

ABSTRACT

IMPLEMENTATION OF PRIVACY RESTRICTIONS TO TIKTOK SOCIAL MEDIA USERS BY EARLY ADULT WOMEN

(Qualitative Descriptive Study Regarding TikTok Social Media Users with Oversharing Behavior)

Syarifah Vivi Alayda Djindan¹⁾ Reni Dyanasari, S.I.Kom., M.Si.²⁾ Fathiya Nur Rahmi, S.I.Kom., M.I.Kom³⁾

¹⁾ Student of Communication Science Department, Universitas Pembangunan Jaya

²⁾ Lecturer of Communication Science Department, Universitas Pembangunan Jaya

³⁾ Lecturer of Communication Science Department, Universitas Pembangunan Jaya

The purpose of this study is to explain the application of privacy boundaries and privacy controls through the Communication Privacy Management Theory on TikTok by Early Adult Women. Especially on the concept of privacy boundaries and privacy controls. This research is important to do in line with the rise of oversharing. The research used is descriptive qualitative research using interviews as a data collection technique and using a constructivist paradigm. There were 4 informants in this study who consisted only of the female sex as TikTok users from among Early Adults who live in Jakarta, namely the largest number of TikTok users in Indonesia. The research findings show that there are fewer privacy restrictions among early adult women, namely family quarrels, romantic relationships, residential addresses, and content that contains negative elements. Viewed from the concept of privacy control, this research shows that women choose not to lock their TikTok accounts or block them. The suggestions in this study were given after seeing a number of findings in this study indicating a shift in individual habits in producing and receiving messages on social media. Where TikTok media users are used to making personal information public consumption, by disclosing privacy matters which eventually lead to negative things in the form of hate comments.

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