



Phenomenology Of Using Instagram Close Friend Features For Self Disclosure Improvement

Lambok Hermanto Sihombing¹⁾; Maria Paskalia Aninda²⁾

^{1, 2)} *Communication Studies Undergraduate Program, President University*

Email: lambok@president.ac.id ; paskaliaaninda99@gmail.com

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ABSTRAK

Media sosial pada dasarnya memiliki fungsi untuk berbagi informasi terkait aktivitas pengguna dan menyampaikan informasi tentang diri mereka atau disebut dengan pengungkapan diri. Namun pengguna tidak secara luas dan leluasa menyampaikan sesuatu karena sikap kewaspadaan sehingga terbatasnya ruang gerak yang harus diperhatikan dan perlu diperhatikan. Media sosial yang saat ini banyak diminati adalah Instagram dengan berbagai fitur menarik, salah satunya fitur teman dekat yang dapat digunakan untuk membatasi ruang pengguna dalam memberikan informasi terkait privasi. Penelitian ini menggunakan teori Komunikasi Manusia yang dikemukakan oleh Littlejohn (1996) sebagai kerangka konseptual utama untuk analisis yang lebih luas tentang bagaimana fitur teman dekat mempengaruhi pengungkapan diri pengguna menggunakan pendekatan kualitatif deskriptif. Secara keseluruhan, hasil wawancara dengan lima informan pengguna fitur teman dekat menunjukkan bahwa pengguna ingin menciptakan rasa aman, dan membatasi ruang gerak pengguna sehingga pengguna dapat mengontrol situasi dalam arti pengguna mengetahui siapa saja yang melihat informasi tentang dirinya. sengaja dan percaya bahwa teman dekat menjadi ruang yang tepat menjaga privasi.

ABSTRACT

Social media basically has a function to share information related to user activities and convey information about themselves or called self-disclosures. However, users are not broadly and freely conveying something because of an attitude of vigilance so that there is limited space for movement that must be considered and needs to be considered. Social media that is currently in great demand is Instagram with various interesting features, one of which is the close friend feature that can be used to limit the user's space in providing information related to privacy. This study uses the theory of Human Communication proposed by Littlejohn (1996) as the main conceptual framework for a broader analysis of how the close friend feature influences users' self-disclosure using a descriptive qualitative approach. Overall, the results of interviews with five user informants of the close friend feature indicate that users want to create a sense of security, and limit their movement space so that users can control the situation in the sense that users know anyone who sees information about themselves intentionally and believes that close friends become proper space maintain privacy.

INTRODUCTION

Social media is a tangible manifestation of technological developments that can help users to facilitate communication with anyone without being hindered by space and time. It is undeniable that social media can now be reached by anyone, with this users can communicate, share information or carry out other activities on social media. Based on data research conducted, the latest report from marketing agency We Are Social and social media management platform Hootsuite (2021) revealed that more than half of the population in Indonesia was actively using social media in January 2021. In a report entitled Digital 2021: The Latest Insights Into The State of Digital, stated that out of a total of 274.9 million people in Indonesia, 170 million of them have used social media.

According to Setiadi (2016), the presence of social media has the impact of changing the way of communicating from conventional to modern and all-digital, but also makes communication more effective. As for another opinion expressed by Kaplan, Andreas, and Haenlein (2010) quoted from Yuni Fitriani (2017), social media is a medium that allows everyone to interact and socialize and communicate without being hindered by space and time. Social media invites anyone who is interested to participate by contributing and giving feedback openly, giving comments, and sharing information in a fast and unlimited time. With this, social media has an unavoidable role in creating culture in society. The progress of today's communication media is very influential on the community both on the pattern of thinking and changes in the pattern of daily life. In the past, the community really took care of gathering activities with each other by meeting face-to-face, but now it is much different, these activities have been replaced by the presence of social media, friendship can also be done through existing social media.

The phenomenon of online media, such as social media, has provided support for various forms of mass and organized social interaction. The role of social media, which has used web-based technology, has now turned communication into an interactive dialogue. Based on the data released by We Are Social (2021), judging from the frequency of use, the first order of social applications that is most widely used in Indonesia is actually occupied by YouTube, followed by WhatsApp, Instagram, Facebook, and Twitter in a row.

