

ABSTRACT

Communication Privacy Management Of Young Mothers Instagram Users In Sharenting Practices (Analysis of Ownership and Privacy Boundaries of Young Mothers in Jakarta and Banten)

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The activities carried out by parents by sharing detailed information about children through Instagram are the background of this research. However, it is rarely known that these activities can be a form of invasion of privacy for the child. So it is necessary to have privacy management carried out by parents as legal subjects to protect the child. Therefore, this study aims to determine the application of communication privacy management for young mothers of Instagram users who practice sharenting. In obtaining the required data sources, this study used a qualitative interview method with the constructivism paradigm. The results of the study found that sharing photos or videos of children on social media is not a new thing among young mothers today, it is not even a problem for young mothers and this is a common thing to do. They use Instagram according to the characteristics of social media, namely information, archive, interactivity, user generated content, and sharing. In implementing communication privacy management, the boundaries of privacy and personal information are only about resident identity, sensitive areas, and shortcomings. In addition, there has been awareness of the privacy settings of young mothers by sorting out the content to be posted.

Keywords: Communication Privacy Management, Sharenting Practices, Instagram, Young Mom, Child Privacy

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