oneself was increasing, which had an impact on the release of new phenomena. Lin & Utz (2017:427) reveal that disclosing very confidential information online is more likely to be perceived as inappropriate as being disclosed in private. One example of the case occurred in March 2021, when Atta Halilintar uploaded a photo of his wedding invitation to Aurel Hermansyah on Instagram stories, encouraging news from them that they were immediately flooded with negative comments from netizens. This situation happened due to the status and position of the name of Aurel Hermansyah's biological mother, Krisdayanti Lemos, who was judged to be above her next mother, Ashanty. Netizens immediately flooded Aurel Hermansyah's Instagram column, commenting that Aurel Hermansyah was a disobedient child. In line with Oktavianti's (2018) findings, self-disclosure has a negative impact on Instagram stories; namely, information posted on Instagram stories can make people who see it feel uncomfortable, even disturbing.

Awkarin, an Indonesian celebrity Instagram (celebgram), often makes excessive self-disclosure on Instagram. Awkarin shares intimate moments with her boyfriend that were too vulgar, partying moments at nightclubs, and much more on Instagram almost every day. In

addition, she also often shares personal information such as where she is and where she is heading; her confidential data includes her identity and her report cards; she also admits that she can get the highest junior high school exam scores in Riau as a result of cheating, venting on Instagram related problems personally, and much more. As an impact of this excessive self-disclosure, she often gets cyberbullying from netizens of Instagram users, both in the comment section and through Instagram direct messages. Lots of hate speech was uttered, even telling her to commit suicide. Not only that, but many netizens also interfered with their problems. Like when he was having problems with Gangga, her fiancée, netizens flocked to blaspheme Gangga and speculated about the results of Awkarin's story, which annoyed Gangga and disabled the comments feature on her Instagram. As a result of this, Awkarin experienced depression and fear until she regularly consulted a psychiatrist.

Not only that, but fraud using other people's data also often occurs. One of them happened to a friend of Dita Meochtar. Her friend got a fraudulent call with borrowed money mode. Sue believes in the fraudster because the fraudster knows her nickname "Pim," which only the closest people know. After she remembered, she had finished following the challenge that was busy on Instagram. The challenge invites people to name variations of their nicknames. Therefore, the impostor can find out her first name. In addition to nicknames, many more challenges mention personal data on Instagram. Of course, this is very dangerous if irresponsible people misuse it.

The cases above prove that excessive self-disclosure can negatively impact if the person does it excessively and unwisely. The case also proves a gap between the impact and benefits of self-disclosure proposed by experts on the condition in society. The impact and benefits of self-disclosure stated by Johnson (1981), namely:

- a. Self-isolation is the basis of a healthy relationship with one another.
- b. If someone is more open to other people, other people will like that person, so he will also open up more or open up to that person.
- c. Individuals who are willing to open up to other people are proven to be competent, open, extroverted, flexible, adaptive or able to adapt, and intelligent, which is part of the characteristics of an adult or mature and happy individual.
- d. Opening up to other individuals is the basis of a relationship that allows intimate communication with one another as individuals.

- e. Opening up means being realistic. That way, self-expression must be honest, sincere, and authentic.

From the statement above, we can witness that self-disclosure should make people who do self-disclosure with others improve their relationships. However, people respond negatively to self-disclosure by giving negative comments, misusing personal information, etc. Seeing the many phenomena, including the cases above, related to self-disclosure through Instagram, researchers are interested in examining the self-disclosure of Indonesian late adolescents aged 18 to 24 on Instagram. Researchers limit this research to self-disclosure conducted from December 2021 to January 2022. Here the researcher wants to specialize this research on self-disclosure stages also the impacts and benefits of Indonesian late adolescents aged 18 to 24 from December 2021 to January 2022 on Instagram.

This research is not the only research that has been conducted; previously, several studies also examined self-disclosure on social media. In the following description, the researcher will describe the previous research that the researcher took as many as four relevant studies. The first is thesis research by Astrid Faidlatul Habibah, Fakhira Shabira, and Irwansyah with the title *Application of Social Penetration Theory in Online Dating Applications (Pengaplikasian Teori Penetrasi Sosial pada Aplikasi Online Dating)*. The results obtained from this research, namely the relationship built and its development in online dating activities can be seen in the application of social penetration theory. It starts from the early stages of a relationship with online interaction until deciding to have a face-to-face meeting. Self-disclosure or self-disclosure becomes essential in relationship development in online dating. Self-disclosure that has positive reciprocity will make the relationship more intimate. If there is dissimilarity in the information provided at the time of self-disclosure, the relationship may undergo a non-penetration process (Faidlatul Habibah et al., 2021).

Second, the thesis research from Ayu Wulandari titled *Analysis of Self Disclosure (Self Disclosure); Phenomenological Study of Tinder Online Dating App Users (Analisis Keterbukaan Diri (Self Disclosure); Studi Fenomenologi Pengguna Aplikasi Online Dating Tinder)*. The results of this research are every informant has layers, and the stages of self-disclosure are different, and not all informants reach the layers deepest in the form of self-concept (A. Wulandari, 2021).

