



MILLENNIAL SELF-OBSERVATION ON SOCIAL MEDIA: NEGOTIATING THE BOUNDARIES OF PRIVACY

Kersen Ashrianto

Eleven March State University, Surakarta, Indonesia

ABOUT ARTICLE

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Abstract: Millennials, the "Milepost Generation," have come of age alongside the rise of social media. This paper explores the intriguing relationship between self-observation and privacy boundaries within this demographic. We examine how Millennials navigate the potential conflict between the desire for self-expression and the need to maintain a sense of privacy online. The research delves into the strategies Millennials employ to curate their online presence, balancing the urge to share with the potential risks of oversharing. By investigating this complex phenomenon, the paper aims to contribute to a deeper understanding of how Millennials negotiate the boundaries of privacy in the age of pervasive social media.

INTRODUCTION

Because humans are social beings by nature, they will naturally want to interact with other people. As a result, humans need other people in every process they go through. Naturally, in order to establish a good relationship that is accompanied by a sense of comfort and trust, interactions and relationships between individuals require both parties to open up and share information about themselves.

A person can easily share personal information about himself and others when he or she is able to trust and feel at ease with the other person. People they like are easier to talk to about themselves than people they don't like. This is primarily because humans have two strong internal desires: the desire to become one with one another or other humans in the neighborhood and the desire to become one with the natural environment around them.

When it comes to sharing one's privacy with others, each person has their own set of limits. If a person keeps his personal information private, it will only be kept on him. On the other hand, according to Jin, when a person freely discloses personal information, it will be accessible to others.

According to Sandra Petronio's observations , people always attempt to balance the demands of the situation with meeting the needs of others or themselves. The dialectic that takes place within demonstrates that individuals place a high value on privacy. They are the rightful owners of the information they possess, as evidenced by the existence of privacy.

The line between privacy and social media has begun to blur in recent years. Web-based entertainment gives virtual spaces that are planned so as to look like this present reality. A wider connection has been established between the virtual room and the real world as a result of the reach of the virtual space that is dependent on the internet network. However, rather than chatting and sharing with their closest friends, the current development of information technology tends to make people more open about expressing and sharing feelings about events on their social media accounts.

Poor handling can put the owner at risk if they share privacy-related information with large audiences on social media. When the wrong or bad person receives private information, the risk arises. However, if the appropriate and dependable individual receives the information that is disclosed, it may also result in benefits for the owner.

Bruce and Susan Abelson started the development of social media in the late 1990s with the basic idea that it would be an "Open Diary" platform. According to Kohli & Gupta the goal of this development was to allow users of other platforms to read diaries written by members of the same community. Users who can only initially read have been able to provide comments, such as sharing ideas, suggestions, and so on, thanks to the very significant development of the internet and models and platforms.

A generation's behavior and way of life have changed as a result of the social media phenomenon. The Millennial generation is a practical one that has a strong connection to technology, such as social media. In addition, they are even more dependent on social media and technology. This generation is known for its open communication, fervent use of social media, and more receptive attitude toward environmental changes. Their lives are greatly influenced by technological advancements.

In order to find solutions to the issues that arose, this study was supported by a theory. Theory, according to K.Glanz , is a set of tools for constructing how concepts, definitions, and proportions are constructed, as well as for systematically displaying phenomena by determining relationships between variables in order to explain and predict a phenomenon. According to Buschanan (1998), a theory serves this purpose of anticipating and explaining what has taken place.

The theory of Communication Privacy Handling (CPM), which regulates a person's privacy when they are forced to choose between sharing personal information or protecting themselves, was used by the researchers. In Griffin et al., Petronio According to CPM theory , privacy perimeter between individuals can be identified and coordinated using a privacy handling system. Humans are urged not only to keep (hide) information but also to share personal information with others, it should be noted.

The researchers attempted to decipher the significance of an individual's experience through a phenomenological method in this study. The importance of individuals' experience will rely on how they connect with such insight. By allowing the reality, phenomenon, or experience to open itself, this meaning will emerge. In contrast, this meaning emerges as a result of the subject's interaction with the phenomena he is experiencing.

