

# Analisis Faktor yang Memengaruhi Perilaku Self-Disclosure Pengguna Media Sosial di Indonesia: Studi Komparatif Berdasarkan Kelompok Usia = Analysis of Factors Influencing Self-Disclosure Behavior of Social Media Users in Indonesia: A Comparative Study Based on Age Groups

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## Abstrak

Self-disclosure didefinisikan sebagai tindakan seseorang untuk mengungkapkan informasi tentang dirinya kepada pihak lain. Dalam konteks media sosial, meskipun mampu memenuhi kebutuhan sosial dan emosional pengguna, perilaku self-disclosure juga disertai dengan risiko yang merugikan pengguna. Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang memengaruhi perilaku self-disclosure pengguna media sosial di Indonesia dengan analisis komparatif berdasarkan kelompok usia. Model penelitian dibangun dengan mengadopsi teori privacy calculus dan Communication Privacy Management (CPM). Survei dilakukan terhadap 2.210 responden yang merupakan pengguna aktif media sosial di Indonesia. Data diolah dan dianalisis menggunakan metode Covariance-Based Structural Equation Modeling (CB-SEM) dengan program AMOS 24.0. Hasil penelitian menunjukkan bahwa pada data keseluruhan kelompok, faktor use of information, trust, privacy control, interactivity, perceived benefits, dan perceived risks memengaruhi perilaku self-disclosure pengguna. Selain itu, ditemukan juga bahwa faktor use of information dan personal innovativeness memengaruhi perceived benefits, sedangkan faktor trust, notices (privacy policy), dan privacy control memengaruhi perceived risks pada pengguna di media sosial. Penemuan dari penelitian ini dapat membantu penyedia layanan media sosial dalam mengevaluasi kredibilitas dan reliabilitas platform untuk mendorong retensi pengguna. Selain itu, hasil penelitian ini juga dapat membantu pengembang kebijakan di Indonesia dalam mengatur mekanisme kontrol terkait media sosial secara tepat untuk memastikan keamanan informasi yang disebarkan melalui media sosial.

.....Self-disclosure is the act of disclosing one's information about themselves to other parties or individuals. In the context of social media, besides being able to meet users' social and emotional needs, self-disclosure behavior is also accompanied by risks that can harm users. This study aims to determine the factors that influence self-disclosure behavior on social media users in Indonesia, with a comparative analysis based on age groups. Research model was built by adopting the privacy calculus and Communication Privacy Management (CPM) theory. Survey was conducted on 2,210 respondents who are active users of social media in Indonesia. Data were processed and analysed using Covariance-Based Structural Equation Modeling (CB-SEM) method with AMOS 24.0 program. The results of this study indicate that in the overall group data, the use of information, trust, privacy control, interactivity, perceived benefits, and perceived risks significantly affect users' self-disclosure behaviour. It was also found that the use of information and personal innovativeness affect perceived benefits, while trust, notices (privacy policy), and privacy control affect perceived risks on social media users. The findings from this study can help social media service providers to evaluate the platform's credibility and reliability, in order to encourage user retention. Results of this study also provide insights to Indonesia's policy makers in developing the appropriate control regarding social media, which ensures the safety of information shared on social media.