Third, namely the research thesis from Alvio Putri Matahari entitled *Self-Disclosure of Users of the Hago Online Game Application (A Case Study of Self Disclosure in Searching for Dating Friends to Users of the Hago Online Game Application) (Self-Disclosure Pengguna*

*Aplikasi Game Online Hago (Studi Kasus Self Disclosure dalam Pencarian Teman Kencan pada Pengguna Aplikasi Game Online Hago)*). The results of this thesis research, namely the process of self-disclosure carried out by the informant is in accordance with the stages in the social penetration theory. Informants pass through the stages of self-disclosure sequentially, from the orientation stage to the stable exchange stage (Matahari, 2020).

Fourth, the communication journal is written by Winda Nur Ramadhani with the title *The Process of Communication in the Intimate Relationship among Athletes Conflict Avoidance Effort with Coach to Developed Achievement Motivation*. The results showed that the communication process of fellow athletes through several stages following the Social Penetration Theory. In the first stage (early stage or orientation), this communication process is done through direct meetings with four informants. In comparison, the two other informants through social media, where honesty and sharing are still expected to exchange information about each personality, habits, and things related to professions in their sport. In the second phase (approach), the proximity arises because of the high-intensity communication (meeting each day, chatting, brainstorming). The third phase (the familiar or romantic relationship) is characterized by an increase in personal activities like exercising together, hanging out together, and even motivating each other to match in their way. In the final stage (stable exchange) where the informant was underlying their relationship with commitment and faith in a relationship to establish bonding and dependency between them. While the athletes' efforts to avoid a conflict with the coach is using the win-win solution in which the athletes still weave intimate relationships but still show their achievements, even improving their performance. Coaches need to build a good communication scheme with the athletes to make them dare to show their range of thoughts and feelings, aiming at developing individual capabilities and achievements (Ramadhani, 2017).

There are differences between the researchers conducted by the four previous studies described above. The difference between the four, namely research by Astrid, Fakhira, and Irwansyah use qualitative method, and then, Alvio uses case study methods, while Alvio and Ayu use phenomenological. The research subjects and research focus of the four studies are also different. Meanwhile, the difference between the four studies is that this research focuses on to find out the self-disclosure of Indonesia late adolescents aged 18 to 24 years from December 2021 to January 2022 on Instagram.

This research employs a qualitative method based on a phenomenological approach, in which researchers will focus on informants' experiences related to their self-disclosure from



December 2021 to January 2022 on Instagram. The research is limited from December 2021 to January 2022 due to an increase in the use of social media in the fourth quadrant of 2021 to the first quadrant of 2022 conducted by Data Portal. From December 2021 to January 2022, a level three Community Activity Restriction (PPKM) policy was implemented in Indonesia so that Indonesians could not travel and do activities outside their homes freely. Researchers used several data collection methods in this research, namely in-depth interviews, observation, and literature review. The research informants will be selected using a purposive sampling technique, with predetermined criteria in which prospective research informants will be asked to fill out pre-research conducted online. From the pre-research, eight key informants will be selected for this research.

Based on the description above, research on self-disclosure is essential because of the many phenomena. Researchers see that many Indonesian late adolescents are doing self-disclosure on Instagram. Therefore, the researcher wanted to see how the self-disclosure of Indonesian late adolescents on Instagram. In addition, this research provides an overview of the negative impacts and benefits of self-disclosure on Instagram. This research will use Social Penetration Theory and Self-Disclosure Theory. This research can be an education for late adolescents using Instagram to disclose themselves Instagram wisely so that there are no further victims. Self-disclosure is also essential in communication and relationships between humans; with correct self-disclosure, all phenomena from negative impacts will be minimized, and human relationships will be closer as the theory put forward by experts. Therefore, researchers will research **“Self-Disclosure of Indonesian Late Adolescents Age 18 to 24 on Instagram”**.

## **1.2 Research Purposes**

The objectives of this research, namely:

- a. To determine Indonesian Late Adolescents age 18 to 24 self-disclosure from December 2021 to January 2022 on Instagram.

## **1.3 Research Question**

This research focuses on:

- a. How is the self-disclosure for Indonesian Late Adolescents age 18 to 24 from December 2021 to January 2022 on Instagram?

## 1.4 Research Purposes

### 1.4.1 Theoretical Purposes

This research is expected to play a role in developing Communication Studies, especially interpersonal communication, and improve knowledge on how people get to be open in Instagram. Theoretically, this research can be used as a reference for information in the development of science; it can also be used in further research on self-disclosure.

### 1.4.2 Practical Purposes

a. For Research

This research adds knowledge and experience for researchers in applying theory and knowledge to phenomena, predominantly factual self-disclosure. This research also brings benefits to researchers in understanding scientific research,

b. For Academician

The researcher hoped that this research could be used as a reference for information in the development of knowledge; it can also be used in further research regarding self-disclosure.

## 1.5 Time and Location of Research

This research has been conducted from February 2021 until April 2022. Research interviews were conducted online through a zoom meeting and WhatsApp calls due to the COVID-19 pandemic conditions, which required researchers to work from home.

**Table 1. 1 Times Table of Research**

No	Activities	2021								2022			
	CHAPTER I to CHAPTER III stages	Feb	March	Apr	May	Jun	Jul	Nov	Dec	Jan	Feb	March	Apr

1	Looking for problems to be raised, looking for research topics, looking for research titles and references, and making observations of the objects to be studied.												
2	Gather theories and create a frame of mind.												
3	Develop research methodology												
4	Desk Evaluation												
Stages Chapter IV to Chapter V													
5	Design and conduct interviews and observations of research subjects.												

*Source: Researcher Data Processing (2021)*