Risks and benefits may increase with every information disclosure. As a result, it is essential to balance and exercise caution when managing privacy perimeter. In view of the foundation depicted over, the creators fostered a review named "Phenomenological Study: The Millennial Generation's Self-observation for Managing Privacy Perimeter

Interpersonal Communication

Communication between people is a crucial aspect of daily life. When we face challenges, we absolutely require the assistance of others. We require others to share our happiness and anxiety. In essence, we require the assistance of other people to develop our personalities. Friends and family frequently assist us in overcoming obstacles and achieving our objectives. We benefit from the criticism and suggestions of our coworkers to perform our jobs more efficiently. Interpersonal communication cannot be separated from communication between two or more people, which is based on mutual acquaintance, respect, pleasure, and comfort (Nelson & Quick, 1994). This type of communication involves a limited number of people who already know each other, where immediate mutual relations and trust exist (Slocum, 2007). Interpersonal communication cannot be separated from interpersonal communication. Effective interpersonal communication is dependent on five communication keys, according to Nelson and Quicks. People who are sensitive to the feelings of others, persuasive leaders, expressive speakers, empathic listeners, and informative managers.

According to Griffin and Moorhead, interpersonal communication behavior must be based on knowing each other, respecting each other, feeling like they belong or are loved, and being happy and at ease. It is possible to conclude from the above that interpersonal communication is a process by which two or more people exchange information and meaning on the basis of knowing, trusting, respecting, belonging, and a happy feeling.

Self concept

An understanding of oneself derived from interactions with other people is referred to as self-observation. Our ability to communicate with other people is influenced by our self-observation. The way we see and feel about ourselves is called self-observation. This self-perception can be physical, psychological, or social.

A person's self-observation is a set of beliefs about themselves. The self-observation is formed by roles, abilities, emotions, values, social skills and limitations, intellectuality, and other factors. According to Hughes, Galbraith, and White, self-observation is also a description of oneself that includes self-evaluation. This is likewise connected with the singular's confidence. According to Baron, Byrne, and Branscombe, self-esteem is defined as a self-evaluation process that reveals a person's entire attitude toward himself. Then, at that point, to figure out the self-idea that exists inside the individual, the singular completes a course of mindfulness wherein people guide their focus toward themselves to figure out their self-idea.

Self-efficacy, also known as an individual's belief in their abilities, has a significant impact on interpersonal communication. According to Rubin, Powers, Martin, & Bruning, interpersonal communication success depends on self-efficacy. In line with it, Dwyer & Cruz (2000) discovered a significant connection between self-efficacy and speaking anxiety. P shared a similar opinion, stating that people with low self-efficacy tend to doubt their abilities and give up easily. This is a feeling about how to experience the moment and whether or not to act.

Communication Privacy Handling Theory (CPM)

The theory of communication privacy handling is based on presumptions about how people think and communicate as well as human nature. Three assumptions about human nature are made in this theory: 1. Humans are the ones who make decisions) Humans are the ones who break the rules and those who follow them. Consideration of other people and one's own self-observation are the foundations of human choices and rules. According to Petronio's findings, "mental calculus based on several important

criteria such as culture, gender, and context," humans made decisions regarding what to say and what to keep from others.

Communication privacy handling theory proposes the following four fundamental assumptions to accomplish these objectives:

1. disclosure-related privacy information. It is possible for researchers to study the concepts of intimacy and privacy by focusing on the content of the disclosure itself. According to Petronio, intimacy is the state or sensation of intimate physical, psychological, and emotional contact with another person. Private disclosure, on the other hand, is interested in the process of telling stories and reflecting on the content of private information about ourselves and other people.

2. Limits on privacy The idea that there is a line between being private and public is explained by this theory using the metaphor of perimeter. On one side of these limits, individuals keep hidden data for themselves and then again, individuals uncover a confidential data to others inside their social relations. When private information is shared, the perimeter surrounding it are referred to as collective perimeter, and the information does not only pertain to the individual sharing it; This data is part of the relationship that is already established.

3. Control and Ownership This third assumption is based on the belief that individuals possess private information. They must be able to control who can access information about their privacy because they own the information.

4. Handling System the rules of the system provide a framework for comprehending individual decisions regarding private information. A rule-based handling system makes it possible to manage people individually and as a group. Additionally, it has evolved into a complicated arrangement involving three processes: Characteristics of privacy rules, coordination of perimeter, and boundary turbulence.

