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THE INFLUENCE OF THE INTENSITY OF TWITTER SOCIAL MEDIA USERS ON THE SELF-DISCLOSURE OF THE MILLENNIAL GENERATION

Author
Nurul Aulya Fachresianti [1], Ima Fitri Sholichah [2]

[1,2]Psychology Faculty, University of Muhammadiyah Gresik
aulyanaf9699@gmail.com[1], ima.fitri.s@gmail.com[2]

ABSTRACT

This research is preliminary. The trigger for self-disclosure on social media is caused by the convenience of individuals to express their feelings through social media rather than being expressed directly. Self-disclosure is the process of personal disclosure to others of vice versa. The related phenomenon is based on the attitude of self-disclosure behavior by conducting researcher observation by conducting interviews with subject participants in the millennial generation. Based on the result of the initial interviews conducted by the researchers, the result showed that the five subjects felt more happy, relieved, and satisfied when they could express what they felt on Twitter. Some subjects did self-disclosure because the subject did not have the space to tell stories or when they wanted to express what the subject felt to the people around them they did not get a good response such as not wanting to listen. In addition, the subject gets a solution from the follower about the problem he is facing. The urgency in this research is to provide education and understanding about the attitude of self-disclosure towards individual users of social media. The purpose of this study was to determine the effect of the intensity of social media. To determine the effect of the intensity of twitter social media users on self-disclosure in the millennial generation. This research uses a quantitative research type with a survey method. The participants of this study is millennial generation. This initial survey was conducted through in-depth interviews. The scale used in this study is the scale of the intensity, and self-disclosure. Data analysis using multiple linear regression test.

Keywords: the intensity of twitter social media users, millennial generation, and self-disclosure

1. INTRODUCTION

Humans are social creatures who cannot live alone and always need other people. Establishing relationships with other people and the surrounding environment is never separated from one's life. Social interaction is one way for a person to maintain one's social behavior so that one can still behave socially with others [1]. When establishing an interaction, a person will convey information about himself to others.

This, of course, has to do with self-disclosure. Self-disclosure is one type of communication in which information about oneself that is usually kept secret is told to others [2]. Self-disclosure is about information about oneself, one's thoughts, feelings, and behavior. In everyday life, self-disclosure can occur not only through direct interaction with individuals, but can also occur through intermediary media such as social media [3].

The trigger for self-disclosure on social media is caused by the convenience of individuals to express their feelings through social media rather than being expressed directly [4]. Self-disclosure is the process of personal disclosure to others or vice versa. Research conducted by [5] in collaboration with Hootsuite, states that there are 170 million Indonesians who are fairly active on social media. [5] stated that the total population in Indonesia reached 274.9 million people, while the internet users were 202.6 million. We Are Social said 202.6 million internet users, 73.7% of whom are active users on social media [5]

On average, Indonesians spend a lot of time accessing the internet using various devices for up to 8 hours 52 minutes, while the average person accesses social media with various devices for up to 3 hours 15 minutes. The social media platforms most favored by Indonesians include: YouTube 93.8%; WhatsApp 87.7%; Instagram 86.6%; Facebook 85.5%; Twitter 63.6%; Facebook Messenger 52.4%; Lines 44.3%; LinkedIn 39.4%; TikTok 38.7%; Pinterest 35.6%; Telegrams 28.5%; WeChat 26.2%; Snap Chat 25.4%; Skype 24.3%; and Tumblr 18.4% [5].

Based on the results of interviews conducted by researchers, the results showed that the five subjects felt happier, relieved and satisfied when they could express what they felt on Twitter, and they even often shared personal things with their followers or close friends on Twitter. Some subjects did self-disclosure because the subject did not have the space to tell stories or when they wanted to express what the subject felt to the people around them they did not get a good response such as not wanting to listen. In addition, the subject gets a solution from the follower about the problem he is facing.

Previous research conducted by Rama Setyawan, Tritjahyo Danny Soesilo, and Sapto Irawan in class XI Social Studies students of SMA Kristen 1 Salatiga obtained the results of the study with a t-count value of (2.147) > t-table of (1.985). This value indicates that there is a significant effect between Facebook features on self-disclosure. This study also states that self-disclosure on social media is caused by interactions with other people.

Another study on the effect of using snapchat on self-disclosure conducted by Adrian, JJ Senduk, and JW Londa on Communication Studies Students, Faculty of Social and Political Sciences, Sam Ratulangi University, obtained the results of research with a t-count value of (6.34) > t-table of (2,4). It can be said that there is an effect of using snapchat on self-disclosure. Self-disclosure on social media is triggered by the use of social media that is easy to access anywhere and anytime via cellphone.

The urgency in this study is to determine the effect of the intensity of Twitter social media users on self-disclosure in the millennial generation. There are hypotheses in this study:

H1: The intensity of using social media has a positive effect on self-disclosure.

