

## Privacy Management on Instagram Users (Qualitative Descriptive Study of Surabaya's Early Adults in Security Management)

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### Abstract

*This study aims to find out how to manage the privacy management by Instagram users. Disclosure of personal information on Instagram is a researcher's power to find out how Instagram users, especially early adults, manage privacy on social media, especially Instagram. This study uses the Communication Privacy Management theory developed by Sandra Petronio (2002), which states that everyone has a decision-making system regarding what information he thinks deserves to be shared with the public and which one should be kept for oneself. By using a case study research method in early adulthood in Surabaya using Instagram through interview and observation techniques, 7 informants were obtained in this study. The results obtained indicate that privacy management carried out by early Surabaya adults is in the form of providing information about self-identity such as name, age, year of birth, location, and profession written in the Bio account. In managing the privacy management of Instagram users, it also goes through the stage of private boundaries between public information that can be shared and which cannot be shared. Users also have control over the accounts they have which are intended so that they are not misused by irresponsible people. In addition, there are Instagram users who carry out management dialectics by thinking carefully about what will be shared on their respective Instagram accounts.*

### Keywords

communication privacy management; privacy literacy; instagram; early adults



## I. Introduction

Digital literacy is now an important thing for social media users where specifically around 71% of the community, especially early adults, only get all forms of information from social media. Early adult indifference to filtering in the use of social media, especially Instagram. According to a survey conducted by APJII, it is stated that in recent years the dissemination of information has become increasingly out of control, where information is only created and disseminated only to seek popularity for both the creators and the disseminators of information. With the media and accompanied by digital literacy, it can certainly help every individual, especially early adults, in disseminating and receiving information from various parties (ESTER, 2017). There are survey results that have been carried out by Kominfo where it is stated that the East Java area itself is a very very low area, especially in knowing data literacy information to understanding security in using social media (ESTER, 2017).

Social media is an example of a relatively recent development of information technology (Marbun *et al*, 2020). Communication through social media promises a comfortable state of communication, where someone who cannot compose words can be someone who is very poetic, with a very relaxed appearance and state, someone can carry

out communication activities with others, lecturers, or someone when we communicate with it must take care of all things, appearance and style of language (Marlina, 2020).

The outpouring or photo video uploaded by some of the celebrities or other Instagram users is an illustration that disseminating this information can pose a risk to the owner of the information itself or even to others, due to negligence in using social media and also a lack of understanding of privacy literacy because not all information can be uploaded freely in the world of social media. The existence of this phenomenon is also clear evidence that Instagram users, especially early adults, tend to not have the skills to understand and protect their privacy on social media, especially Instagram. Where this is proof that it is important to understand and maintain a privacy policy in the use of the platform and encourage the author to conduct this research, which will later focus on his research is to find out the process of managing privacy management carried out by early adults in Surabaya in using social media Instagram using the theory of Privacy Management by Sandra Petronio.

## **II. Review of Literature**

### **2.1 Instagram**

Instagram is a form of successful internet advancement which is currently loved by many audiences, especially the millennial generation. This can be proven by the increasing use of Instagram every year. Indonesia alone has 36.4% in the 18-24 year age group of 91.77 million as of July 2021 quoted from the databox (Monavia Ayu Rizaty, 2021). Instagram as a new media also brings many changes in people's lives, such as being able to shoot, edit, and post photos or videos to the main Instagram page and other social networks.

### **2.2 Privacy Literacy**

Privacy literacy is a principle to support, encourage and empower users to control self-control and protect from personal information in the digital world (Park, 2011). Where this information is information that is shared with personal content such as real names, birth dates, addresses, and other personal information (Dwyer, 2007). In its development where privacy literacy here has aspects that can influence the concept of online privacy literacy of users, namely the knowledge aspect which can affect user trust and awareness (Acquisti & Gross, 2006), aspects of experience, awareness, and knowledge of the user itself (Park, 2011). , dimensions of knowledge of social media users in controlling something that is privacy (Trepte, et. Al., 2015), as well as aspects of own experience (Rundhovde, 2013). Privacy itself allows someone to express themselves individually and collectively without the need to worry too much about the expressive consequences they show (Schachter, 2003 in Youm & Park, 2016).