Social Media Instagram

Instagram is an application that ranks third as a very popular application used by the public. Instagram is here to meet the needs of the community and facilitate its users with a variety of interesting features, in addition to posting photos on feeds, creating stories and even making video reels, Instagram also has features for private use by its users. Quoted from Meutia Puspita Sari (2017), Paul Webster, Brand Development Lead Instagram APAC on January 14, 2016 said that around 59% of active users on Instagram are the majority of teenagers or young people, educated, and established who always update information or upload photos. to social media with an age range of 18-24 years.

The definition of Instagram social media expressed by Kaplan & Haelein (2014), that Instagram social media is an application group using an internet base and web.2.0 technology that allows the exchange and creation of user generated content. Instagram has various interesting features that are different from other social networks, such as:

- 1) Followers; a social system that connects users with their followers. Thus communication between fellow Instagram users themselves can be established by giving each other likes, comments and even sharing posts. Followers are also an important element, where the number of likes from followers greatly affects whether the photo can become a photo that is liked or not.
- 2) Upload Photos; one of the main features in Instagram as a place to upload and share photos to other users, users can also write captions for photos to be posted
- 3) Connected with other applications; In sharing photos or videos, users can share the same post to other social media such as Facebook, Twitter, and WhatsApp, available on the Instagram page.
- 4) Video Reels; a feature that is used to share videos that is equipped with a choice of music that can be used and there are also filters that can be selected by the user.
- 5) Close Friends; Close friends on Instagram apply according to its meaning, namely close friends. This feature allows us to upload photos or videos that are sensitive or according to users, are included in a private shutter and uploaded to stories so that they can be consumed by certain people only, which are more private than those shared with the public. The list of close friends can be changed as needed. Users can add or delete accounts at any time according to what we want through the settings in the Instagram application.

In this study, the researcher focuses on the phenomenal use of the close friend feature on users' self-disclosure, because the close friend feature makes users feel more comfortable and free to express themselves according to what they want. Users can determine who has the right to view, comment on, and like their posts. In this discussion, the researcher wants to examine more deeply the benefits of the close friend feature on self-disclosure by using Stephen W. Littlejohn (1996) theories of human communication to answer the research question "How does the close friend feature influence the user's self-disclosure".

LITERATURE REVIEW

Social Media

The definition of social media is online media that is used as a means of social interaction that is carried out online on the internet. On social media, users can communicate with each other, interact, share, network, and various other activities. Social media uses website or application-based technology that can turn a communication into an interactive dialogue. According to Nasrullah (2015) social media is a medium on the internet that allows users to represent themselves and interact, work together, share, communicate with other users to form virtual social bonds. Therefore, social media can be seen as an online medium (facilitator) that strengthens the relationship between users as well as a social bond.



Another opinion expressed by Philip Kotler and Kevin Keller (2012), social media is a means for consumers to share text, image, audio, and video information with each other and with companies and vice versa.

Instagram

According to Albarran (2013) in his book entitled *The Social Media Industries*. Social media Instagram is a social networking site for sharing photos created in October 2010. Instagram social media users can take photos, edit them using available effects, and share their photos on social networking sites. According to a global study entitled "Social Media Around the World 2012" conducted by Insite Consulting which is included in the book *The Visual Marketing Revolution* (Diamond, 2015) Instagram users are:

- 43% male and 57% female
- 49% aged between 25 and 34 years.

Close Friend feature

Close friends is a feature that can be used to create a list of close friends from followers. We can later set personal stories specifically for accounts that are included in the close friends group. Some users upload photos or videos that can be said to be sensitive or private into their Stories. So that by taking advantage of the close friend Instagram feature, later the photo or video can only be consumed by certain people, in other words, a feature called close friend on Instagram is a feature that can be used by users to create a list of selected and trusted friends. of their respective followers.

Self-disclosure

Self-disclosure is the disclosure of information about oneself to others. According to Floyd (2009), self-disclosure is the act of conveying information about ourselves intentionally and we believe that the information is true, but other people have not know it. In communicating, there are two conditions that must be met as self-disclosure, namely the individual must intentionally provide information about himself and the individual who reads must believe the information. Another opinion expressed by Wood (2012) self-disclosure is the disclosure of information about oneself that is usually not known by others. Individuals open up when they provide personal information about themselves, such as hopes, fears, feelings, thoughts and experiences. Opening up tends to invite others to open up too. This is because there is an attitude of mutual trust in each other so that individuals who know other people's personal information will also open themselves to that person. That is, the information disclosed is confidential information about oneself.

