

ABSTRACT

Management of Personal Information on Romantic Relationship Activities on Instagram Social Media (Qualitative Descriptive Study on Digital Native Generation who do Virtual Display Affection on Instagram)

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This research is motivated by the activities carried out by couples in romantic relationships who carry out making out activities on social media in the digital native generation. The digital native generation is one of the generations who are considered less aware of the essence of privacy, especially on social media. With this in mind, this study aims to find out how the process of managing personal information is carried out by digital natives who are in romantic relationships. The process of data collection carried out by researchers using qualitative methods using the constructivism paradigm. The results of the study state that there is a process of managing personal information carried out by digital natives, both in determining the right information to others, providing limits on personal information to others, to limiting other people's opinions regarding personal information held. In the application of communication privacy management, the privacy ownership part of a digital native who likes to upload intimacy has open and closed information that is agreed upon with his partner. In the privacy control section, there is a control process carried out both in terms of limiting intimacy with a partner, determining which intimate activities will be uploaded, to agreement on the type of intimacy that can be uploaded to social media. Furthermore, in the privacy turbulence section, there are events that are not as expected, such as the presence of negative comments from other people to the terror of anonymous accounts.

Keywords: Communication Privacy Management, Virtual Display of Affection, Instagram, Romantic Relationship

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