### **2.3 Communication Privacy Management Theory**

The theory, which was coined by Sandra Petronio, is intended to understand how the privacy management system is carried out by a person in managing all his personal information. Where Petronio also said:

"Communication privacy management theory (CPM) provides a roadmap that explains a system to understand the communicative aspects of how people make judgments about managing their private information with other people".

The point is that this communication privacy management theory provides a mind map that is a system for understanding the communicative aspects of how people make judgments about the arrangement of their personal information with others (Petronio, 2016).

## **2.4 Early Adult**

Early adulthood is a time to start working and build relationships with the opposite sex or a period where sometimes there is time to leave a little time to do other things (Handini Agusdwitanti & Retnaningsih, 2015). Early adulthood here is also a period in which a person will make adjustments to new life patterns and new social expectations. Where at this time an individual is preoccupied with problems related to adjustment in various aspects. Not only that but emotional tension is also often shown in worrying about something that depends on achieving adjustments to the problems at hand.

## **III. Research Method**

This study uses a qualitative approach because it is considered very effective to be used to examine a particular problem that depends on the observations of the researcher with the perspective used by the researcher himself so that the results of qualitative research cannot be generalized (Moleong, 2009). This method is a research procedure that produces descriptive data in the form of words or words from people and observable behavior (Moleong, 2009). The purpose of research using a qualitative approach generally aims to dig deeper into information about the main phenomenon explored in research, research participants, and research locations (Fadli, 2021). Based on this explanation, the problems in this study were investigated in-depth and specifically. While the approach used in this research is a descriptive study.

The type of research used is descriptive research using qualitative analysis. Descriptive research is research that aims to make a systematic, factual, and accurate description of the facts and characteristics of sources for certain objects (Kriyantono, 2006). This qualitative approach with a descriptive study is used to find out how someone manages privacy management on Instagram. Descriptive research is research that aims to make a systematic, factual, and accurate description of the facts and characteristics of sources for certain objects (Kriyantono, 2006:67).

## **IV. Results and Discussion**

### **4.1 Instagram User Private Information**

Private information is information that refers to the message of a self-disclosure process. This information can be about things that are very meaningful to someone private. The process of self-disclosure can focus on the message behind what is expressed through negotiation and coordination with oneself or others. And it can be expressed verbally or in writing as well as physically, emotionally, or behaviorally.

### **4.2 Self Identity**

From the findings, it can be analyzed that all informants disclose personal information about themselves which is written on their profile accounts. However, there are some differences in the decision to disclose personally identifiable information.

In contrast to other informants who revealed their location, year of birth, profession, and others. Informants I and IV chose not to be too detailed in disclosing their data openly. He chose only to include his name and photo. This is done for the reason that Instagram is only a social media for sharing moments and no urgency requires giving a lot of personal information.

Other different management of personal information was found in informants II, III, and V wherein using more than one Instagram account they admitted that in other accounts they did not include their data including their real names. This is because the account was created not to be known by the public.

On other private information regarding the location of informants, V and VI agreed to include this information in the Instagram profile bio. They think this is not something that should be closed. In contrast to informants II, III, and VII who have the reason that they need to include this because of the work factor that can make it easier for someone to invite cooperation.

Of the seven informants, five of them used the bio feature as a forum to convey what they wanted to express. Overall, most of the informants chose to write down their professions so that other Instagram users were interested in their professions. For example, what was done by informants II, III, VI, and VII wanted to show their profession not only for branding but also to make it easier for them to get offers of cooperation.