Based on the explanations of the experts above, it can be concluded that self-disclosure is the act of disclosing personal information which is generally kept secret from the public in the form of thoughts, feelings, and behaviors intentionally to others who do not know it. Self-Disclosure Dimensions Altman and Taylor (1973) in the quote by Matias Krista Gunawan (2021) reveal five dimensions of self-disclosure, namely;

- a. Accuracy; refers to whether the individual discloses relevant personal information and whether the individual is directly involved with the event. In a specific relationship, if the individual's self-disclosure is not in accordance with the norms, then it will be considered deviant and the individual must be responsible for the risk. If self-disclosure is carried out regularly and appropriately, it will increase positive reactions from participants or listeners.
- b. Motivation; related to what motivates a person to reveal himself to others. The urge comes from within and outside the individual. The encouragement that comes from within is related to the individual's desire or purpose for self-disclosure, while the encouragement from outside the individual comes from the family, school, and work environment.
- c. Time; that an individual uses with someone will tend to increase the likelihood of self-disclosure. Individuals must choose the right time when they want to do self-disclosure by paying attention to the conditions of others. For example, if a person is tired or in a sad state, then that person tends to be less open to other people, whereas if the time is right like when someone is happy or happy, then that person tends to do self-disclosure.
- d. Intensity; A person's self-disclosure depends on who someone reveals himself to, such as close friends, parents, ordinary friends, or people he just met.

- e. Depth and Breadth; Self-disclosure is divided into two dimensions, namely shallow and deep. Shallow self-disclosure is usually disclosed to new people, and the topics of information that individuals disclose in shallow self-disclosure are general. In deep self-disclosure, the topic of information is specific and individuals disclose personal information to people who are familiar or have close relationships with them, for example parents, close friends, same-sex friends, and boyfriends. The dimension of breadth in self-disclosure relates to who the individual reveals himself to be (the target person), such as new acquaintances, ordinary friends, parents/siblings, and close friends.

METHOD

In this study the method used is descriptive qualitative. According to Sugiyono (2016) qualitative descriptive method is a research method based on the philosophy of postpositivism used to examine the condition of natural objects (as opposed to experiments) where the researcher is the key instrument of data collection techniques carried out by triangulation (combined), data analysis is inductive or qualitative, and the results of qualitative research emphasize meaning rather than generalization. Qualitative descriptive research aims to describe, describe, explain, explain and answer in more detail the problems to be studied by studying as much as possible an individual, a group or an event. In qualitative research, humans are research instruments and the results are written in the form of words or statements that are in accordance with the actual situation.

This research was conducted with a phenomenological approach. Phenomenology is a school of thought that assumes that phenomena are sources of knowledge and truth. As a method, phenomenology presents the steps that must be taken in order to arrive at a pure phenomenon. According to Djamel (2014), phenomenology describes the intrinsic characteristics of symptoms as they reveal themselves to consciousness. The phenomenology carried out in this study was to conduct in-depth interviews with a number of selected respondents to find out how users experience self-disclosure through Instagram's close friend feature.

This study uses the grand theory of human communication (phenomenology) proposed by Stephen W. Littlejohn (1996) which states: "phenomenology makes actual lived experience the basic data of reality". So in phenomenology, real-life experiences are the basic data of reality. So in the study of phenomenology, what is important in the development of a method that does not falsify phenomena, but can describe them as they appear. The supporting theories used in this research are; theory of communication privacy management, coined by Sandra Petronio (1991), is intended to understand the privacy management system carried out by a person in managing his personal information. Petronio said that communication privacy management theory (CPM) provides a roadmap that explains a system to understand the communicative aspects of how people make judgments about managing their private information with other people. Petronio assumes that the disclosure of personal information can lead to two different directions quoted from Griffin (2011). The first possibility is that the disclosure of personal information can be a step to strengthen the relationship between the original owner of the information and the party receiving the information. While the second possibility is that the disclosure of personal information can also make the relationship messy when the other person is unable to deal with what is being conveyed to him, or even the other person deliberately spreads the personal information to others. Petronio explained that there are three important axioms in this theory, namely privacy ownership, privacy control, and privacy turbulence.

