Gen Y'ers behavior : undermining path privacy = Perilaku remaja dewasa : pelemahan konsep privasi pada situs jejaring sosial path

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Abstrak

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Makalah ini mengkaji hubungan antara fitur-fitur da konsep sosial media yang memiliki peran penting dalam pembentukan perilaku remaha dewasa pada internet, khususnya pada situs jejaring sosial. Sebagaimana dalam tujuan terbentuknya pada November 2010, Path dikenal sebagai sebuah situs jejaring sosial ekslusif yang memiliki visi dan misi yang mengatasnamakan privasi, dimana hanya pengguna yang telah diterima pertemanannya saja yang dapat mengakses pengikut akun path mereka. Namun demikian, penulis berpikir bahwa nilai privasi dalam Path sebenarnya telah terabaikan selama para penggunanya (yang umumnya adalah remaja dewasa) terbiasa mengimplementasikan dan mengaplikasikan konsep sosial media yang terdapat di dalam lingkungan dan kelompok sosialnya. Jurnal ini bertujuan untuk mengetahui bagaimana pelbagai fitur dan konsep sosial media pada umumnya mengabaikan konsep privasi yang ditawarkan oleh Path. Untuk mengetahui seberapa jauh keterikatan para pengguna remaja dewasa pada akun Path mereka dan apa alasan di balik kegiatan tersebut, jurnal ini menggunakan kombinasi dua metode, yakni metode kualitatif dan kualitatif. Setelah mengetahui beberapa hal dari perumusan masalah di atas, penulis dapat menyimpulkan bahwa tiga fitur Path dan dua tipe pengguna Path dalam kelompok sosialnya saling berperan dalam melemahkan konsep privasi di dalam Path. Oleh karena itu, penulis berargumen bahwa kedua hal tersebut adah faktor utama dari sebuah pemikiran baru bahwa Path bukan lagi menjadi sebuah situs jejaring sosial yang bersifat ekslusif.
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ABSTRACT
This paper examines the relations between the variety of features and the concept of social media as the important roles of shaping youth behavior in the internet, specifically on Social Networking Sites (SNS). As the goal of its establishment on November 2010, Path is known as an exclusive social networking site that has a platform on behalf of seeking privacy that only the accepted-friends can access their friend‟s Path activity. However, I reckon that the privacy value of Path is forgotten as long as gen Y‟ers implement social media concept of their community to the given features on Path. This study aims to examine how the variety of features and the concept of social media violate the privacy concept offered by Path. To see further how deep gen Y‟ers engage on their Path and what the reasons behind their practices are, this study applied the combination of quantitative and qualitative methods. Finally, I can conclude that three features of Path and two types of Path users in this social group interplay to undermine the privacy concept of Path. Thus, I argue that these are main factors of a non-mainstream notion that Path is no longer an exclusive social networking site .;This paper examines the relations between the variety of features and the concept of social media as the important roles of shaping youth behavior in the internet, specifically on Social Networking Sites (SNS). As the goal of its establishment on November 2010, Path is known as an exclusive social networking site that has a platform on behalf of seeking privacy that only the

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