#### Informant II

"I'm currently a consultant at an automotive company in Surabaya and I also included a link which contains the content of my work so that people know and at any time my followers want to buy a car or something so they can pass me"

#### Informant III

"I give quite a lot of information about myself in my Instagram bio, because I have a lot of cooperation offers... and I have to brand myself too... so I need some information about myself. Examples of location, age, contact person, and also some of my experiences, so I put it in my Instagram bio"

#### Informant VII

"Wow, I included my profile, madam, starting with my age, then my real name, there are several other accounts about my profession, the location as well... that's what I put in my Instagram bio. Because Instagram is one of the media that makes money for me... so it doesn't matter because it's also basic personal data for me"

Informants V and VI chose to only include the location where they live. Even though it's just a location, informants V and VI have unique reasons. Where informant V believes that it is important to include a profile or personal data because according to him it is one of the profiles that the company will see when applying for a job.

#### Informant V

"When it comes to setting up an Instagram profile, I'll include my real name and I'll also use a personal photo. Then I'll also mention the location. I think it's important that we include our real profile because now sometimes companies see us on the web too. how about social media?"

Informant VI also stated that the reason why he included the location was that for him it is important when someone has a business or job on Instagram because it can help customers find the location where we come from.

#### Informant VI

"I've posted a few things about my data, it's just not that specific... but if I use my real name, take a photo and I happen to have a business, I'll include the location, to make it easier for customers to know where my sales are located. si.."

In contrast to informants I and IV who chose not to fill out and take advantage of the Instagram bio feature, informant IV considered that including their identity was unnecessary, except for the equipment to fill in data when creating a profile.

This is what MJ as Informant I also did. He also chose to leave the bio column blank for interesting reasons, he felt that with his increasing age, he made himself limit the personal information he has to social media Instagram, especially.

From the data presented above, it can be analyzed that the majority of these seven informants are indeed willing to convey information about their identity in general to the public, namely through the profiles posted by their respective Instagram accounts. The purpose of this disclosure can be concluded that this is done because general personal information is something that is still within normal limits to be shared and also makes it easier for other account users who want to know about him.

However, some reasons are unique and interesting. One of them is the argument about informants who lack information, so according to him, it does not need to be shared with the public.

### 4.3 Shared Content

The results obtained by the researchers are that the sharing of information on Instagram is not only about self-identity, but also about the content shared by informants to the public. Of the seven informants, the majority use Instagram because their motivation is to share a precious moment they have.

In addition to sharing moments, it was found that the content sharing by the seven informants was also different. as did informant I, he chooses to share content on Instagram when indeed it has information that can be intended for the public, such as his work.

#### Informant I

"The content that I upload does have urgency, for example, when there is an open case trial, I have to inform the public, so I'll post it, only for personal matters I am very restrictive... such as love or daily life. So indeed I post things that need to be posted... so you could say job content that needs to be shared in the community"

Other unique motivations found by researchers regarding content sharing were also found in informants III, VI, and VII where they openly always share content ranging from daily activities to work because they are required to always be active in using Instagram social media. Because of the demands of a job and also regarding the insight they have which must continue to rise and one way is to always actively share content.

#### Informant III

"The main thing is that the work content is rich in endorsements, if it's content outside of work, almost all of them I make content hahaha where am I doing and going with someone else I make content because I have to stay active for content even though the work content is no longer available. Because it affects insight, when insight goes down, it can lower my credibility."

It is also different from informants II and IV where they share content or moments on Instagram based on a predetermined time. Where they prefer to wait for the right time when sharing the moment, this is done to minimize unwanted things.

## Informant II

"If it was me, it might be daily content.. which other people could know, but I often upload late posts... so I'm not where I am now, I'm posting at that time. Because gaseber Do you like it because there are also several events like that. There are many updates at that time, many people are asking, or not. Is that so, so I'm not comfortable with that.. so when I leave, I'll just update.. and take better care of it.. so please be content daily content and content that I feel is useful for me to share with my followers, for example, information. What is that?"