RESULT AND DISCUSSION

Data Analysis

In this study, the researcher involved five pre-survey respondent informants who had been distributed by previous researchers. Research informants have been selected and meet the research criteria determined by the researcher. Researchers divide it into table findings which are the result of sharing information from users of the close friend feature with different time spans. In the findings of the table, the researcher divides it into several important parts, namely; background, benefits of the close friend feature and user opinions using the close friend feature. The following is a table of processed data from interviews with informants:



Analysis	Mavilda H. M 20 th , student	Suci 22 th , student	Annisa D.F 21 th , student	Fadillah Z. 22 th , student	Putri P.S 21 th student
A. Activity On close friend	Rarely	Rarely	Fairly	Often	Often
B. The reason for using close friend	Share information that only I need to know myself, as well as people I think need to know also.	Share things that can only be seen by those closest	For me, only share it with close friends, because it is more convenient	Activities with those closest to you	Because not all moments can be shared to everyone
C. The comfort and satisfaction of using close friend	It's okay, maintaining privacy is important	Comfortable	Comfortable	enough satisfied and helping maintain privacy because they feel safe because they already know we are	very comfortable, because with this feature we share moments only with closest friends
D. The reason for using close friend for time which is old	Because from time to time, I will share information about me personally with the closest people I trust, without everyone knowing.	Because it is enough to maintain privacy from ignorant people	Because not all of my followers have to know my story so	That photos & videos are not misused by others, for things that are not known.	It is more convenient to share some moments
E. Benefits of close friends and important	Of influence on the personal information that I share, I think it is conveyed to the right and trustworthy person.	Privacy safe	Private life safe	Maintain privacy and feel safe to spam stories. at all times. The influence is very important because sharing any story doesn't feel awkward, so I feel free.	Very helpful

Based on the results of managing interview data from the five sources who are also users of the close friend feature, the age range is between 20-22 years with the same educational background, namely as students there are also those who will enter working age. Based on the findings from various opinions submitted by the informants, the researcher means that the use of the close friend feature on Instagram is more dominantly used by women compared to men, although basically this feature is free to use by anyone as long as the user is comfortable using it.

Benefits of Close Friend on Self-Disclosures

From the results of interviews with informants, it can generally be concluded that they are comfortable and wise in maintaining privacy of information. As Gruzd & Hernández-García (2018) research found that even though information is publicly available on social media, users may still expect privacy. They use this feature basically to choose the right people to share stories on their Instagram, such as gender selection or something that is considered a personal matter and falls within the user's privacy shutter. Rahmi Putri & Irwansyah (2019) in their research found that the use of the close friend feature is important to filter the messages they want to convey through their social media accounts and is useful in maintaining private uploads that are considered to cause conflict. However, this study did not formulate the benefits felt by users.

In this study, researchers more broadly know the basic reason for the informants, namely maintaining privacy from the public is important and the convenience of social media regardless of public interference or unknown people. The use of the close friend feature is in accordance with the term self-disclosure related to user interpersonal. In this case, self-disclosure is the way each Instagram user expresses himself as he is, then shares it with people who have been selected into the close friend list. This of course has a purpose other than privacy as well as wanting to strengthen closer interactions with the closest people in close friends. Scott Ross, in his research, calls this phenomenon a change in media ideology.

Ilana Gershon in Ross' research (2019) defines media ideology as: "people's beliefs, attitudes, and strategies about the media they use and the assumptions that people hold about how a medium accomplishes communicative tasks. Instagram has developed into a strategic social media, where the activities carried out in making an upload have been targeted to achieve certain goals. In addition, the threat of cybercrime also makes Instagram users more vigilant when sharing information on their personal accounts. Ross (2019), calls this phenomenon a unique thing, because usually the media only has one mutually agreed ideology. However, the ideology of Instagram media actually gave rise to a new genre

with its own ideology that allows one to have different personas for different audiences on the same platform.

The responses given by the informants in this study were varied, with different backgrounds for reasons but this achieved the goal, namely to maintain privacy that not all matters of public consumption, each account owner has the authority to control the audience they want.

CONCLUSION

Based on the presentation of the research data and the discussion above, the researcher can draw the conclusion that in general, informants claim to use the close friend feature on their account because they feel uncomfortable if all things are shared with the public and users are more comfortable with close friends to maintain their privacy. In addition, informants use the close friend service to provide information that they think is dangerous if shared with the wider public. In addition, informants also use the close friend service because they need space to express themselves only with the closest people. Informants can make their own policies to choose people who are included in close friends. Some have three categories of considerations, based on emotional closeness, people who are more trusted than others, the same age and have similar interests. Close friends are generally used to explore many things, without any restrictions, as long as the account owner feels comfortable and followers who are in close friends will not protest because they know each other.

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