Millennial Generation

The term "Millennial Generation" is currently the subject of debate among numerous organizations working in a variety of fields worldwide. Social researchers frequently classify generations born between the 1980s and the 2000s as millennials. Millennials, also known as the Millennial Generation or Generation Y, is a demographic group that comes after Generation X. According to Nelson, the term "millennial generation" refers to the current young generation between the ages of 15 and 34.

The Millennial Generation, which includes people between the ages of 18 and 40, exhibits behaviors and habits that are highly enthusiastic about the use of technology, but their attitudes and actions are influenced by it. There are two effects of technology. According to W, Poluakan, Dikayuana, Wibowo, & Raharjo, the first effect is positive in that it makes it easier for people to interact with one another and find information. The second effect is negative in that it causes people to become instantaneously selfish and have a negative interaction with the environment.

Every social media user, according to Erving Goffman, used a dramatic metaphor to describe how actors in cyberspace interaction treated themselves. In line with this, in this technological age, people can create identities as much as possible based on the roles they play and the roles they want, regardless of their surroundings.

According to Larry and Richard E. Potter, beliefs, values, and attitudes have also undergone significant shifts as a result of social media. Social media can alter people's behavior in accordance with their faith and beliefs in terms of beliefs. Additionally, social media has the power to alter the values held by

society, which are affected by its presence. While in regards to mentalities, web-based entertainment has changed the way individuals impart.

In point of fact, changes have been brought about by social media. First, with regard to perspective, social media has altered how people view the world. They now see with a wider field of view rather than through narrow glasses. The orientation has also evolved, particularly among young adults, who are referred to as millennials.

Second, when it comes to social organizations, Millennials don't think of them as formal and real, but rather as virtual organizations that don't pay much attention. In contrast, in social media-based organizations, each member feels a great deal of interest and responsibility in the organization.

In terms of human nature, the third is Humans have a trait known as human nature. It is impossible to separate a person's cultural background from their everyday nature. People's behavior has changed as a result of social media, particularly among millennials, where the "self" has become the "center" of everything. As a result, it's not uncommon for people to exhibit selfishness, excessive demands on others, and a lack of respect for others.

METHODS

The study was qualitative. Sugiyono states that, in contrast to experiments, the qualitative method uses the postpositivism philosophy to determine the conditions of natural objects. The researcher serves as the primary instrument, data are collected using the triangulation (combined) technique, data are analyzed in an inductive/qualitative manner, and the findings emphasize meaning rather than generalization. Moeleong cites Bogdan and Taylor's definition of qualitative methodology as "a study procedure that produces descriptive data in the form of written or spoken words or policy action." This study employed a qualitative approach and presented descriptive characteristics. The primary data used in this study were obtained directly from the people who provided them, and the researchers formed part of the primary analysis instrument. Additionally, the secondary data were derived from pictures or sentences containing meaningful words.

Phenomenology was used for this type of research. The structure of consciousness in human experience is described in phenomenology. The phenomenological approach aims to allow reality to emerge on its own. According to Aspers, study participants are given the opportunity to describe a wide range of aspects of their experience with a phenomenon or event by answering "inducement questions." Phenomenological research assumes that every person is aware of and experiences a phenomenon. To put it another way, the goal of phenomenological research is to investigate the subjects' deepest awareness of their experiences during an event.

Interviews and observation were used to gather data. The interview can be used as a data collection method when the researchers are willing to conduct a preliminary study to identify issues that need further investigation and when the respondent is willing to provide more in-depth information. The researcher can learn about concepts held in the respondent's mind and heart through interviews, such as things that cannot be observed. To ensure that the interview was focused on the study, interview guidelines were used. These rules were not excessively severe in nature so they could be created and altered by the necessities of the analysts. In this study, observations were also made.