With quite a variety of answers, it turns out that in sharing information through content that is presented to their followers, Instagram users have reasons and goals as well as motivation in doing so. The majority of the seven informants, five informants often share content or moments regarding their daily activities, whether family, work, or hobbies.

### 4.4 Instagram User Private Limits

From the results obtained through the seven informants, it was found that not all informants in this study admitted to agreeing with the existence of boundaries between information that could be shared with the public or not. This refers to the Communication Privacy Management theory that has been explained in the previous chapter, that there is a parable line of boundaries that separates private information and information that is public. Where this private Limitation is divided into two Limitations. When a user chooses to disclose private information on social media, the boundaries surrounding this private information are called collective boundaries, which means that the shared personal information has become public property. Unlike the case with someone who chooses not to share their private message with anyone, then the information becomes the private property and the boundaries that surround the information are personal boundaries.

Among the seven informants, only two chose to apply personal boundaries or (personal boundaries). They think this needs to be done because Instagram is an application that has a wide network. So every user needs to have a deep sense of vigilance to maintain their private information so that later it will not be misused by irresponsible people. Several things are categorized by researchers obtained from the data that has been obtained from the three informants, namely informants I and II in carrying out Personal Limitations:

#### a. Family

Informants I and II mentioned that one of the private boundaries that should not be shared for public consumption is regarding family, almost all of the informants stated that family is privacy that other users do not have the right to know immediately. As the argument conveyed by informant II that he is very close to sharing who his family is, and how is his family and family life.

#### b. Romance

In addition, another thing that Informants I and II also categorize as something that cannot be shared is the matter of romance, where according to them the story of a romantic relationship is something that cannot and does not need to be shared on social media because, in terms of personality, it is not comfortable when it is mentioned about her love story. Like the argument presented by informant I, where he is a person who doesn't like it when his matters become questions for other people. So that he does limit when what he will share has the potential to be the fruit of questions from other account users.

In contrast to the other five informants, according to him, everything that is shared is something that he will not be a problem with when it is known by the public, even though it is information about family, romantic relationships, personal activities, and so on. Habits carried out by these five Informants can be said to be a collective limit in which their information can become the property of others.

From the data presented by the researcher, it can be discussed that of the seven informants only two have private limitations in using this Instagram application. Following the theory of Communication Privacy Management according to Sandra Petronio (2002). There are two things that the two informants use as (personal boundaries) that cannot be shared on Instagram. That way when other Instagram users ask about it, they will refuse to share it. In contrast to what was done by informants III, IV, V, VI, and VII.

#### 4.5 Instagram User Ownership Control

According to the CPM theory proposed by Sandra Petronio (2002) in his book, it is stated that a person will feel he has all the private information he shares with the public in this case the Instagram application. As owners of information, they believe that they should be in a position to control who has access and who does not. In the results of this finding, it is discussed that each informant controls his account.

In addition, this study found ways for informants to exercise control over the information they have. One way to do this is by activating the features provided by Instagram such as private, hide, block, and restrict features.

One of them is SF as informant II, he admits that he prefers to hire someone rather than block it. Because SF rarely shares moments on Instagram feeds instead of stories. And another reason SF prefers to do system hide is because of experience.

##### Informant II

"Honestly, I hide a lot of people, don't you... and the first reason is that it's uncomfortable. And secondly, sometimes it seems like you already feel that way, for example, people who see this have a specific purpose from my post, for example, whether it's to be shared or made up for discussion or not, it's just stupid... and it makes you uncomfortable, so I just chose to hide it. And it's also possible that accounts I know I'll hide... because when I don't like it, for example, if my story is seen by A, I'll hide it even though it's my friend"

Performing a hide and blocking system was also carried out by MJ as informant I. According to him, this was done because of the large number of account owners in his Instagram account who often shared information shared by MJ outside. Where the information can cause negative things for MJ. So that makes MJ act reluctantly by blocking or hiding the account.

