

# Analisis faktor yang memengaruhi perilaku self-disclosure pengguna jejaring sosial LinkedIn di Indonesia: perspektif privacy calculus dan trust belief = Analysis of factors that influence behavior of self-disclosure LinkedIn users in Indonesia: privacy calculus and trust belief Perspective

Yuvitri Annisa Dwityafani, author

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## Abstrak

Pengungkapan informasi pribadi atau self-disclosure adalah proses komunikasi yang berfungsi untuk mengungkapkan diri maupun informasi pribadi kepada orang lain. LinkedIn merupakan tempat untuk membangun presentasi diri yang diperoleh dari data profil yang dilengkapi pada LinkedIn. Penelitian ini bertujuan untuk menganalisis pengaruh faktor-faktor perceived benefits, privacy concern, trust in LinkedIn members dan provider, perceived control, privacy awareness, perceived likelihood, dan perceived severity terhadap perilaku self-disclosure pengguna LinkedIn. Penelitian ini menggunakan kerangka teori privacy calculus dan perluasan faktor kepercayaan. Penelitian ini menggunakan pendekatan kuantitatif dengan mendapatkan 661 responden yang disebarkan melalui kuesioner online. Penelitian ini menggunakan metode Covariance Based Structural Equation Modelling (CB-SEM) dengan bantuan software AMOS 24.0. Hasil analisis data menunjukkan bahwa faktor yang mempengaruhi pengguna untuk mengungkapkan informasi profesionalnya pada LinkedIn di Indonesia adalah perceived benefits yang terdiri dari self-presentation, career advancement, developing professional network, learning and exchange information, privacy concern, perceived likelihood, perceived severity, trust in LinkedIn member dan perceived control. ....Disclosing personal information or self-disclosure is a communication process that functions to reveal the self and personal information to others. LinkedIn is a place to build self-presentation obtained from profile data on LinkedIn. This study aims to analyze the influence of the factors perceived benefits, privacy concerns, trust in LinkedIn members and providers, perceived control, privacy awareness, perceived likelihood, and perceived severity on the self-disclosure behavior of LinkedIn users. This study uses a privacy calculus theoretical framework and an expansion of trust factors. This research uses a quantitative approach by collecting 661 respondent data through a questionnaire distributed online. This study using the Covariance Based Structural Equation Modeling (CB-SEM) method with AMOS 24.0 software. The results of this study show the factors that influence LinkedIn users to disclose professional information on LinkedIn in Indonesia are perceived benefits consisting of self-presentation, career advancement, developing professional networks, learning and exchange information, privacy concerns, perceived likelihood, perceived severity, trust in LinkedIn members and perceived control.