

Self Disclosure pada perempuan pengguna Social Media : Studi kasus pada video Youtube Marshanda = Self Disclosure on Social Media women users : Case study on Marshanda's Youtube videos

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Abstrak

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Perempuan memiliki self disclosure yang lebih tinggi dari pada pria. Hasil penelitian Nielsen yang dikutip oleh Kompas menunjukkan bahwa wanita menjadi “Raja” di media sosial. Self disclosure yang dilakukan Marshanda yang diunggah di Youtube, seakan memberikan sebuah pbenaran atas hasil Nielsen tersebut. Yang menjadi pernyataan penulis : self disclosure seperti apa yang dilakukan Marshanda di Youtube? Data dikumpulkan melalui data sekunder dari video yang diunggah di Youtube. Dari hasil analisis terungkap bahwa self disclosure yang dilakukan Marshanda memperlihatkan adanya ketidakseimbangan psikologis yang terjadi dalam diri Marshanda baik atas peristiwa yang dialami dengan teman-temannya maupun ibu kandungnya. Hal tersebut memberikan dampak terhadap terjadinya respon, baik respon positif maupun negatif dari pengguna Youtube lainnya. Kesimpulannya, ternyata masyarakat belum memiliki nettiquette yang memadai.<hr>

ABSTRACTIt is known that women has self-disclosure more frequently than men. A study conducted by Nielsen and quoted by Kompas showed women are the ‘queen’ of social media. As if justified Nielsen’s finding, Marshanda disclosed her-‘self’ by uploaded some videos in Youtube. What kind of self disclosure reflected by Marshanda is the author’s main question. The data are collected from uploaded video in Youtube as secondary data. It is revealed that Marshanda’s self disclosure signals psychologic inbalance for occurrence related to her mother and friends in past. In result, comes a huge amount response either positive or negative remarks by Youtube users. As conclusion, society haven’t yet qualify a proper nettiquette., It is known that women has self-disclosure more frequently than men. A study conducted by Nielsen and quoted by Kompas showed women are the ‘queen’ of social media. As if justified Nielsen’s finding, Marshanda disclosed her-‘self’ by uploaded some videos in Youtube. What kind of self disclosure reflected by Marshanda is the author’s main question. The data are collected from uploaded video in Youtube as secondary data. It is revealed that Marshanda’s self disclosure signals psychologic inbalance for occurrence related to her mother and friends in past. In result, comes a huge amount response either positive or negative remarks by Youtube users. As conclusion, society haven’t yet qualify a proper nettiquette.]