##### Informant I

"I'm also active to see who's on my Instagram account, when that's where I find people who aren't that close to me or people who don't want to be on my account, I usually remove them or don't block them"

"I also activate the mute and hide features or restrict if there are spam accounts on my Instagram because if I'm not comfortable with someone's posts or I'm not comfortable with my posts seeing certain people, I usually mute and hide that person"

In contrast to informants I and II who chose to use the hide or block feature. Informants III and V admitted that in controlling their private information they preferred to create accounts containing selected people. Where it is made to be more flexible in

viewing or sharing all forms of activity that they share. So they don't need to hide or block their first account.

In addition, of the seven informants, the majority of them are more concerned with controlling account security. Because of the many incidents of hackers and so on. So the majority of them prefer to control the accounting system. As did informants II and VII who always change their Instagram passwords regularly.

This is following the theory explained above that someone will try their best to control the information, the accounts they have, and the ones they have shared with the hope that all the information that has been submitted is not leaked and misused by irresponsible people.

#### **4.6 Instagram User Management System**

Referring to the CPM theory used, the system referred to here refers to the decisions that a person makes in managing personal information. This refers to a rule-based management system that allows it to be managed by the individual himself. Researchers use one of the three systems described by Sandra Petronio in the theory of Communication Privacy Management, namely:

##### **Characteristics of Privacy Rules**

Researchers found that the various kinds and processes of self-disclosure of the seven informants on Instagram were influenced by several things. One of them is the purpose of each informant in using different Instagram. This condition is reinforced by the theory described in the previous chapter where according to Sandra Petronio in the CPM theory, there are several criteria to explain how a privacy rule can be built by someone, in this study, one of the criteria regarding the risks and benefits of something they share.

The researcher analyzes that the sharing of information by Instagram users has risks and benefits. Where the researchers found several criteria determined by each informant. As was done by informants I, II, and IV where they determine detailed criteria for who can access information on their Instagram accounts. Where this is also made by informants because of the negative experiences experienced by the informants.

##### **Informant I**

"The criteria that I can't allow into my Instagram account, the first one is anonymous, the two accounts that are too active on my Instagram at my home, even though they are familiar and close, yes, for sure I accept the close environment, friendship, family Even those who are close, even though they are siblings, but I'm not close, I don't accept it"

##### **Informant II**

"Now, to be honest, I prefer the person who can see my Instagram. The first criterion is that there is mutuality, I accept it, but if I don't know it, I don't follow back. So, for now, I'm very selective when it comes to watching my story. What's watching my story is like every time, isn't it, for example, I have old followers, but there are no mutuals, I usually just hide, so I can't see my story, but I'm just watching posting feeds because it's quite rare to post in feeds, I'm more often in stories... because if there's no mutual, it could be a fake account or something like that and I'm just not comfortable like that"

##### **Informant IV**

"If the criteria are clear, people who really know me and I know you back, yes.. even though I know that person, but not close, I usually don't accept it. Because my account is private, I choose who can access to see my profile"



In contrast to accounts V, IV, and VII where they do not have special criteria for accounts that can access their Instagram accounts. Where according to him, all forms of information that they have shared are also not a problem for other Instagram accounts to know. So that they do not have and do not create special criteria that can access the private information they have shared.

However, it is different from informant III, even though he has a bad experience in using social media. Where have you experienced a moment there was an account in his name and abused by asking for some money from other account users. However, this does not make TF informant III carry out or make special criteria so that this does not happen again. Because according to him, clarifying that it is not his account is enough to solve the problem.

"If the criteria are in my main account, there are no criteria, how about because my account is public, so anyone can access it except for me who blocked it. Then, for example, if you have a fellow influencer, you meet on Instagram or ask for a follow back, I'll follow back... as long as it's not a random person. But I don't block many accounts, maybe if it's an account that's spamming. It's just that on my second account, it's just the people I choose and those who are very close to me are usually friends or cousins."