H0: The intensity of using social media has no effect on self-disclosure.

From the explanation of the problems above, researchers are interested in examining the effect of the intensity of using Twitter social media on self-disclosure in the millennial generation.

2. METHODS

In this study, the research method that will be used is the Quantitative Research Method. Quantitative research method is a research method used to examine a population or a certain sample supported by data collection in the form of research instruments, the data analysis used is quantitative or statistical whose purpose is to test a hypothesis in a predetermined study [20], Research It uses a survey method. Survey research is a type of research that uses a questionnaire as the main data source. This research model is the best method to obtain and collect original data to describe the state of the population [21].

The population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions can be drawn [20]. The population in this study is the millennial generation with age criteria 22 years - 40 years. The sampling technique used by the researcher is Non-Probabilty Sampling. Nonpropability Sampling is a sampling technique in which the system does not provide equal opportunities/opportunities for members who can be selected as samples. The sampling technique that will be used in this research is incidental sampling. Incidental sampling is a sampling technique based on chance, anyone who coincidentally meets the researcher can be used as a sample [20]. The measurement scale that will be used in this study is the Likert scale to measure the variable (X) the intensity of social media use and the variable (Y) self-disclosure. The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group about existing social phenomena [20].

Data analysis technique is a process that is carried out after the data sources obtained by researchers from respondents have been collected. In analyzing the data, the process carried out is to group data based on the overall variables of the respondents, present a data from each variable to be studied, perform calculations with the aim of answering the predetermined problem formulation, and perform calculations with the aim of testing a predetermined hypothesis. by researchers [20].

The data analysis technique used by researchers to find the effect of the intensity of social media use on the millennial generation is simple linear regression analysis. Simple linear regression analysis will be carried out with the number of two or more variables [20] then, the entire data analysis process in this study uses a tool in the form of the IBM Statistical Program For Social Science (SPSS) for windows version 20 computer program.

3. RESULTS AND DISCUSSION
The definition of self-disclosure

An open attitude is a person's willingness to respond to information received with pleasure in dealing with interpersonal relationships. Self-disclosure is a disclosure of reactions or responses to the situation being experienced [6]. [7] defines self-disclosure as a process of self-disclosure carried out by sharing information and feelings with others.

Self-disclosure can be in the form of various topics such as attitudes, feelings, motivations, ideas, and desires contained in the individual and in accordance with the individual concerned. A person's self-disclosure depends on the person he invites to interact with. If the person with whom they interact is pleasant and makes the individual feel safe, then the possibility for the individual to be more open is very large [2].

Based on several definitions of self-disclosure, it can be concluded that self-disclosure is a person's reaction in responding to information received with pleasure in dealing with interpersonal relationships and being willing to share personal feelings and information with others which is usually kept secret. A person's self-disclosure depends on the person he invites to interact with. If the person you are interacting with is pleasant, then someone will be more able to open up when interacting.

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The process of communication between individuals requires facilities as a medium to be able to communicate with each other. These facilities can be in the form of electronic media. The more technology develops, the more progress is made by integrating language communication, then social media is created as a means of communication. Social media is a medium on the internet that allows users to interact with each other, communicate, and share information with others. Individuals can easily express themselves or what they think without having to meet face to face.

The use of social media Twitter is currently increasingly favored by several groups ranging from teenagers to adults. Twitter has now become an online diary for most of its users. In the twitter "tweet" column, what are you doing? which means what you are doing. This can trigger someone to use twitter as a medium to tell themselves so that they can get attention and support from others [18]. Self-disclosure on Twitter social media takes the form of emotions, worries, thoughts, and sadness where individuals feel relieved by the support in return. The existence of trust that has been formed and established and already knows each other makes individuals feel safe and comfortable because they are on the same frequency, it can make individuals who frequently use Twitter can take advantage of the features found on Twitter and trigger someone to do an attitude of self-disclosure with certain motives or goals [19].

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From the results of previous studies, it can be said that the use of social media has an influence on self-disclosure. This is because the presence of social media is a medium for expressing what is felt by individuals, expressing expressions, and the existence of dependence. The emergence of a sense of comfort when sharing and reciprocity with other individuals that encourage someone to do self-disclosure. Social media is a place to be able to carry out self-disclosure with certain goals and motives owned by a person, one of which is to get satisfaction and a feeling of relief and get attention and support from others for what the individual has done.

4. CONCLUSION

In early research using survey methods on millennials, it can be concluded that subjects feel more happy, relieved and satisfied when they can express what they feel on Twitter and they even often talk about their personal things to their followers or close friends on Twitter. Some subjects did self-disclosure because the subject did not have the space to tell stories or when they wanted to express what the subject felt to the people around them they did not get a good response such as not wanting to listen. In addition, the subject gets a solution from the follower about the problem he is facing. The results of the study will be explained after the research to be carried out.

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