RESULTS AND DISCUSSION

Motivations for Managing Privacy Perimeter in Information Privacy is an Important and Sensitive Topic. Millennial Self-observation Through Motivations Protection is supposed to be significant in light of the

fact that each individual can appreciate and regard each other in public activity. The decision-makers determine that privacy is private and cannot be freely shared. In this study, informants had to meet criteria about why they wanted information about their privacy shared with others. There are two types of information regarding privacy at the friendship boundary: personal or private information and information within collective perimeter. The categories that became perimeter for information on privacy to illustrate information delivery for the need of self-observation were found from the results of interviews with 14 informants from final year students who were included in the Millennial Generation category at Mercu Buana University in the major of Public Relations, class of 2015.

Because it had the potential to give others a negative impression of him, the information was kept private because it did not need to be. Due to the belief that privacy-related information was kept private, dissemination of privacy-related information was restricted, and perimeter also determined who could receive personal information. Friends and parents are two categories of people whose knowledge of privacy information is trusted. This is consistent with the CPM theory that private perimeter cause the information around them to become collective perimeter. Privacy-related information can only be accessed by a select few.

The Millennial Generation required contextual and motivational criteria for information handling. The contextual criterion was based on the existence of environmental driving factors, special circumstances that could lead to opening or not opening something, and motivational criterion leads to opening decisions based on motivation. This is in line with the CPM theory that was used in this study, which says that special situations like motivational needs call for intimacy.

In light of the review results, witnesses could unveil data to individuals who they think had a sufficiently involved acquaintance and frequently imparted strongly like companions. They agreed to safeguard each other's private information into mutual privacy. In terms of sharing a lot of information about privacy, gender equality was also an option. This is in line with the CPM theory that gender equality makes it easy for people to share information with one another, especially if there is mutual motivation and advice provided. Relationships with other people reveal information about privacy. In addition, it created a comfortable setting in which to converse, build trust, and keep the information confidential. Communication privacy handling theory is based on assumptions about how people think and communicate as well as human nature, as the literature review explains. Millennials' Self-observation through the Meaning of the Act of Managing the Perimeter of Information on Privacy on Social Media Three assumptions about human nature are made in this theory: 1. Humans are the ones who make decisions) Humans are the ones who break the rules and those who follow them. Consideration of other people and one's own self-observation are the foundations of human choices and rules.

People can now easily find information and exchange messages without being hindered by distance or time thanks to technological advancements that are becoming increasingly sophisticated. The Millennial Generation can benefit from the development of self-observations and self-existence through social media. Because social media has become a public consumption, privacy space becomes difficult to manage because there are no time or space perimeter. The presence of a guideline to oversee web-based entertainment likewise gives a standard to oneself in regards to what can be passed on to the public what isn't. This is in line with the CPM theory that was used in this study, which says that people make decisions based on how they see themselves and other people. Because not everyone on social media is a close friend, it's important to know about their condition and self-observation. As a result, using social media's privacy features requires careful information handling.

According to the findings of the study, Millennials had excellent application and social media usage skills. However, it is extremely challenging for them to maintain the perimeter that are in place, particularly with regard to his privacy. Information about a person's privacy that is disclosed poorly makes it easy for others to access. Information assurance is many times disregarded, despite the fact that there are protection setting instruments gave on each web-based entertainment.

According to the findings of the study, Instagram and Whatsapp are the social media applications that are used the most frequently. Because it made it simpler to send messages about personal matters like college, work, and family, Whatsaap was used. Instagram was frequently utilized for self-existence and the development of self-observations. Instagram was used as a place to look for information about traveling, cooking, and hobbies. This is in line with the CPM theory that people are the ones who change the rules and follow them. Humans ought to have complete independence. It is possible to manage both his needs and his wants. The right to privacy-related perimeter must also be properly managed, and technological advancement makes this process simpler.

CONCLUSIONS

1.The informants managed communication by providing privacy-related information in accordance with the mutual agreement that had been established from the beginning and the required contextual and motivational criteria. Control over who, where, and how privacy information is shared is a fundamental trait of the Millennial generation's self-observation.

2.Individual closeness was a possibility for Millennial Age in giving data on security, for example, for guardians and companions. This closeness was seen as a choice for controlling information perimeter and mutual trust in keeping the information conveyed.

3.Social media was used by millennials to manage privacy-related information. This handling was also accompanied by an understanding of these features of social media, such as privacy settings that restricted access to the social media used. Because of the ease with which information can be found on social media, the Millennial generation is able to easily meet their needs for self-existence.

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