Some of the answers from informants and the cases experienced explained to the researcher that in the process of managing the personal privacy of informants when using Instagram, not everything went smoothly. It turns out that some problems make the informants choose to form the criteria.

The researcher also analyzed that it turns out that there are still many fake Instagram accounts that are carried out by irresponsible people who take user data from other accounts and then misuse them according to their benefits, as happened to informant III.

#### **4.7 Instagram User Dialectics Management**

This last point is following the CPM theory, which focuses on the tension of Instagram users to consider the delivery of information on Instagram. Where these considerations relate to, among others, the desire to disclose all forms of information or private moments and the desire to cover it up from the public. Of the seven informants in this study, the majority did the first consideration. Informants who weigh when they want to post something until they reach a tension that takes hours to turn into days.

Most of the considerations that these informants think about are how to respond or what will happen when they want to share something. As is the case with informants I where

Informant I

"I am also a person who thinks a lot when I want to post something. because I always think over and over whether the content I will share has the potential to cause negative things, or questions and so on."

Similarly, what was done by informant VII was the thing to think about when he wanted to post something was how his post could be useful for followers or other accounts. So he always thinks of things that deserve to be shared in his posts.

Informant VII

"I don't think it's rich, so I don't post, but it's more like it's comfortable to see, isn't it, so I always think that my posts must also be comfortable for other people to see, my followers, especially if it's useful, okay?"

In contrast to what was done by informants III and V who chose not to consider everything uploaded. As did informant III, he has a reason. Because almost all of the content that is shared is content that contains work that is indeed required to be posted,

#### Informant III

"I'm not that worried if I want to update something because most of my post content is about work, so it's already there for the content so it's not confusing. Then it's rich if non-work content is also my daily activity and it's not too confusing to think about what to post or not, right?"

Based on the data above, it is true that the majority of informants made considerations before finally sharing posts on their Instagram profile accounts. This process is something that naturally happens and is done by an Instagram user. And this can indirectly make an Instagram user not carelessly share posts.

### V. Conclusion

This study aims to determine the management carried out by Instagram users in managing their privacy. In the previous chapter the researcher has provided an overview of how an Instagram user experiences when sharing personal information. In the process of sharing personal information, each Instagram user goes through several processes carried out following the Communication Privacy Management theory proposed by Sandra Petronio (2002):

The results of this study can be concluded as follows:

1. Almost all Instagram users do not cover their identities such as names, photos, locations, and even professions. This can be done because they use CMC which allows users to set their visual identity according to what they want.
2. In the research findings, almost all informants make disclosures randomly and not gradually. The majority of them choose not to use the private feature so that their account can be accessed by the public. But some of them choose to apply for private features because of the unpleasant experience of using Instagram, this is done to check and filter out people who follow their accounts. as done by informants I, II, and IV
3. Disclosure of private information carried out on informants II, III, V, IV, and VII more focused on daily activities through uploading photos or videos.
4. Users have different Restrictions regarding privacy which they express on Instagram. In addition, Instagram users have different ways of expressing their privacy. Such as by using the close friends feature, hiding, forming a second account, or even not disclosing at all.
5. The context of the information they upload is a major consideration for Instagram users. In this study, it is known that informants tend to choose the information that will not cause misunderstandings among their followers.
6. The components of gender, age, and experience of informants I, II, and IV affect the process of self-disclosure through Instagram where which make informants more careful in sharing information.
7. Informants also pay attention to the risks and benefits they experience when making disclosures through Instagram. It was found that benefits such as pleasure, branding, and image were obtained, but the informants were also aware of risks such as misuse of information, data leakage, and other negative things.
8. Some informants chose to use a second account as did informants I, II, III, and V to manage their privacy, they mentioned that there was a second account that did not

include their identity and only selected people could access their accounts making them more flexible in share information or perform other activities on Instagram.

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